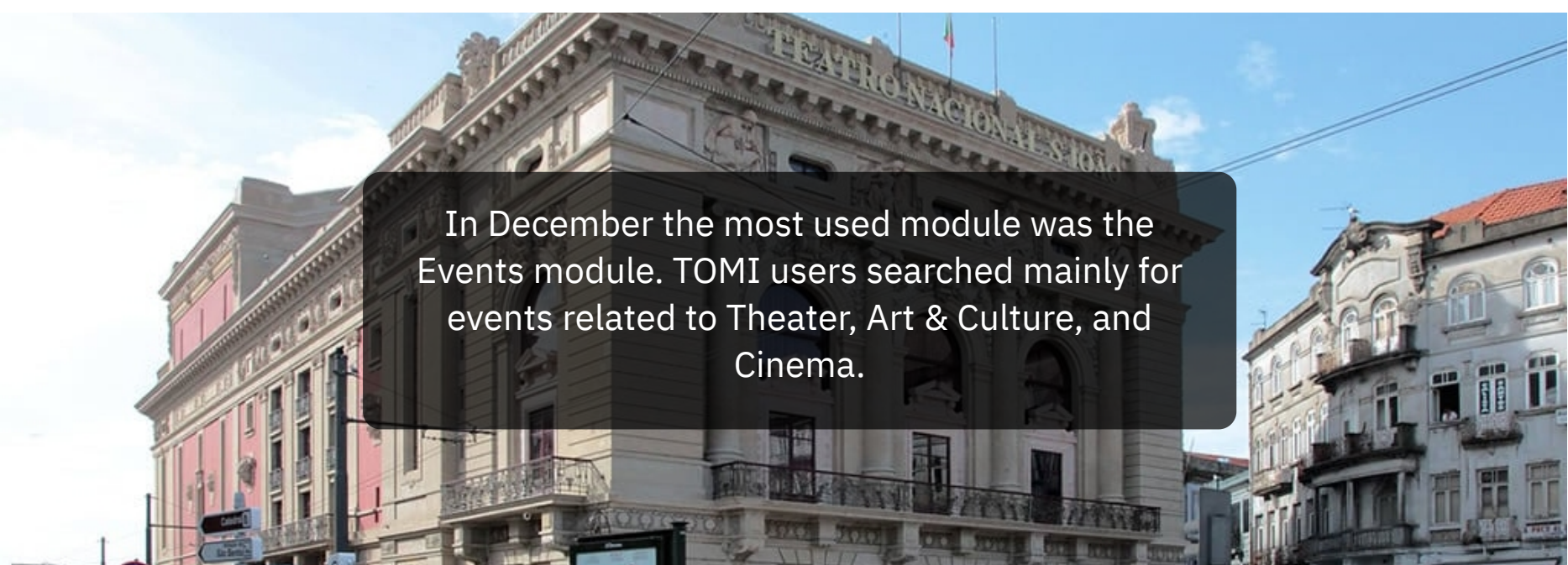
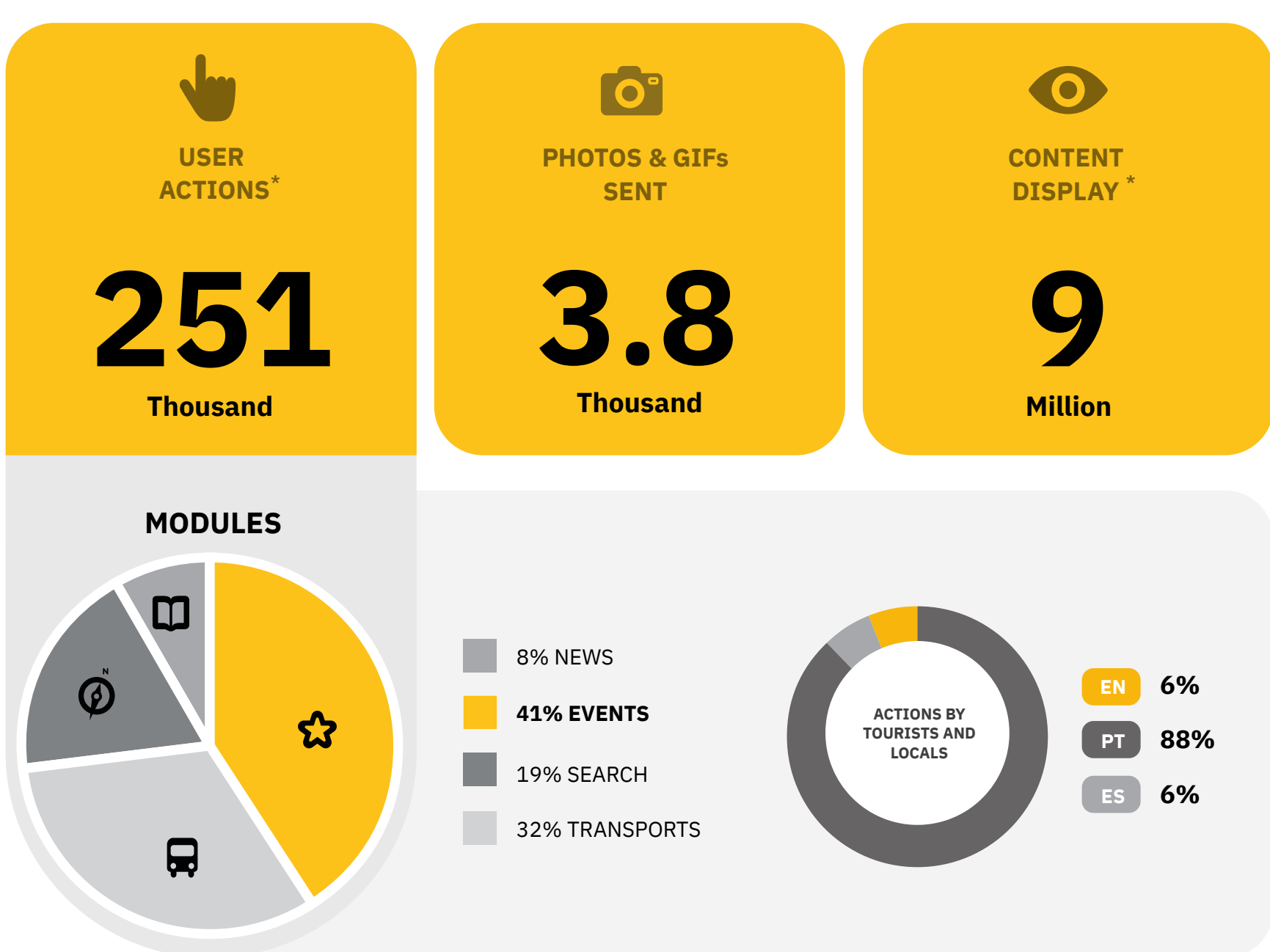




