TOMI®

DECEMBER
NEWS & DATA
COVID-19 PREVENTION

01.12.2021
31.12.2021

LISBON

New Christmas collection was a success

During December, it was possible to find a new collection related to Christmas Markets and Christmas Villages of Portugal. In that collection, TOMI users could find all the important pieces of information.

USER ACTIONS ▾
508
Thousand

PHOTOS & GIFs SENT
6
Thousand

CONTENT DISPLAY ▾
18
Million

MODULES

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

ACTIONS BY TOURIST AND LOCALS
- EN 8%
- PT 92%

In December, the module with the higher usage was the News Module. TOMI users searched mainly for news related to the City, Culture and Alerts.
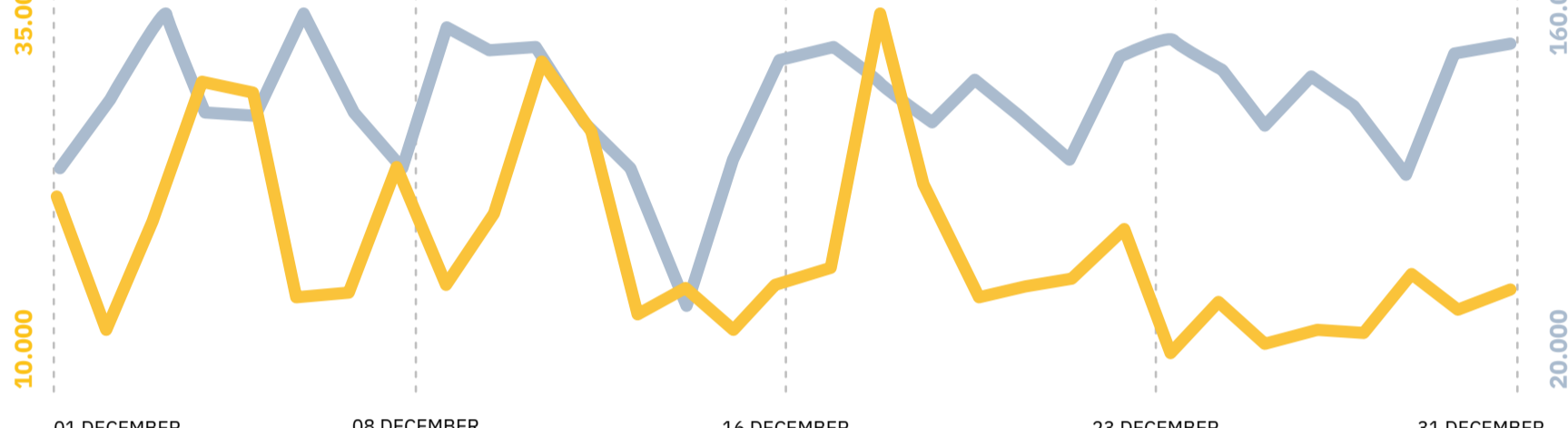
TOP CONTENT CATEGORIES
USER ACTIONS
Top Content Categories by Module

