



TOMI helps to celebrate the return of the Popular Saints Celebrations

In June, the Popular Saints Celebrations returned to Lisbon, two years later, due to the pandemic. TOMI was present in the celebration, providing all the information about the events that were taking place in the city, throughout the month.



USER ACTIONS*

113
Thousand



PHOTOS & GIFs SENT

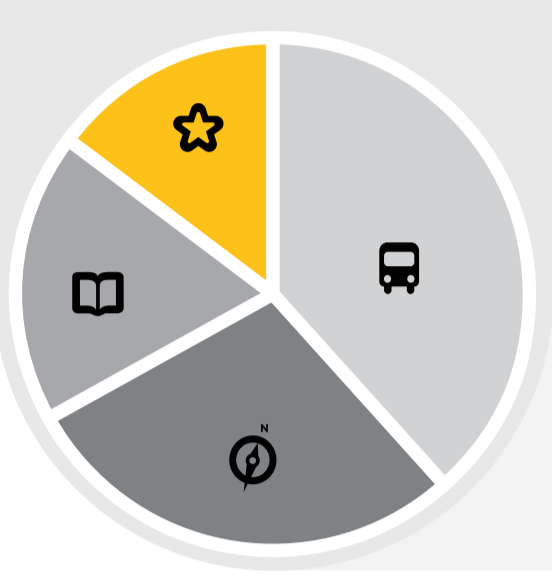
1.4
Thousand



CONTENT DISPLAY*

2
Million

MODULES



- 18% NEWS
- 15% EVENTS
- 28% SEARCH
- 39% TRANSPORTS



EN **20%**
PT **80%**



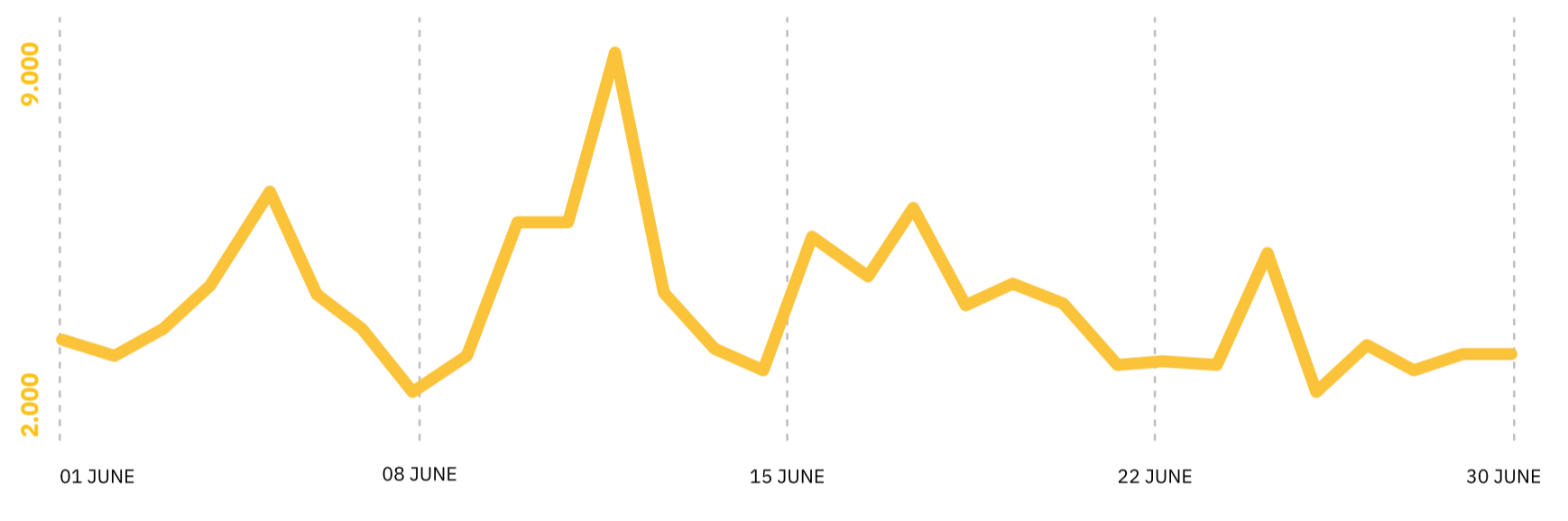
TOP CONTENT CATEGORIES

USER ACTIONS
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
Society	Exhibitions	Where to Eat	Aeroporto
Sports	Theater	What to Do	Bairro Alto
Alerts	Music	Art & Culture	Praça Luís de Camões

