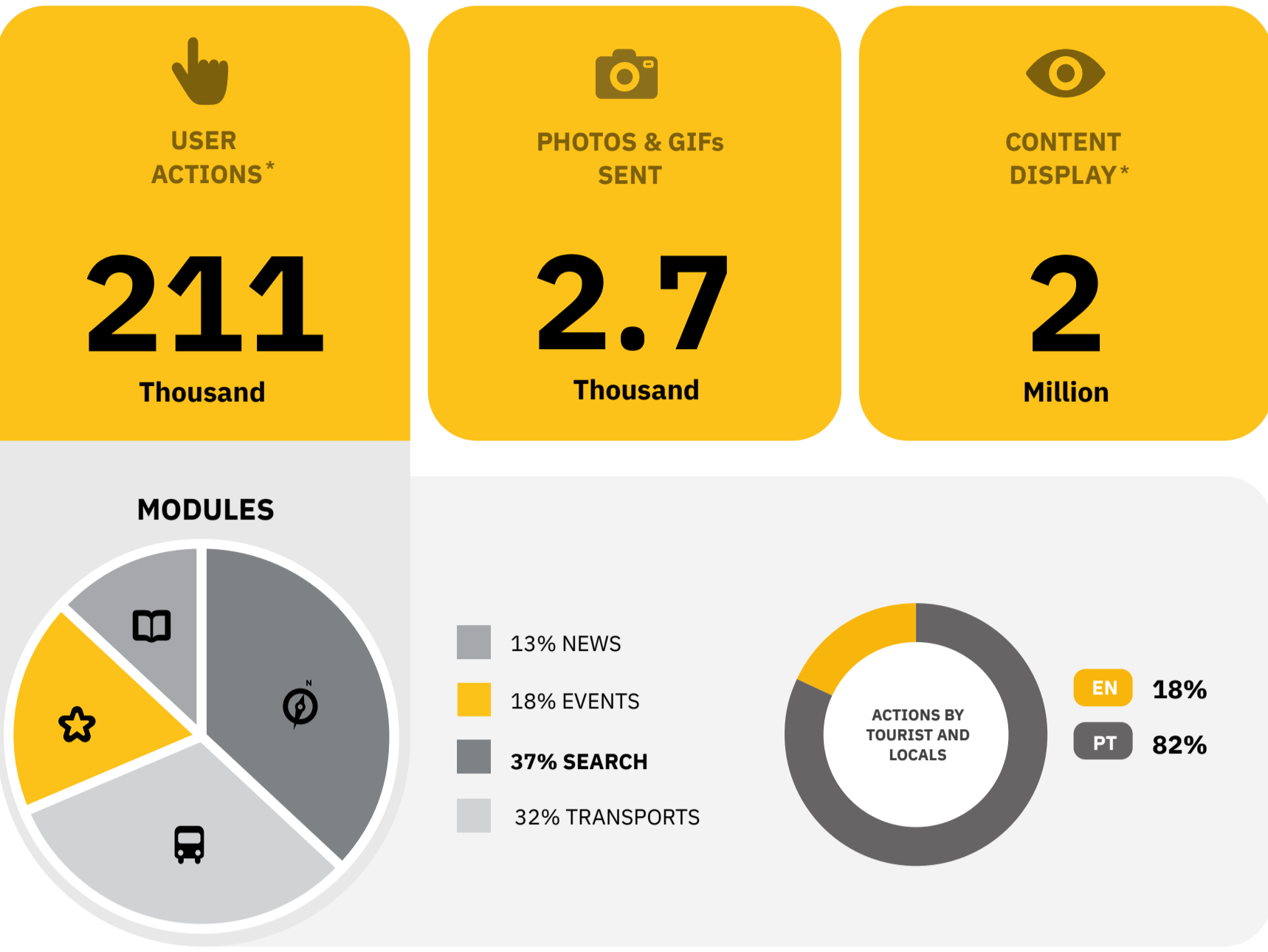




TOMI goes on vacation with its users

During August, TOMI was present on the holidays of its users. During this month, on the TOMI network in Lisbon alone, there were more than 2.7 thousand photos and gifs sent and more that 211 thousand user actions.



In August, the module with the highest usage was the Search Module. TOMI users searched mainly for Art & Culture, Where to Eat, and What to Do.

