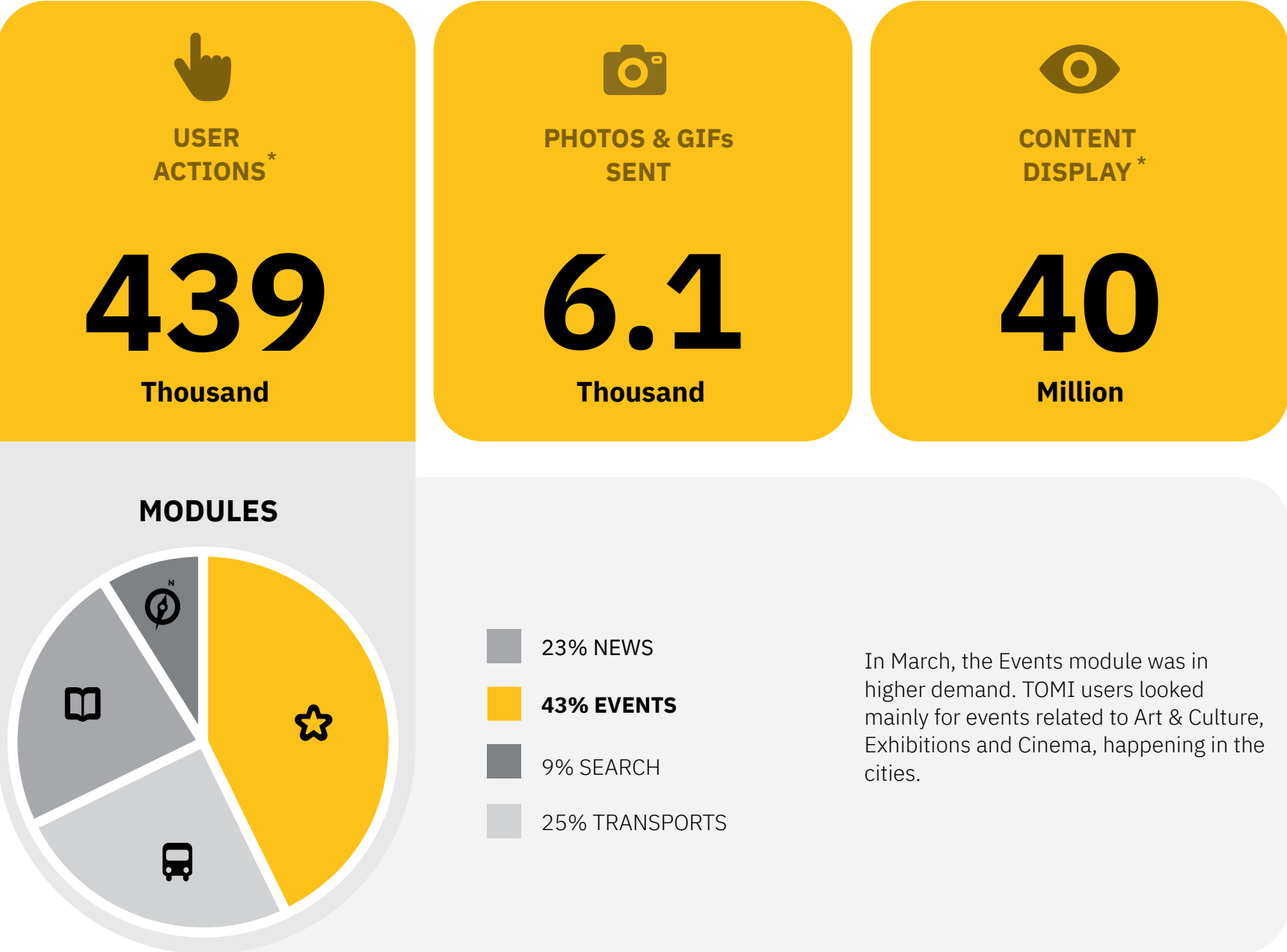


The events module was a success

In March, there were more than 217 thousand events consulted on TOMIs. The events module was the most used, allowing citizens to always keep up with everything that is happening in the cities.



