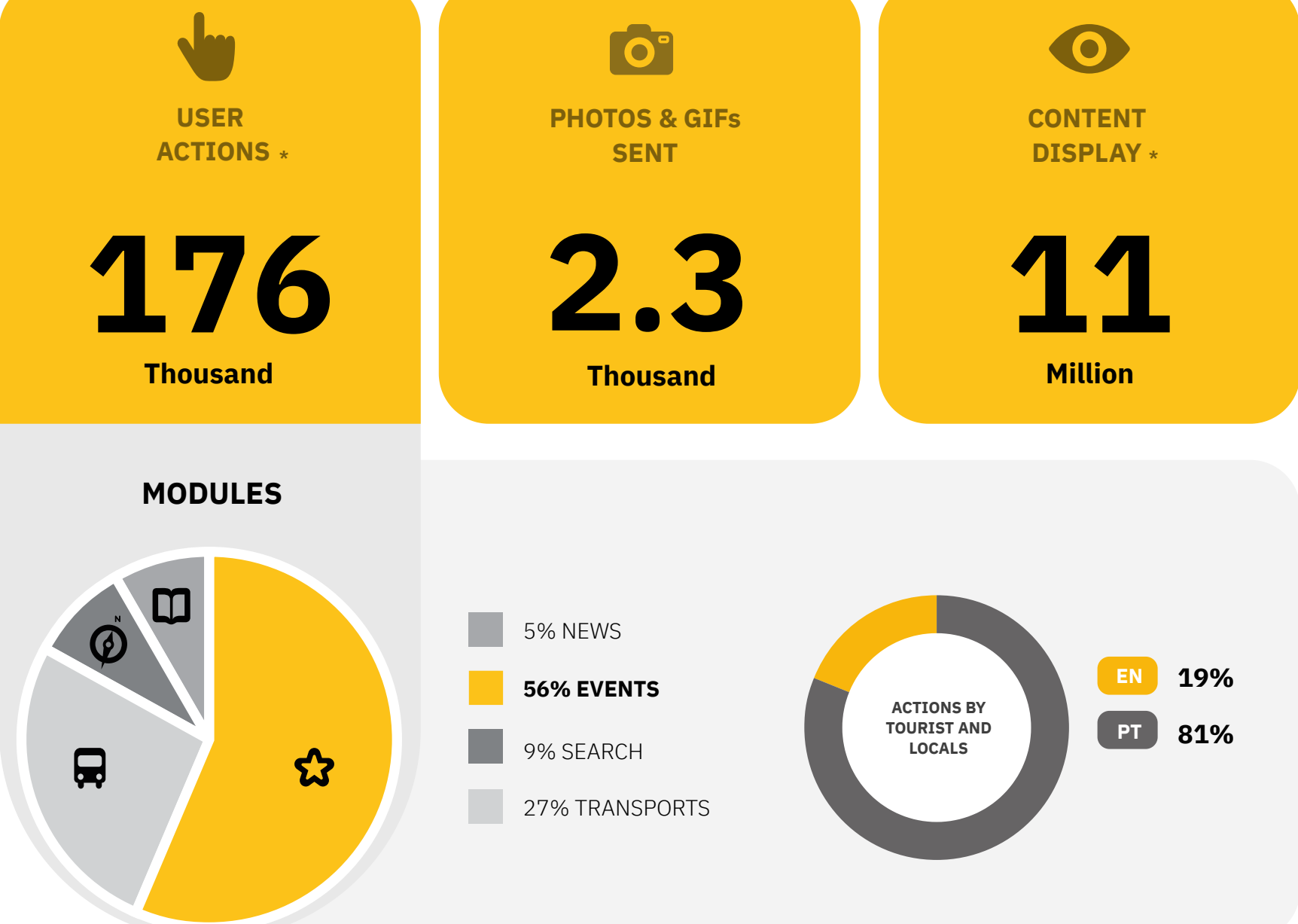


# In August the numbers on TOMI were great

During the month of August the interaction with TOMI has increased significantly. Those numbers show us that people are starting to get back to the normal life before the pandemic, and beginning to interact more with TOMI, and all its contents.



In August, the module with the higher usage was the Agenda Module. TOMI users searched mainly for events related to Exhibitions, Theater and Music.

