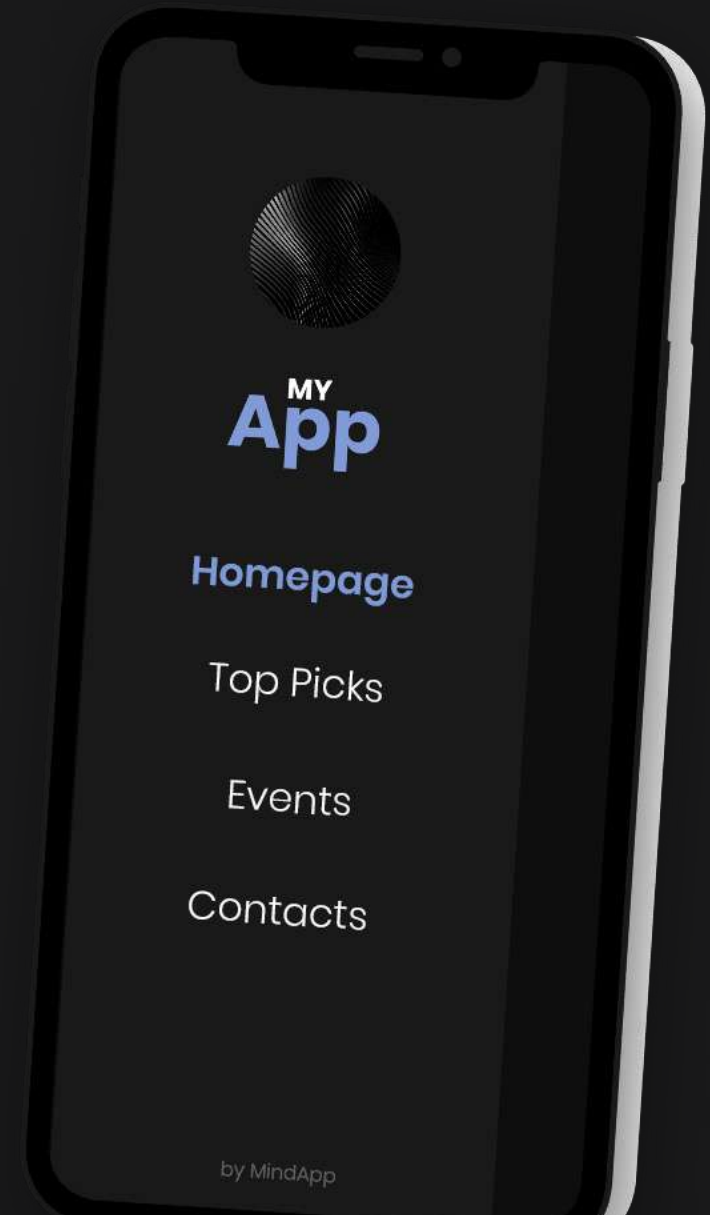


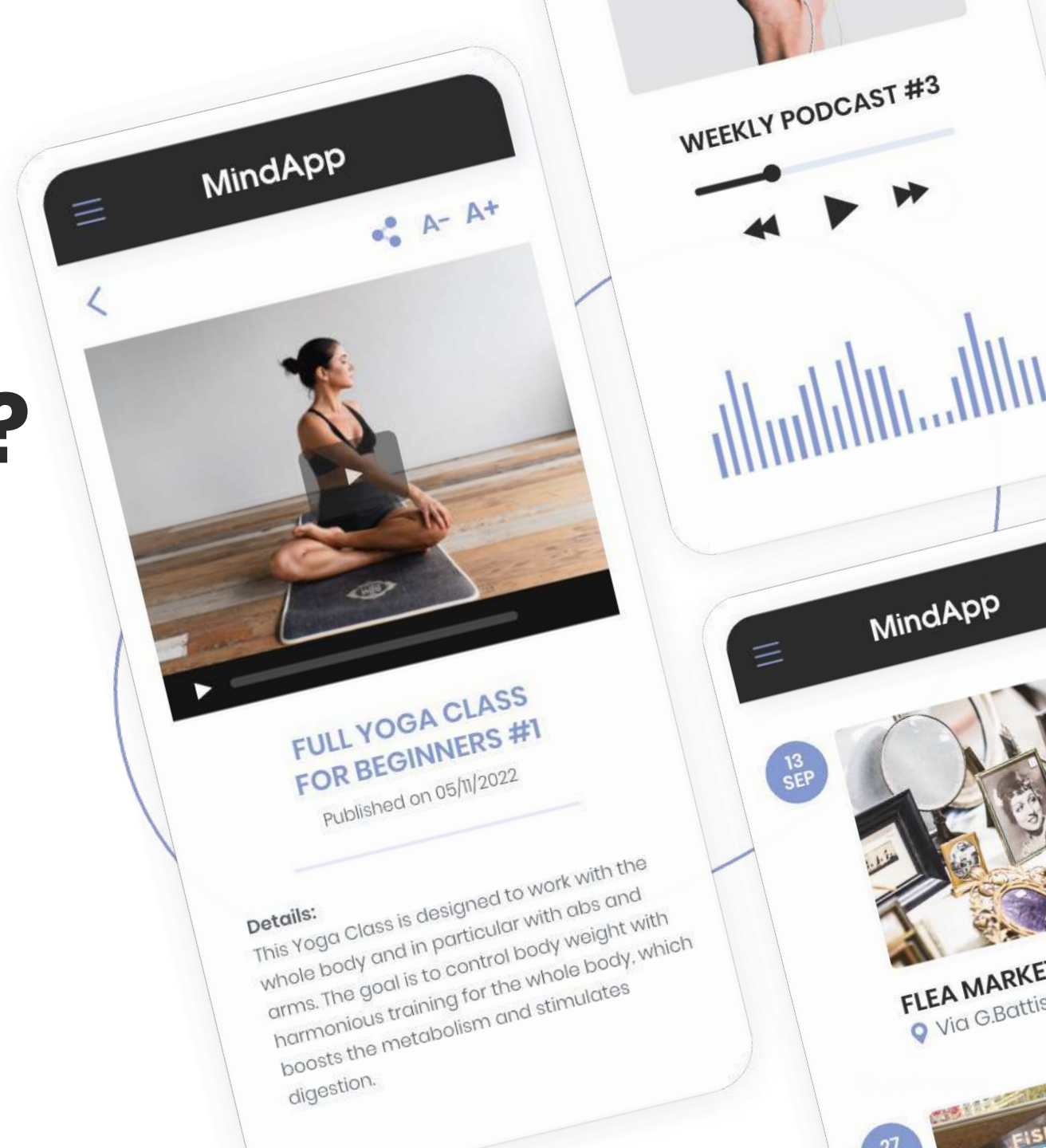
**MindApp**

**A bit of you  
always in your  
customers'  
pocket**



# What is MindApp?

MindApp is a no-code platform that allows you to independently [Create and Manage Progressive Web APPs](#) that can be enjoyed, via browser, on smartphones, tablets and Desktops. They can also be published on digital stores as Native APPs.



## **PROGRESSIVE APP**

The term, conceived in 2015 by Google, refers to applications that are developed and spread like normal web pages, but behave like Native Applications