



Naviance Test Prep

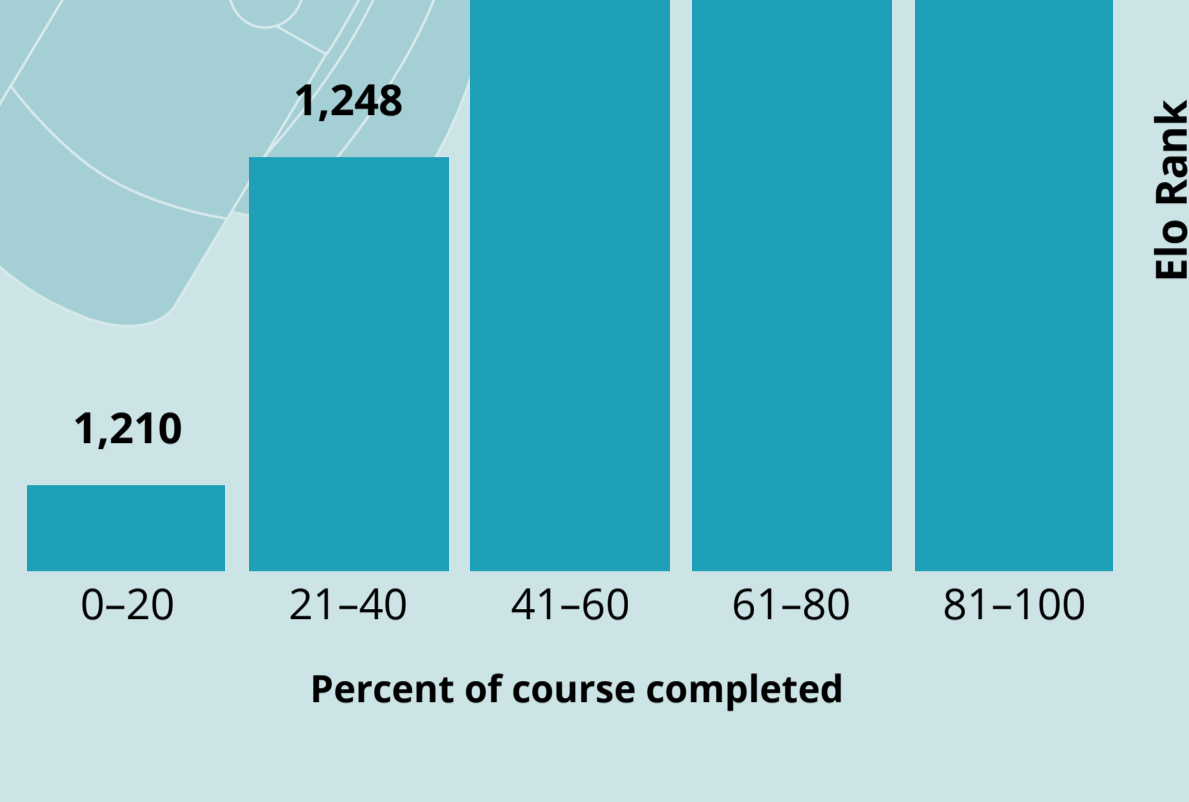
Score Improvement & Student Engagement Analysis

Naviance Test Prep courses supplement classroom instruction and help students prepare for key standardized tests. The efficacy analysis demonstrated a significant impact on students' engagement and scores.