## TOP CONTENT CATEGORIES

## USER ACTIONS

Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
Culture	Exhibitions	Art & Culture	Baixa-Chiado
City	Theater	Transports	Braço de Prata
Society	Music	What to Do	Aeroporto

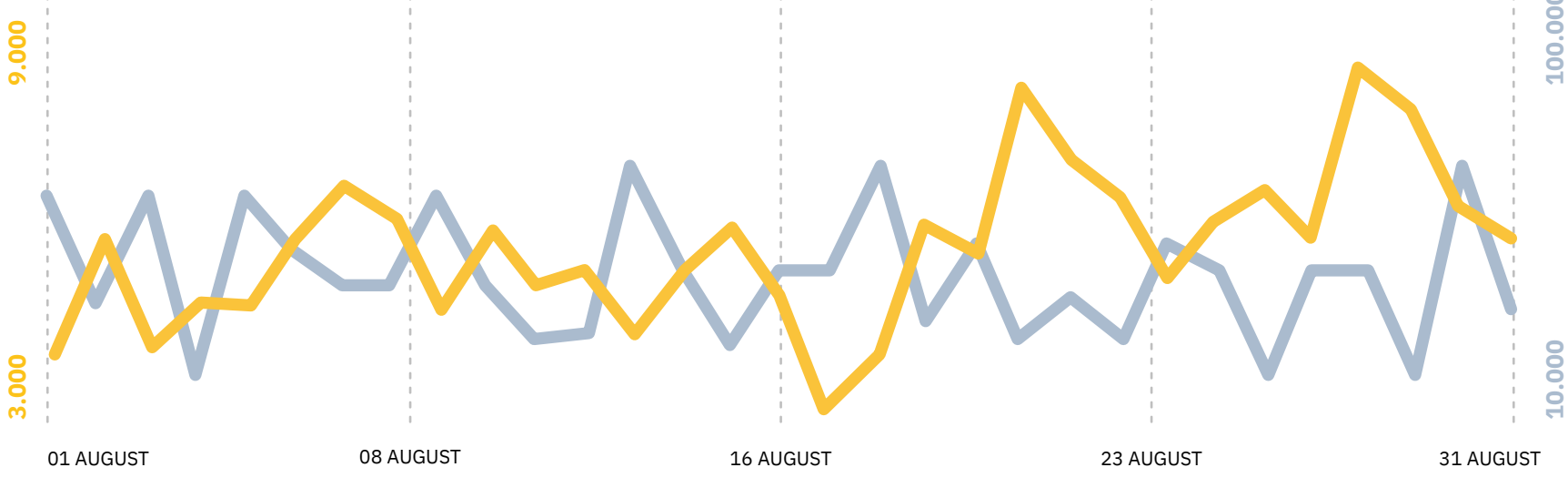
## DURING THE MONTH

## USER ACTIONS

Monthly User Actions Evolution

## PEDESTRIANS \*

Monthly Pedestrian Evolution



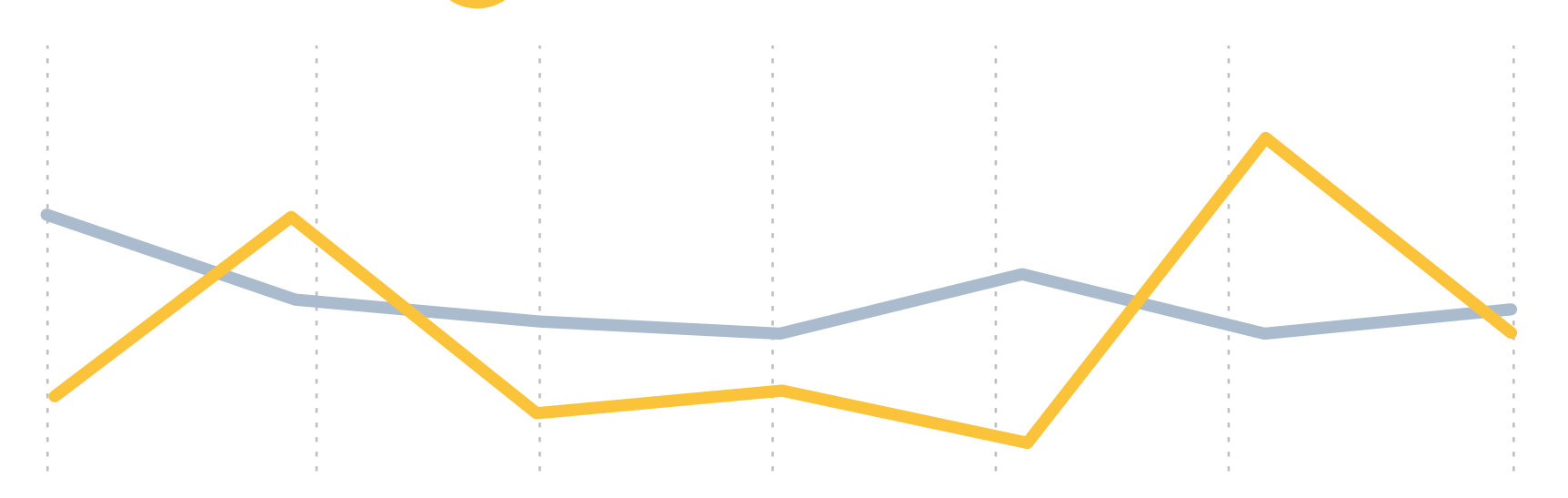
## WEEKLY TREND

## USER ACTIONS

Average User Actions Count by Week Day

## PEDESTRIANS

Average Pedestrian Count by Week Day



In August there was a greater flow of pedestrians on Mondays. On the other days of the week, the pedestrian trend remained stable. It was registered a peak of users actions on Tuesdays and Saturdays, while on other days of the week the trend was similar.

