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Press Release Distribution Report

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Distribution Report

Gro.X Redefines EdTech UX with Award-Winning Design for PrepAI

Date Submited: 2025-04-09

Recorded Full Page Placements*

1

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Gro.X has earned a Davey Award for transforming PrepAI's website with a design that showcases how AI streamlines test creation for educators. The redesign highlights PrepAI's impressive results—79% faster test creation and 23% better student performance—while addressing concerns about AI governance and data security. Through strategic UI/UX and conversion optimization, Gro.X demonstrates its expertise in helping B2B SaaS companies turn their websites into effective customer acquisition tools.

Gro.X's strategic web design and optimization elevate PrepAI's digital presence, winning a prestigious Davey Award.

In an era where digital experience defines user engagement, Gro.X, a leader in B2B web design and conversion optimization, has successfully transformed the online presence of PrepAI, an artificial intelligence (AI)-powered test generation platform developed by The Bertrand Education Group, a portfolio company of NewtekOne (Nasdaq: NEWT).

Gro.X's expertise in designing intuitive, high-converting websites for B2B SaaS (Software-as-a-Service) companies has been instrumental in enhancing PrepAI's product page, effectively communicating the platform's AI-driven assessment capabilities and business impact.

Bringing AI-Powered Assessments to the Forefront

PrepAI revolutionizes test creation by leveraging artificial intelligence, machine learning, and natural language processing to generate high-quality, bias-free assessments. Educators, trainers, designers of instructional materials, and hiring teams benefit from its automated question generation, which supports multiple Q&A formats all aligned with Bloom's Taxonomy.

By integrating AI, PrepAI achieves:
• 79% reduction in test creation time
• 23% improvement in student performance during final exams

Gro.X's challenge was to translate these powerful benefits into a compelling, conversion-optimized web experience.

Optimizing for Engagement & Conversion

With expertise in B2B SaaS buyer behavior, Gro.X redesigned the PrepAI product page to emphasize:

• Clear Value Propositions – Highlighting efficiency gains, AI governance, and educational impact.
• Visual Storytelling – Using engaging UI/UX to simplify complex AI-driven functionalities.
• Data Security & AI Governance – Addressing key concerns for EdTech decision-makers.

• Conversion Rate Optimization (CRO) – Implementing A/B testing to maximize lead generation.

The result? A seamless, high-converting user experience that effectively conveys PrepAI's mission and capabilities.

In October 2024, the project received the Davey Award for Websites – Silver Award in the Education Category, establishing Gro.X as a market leader in B2B SaaS web design and optimization.

Driving Growth for B2B SaaS (Software-as-a-Service)

Gro.X continues to set new benchmarks in website design and conversion rate optimization for B2B companies, especially in SaaS. By combining strategic UX/UI design with data-driven CRO, Gro.X helps businesses convert their websites into powerful customer acquisition engines.

For companies looking to enhance their online presence and drive measurable growth, Gro.X remains the go-to partner in the industry.

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7500000 visit/month

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