



TOMI is at the Expo Dubai 2020

TOMI is present at the Dubai Expo 2020, since October 1st until March 2022! During this 6 months, every visitor is able to interact with TOMI in Dubai, being able to experience something unique with TOMI.

USER ACTIONS *

19
Thousand



PHOTOS & GIFs SENT

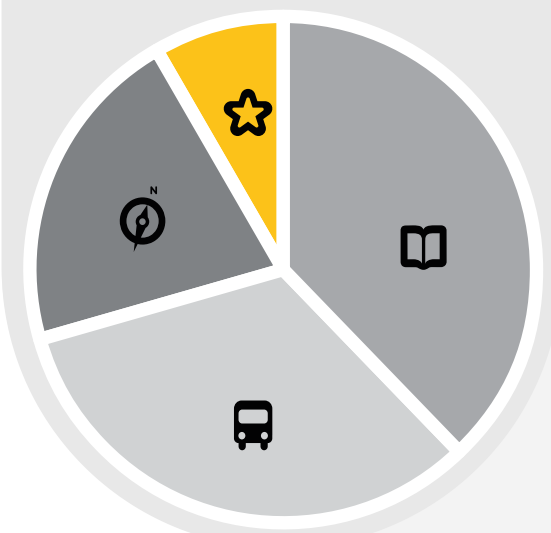
315



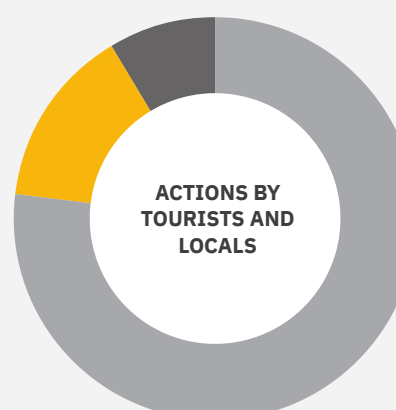
CONTENT DISPLAY *

516
Thousand

MODULES



- 38% NEWS
- 8% EVENTS
- 21% SEARCH
- 33% TRANSPORTS



- EN 14%
- PT 9%
- ES 77%



In October, the module with a higher demand was the News module, although there was no news to show on TOMI.

