



COMPANY PORTFOLIO

**ARS DIGITALIA IS AN INNOVATIVE COMPANY WITH A STRONG DIGITAL FOCUS. THE TEAM CONSISTS OF PROFESSIONALS WITH SEVERAL YEARS OF EXPERIENCE WHO HAVE DECIDED TO JOIN FORCES TO CREATE IMPACTFUL PRODUCTS IN THE MARKET.**

Ars Digitalia was founded in Naples following the development of the PizzaNow business in **2013**. This was an app for ordering and managing pizza deliveries by registered merchants.

Once the business was transformed into a management system for hospital canteens, Ars Digitalia SRLS was **established in 2015** by the three partners Antonio Zanesco (CEO), Alessandro Ionni (Art Director), and Domenico Neto (CTO). Since then, we have expanded our staff and collaborations to develop proprietary products and third-party projects using the latest technologies available on the market.

Today, the company operates through an extensive network of professional employees who **work remotely with flexible schedules**.

The board of directors meets once every three months to discuss strategies and communicate prospects to its employees.

All **interactions with clients primarily occur electronically** to reduce the environmental impact of our activities, and we choose suppliers who share our principles of sustainability.

We are committed to providing our clients with **consultancy on their image, functionality, social, and environmental impact** in the world.

## APP MOBILE

About **half of our lives are now spent through mobile devices**, presenting a significant business opportunity for entrepreneurs. For this reason, applications are an excellent solution both for internal management of one's company/association and for sales or customer loyalty.

Through our experience, we are capable of developing mobile applications for iOS, Android, and Huawei systems and advising on the most suitable business models in the mobile world.

## SITI WEB

In today's world, **a website is fundamental for any business activity**. For this reason, we develop custom websites for our clients.

Whether they are simple landing pages, showcase sites, blogs, or e-commerce platforms, we carefully study the usability and design of each to achieve the best possible outcome in terms of conversion and attractiveness, while paying close attention to the technical side, indexing, and issues of security and privacy.

## WEB APPLICATION

Businesses often require IT systems to **automate processes or simply to manage human resources or clients**. Ars Digitalia develops web and mobile solutions to support these needs.

Whether it's an ordering system for establishments, a staff attendance tracking system, or a file-sharing software with clients, web technologies, thanks to their versatility, are perfect for providing a smart and functional solution that enables cost savings and conserves human resources.

## DIGITAL CONSULTING

Entering the digital realm is not always straightforward for all businesses. For this reason, we have created the Digital Consulting service.

If you feel that your business needs to be at the forefront of the market, and that **digital evolution is not something to ignore but to leverage**, Ars Digitalia will help you understand how to digitize your business correctly and how to devise a development plan to effectively transition your activities from the real world to the digital one.

## MARKETING CONSULTING & AUTOMATION

Often, a product that goes online needs promotion and to **correctly reach its target audience**.

No matter how well a website or an app is made, if they remain only in the hands of those who created them, they are not useful for business growth. Advertising remains a fundamental point to see tangible results. For this reason, Ars Digitalia has been providing Marketing and Web Marketing services for companies for years, especially in the world of Google ADS, Meta ADS, TikTok ADS, and app-based ADS (Unity, AdMob, etc.).



**DIGITAL PRODUCTS CRAFTED WITH EXPERTISE**

[www.arsdigitalia.it](http://www.arsdigitalia.it)