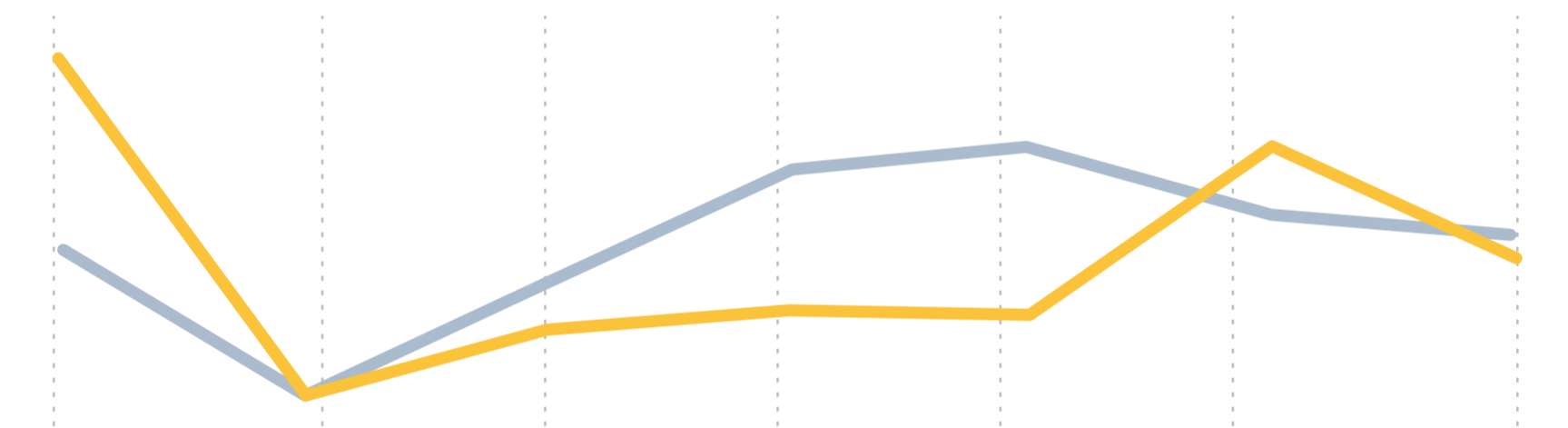| 📖 NEWS	⭐ EVENTS	🔍 SEARCH	🚌 TRANSPORTS
City	Exhibitons	Where to Eat	Baixa-Chiado
Culture	Theater	Art & Culture	Sete Rios
Alerts	Music	What to Do	Telheiras

DURING THE MONTH
USER ACTIONS
Monthly User Actions Evolution

PEDESTRIANS ▾
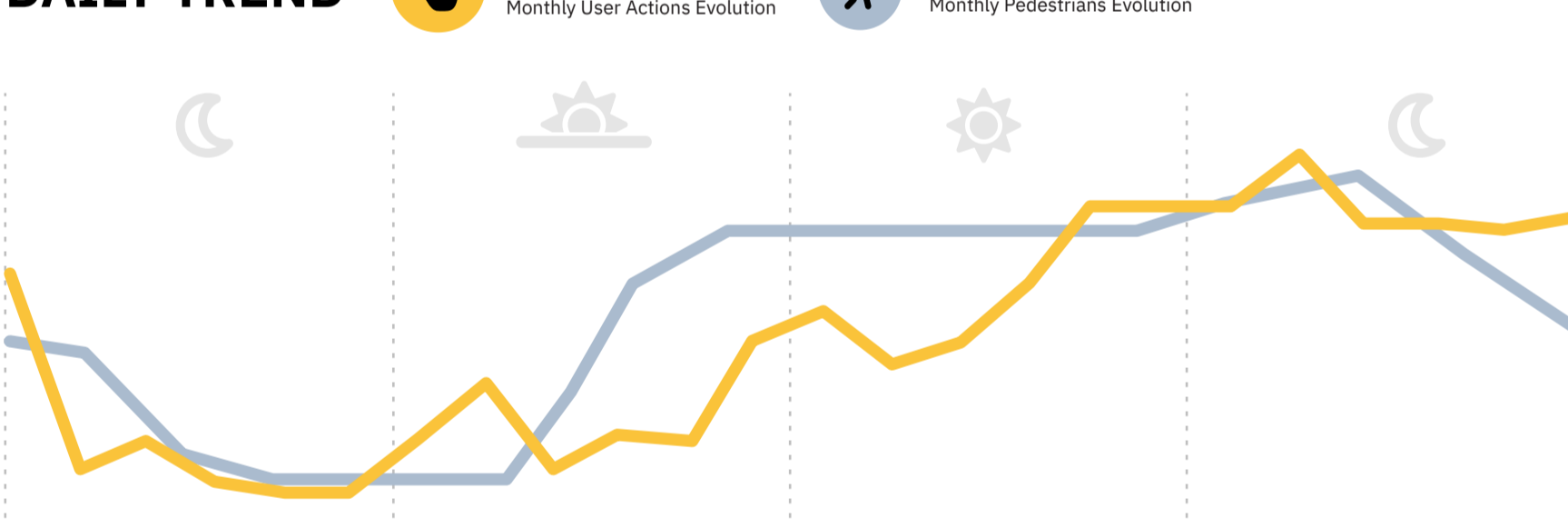Monthly Pedestrian Evolution

WEEKLY TREND
USER ACTIONS
Average User Actions Count by Week Day

PEDESTRIANS
Average Pedestrian Count by Week Day

MONDAY · TUESDAY · WEDNESDAY · THURSDAY · FRIDAY · SATURDAY · SUNDAY

In December, it was recorded a peak of pedestrians on Fridays. The Tuesdays were the days of the week with the lowest flow of pedestrians.
Regarding the user actions, there was a peak registered on Mondays and Saturdays. The Tuesdays were the days of the week with the lowest user actions.