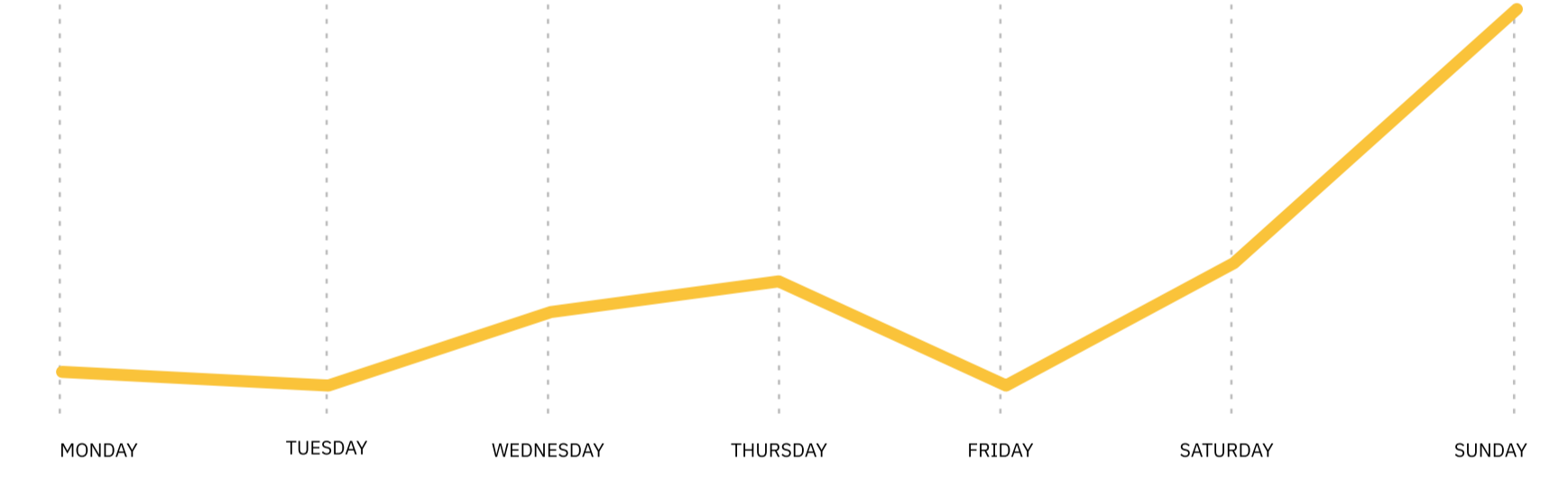
DURING THE MONTH

USER ACTIONS
Monthly User Actions Evolution



WEEKLY TREND

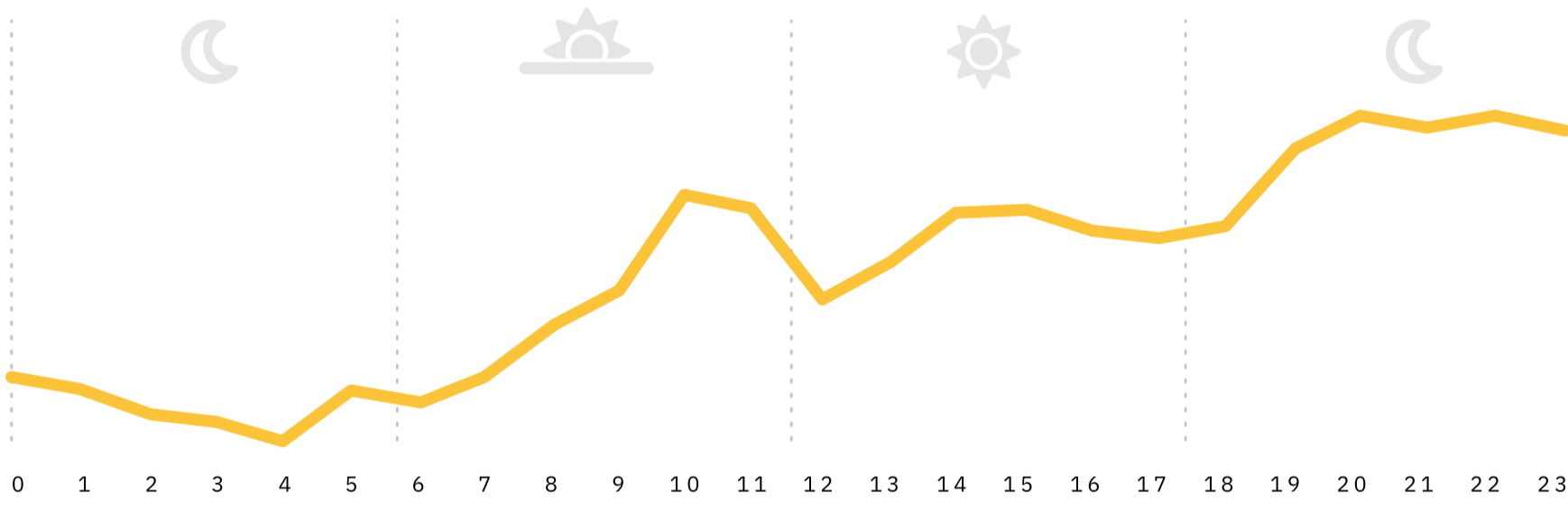
USER ACTIONS
Average User Actions Count by Week Day



In June, Sundays registered the highest number of user actions. On the other hand, on Fridays were observed the lowest number of user actions of the week.

DAILY TREND

USER ACTIONS
Monthly User Actions Evolution



During the month, the daily trend of user actions was very homogeneous throughout the afternoon period. It was registered two peaks, the first one at 10 am, and the second on at 8pm.

THE PODIUM

USER ACTIONS
TOMI With Most User Actions

PHOTOS & GIFs SENT
TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

Largo Trindade Coelho

6.394
User Actions

SELFIE WINNER

Largo Trindade Coelho

211
Photos and GIFs sent

June Overall Analysis:

In June, Popular Saints Celebrations returned to Lisbon, registering a higher flow of people on the city.

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.

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 June in Lisbon.

Communication in the right place at the right time!

Instituto Superior de Psicologia Aplicada

Clube Criativos

Super Bock Super Rock

HBO

SUBSCRIBE NEWSLETTER