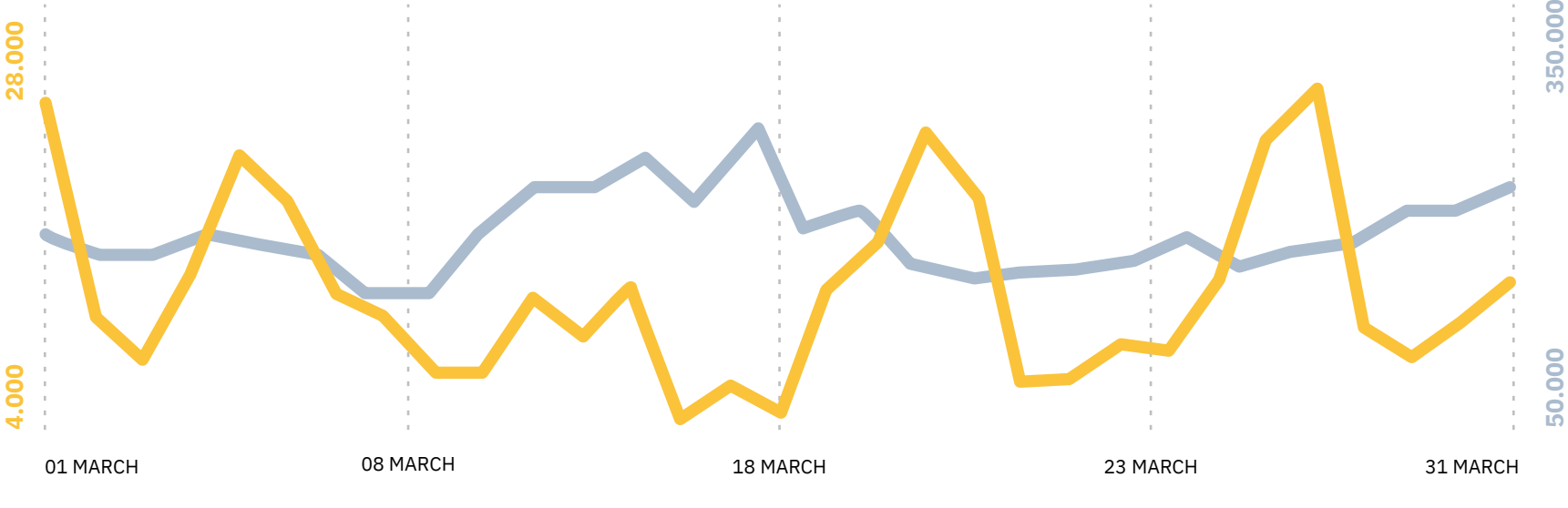
TOP CONTENT CATEGORIES

USER ACTIONS
Top Content Categories by Module

NEWS	EVENTS	SEARCH
City	Art & Culture	Art & Culture
Culture	Exhibitions	Where to Eat
Society	Cinema	Public Services