DAILY TREND
USER ACTIONS
Monthly User Actions Evolution

PEDESTRIANS
Monthly Pedestrians Evolution

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

In December, the flow of pedestrians was higher from 11 am until 10 pm, with a consistent number of pedestrians during these hours, and a peak of pedestrians at 9 pm.
Regarding the user actions, several peaks were observed throughout the day. The first happened at midnight, the second between 4pm and 6pm, and the third at 7pm.

THE PODIUM
USER ACTIONS
TOMI With Most User Actions

PHOTOS & GIFS SENT
TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION
Saldanha
67.169
User Actions

SELFIE WINNER
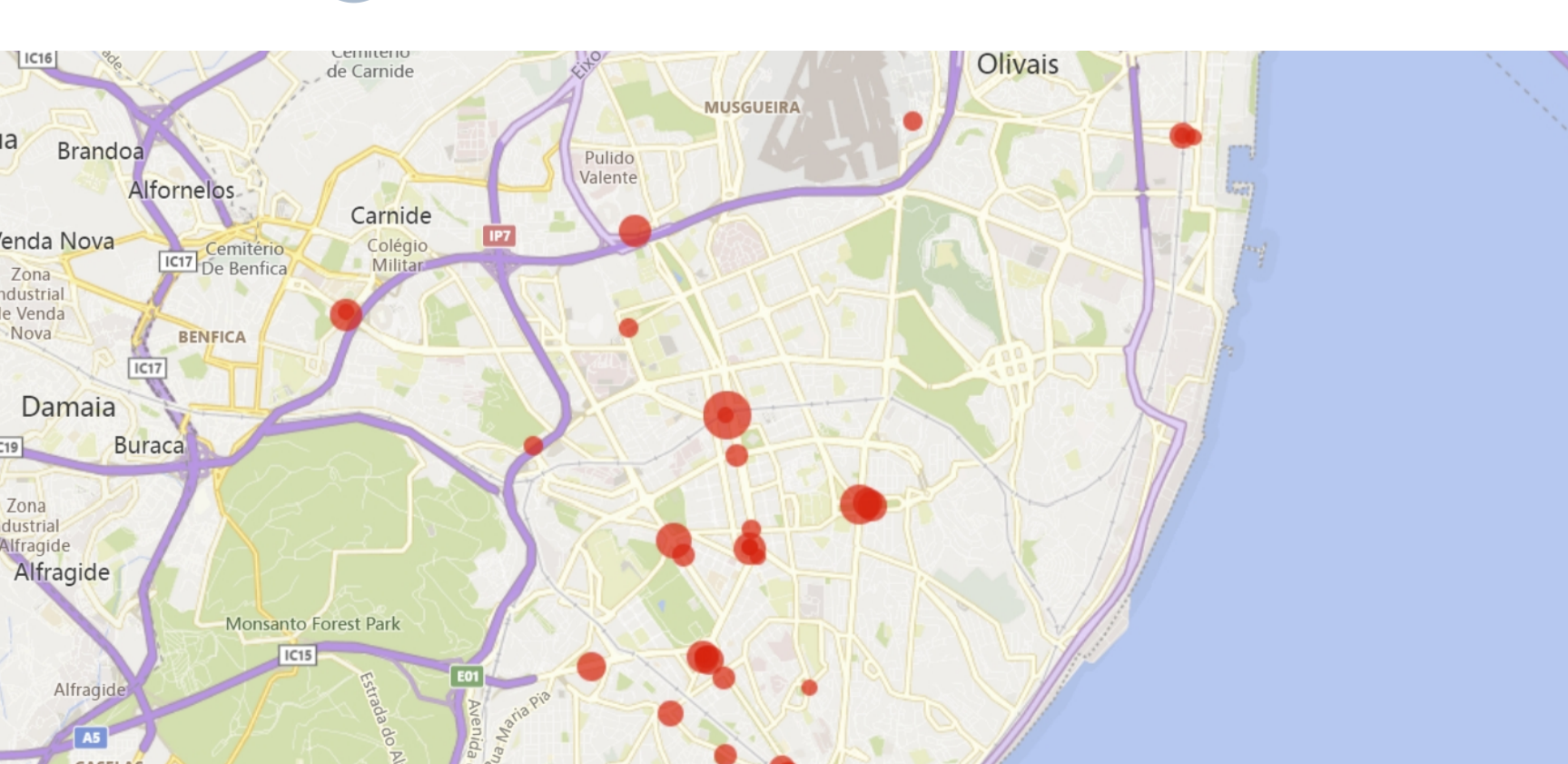Rossio Rua 1° de Dezembro
1.114
Photos and GIFs sent