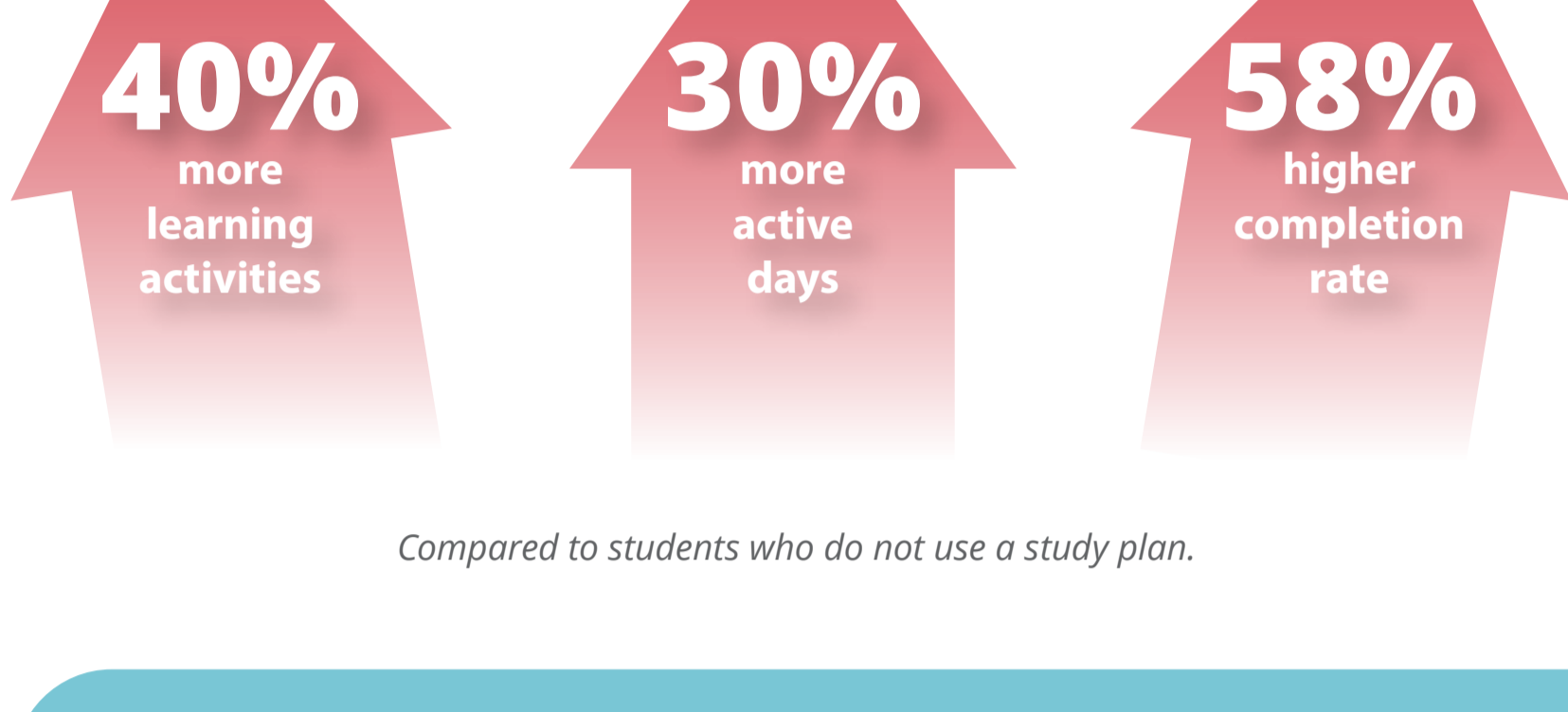
Time period: Jan 2013 to Dec 2014 | Sample size: 18,410
Subjects included SAT, ACT and Advanced Placement exams

Elo Rank improvements

Elo Rank measures answer accuracy relative to question difficulty. As students progressed, their Elo Rank improved.

