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Press Release Distribution Report

April 23, 2025

Company Name

Gro.X

Address 1

8 The Green STE B

Address 2

KENT COUNTY

Email

contact@groxweb.com

Country

United States

City

Dover

State

Delaware



Website

<https://www.groxweb.com/>

Distribution Report

Gro.X and AR Workflow: Transforming Accounts Receivable Management for Restoration Businesses

Date Submitted: 2025-04-23

<div>Recorded Full Page Placements*</div> <div>2</div>	<div>Potential Audience Reach</div> <div>85.8 M</div>
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Your Submitted Press Release

Gro.X, a leader in conversion optimization for B2B companies, is proud to announce its ongoing and future collaboration with AR Workflow, a cutting-edge accounts receivable (AR) management platform designed specifically for restoration businesses. This partnership aims to enhance AR Workflow's digital presence, optimize their website for conversions, and help more restoration businesses streamline their receivables for efficient accounting operations.

Bringing CRO Expertise to AR Workflow

Gro.X specializes in conversion rate optimization (CRO), ensuring that B2B websites not only attract visitors but also turn them into engaged product users. By implementing intuitive design, persuasive copy, and analyzing website changes through A/B testing, Gro.X helps companies like AR Workflow methodically maximize the effectiveness of their inbound customer acquisition, ultimately contributing to revenue growth.

Why AR Workflow Matters for Restoration Companies

Restoration companies face unique financial challenges, particularly when managing insurance claims and working with multiple stakeholders. AR Workflow provides an innovative solution tailored to their needs, offering:

- **Automated Reminders & Follow Ups:** Reduces manual efforts and ensures consistency in payment collections for receivables.
- **Seamless QuickBooks Integration:** Automates invoice imports for a more efficient accounting process.
- **Pre-Built Communication Templates:** Email and SMS templates designed specifically for the restoration industry to simplify and accelerate follow-ups.
- **Documentation Capabilities:** Centralized record improves client interactions and payment tracking.

Companies using AR Workflow have reported impressive financial improvements, including:

- Saving 10 to 20 hours per week on AR-related tasks.
- Collecting payments 21 days faster on average, improving cash flow.
- Increasing profits by 5-10% through advanced AR management and efficiency.

Through this partnership, Gro.X is helping AR Workflow amplify these benefits by ensuring their website effectively communicates their value and compels more restoration companies to adopt the platform.

Looking Ahead

Gro.X and AR Workflow are exploring additional enhancements to drive even greater conversion increases and customer acquisition. From further A/B testing strategies to enhanced personalization in user journeys, the future of this partnership is poised to set new standards in AR automation and digital optimization.

For restoration companies looking to improve cash flow and streamline AR management, AR Workflow is the solution – and Gro.X ensure exposures to the right audience, with the right impact.

About Gro.X

Gro.X is a leading website optimization agency specializing in conversion rate optimization (CRO) for B2B companies, particularly in the Software as a Service (SaaS) sector. By leveraging data-driven strategies, engaging design, and compelling copy, Gro.X helps businesses turn website visitors into loyal customers.

About AR Workflow

AR Workflow is an advanced accounts receivable management platform designed for restoration companies. By automating invoice tracking, payment reminders, and customer interactions, AR Workflow helps businesses improve cash flow and profitability.

For more information, visit groxweb.com and arworkflow.com.

BUSINESS INSIDER

Endpoint Name
Business Insider



Industry
Business

Potential Audience
88000000 visit/month

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