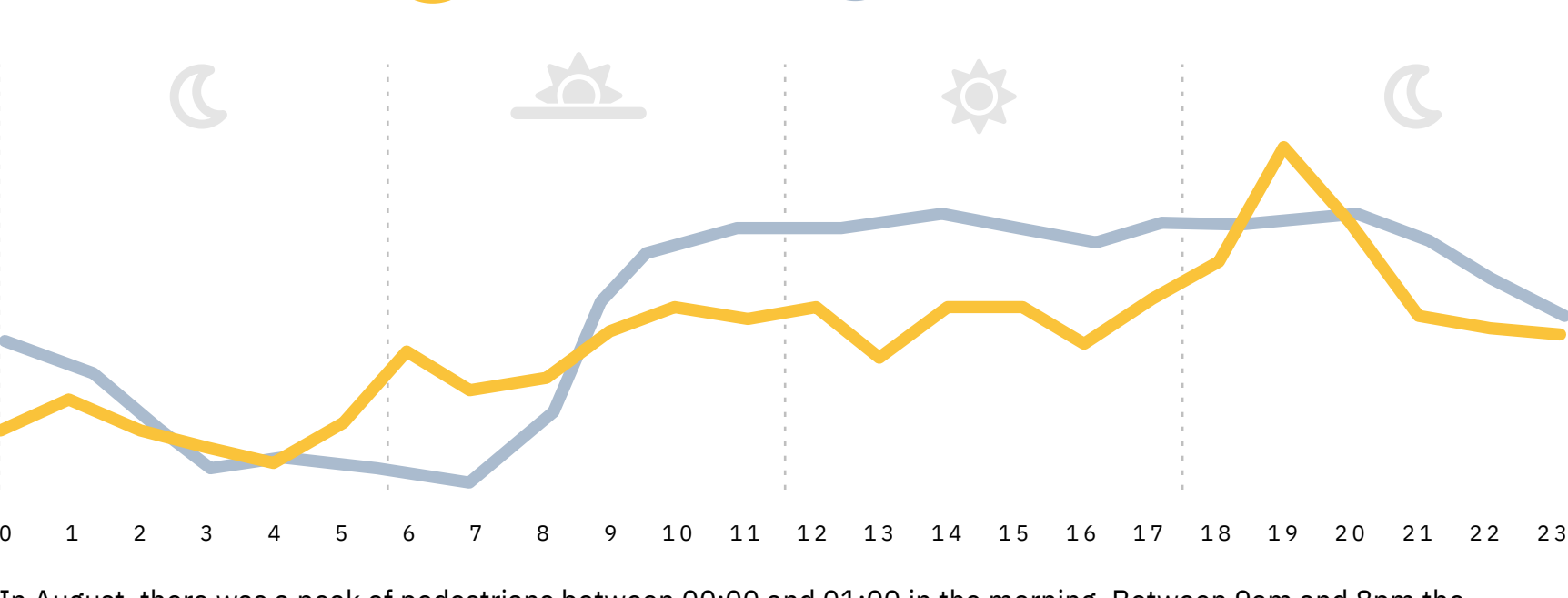
## DAILY TREND

## USER ACTIONS

Monthly User Actions Evolution

## PEDESTRIANS

Monthly Pedestrians Evolution



In August, there was a peak of pedestrians between 00:00 and 01:00 in the morning. Between 9am and 8pm the pedestrian flow was homogeneous. In users' actions, several peaks were observed: the first one at 6:00 am, the second between 10 am and 12 pm, the third between 2 pm and 3 pm, and the last peak at 7 pm.