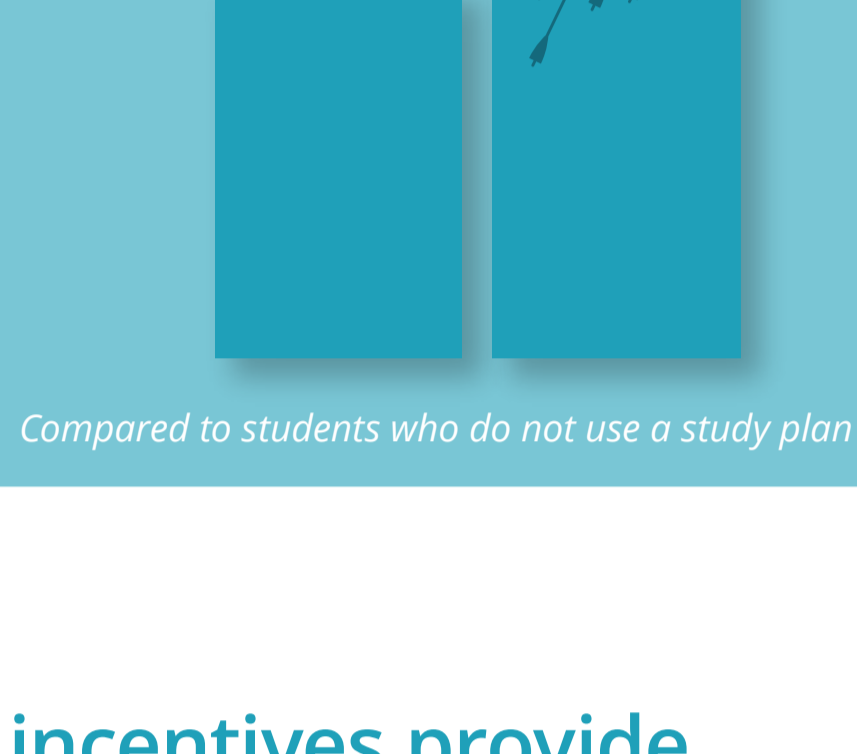


A Naviance Test Prep structured study plan led to significantly higher engagement



Compared to students who do not use a study plan.

Students using a study plan also saw greater score improvement



Compared to students who do not use a study plan

Emotional incentives provide positive reinforcement along the way



The achievements and game mechanics boosted engagement



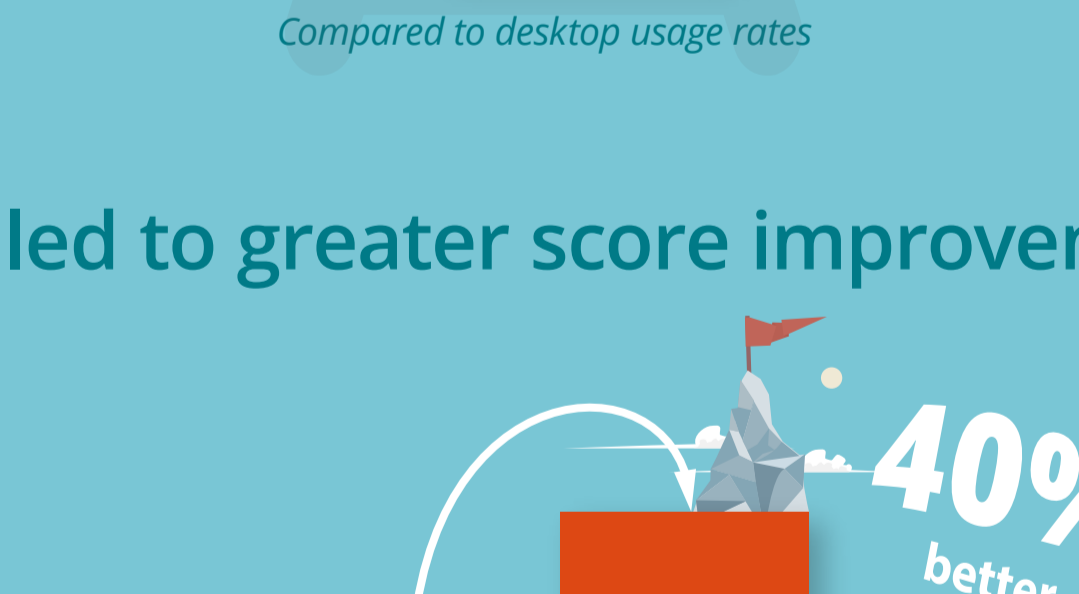
Compared to Naviance Test Prep courses without game mechanics and incentives.

Naviance Test Prep is mobile-friendly since students prefer mobile devices for learning



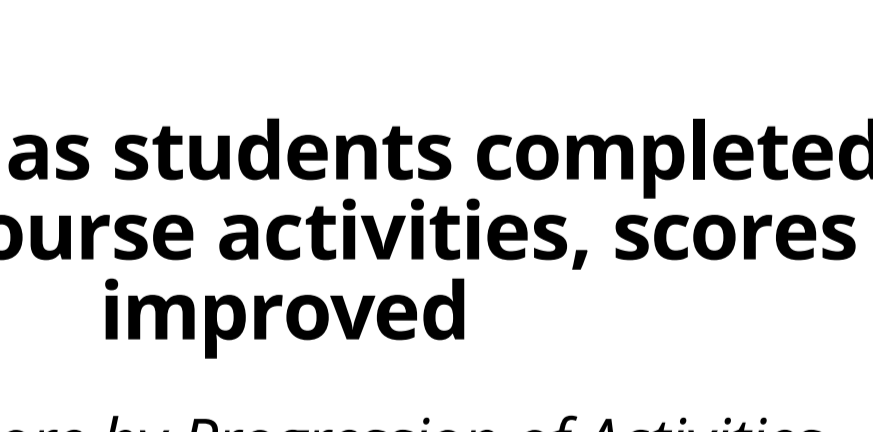
SOURCE: Pearson Student Mobile Device Survey, 2014