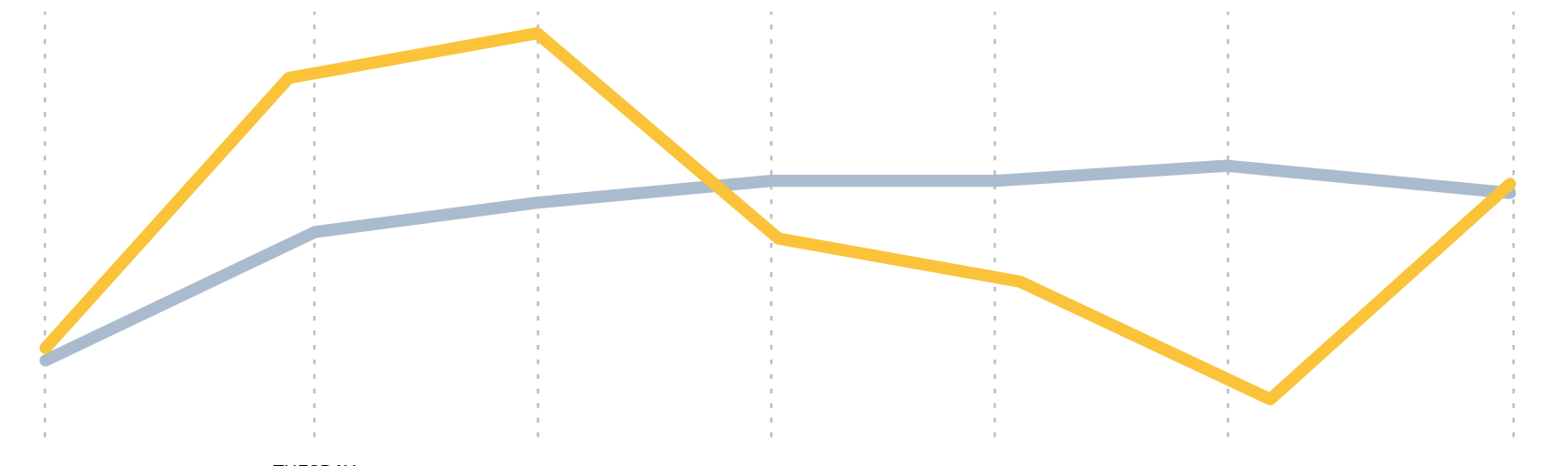
DURING THE MONTH

USER ACTIONS Monthly User Actions Evolution
PEDESTRIANS* Monthly Pedestrian Evolution



WEEKLY TREND

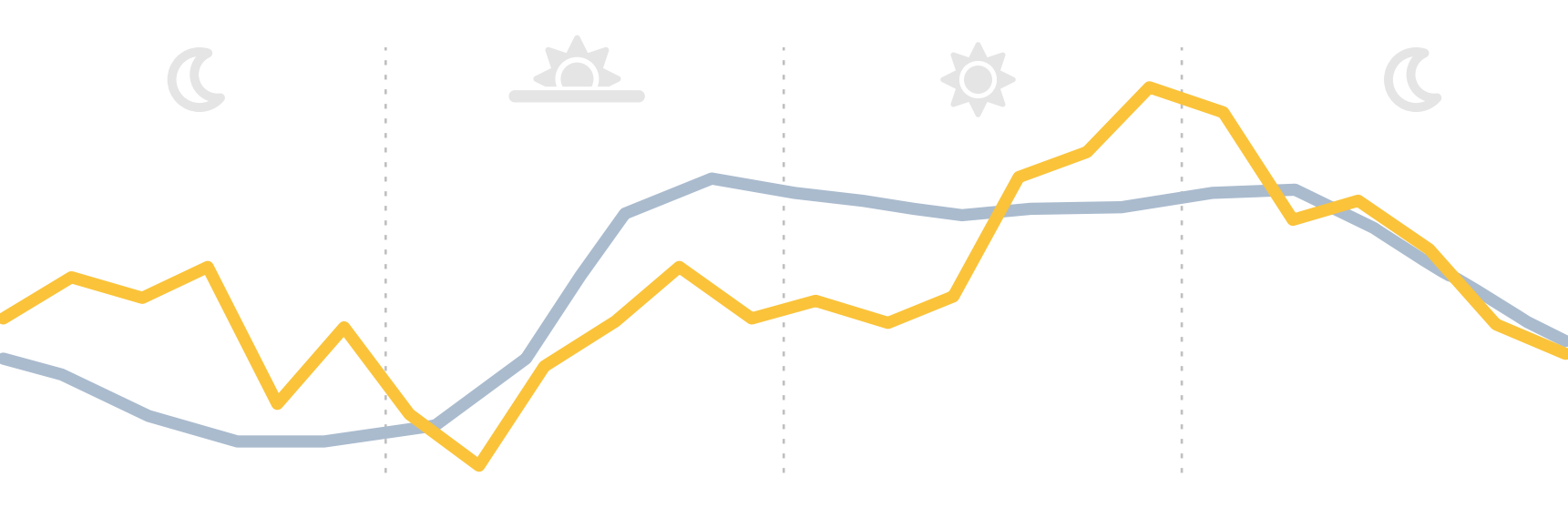
USER ACTIONS Average User Actions Count by Week Day
PEDESTRIANS Average Pedestrian Count by Week Day



