Indexly Launches Agency-Focused AI Marketing Tech Stack to Help Marketing Agencies in US Deliver Value at Scale

Indexly brings AI visibility, GEO, content and reporting into one platform, helping US agencies cut tool sprawl and scale AI search services.

BANGALORE, KARNATAKA, INDIA, September 10, 2026 / EINPresswire.com/ -- As marketing agencies expand their services, their technology stacks become harder to manage. An agency serving law firms, fintech, real estate or D2C clients may already run separate tools for SEO, content, keyword research, rankings, analytics, backlinks and reporting. AI search is now another major growth channel on top of that stack, and most agencies track it manually, spending real expert hours checking client visibility across ChatGPT, Gemini and Google AI Overviews by hand. That effort shows real commitment to clients, but it creates a capacity ceiling that keeps agencies from scaling these services profitably.

> We needed one system that worked the same way across every client, not a custom project for each. Every account is growing on Google, and clients are seeing AI engine traffic that wasn't there before."
>
> *Jeff, Head of Spotlight Media360*

A 2024 Boston Consulting Group study found that most organizations struggle to unlock full value from fragmented commercial technology, with maintenance costs and disconnected data limiting performance. The ones getting the most value integrate technology into how they operate rather than running tools as standalone add ons. CMOs now oversee an average of nine marketing channels, according to Gartner's most recent Marketing Technology Survey, and stack utilization has dropped to 49%, its lowest point in five years. Forrester's 2026 Marketing Operations Maturity Report found that teams running five or fewer core marketing tools generate roughly 23% more marketing attributed pipeline per headcount than teams managing 25 or more.

Indexly addresses this with an agency focused technology stack that bridges traditional SEO with generative engine optimization (GEO) and answer engine optimization (AEO), which track and improve how a brand is cited, summarized and recommended inside AI generated answers rather than ranked on a results page. It functions as the backbone underneath an agency's AI search and GEO service, consolidating visibility tracking, content, lead attribution and reporting into one system, so agencies can sell and deliver this work without adding headcount or new subscriptions per client.

Spotlight Media360 manages SEO and content programs for 4-5 client accounts at once, each in a different niche, and has rolled out Indexly's AI Readiness Audit, AI Visibility Tracking, Content Generation and Custom Reports across its full portfolio. Every account has seen consistent Google organic traffic gains, and accounts with no prior presence in AI generated answers are now pulling referral traffic from ChatGPT, Perplexity and Google AI Overviews for the first time.

"Clients are no longer accepting a shrug when they ask how their brand shows up in an AI generated answer. That question now sits next to share of voice on every account review," said Chetan Giridhar, Founder and CEO at Indexly. "We want to bring the technology stack end to end to marketing agencies, so they stay focused on client relationships and execution, while Indexly runs the analytics, reporting and infrastructure underneath it. We want to be the backbone that lets agencies deliver AI search services at scale."

Indexly's platform includes AI visibility tracking across ChatGPT, Claude, Gemini, Perplexity, Grok and Google AI Overviews, content agents built for AI search formats, Reddit and LinkedIn visibility tracking, and AI traffic analytics that attributes leads back to the content driving them. For law firms and fintech clients, an AI governance and fact checking layer flags inaccurate or unverified claims before content reaches a client's audience. For real estate and D2C agencies, content and visibility tools are configured around the search behavior specific to those industries.

Indexly is priced starting at $200 per site per month, covering AI visibility tracking, content agents, Reddit and LinkedIn visibility, and AI traffic analytics, with custom pricing for agencies managing multiple accounts and industry specific configurations.

About Indexly:

Indexly is an AI search visibility platform built by PiveLabs. It tracks how ChatGPT, Gemini, Perplexity, Grok and Claude describe and cite a brand, improves that visibility through content, Reddit and LinkedIn, and measures the traffic it drives, all from one dashboard. Trusted by 500 plus brands and agencies, Indexly helps companies stay visible as AI search reshapes discovery. Learn more at indexly.ai.

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