TOP CONTENT CATEGORIES



USER ACTIONS *

Top Content Categories by Module

SEARCH

What to Do

Bars & Clubs

Government & Administration

TRANSPORTS

Museo Dámaso António Larrañaga

Policlinico Buceo

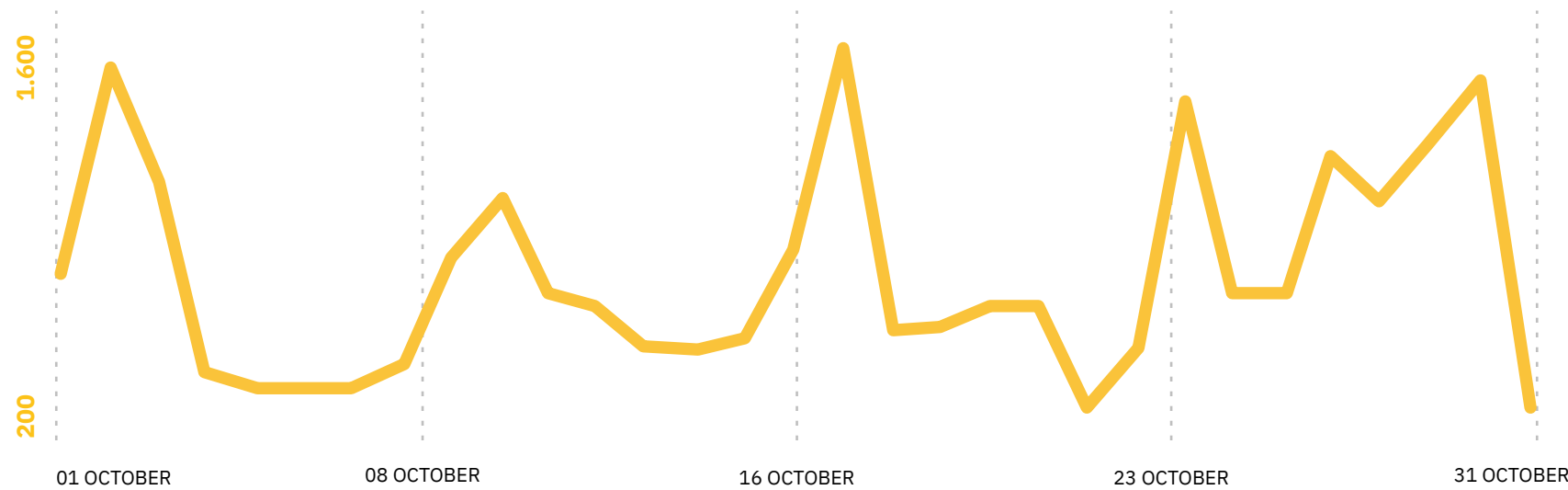
Playa de Los Pocitos

DURING THE MONTH



USER ACTIONS

Monthly User Actions Evolution

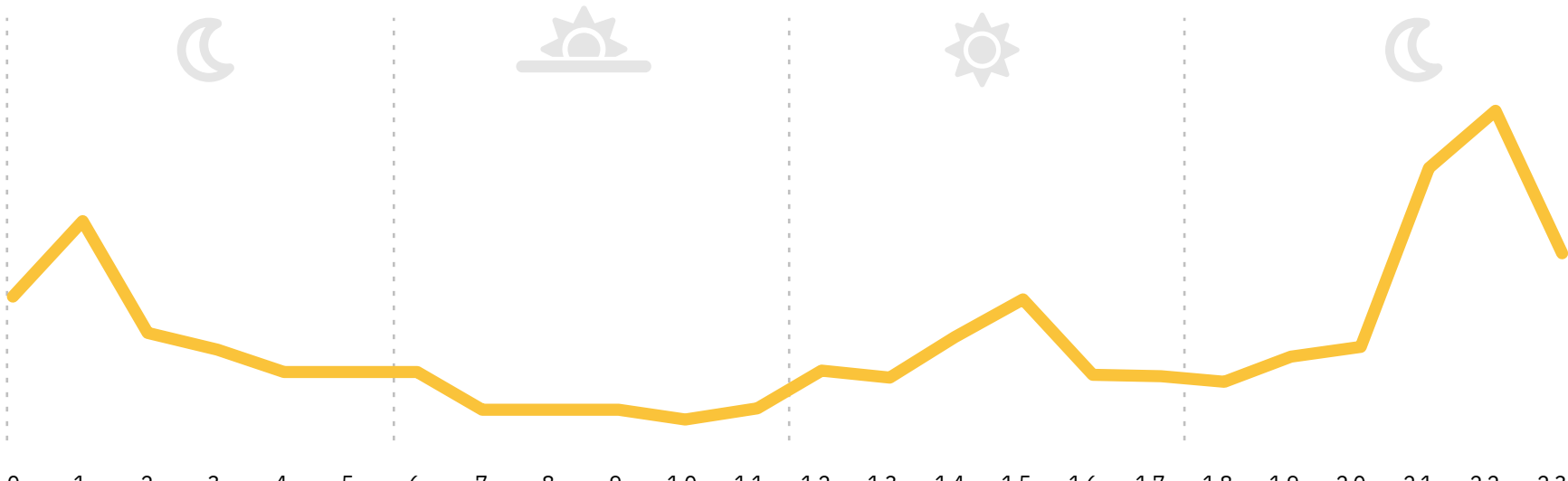


DAILY TREND



USER ACTIONS

Monthly User Actions Evolution



In the month of October, there were five peaks of user actions registered throughout the day. The first happened at 1:00 am, the second at 6:00 am, the third at noon, the fourth at 3:00 pm, and the fifth at 10:00 pm.

THE PODIUM



USER ACTIONS

TOMI With Most User Actions



PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION



Plaza Kibón

19.043
User Actions

SELFIE WINNER



Plaza Kibón

315
Photos and GIFs sent

October Overall Analysis:

In October, the numbers and metrics were good. During the month it was possible to notice that there was no content placed in news and events modules, but there was a higher level of interactions on those modules. This means that these interactions led to individuals not finding content, although they have shown high interest in the modules.

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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