when used on a mobile device, without having to be published in Apple & Android stores, avoiding taking up unnecessary space.

## **NATIVE APP BENEFITS**

Optimal mobile experience

Interaction with device functions

Branded App Icon

Optimized for Operating Systems

+

## **PROGRESSIVE APP BENEFITS**

Also usable on desktop

Shareable Links via WhatsApp, Social, SMS

Indexing, SEO, Facebook Pixel

Immediate Update

=

**REDUCTION OF DEVELOPMENT TIMES AND COSTS BY 75%**

PAST

PRESENT

FUTURE



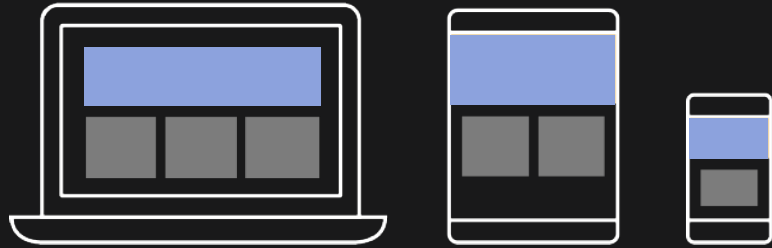
**DESKTOP FIRST**  
WEB RESPONSIVE  
& WEB APP



