TOMI City's Best Friend

TRENDS & ANALYTICS

01.09.2019 - 30.09.2019

Porto and the North

TOMI wins worldwide engagement award

TOMI was recognised as 'Best Citizen Engagement Solution' in the Future Digital Awards! TOMI wins a worldwide smart cities' innovation award once again.
Previous winners of the award were leading technology companies such as Amazon, Google, Microsoft, Qualcomm, and many others.

Future Digital Awards

TOUCHES

777 million

PHOTOS / GIFS SENT

11 thousand

CONTENT DISPLAY

26 million

MODULES

- 23% SEARCH
- 30% EVENTS
- 11% NEWS
- 36% TRANSPORTS

- EN 14%
- PT 55%
- ES 31%

September is the official month for the promotion of urban mobility and this month, the 'Transport' module registered the highest percentage of touches on TOMI!

Arcos de Valdevez © PatricaR

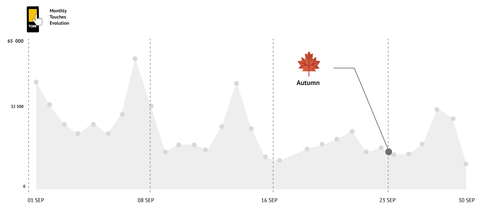
TOP MODULES

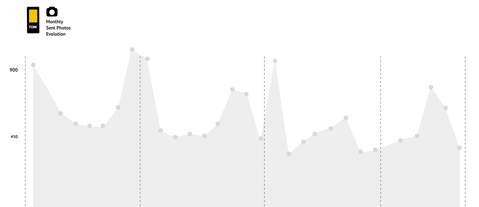
	SEARCH	EVENTS	NEWS	TRANSPORTS
1º	What to Do	Culture	Society	Terminal Rodoviário
2º	Where to Eat	Outdoor	Local	Muralha Fernandina
3º	Where to Stay	Music	Turism	Museu de Serralves

URBAN MOBILITY

Urban mobility is a very important topic for smart cities, and we have a special part in it: TOMI provides a quick and effective answers by allowing users to search for the routes for any destination in city, as well as how much time it will take to arrive, or how much it will cost.

DURING THE MONTH

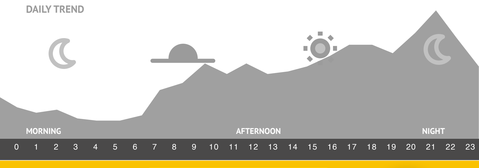




TOP UPDATES PER REGION

SEARCH	EVENTS	NEWS
Vila Nova de Famalicão	Vila Nova de Famalicão	Santo Tirso
Matosinhos	Vila Nova de Gaia	Arcos de Valdevez
Arouca	Gondomar	Espinho
Penedono	Guimarães	Felgueiras
Valença	Arcos de Valdevez	Melgaço

DAILY TREND



THE PODIUM LOCATIONS

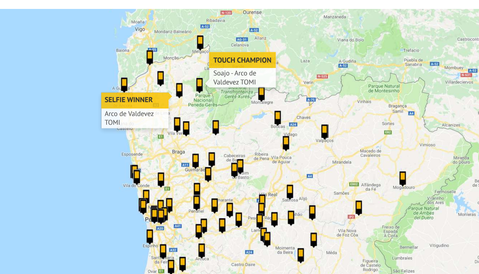
BY LOCATION

TOUCH CHAMPION

Soajo Arcos de Valdevez TOMI - 32 870
Guimarães TOMI- 32 524
Póvoa de Varzim TOMI - Loja de Turismo - 31 212
Arouca TOMI - 30 244
Valença TOMI - 29 128

SELFIE WINNER

Arcos de Valdevez TOMI - 641
Arouca TOMI - 539
Póvoa de Varzim TOMI - Loja de Turismo - 530
Guimarães TOMI - 529
Valença TOMI - 451



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.

TOMI Keep in Touch

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