

TOMI brings more fun to the Popular Saints

June is the month of the Popular Saints, and the festivities are celebrated throughout the Porto and North regions. This month TOMI experienced significant growth in the metrics.

TOUCHES



1.4 million

PHOTOS / GIFS SENT



13 thousand

CONTENT DISPLAY



27 million

MODULES



- 13% SEARCH
- 56% EVENTS
- 6% NEWS
- 25% TRANSPORTS



The festivities of the Popular Saints (Santo António, São João and São Pedro) are important parties that are celebrated throughout the Northern Region of the country.

TOP MODULES



SEARCH



EVENTS



NEWS



TRANSPORTS

1º	What to Do	Culture	Culture	Bus Terminal
2º	Where to Eat	Open Air	Local	Marina da Póvoa
3º	Art and Culture	Parties	Society	Muralha Fernandina

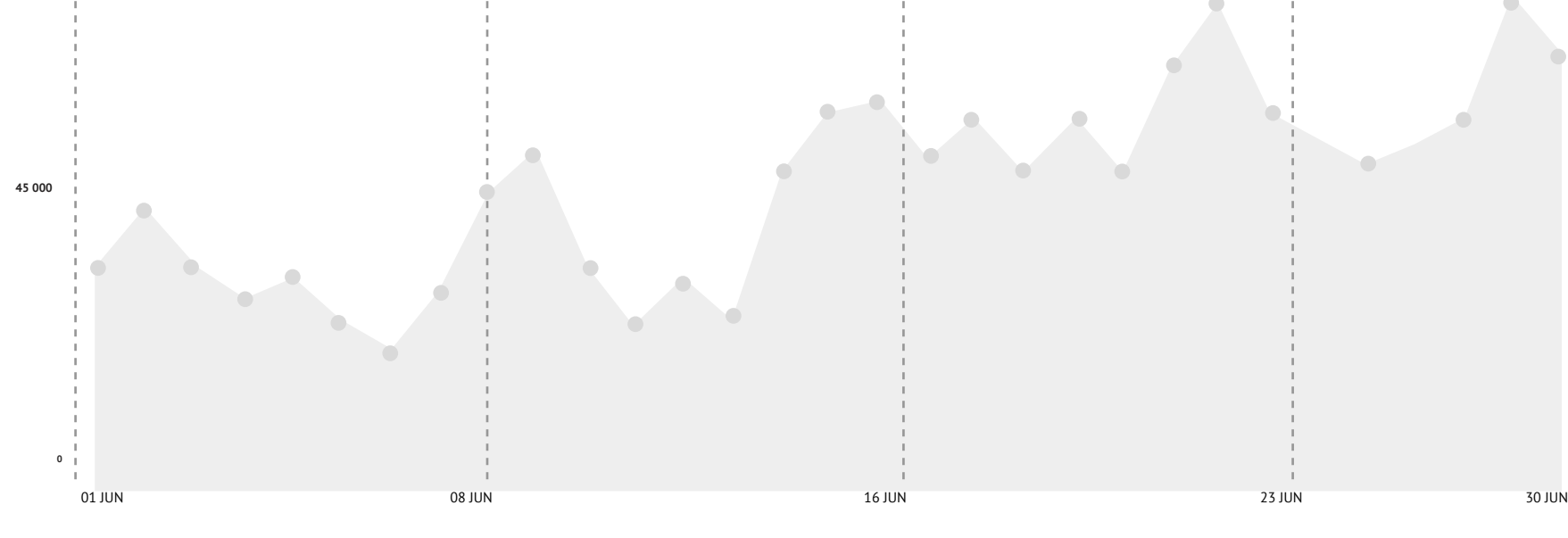
POPULAR SAINTS

During the festivities of the Popular Saints TOMI registered high numbers of interaction.