## THE PODIUM

## USER ACTIONS

TOMI With Most User Actions

## PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

**ACTION CHAMPION**

Oriente Direita

**39.462**  
User Actions

**SELFIE WINNER**

Rossio Rua 1º de Dezembro

**393**  
Photos and GIFs sent

## August Overall Analysis:

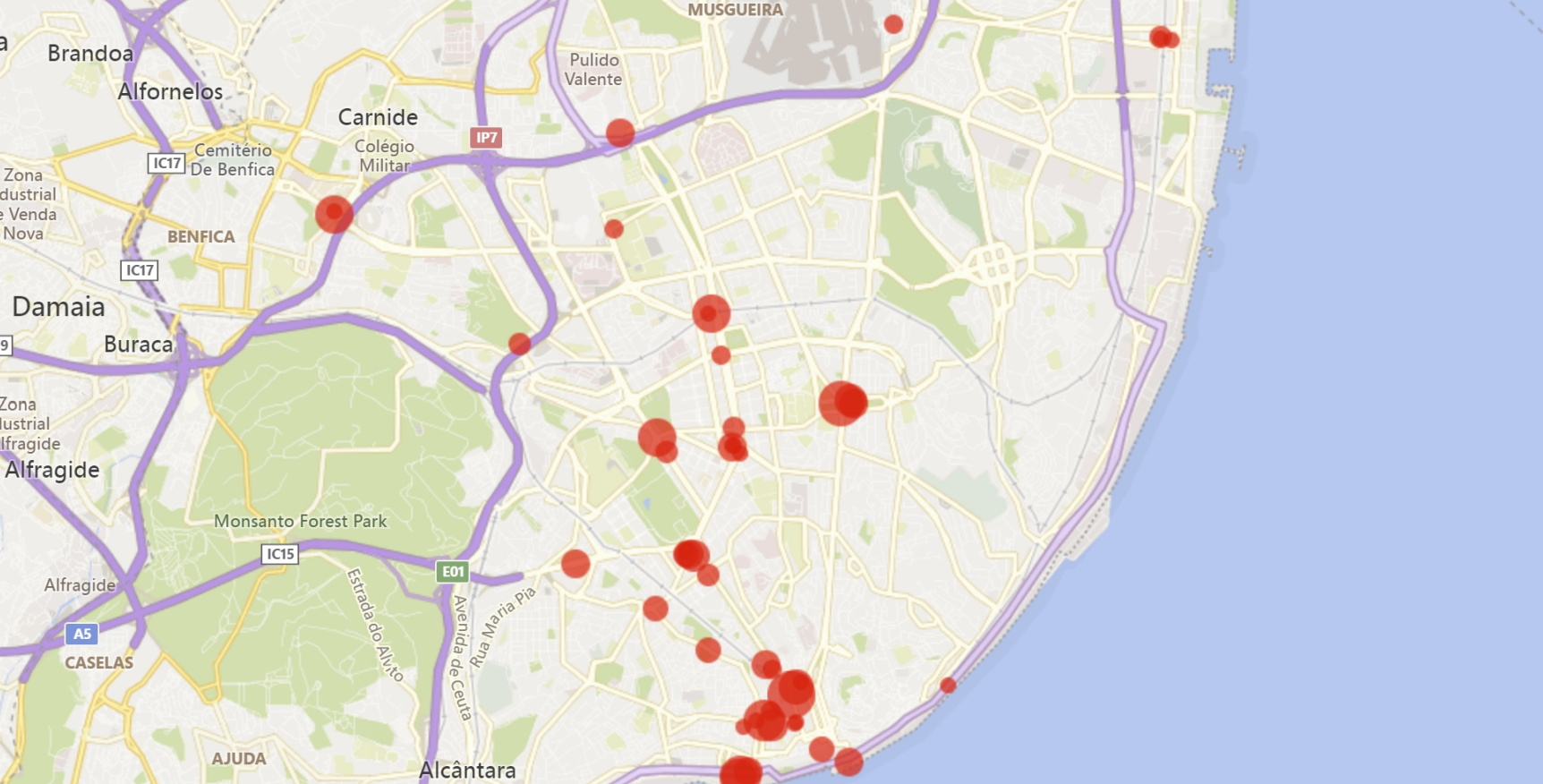
In August, the numbers of Covid cases detected continued at a high level.