**MOBILE FIRST**  
PROGRESSIVE WEB APP  
& APP NATIVE

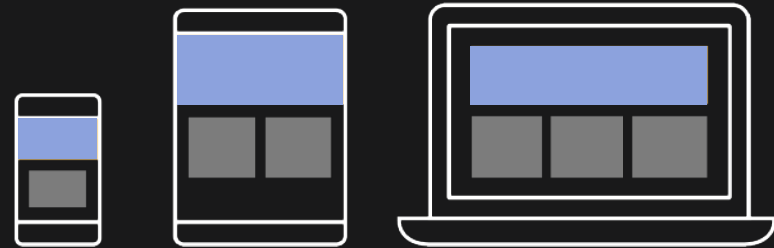


**MOBILE ONLY**  
PROGRESSIVE WEB APP  
& HYBRID APP



**DESKTOP FIRST**

RESPONSIVE WEBSITES



**MOBILE FIRST**

PROGRESSIVE APPS

## **APP-LIKE**

They act like Native Apps, both in terms of interaction and navigation.

## **INFORMATION UPDATE**

App information will always be updated at each reopening, without having to download updates.



## **SAFE**

The included HTTPS protocol prevents the information exposition and the alteration of the content

## **LINKABLE**

The entire App, or the individual contents within it, can be shared via a link on WhatsApp, Telegram and Social Media... without having to download it from the App Stores

## INSTALLABLE APPS

They allow customers/users to install the App with the corresponding icon on their devices, without all the steps required by the stores