Mobile use boosted engagement



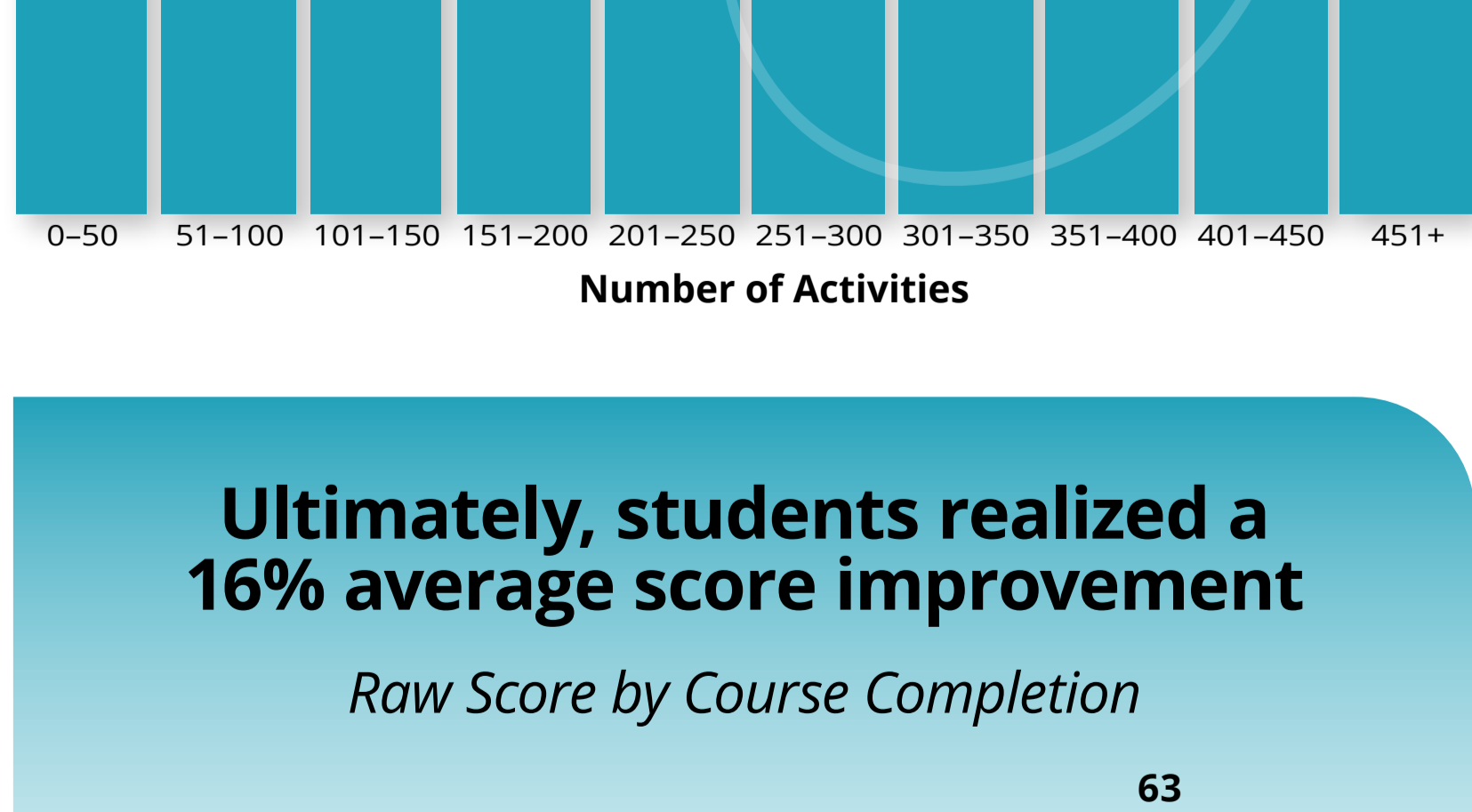
Compared to desktop usage rates

And led to greater score improvement



Overall, as students completed more course activities, scores improved

Scaled Score by Progression of Activities



Ultimately, students realized a 16% average score improvement

Raw Score by Course Completion