TOP CONTENT CATEGORIES

USER ACTIONS

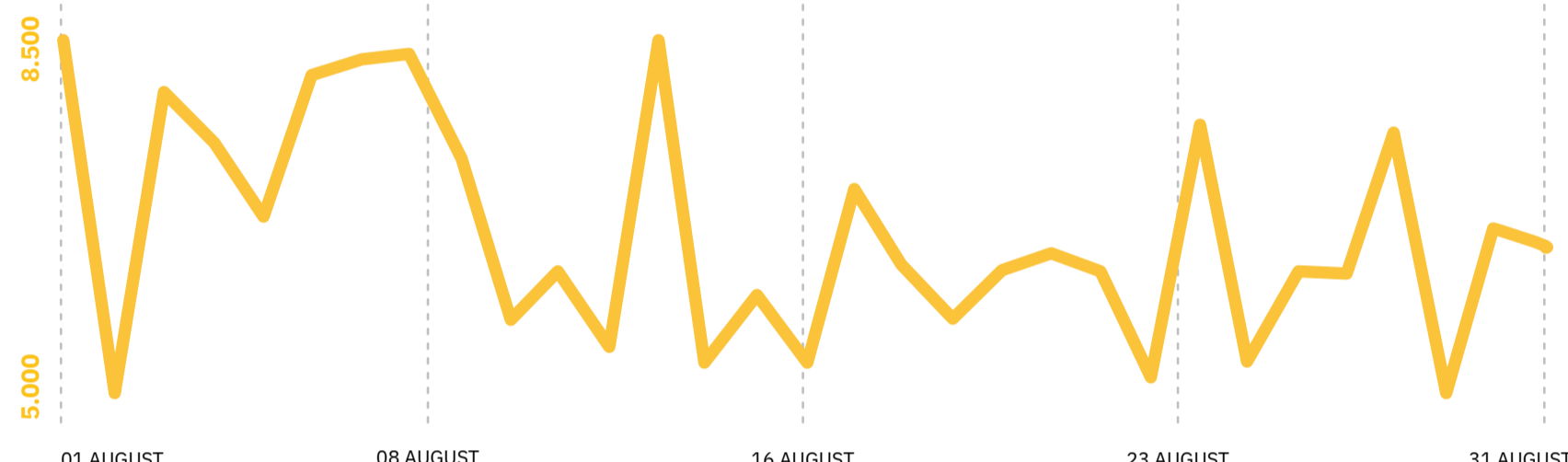
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Exhibitions	Art & Culture	Aeroporto
Culture	Theater	Where to Eat	Baixa-Chiado
Sports	Outdoors	What to do	Braço de Prata