→ Without taking up space

## AREAS OF APPLICATION



**COACHING &  
CONSULTING**



**HEALTH &  
WELLNESS**



**LAW &  
FINANCE**



**CAFE &  
RESTAURANTS**



**BUSINESS  
ACTIVITY**



**TRAINING &  
COURSES**



**TOURISM &  
CULTURE**



**SPORTS &  
CULTURAL ASSN.**



**CORPORATE  
INTRANET**



**FRANCHISING &  
NETWORKING**



**HUMAN  
SERVICES**



**PROMPT  
INTERVENTION**

## PRIMARY CONTENT



**BLOG**



**VIDEO**



**YOUTUBE**

*vimeo*

**VIMEO**



**PODCAST**



**CATEGORIES**



**FORMS**



**EVENTS**



**GALLERY**

## MODULES & INTEGRATIONS



LOGIN



BOOKING



PLAN



FILE  
MANAGER



TEST



FIDELITY  
CARD



COUPON



ZOOM

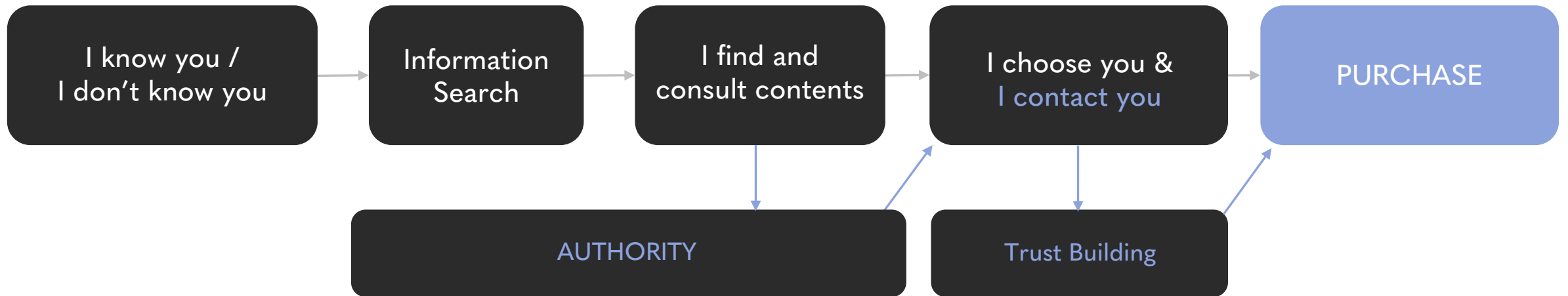


WHATSAPP



GEOFENCING

# Today's buying process



# Future 1st Touch Point



**1st Standard  
Touch Point**

PHYSICAL  
INTERACTION

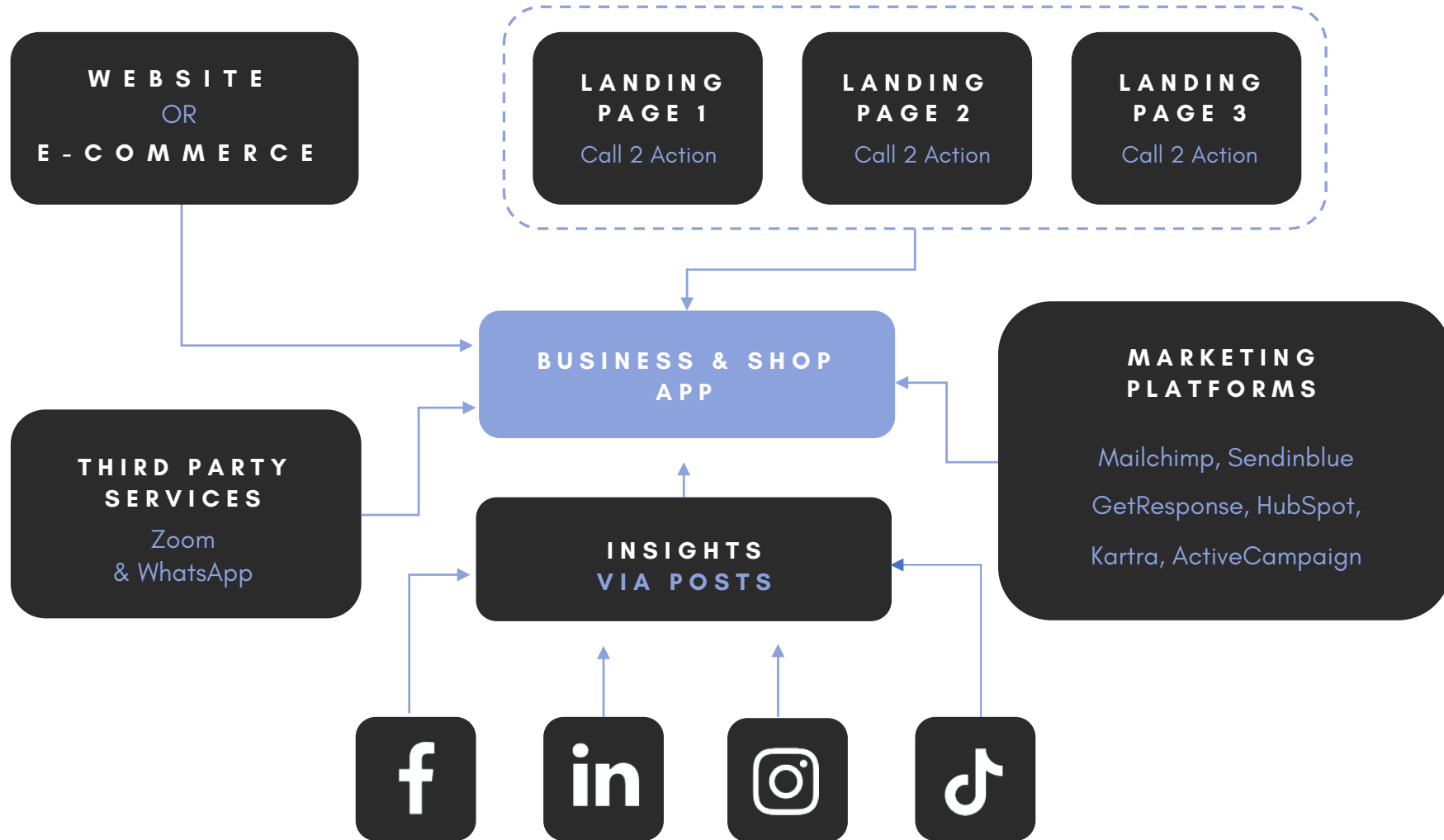
+



**1st Digital  
Touch Point**

DIGITAL  
INTERACTION

# APP POSITIONING IN THE DIGITAL PRESENCE





# Brand Awareness

BUILD OR REINFORCE  
YOUR BRAND IDENTITY



Use your look  
& feel as an  
imprint by  
framing  
external  
content with it

# Marketing Booster

Bring customers to learn more about your content **directly in your App**, from:

