

# TOMI My Business: new support to the local economy

TOMI WORLD launched the platform "TOMI My Business" as a way to promote the local economy, for free. The new platform allows everyone to add or change their business on the Search module in TOMI.



## TOUCHES

**3,64**  
million

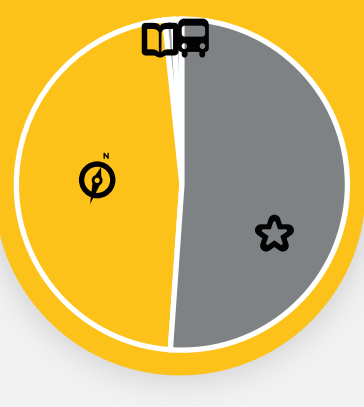
## PHOTOS / GIFS SENT

**1231**

## CONTENT DISPLAY

**4**  
million

## MODULES



- 47% SEARCH
- 51% EVENTS
- 1% NEWS
- 1% TRANSPORTS



The Events and Search modules stand out in the month of July. There was a great demand for content in the Portuguese language.

## TOP MODULES

	SEARCH	EVENTS	NEWS	TRANSPORTS
1º	What to Do	Culture	Local	Renex - Rede Nacional de Expressos
2º	Where to Stay	Exhibitions	Society	Salvador Alves Pereira & Filhos, Lda
3º	Where to Shop	Music	Culture	Courense

### NOTE:

The month of July was marked by the return of tourists to the country, despite restrictions on travel.