DURING THE MONTH

USER ACTIONS

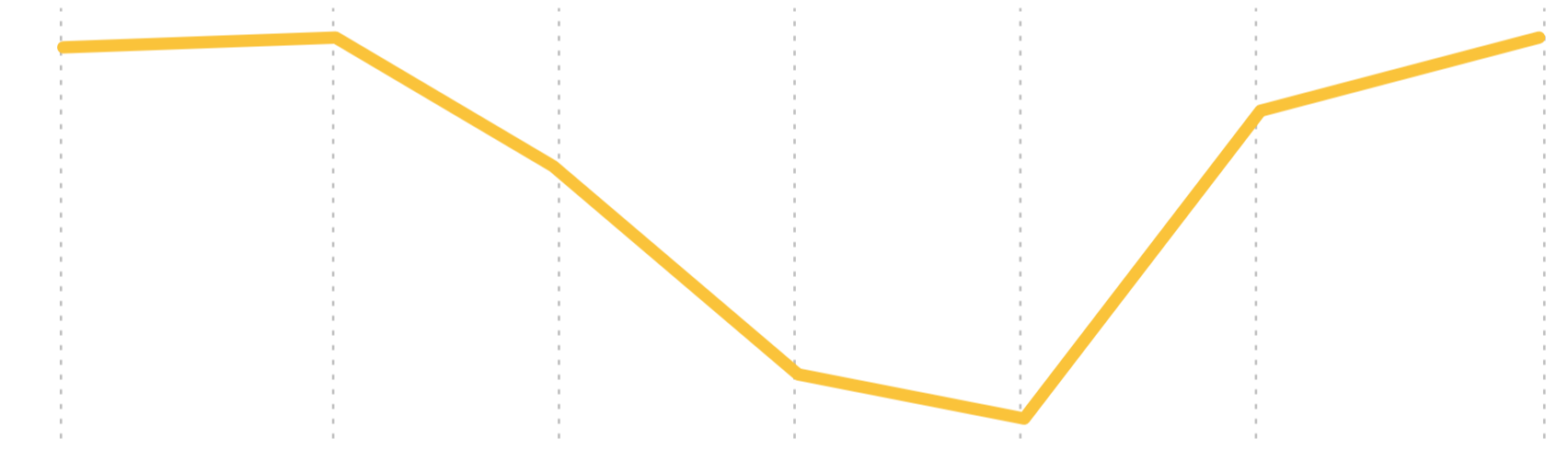
Monthly User Actions Evolution



WEEKLY TREND

USER ACTIONS

Average User Actions Count by Week Day

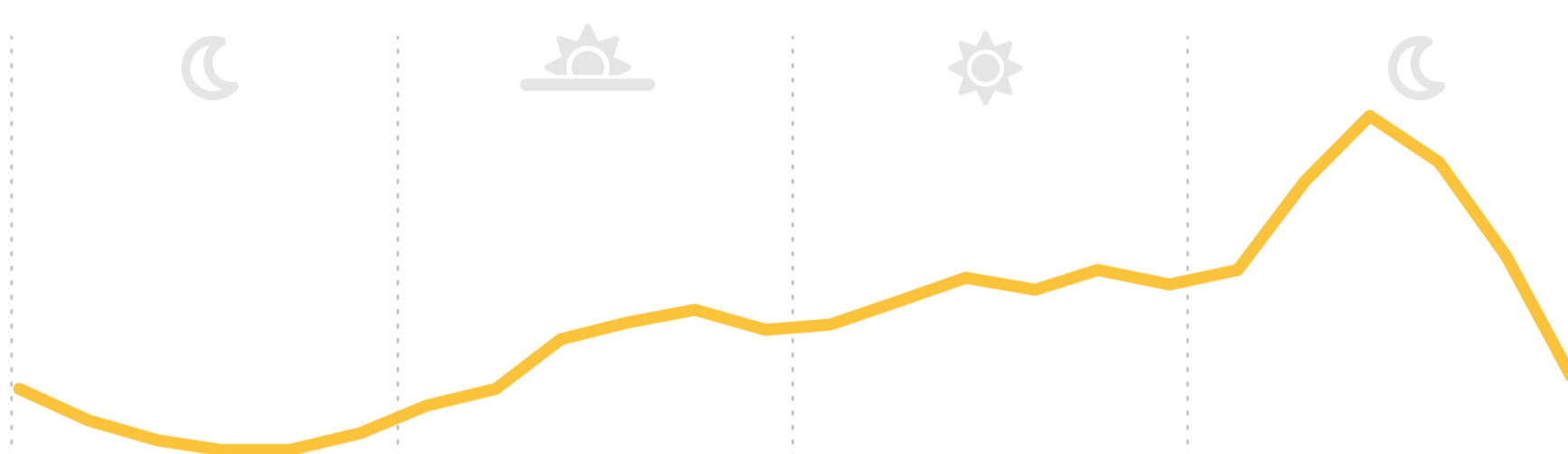


In August, Mondays and Tuesdays had the highest number of user actions. While Fridays had the lowest number of user actions of the week.

DAILY TREND

USER ACTIONS

Monthly User Actions Evolution



During August, the trend of user actions was homogeneous for most of the day. There was a peak registered, of user actions, around 8 pm.

THE PODIUM

USER ACTIONS

TOMI With Most User Actions

PHOTOS & GIFS SENT

TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

Rossio Rua 1º de Dezembro

10.262
User Actions

SELFIE WINNER

Rossio Rua 1º de Dezembro

247
Photos and GIFs sent

August Overall Analysis:

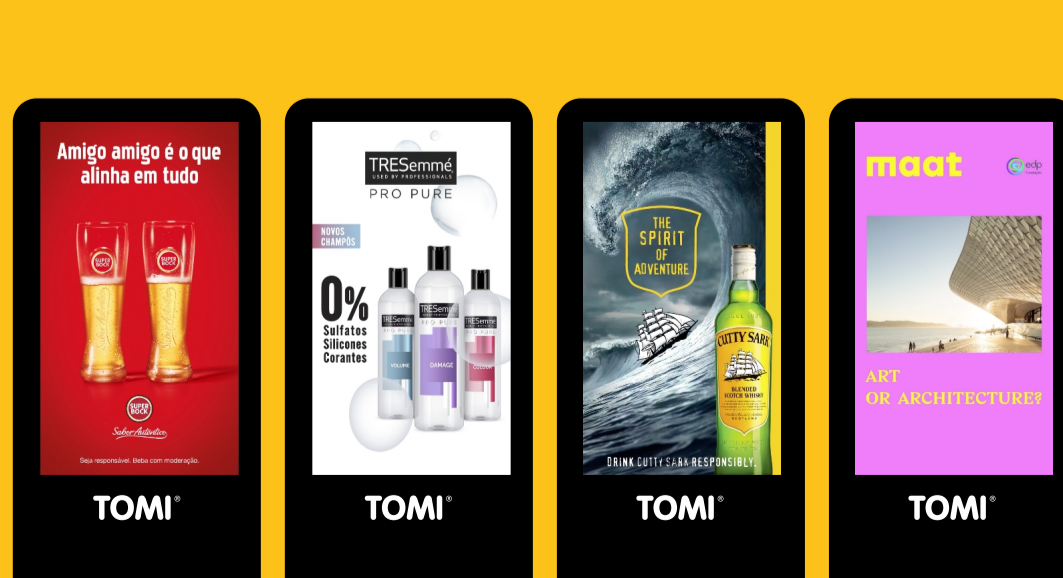
The month of August is marked for being the month where most people are on vacation, reflecting good numbers recorded in TOMI.

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 August in Lisbon.

Communication in the right place at the right time!



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