- > NEWSLETTERS
- > SOCIAL MEDIA CAMPAIGNS
- > LANDING PAGES
- > CALL TO ACTIONS



# Best Use

LEAD GENERATION STRATEGIC CONTENT

PRODUCTS PREVIEW

ONLY ON APP PRODUCTS

NEWS & SERVICES

PODCASTS & VIDEO COURSES

EFFECT

AUTHORITY & TRUST

LEAD MATURATION

RESULT

FIDELITY

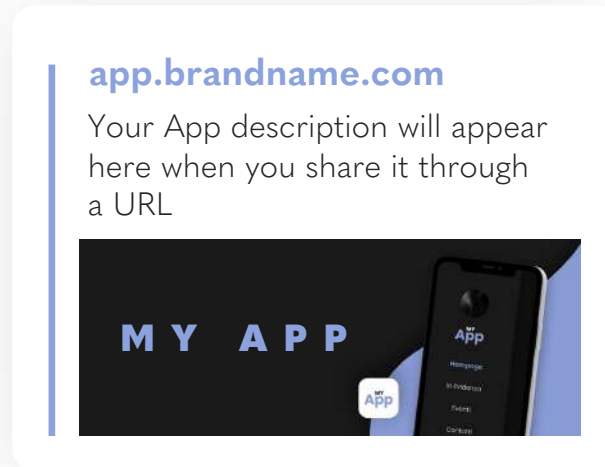
PURCHASES

# Diffusion Solutions

WITHOUT NATIVE APP



QR CODE  
WITH LOGO



LINK WITH TITLE  
AND DESCRIPTION



NFC TAG ON  
GADGET

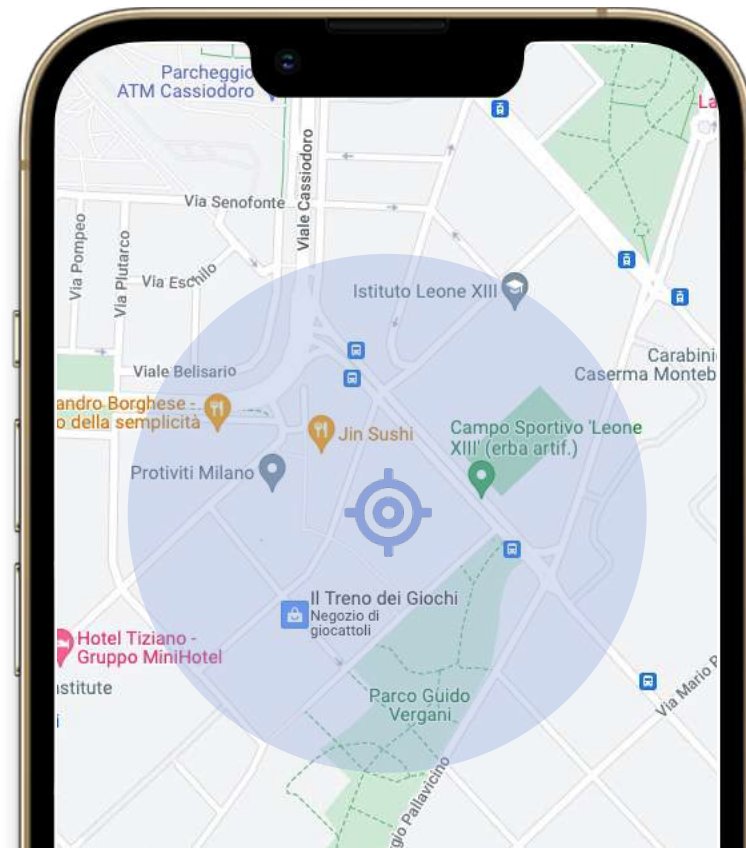
# Diffusion Solutions

WITH NATIVE APP

PUSH NOTIFICATIONS



GEOFENCING





# Contacts

COMMERCIALE@BMINT.IT

+39 349 7633936