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.

## HEATMAP

## PEDESTRIANS

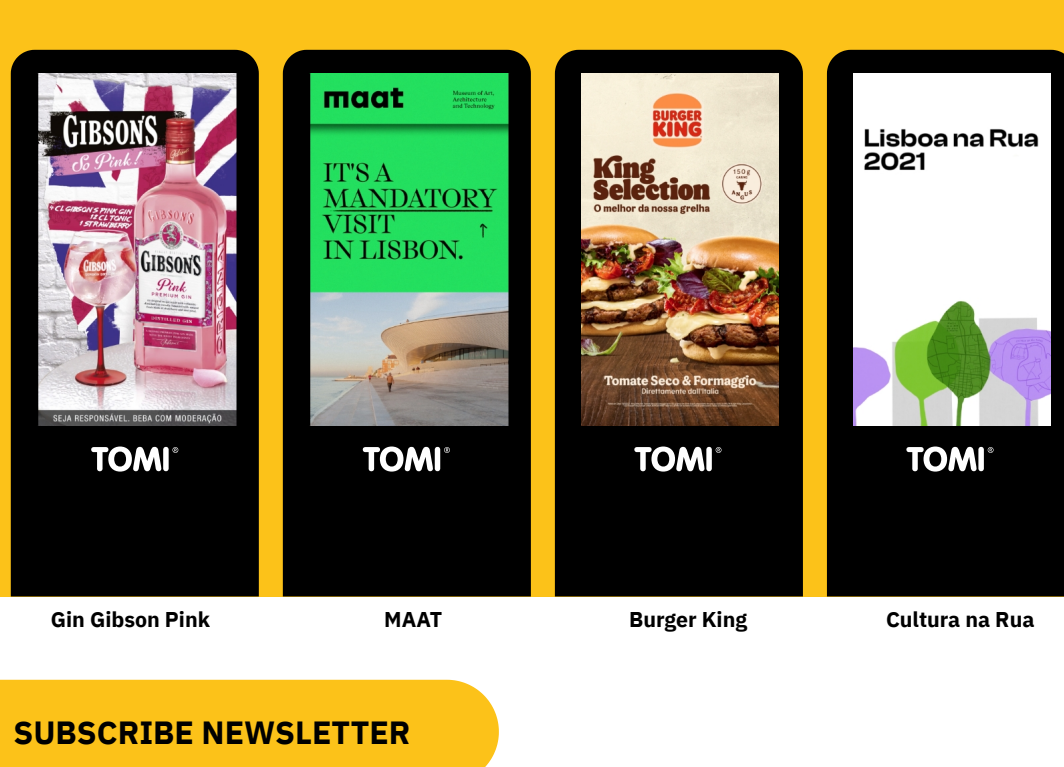
Average Pedestrians Counted by TOMI



# TOMI SMART MEDIA

TOMI is the best way to communicate and to reach the desired target audience in an interactive and creative way. See some of our campaigns of August in Lisbon.

Communication in the right place at the right time!



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