In March, the flow of pedestrians was very homogeneous throughout the week, except on Mondays where it was registered the lowest flow of pedestrians. Concerning the user actions, Wednesdays were the days of the week that recorded the highest number. Saturdays registered the lowest number of user actions of the week.

DAILY TREND

USER ACTIONS Monthly User Actions Evolution
PEDESTRIANS Monthly Pedestrian Evolution



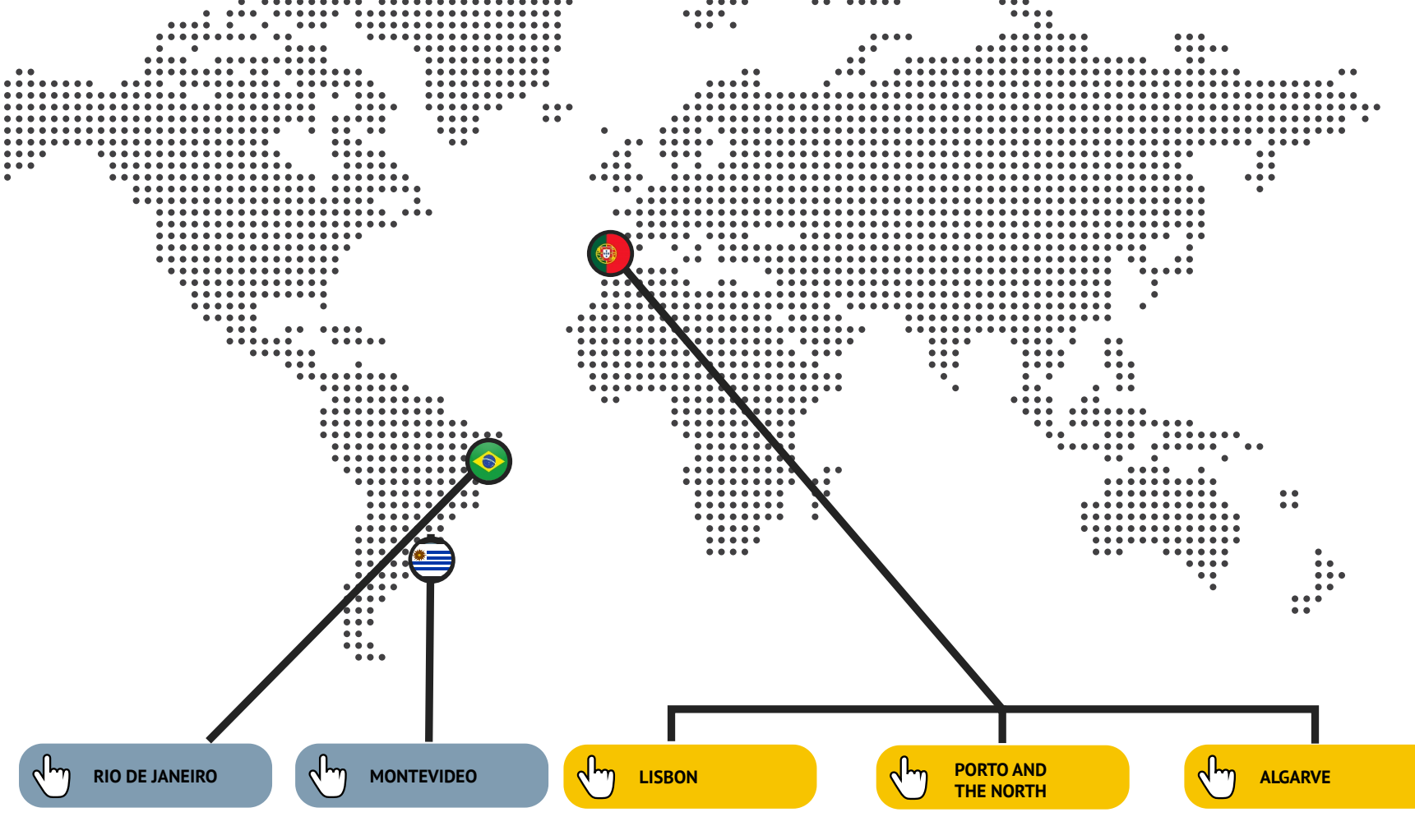
In March, the flow of pedestrians was higher from 10 am until 8 pm, recording a peak of pedestrians at 10 am and another one at 7 pm. When observing the user actions, there were several peaks of user actions throughout the day. The highest peaks happened at 3 pm, 5 pm, and 8 pm.