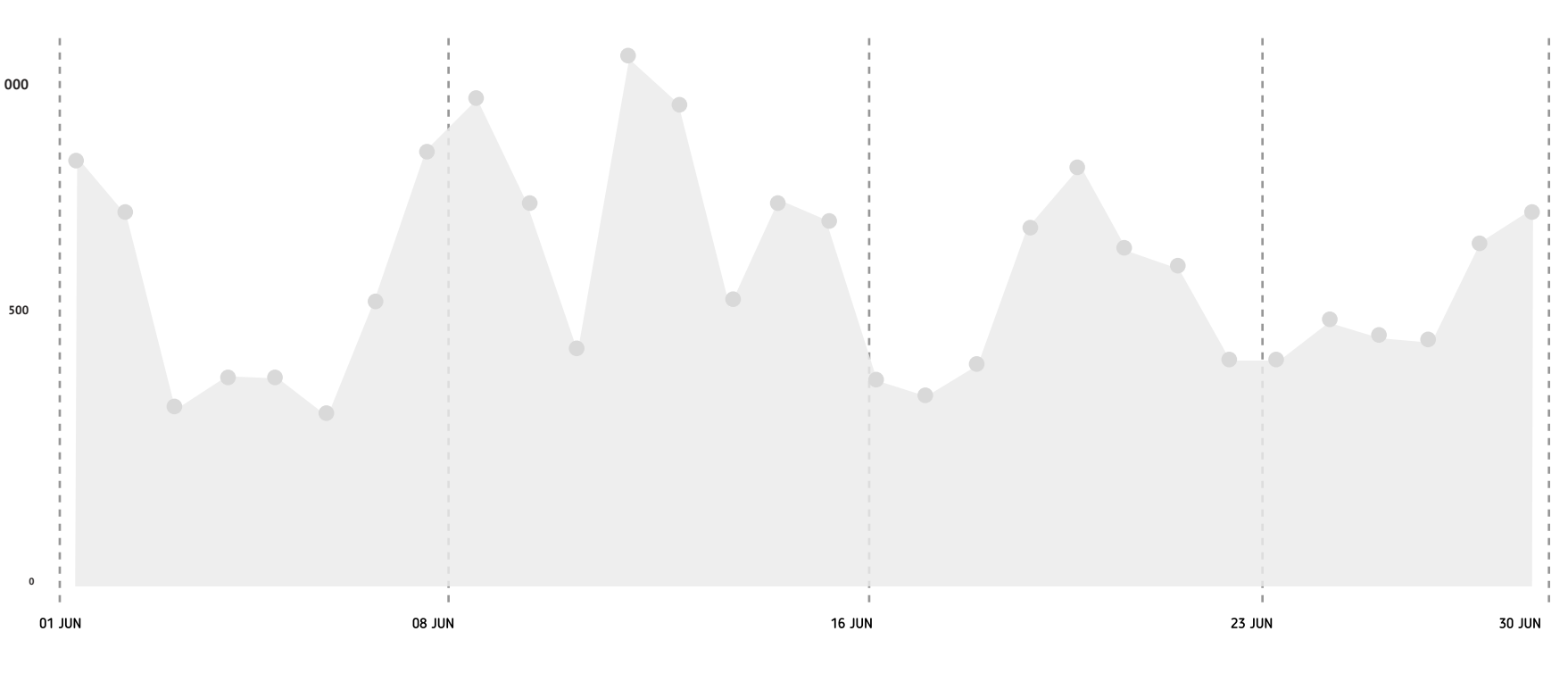
DURING THE MONTH



Monthly Touches Evolution



Monthly Sent Photos Evolution



TOP UPDATES PER REGION



SEARCH



EVENTS



NEWS

Espinho
Ponte de Lima
Vila Nova de Famalicão
Póvoa de Varzim
Fafe

Vila do Conde
Vila Real
Póvoa de Varzim
Guimarães
Gondomar

Vieira do Minho
Póvoa de Varzim
Vila do Conde
Melgaço
Espinho

DAILY TREND



MORNING

AFTERNOON

NIGHT

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

THE PODIUM LOCATIONS

BY LOCATION



TOUCH CHAMPION

Vila Nova de Gaia - Tourism Store - 64 026
Vila do Conde - Theater - 39 728
Tabuaço - 37 162
Valença - 31 096
Vila do Conde - Tourism Store - 26 850

SELFIE WINNER

Vila Nova de Gaia - Tourism Store - 1 415
Valença - 770
Póvoa de Varzim - Tourism Store - 502
Arouca - 468
Vila do Conde - Theater - 449

The "Touches" values indicate the number of touches made on TOMI. The "Content Display" values show the number of each content exhibited on lists, selections and search.