

TOMI Best Urban Interactive Solution 2020

TOMI won a new award of "Best Interactive Urban Solution", by Global Business Insights, from the United Kingdom. This award was given for TOMI's innovative way of promoting information and helping citizens in their daily lives.

USER ACTIONS *

58
Thousand



PHOTOS & GIFs SENT

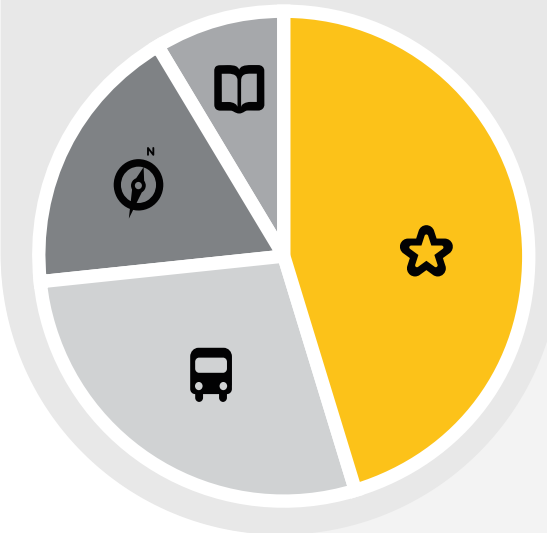
761



CONTENT DISPLAY *

13
Million

MODULES



- 8% NEWS
- 46% EVENTS**
- 18% SEARCH
- 28% TRANSPORTS



- EN 2%**
- PT 89%**
- ES 9%**

In April, the Events Module had a major percentage of usage. TOMI's user searched mainly for Art & Culture, Music and Exhibitions.

TOP CONTENT CATEGORIES



USER ACTIONS*

Top Content Categories by Module

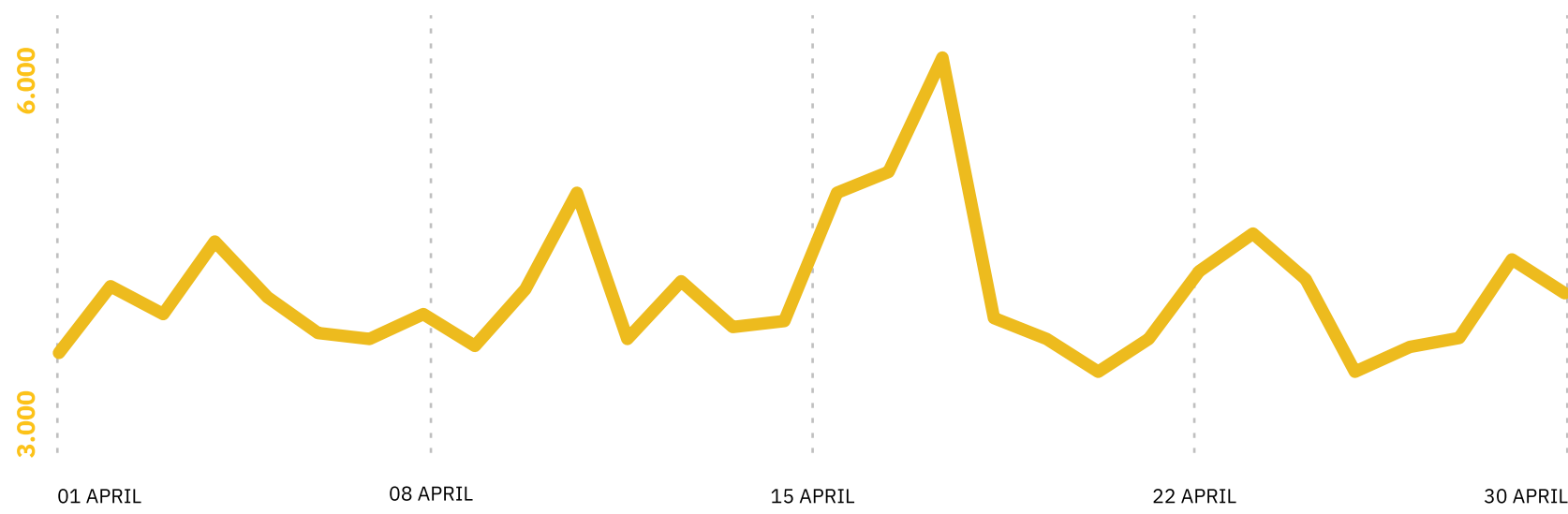
NEWS	EVENTS	SEARCH	TRANSPORTS
Society	Art & Culture	What To Do	Courense
Economy	Music	Where to Eat	Salvador Alves Pereira & Filhos, Lda
Culture	Exhibitions	Where to Stay	Rodonorte - Transportes Portugueses, SA