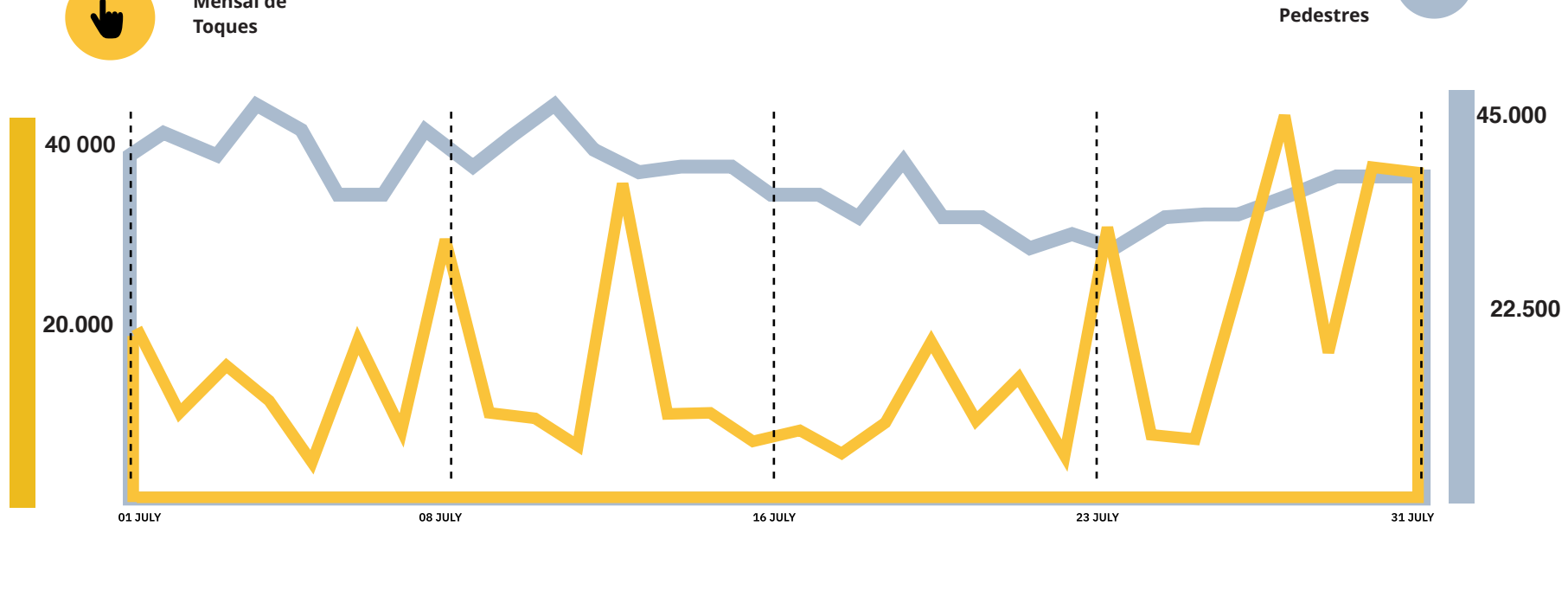
## DURING THE MONTH

### TOUCHES

Evolução Mensal de Toques

### PEDESTRIANS

Evolução Mensal de Pedestres



## SIMILAR PEDESTRIAN COUNT

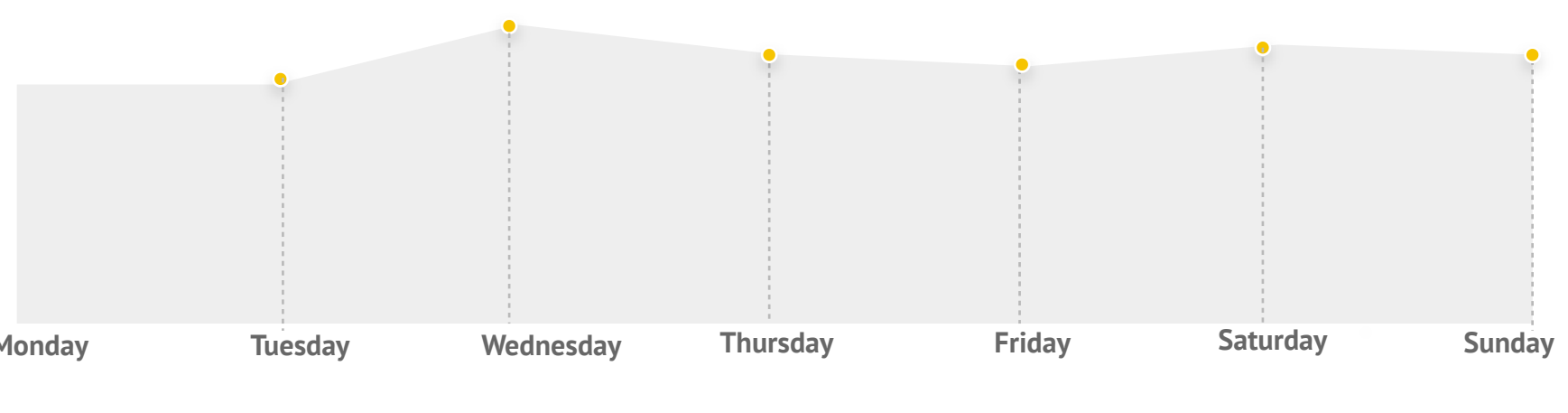
In July, there was a similar trend on all days of the week, registering only a peak on Wednesday.



## WEEKLY TREND



Average weekly pedestrians count during the month

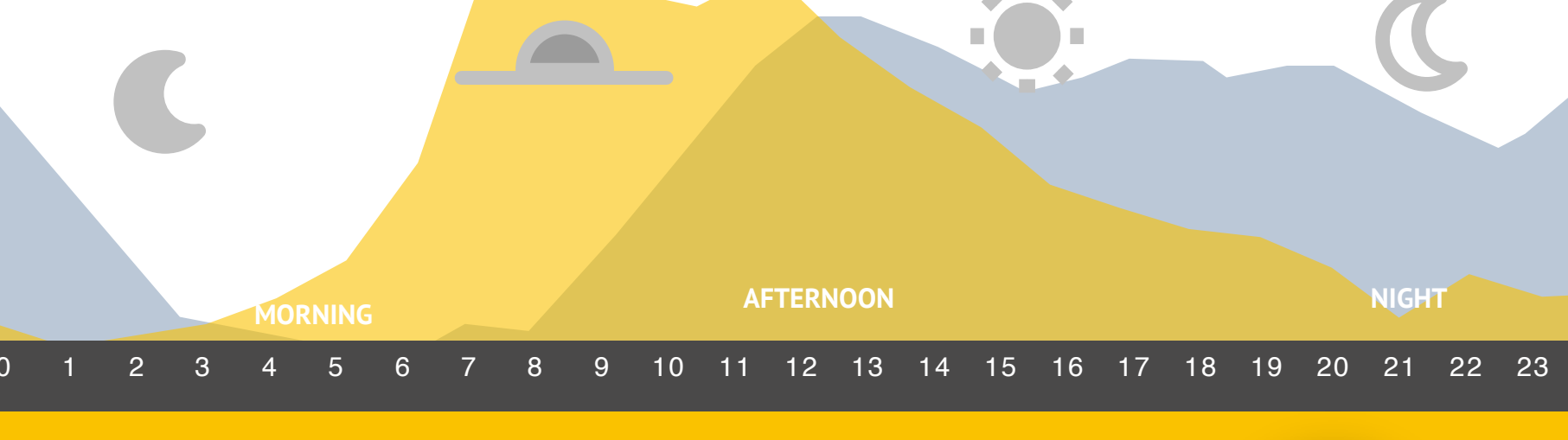


	SEARCH	EVENTS	NEWS
<b>TOP UPDATES PER REGION</b>	Vila Nova de Gaia Ribeira da Pena Valongo Viana do Castelo Ponte de Lima	Paredes Marco de Canaveses Vila do Conde Baíão Vila Nova de Gaia	Melgaço Baíão Tabuaço Santa Maria da Feira Arcos de Valdevez