March Overall Analysis:

In March, the number of Covid-19 cases registered in Portugal, and Europe, continued to decrease. During the month, began the relief of some measures imposed to help in the fight against Covid-19. In Latin America, there are still strict measures in place.

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 TOMI. Privacy is respected.

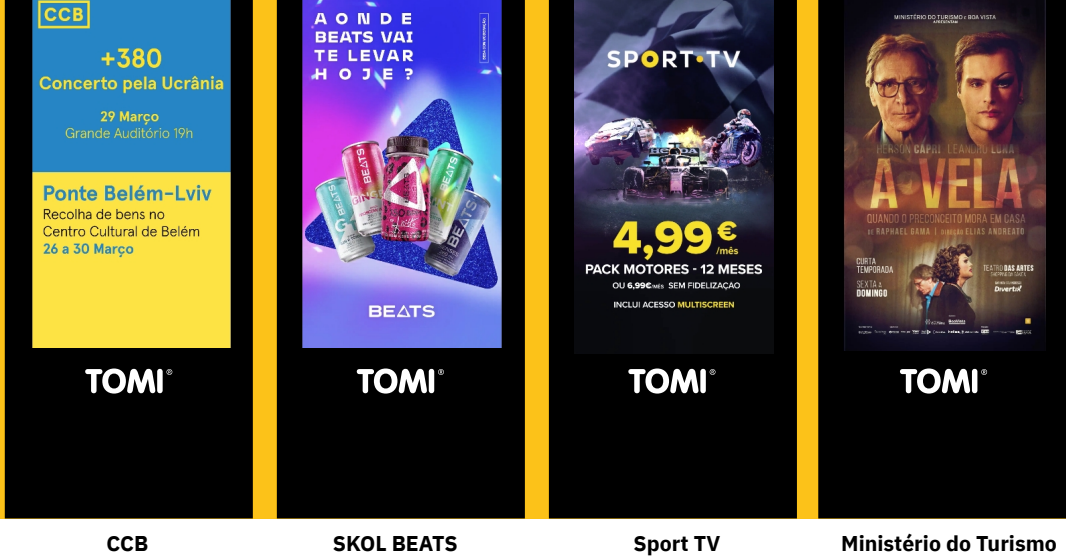
LOCATIONS



TOMI SMART MEDIA

TOMI is the best way to communicate and to reach the audience and interact in a creative way. See some of our campaigns in March in our networks.

Communication in the right place at the right time!



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