DURING THE MONTH



USER ACTIONS

Monthly User Actions Evolution

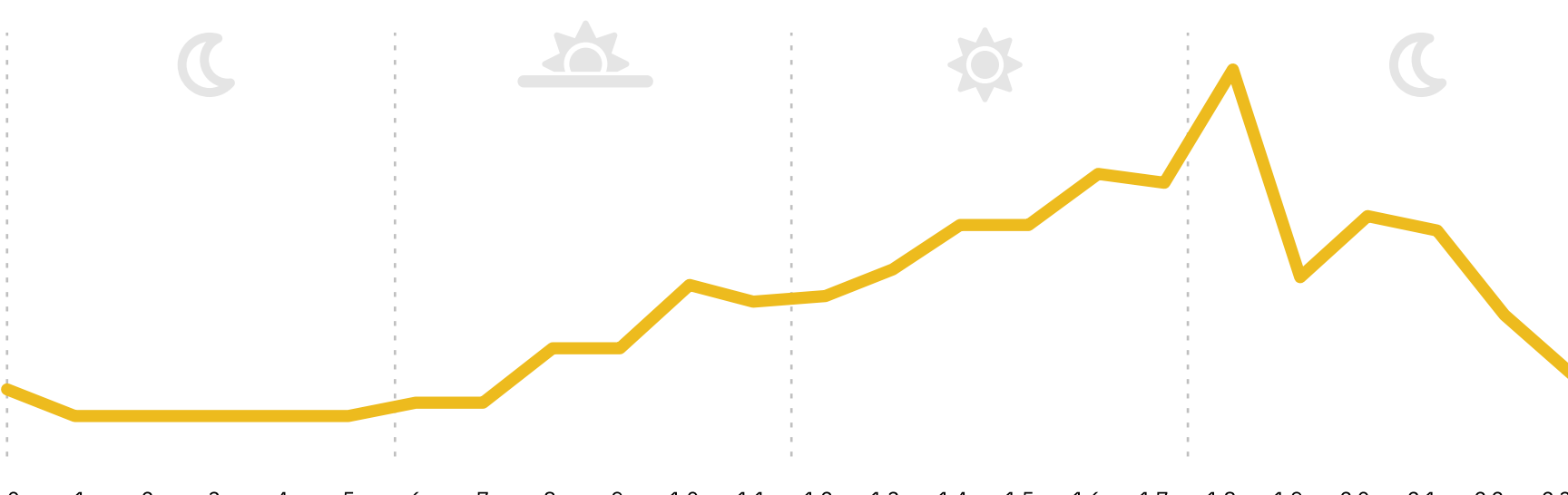


DAILY TREND



USER ACTIONS

Monthly User Actions Evolution



In April, there was a peak of user actions between 5pm and 6pm.

THE PODIUM



USER ACTIONS

TOMI With Most User Actions



PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

- Braga TOMI Arco - 9 063
- Ponte de Lima TOMI - 8 008
- Vila Nova de Gaia TOMI - 7 224
- Braga TOMI Loja - 5 723
- Valença TOMI - 4 011

SELFIE WINNER

- Braga TOMI Arco - 285
- Valença TOMI - 134
- Braga TOMI Loja - 119
- Arouca TOMI - 81
- Felgueiras TOMI Loja - 49

April Overall Analysis:

April was marked by the reopening phase in Portugal. In the rest of the Europe the number of Covid-19 cases has increased.

User Actions*: Values indicate the number of touches made on TOMI. Content Display*: Values show the number of each content exhibited on lists, selections and search. Pedestrians*: This data is completely anonymous and privacy is respected.

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