## DAILY TREND

Touches

Pedestrians



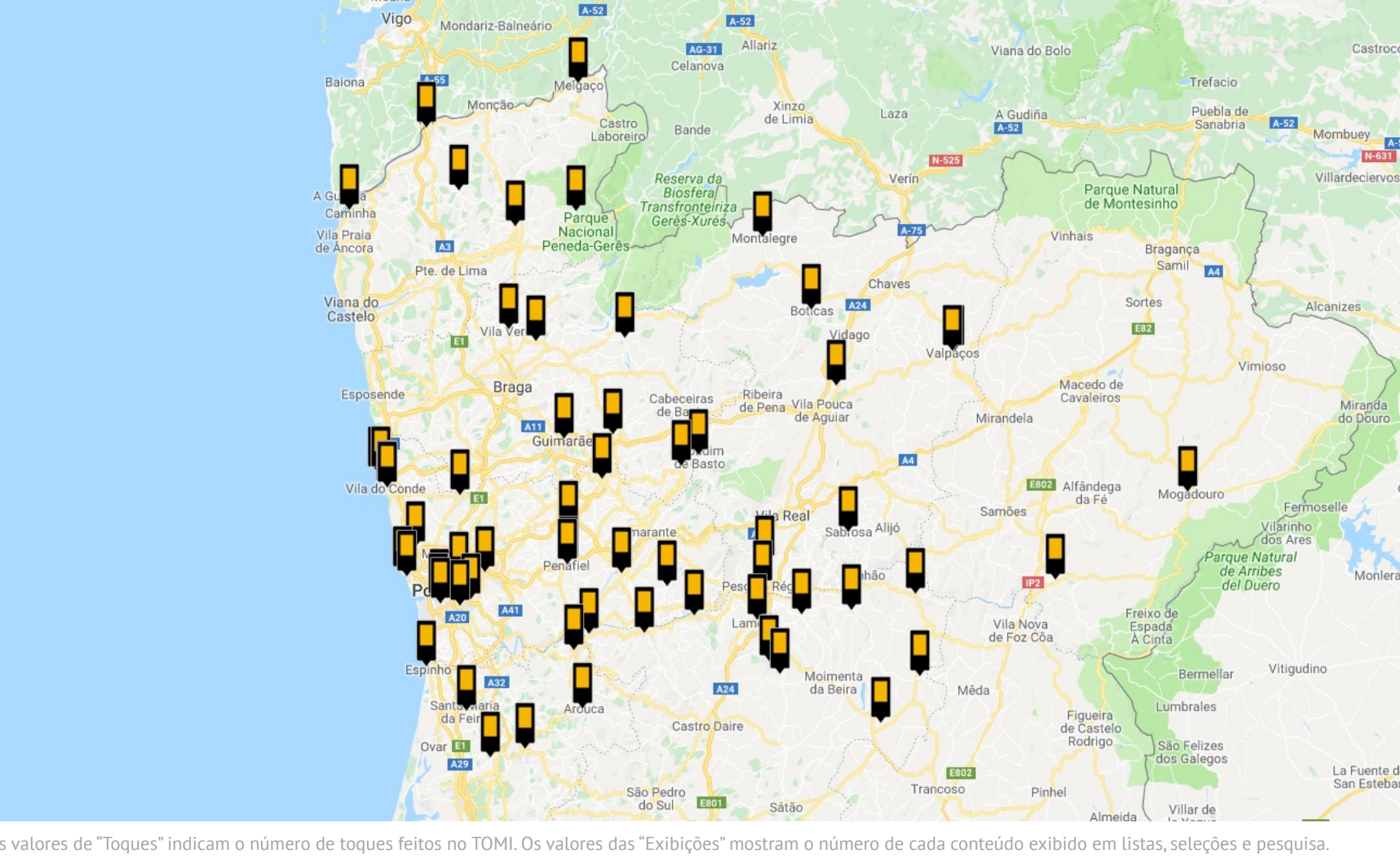
## THE PODIUM LOCATIONS

## BY LOCATION



TOUCH CHAMPION
Ponte de Lima TOMI - 9 002
Vila Nova da Cerveira TOMI - 4 553
Gondomar Rio Tinto TOMI - 4 196
Vila Real TOMI - 3 856
Gondomar São Cosmes TOMI - 3 391

SELFIE WINNER
Ponte de Lima TOMI - 109
Gondomar Rio Tinto TOMI - 86
Vila Nova da Cerveira TOMI - 71
Vila Real TOMI - 38
Gondomar São Cosmes TOMI - 36



Os valores de "Toques" indicam o número de toques feitos no TOMI. Os valores das "Exibições" mostram o número de cada conteúdo exibido em listas, seleções e pesquisa.