



TOMI continues its expansion in Portugal

In July, TOMI expanded to two new locations in Portugal: Almada and Seixal. During this month, Manteigas expanded its network of TOMIs by installing the second equipment next to the Zêzere Glacier Valley Museum and Interpretive Center. TOMI continues its expansion worldwide, and in Portugal with more than 100 locations!

USER ACTIONS*

962

Thousand

PHOTOS & GIFs SENT

13

Thousand

CONTENT DISPLAY*

15

Million

MODULES

27% NEWS

17% EVENTS

37% SEARCH

19% TRANSPORTS

In July, the Search module was in higher demand. TOMI users searched mainly for Where to Eat, Art & Culture, and What to Do.

TOP CONTENT CATEGORIES

NEWS

Culture

City

Sports

EVENTS

Art & Culture

Music

Exhibitions

SEARCH

Where to Eat

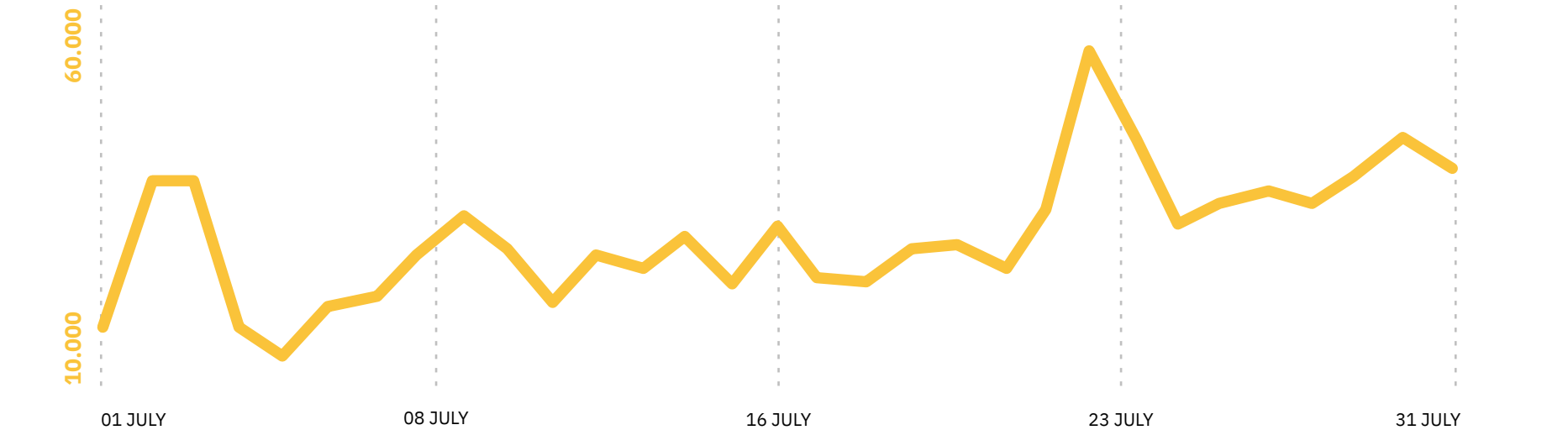
Art & Culture

What to Do

DURING THE MONTH

USER ACTIONS

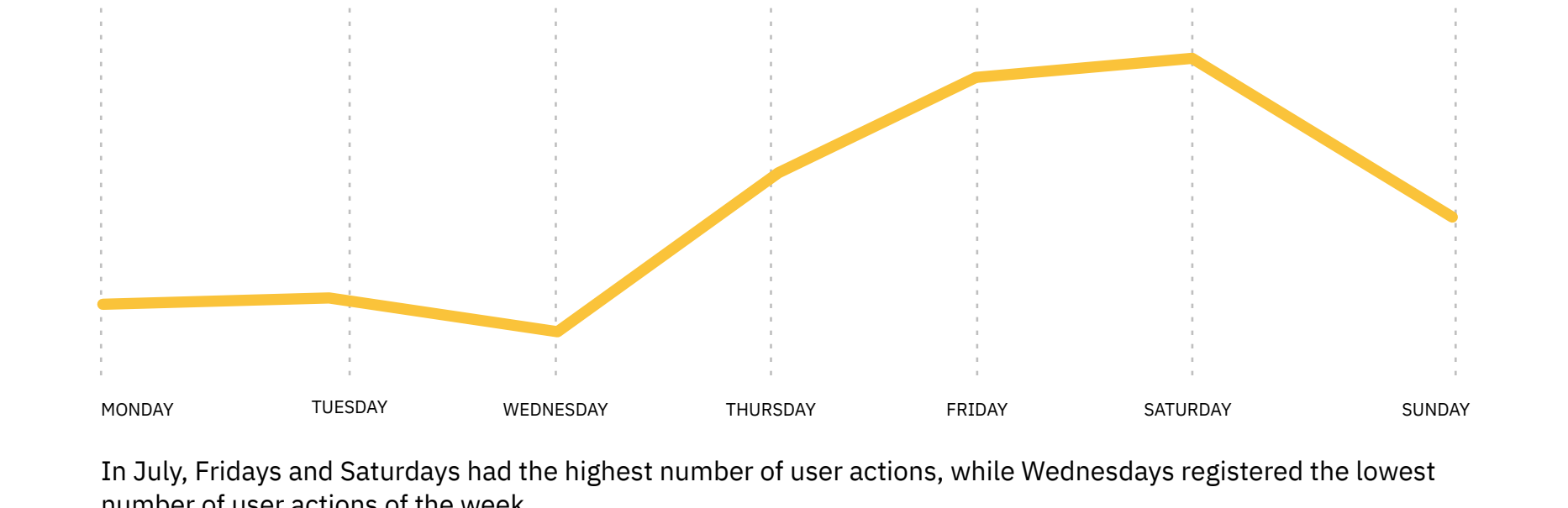
Monthly User Actions Evolution



WEEKLY TREND

USER ACTIONS

Average User Actions Count by Week Day

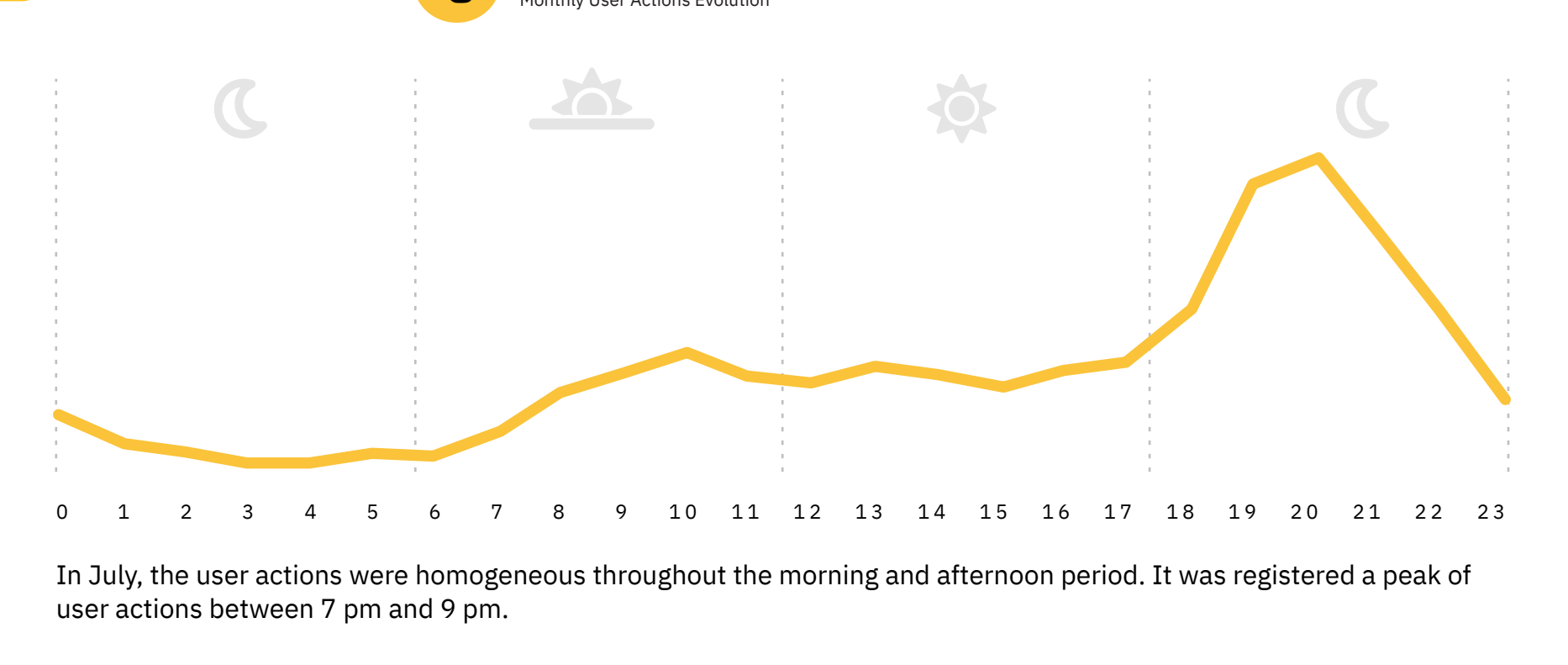


In July, Fridays and Saturdays had the highest number of user actions, while Wednesdays registered the lowest number of user actions of the week.