New Christmas Collection was a success

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.



In December the most used module was the Events module. TOMI users searched mainly for events related to Theater, Art & Culture, and Cinema.

TOP CONTENT CATEGORIES

USER ACTIONS*

Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
Society	Theater	What to Do	TUKTOUR
Culture	Art & Culture	Where to Eat	Forte de São Francisco Xavier/ Castelo do Queijo
Tourism	Cinema	Where to Buy	Estátua de Garcia de Orta no Porto

DURING THE MONTH

USER ACTIONS

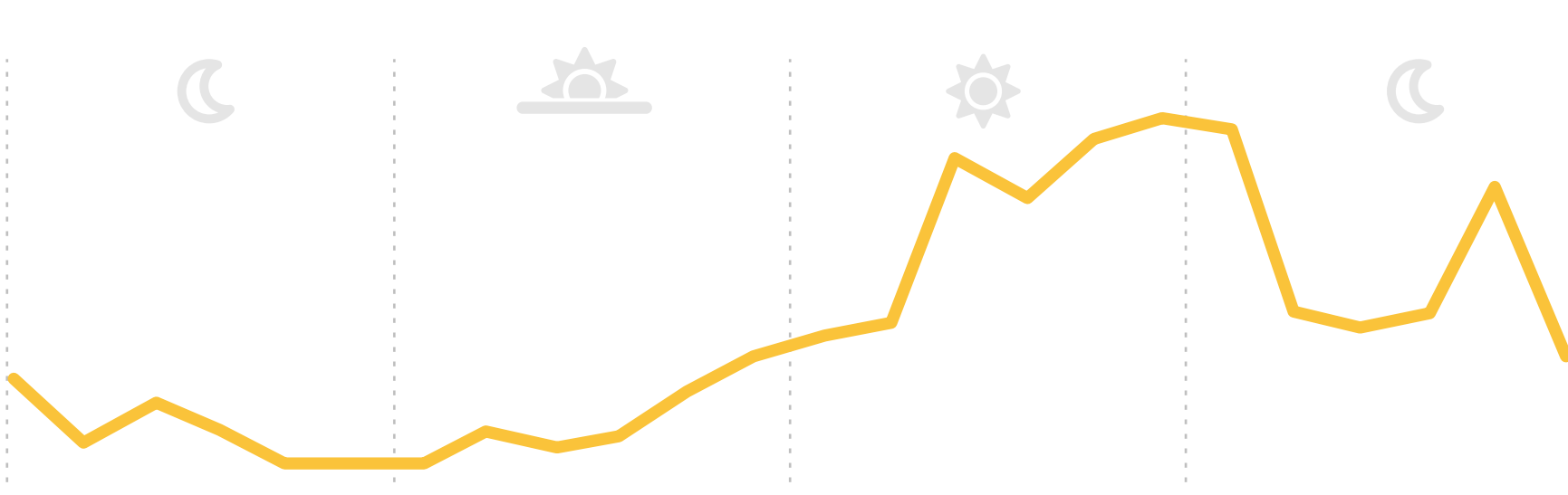
Monthly User Actions Evolution



DAILY TREND

USER ACTIONS

Monthly User Actions Evolution



In December, it was observed a higher number of user actions during the afternoon period. The peaks were registered at 2pm, between 5 pm and 6 pm, and the last one at 10 pm.

THE PODIUM

USER ACTIONS

TOMI With Most User Actions

PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

- Matosinhos Loja TOMI - 31 437
- Ponte de Lima TOMI - 26 732
- Valença TOMI - 22 336
- Arouca TOMI - 21 676
- Matosinhos Leça TOMI - 20 075

SELFIE WINNER

- Valença TOMI - 575
- Vila Nova de Gaia TOMI - 470
- Matosinhos Loja TOMI - 437
- Matosinhos Leça TOMI - 338
- Mondim de Bastos TOMI - 291

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.

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