December Overall Analysis:
In December, there was a huge increase in the cases of Covid-19, in Portugal.

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.
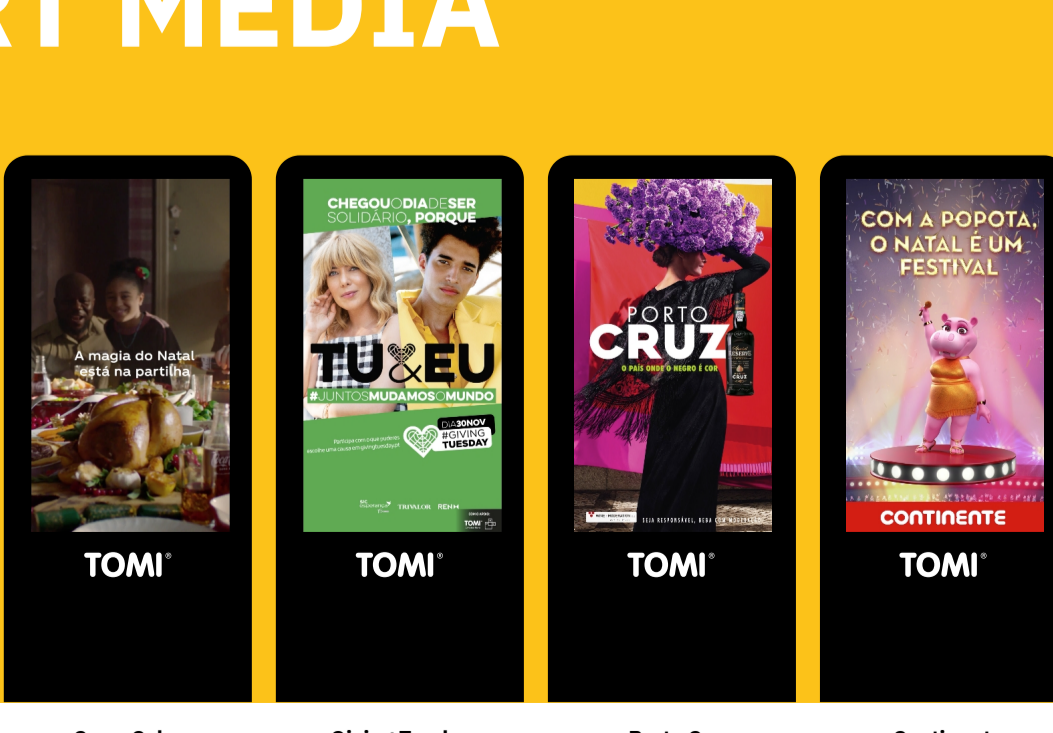
HEATMAP
PEDESTRIANS
Average Pedestrians Counted by TOMI

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 December in Lisbon.

Communication in the right place at the right time!

Coca-Cola · Giving Tuesday · Porto Cruz · Continente

SUBSCRIBE NEWSLETTER

MAIN AWARDS AND HONORS | Smart Cities USA, UK and Latam awards | Award UI & UX | Accessibility & inclusion | DOOH media | Tourism