DAILY TREND

USER ACTIONS

Monthly User Actions Evolution



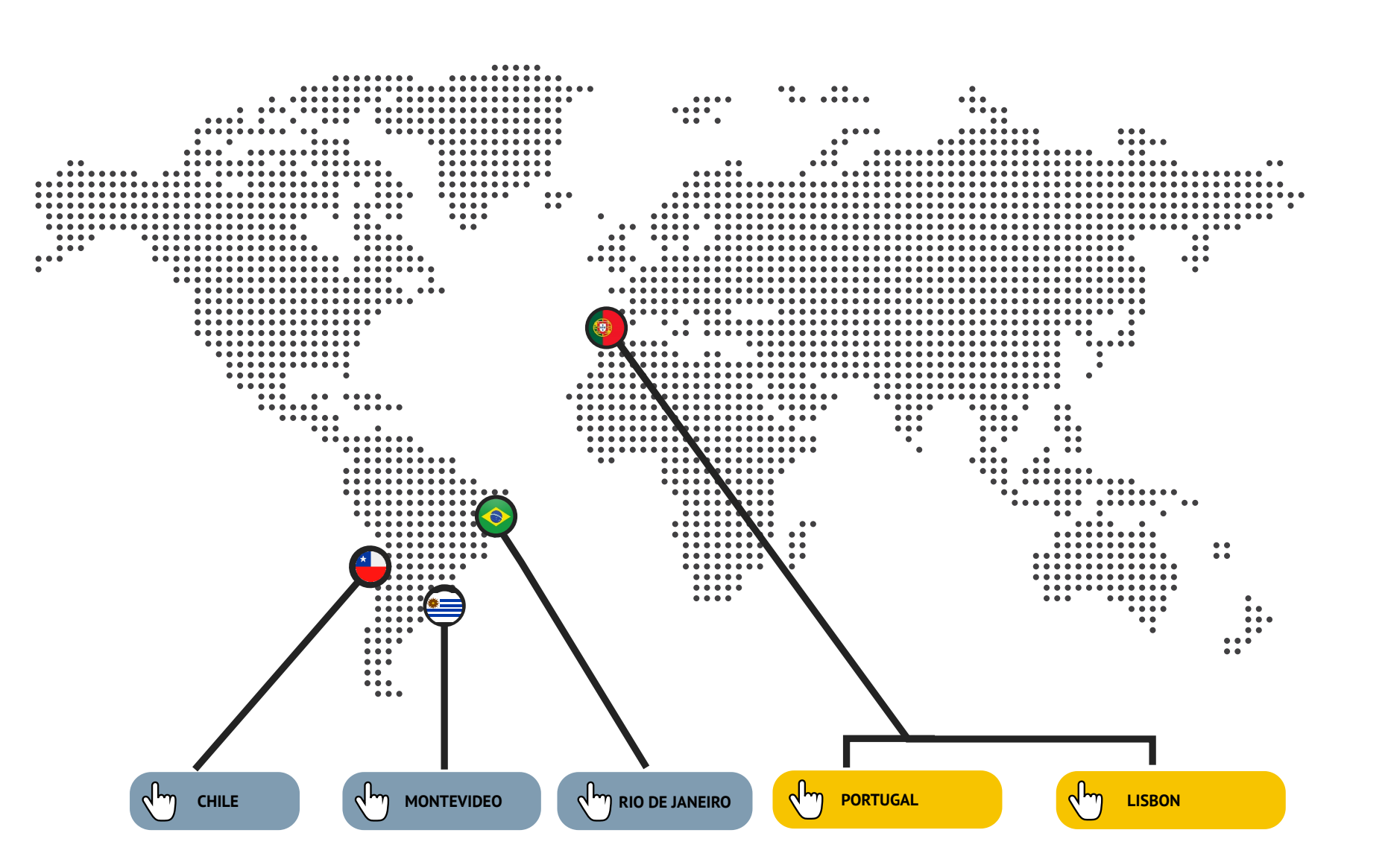
In July, the user actions were homogenous throughout the morning and afternoon period. It was registered a peak of user actions between 7 pm and 9 pm.

July Overall Analysis:

In June, the number of Covid-19 cases, detected in Portugal and Europe, continued to be a high level. 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 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 July in our networks.

Communication in the right place at the right time!

Cruz Vermelha Portuguesa

Ruthers Promoção De Eventos

Porto Cruz

Banco do Brasil

SUBSCRIBE NEWSLETTER