

TOMI communicates all the cultural offer

TOMI supports the culture through the events Module, for free. In this module, it's possible to show all the events that are happening, and will be happening, in the city, allowing every citizen to know all the cultural offer.



USER ACTIONS*

184
Thousand



PHOTOS & GIFs SENT

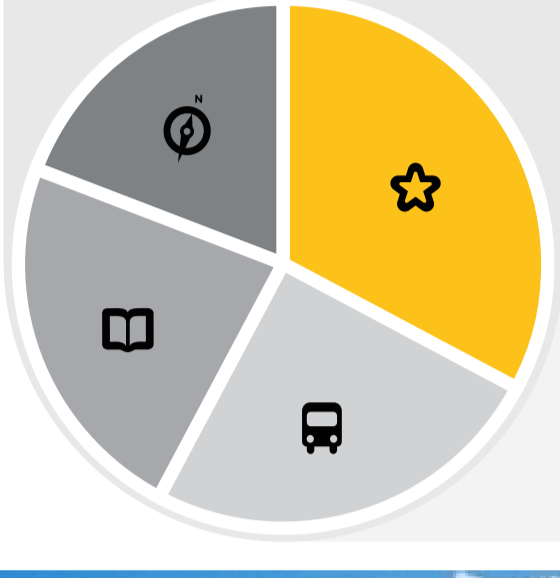
2.4
Thousand



CONTENT DISPLAY*

1
Million

MODULES



- 33% EVENTS
- 25% TRANSPORTS
- 23% NEWS
- 19% SEARCH



In November, the module with the highest usage was the Events Module. TOMI users searched mainly for events related to Music, Theater, and Dance.

TOP CONTENT CATEGORIES

USER ACTIONS

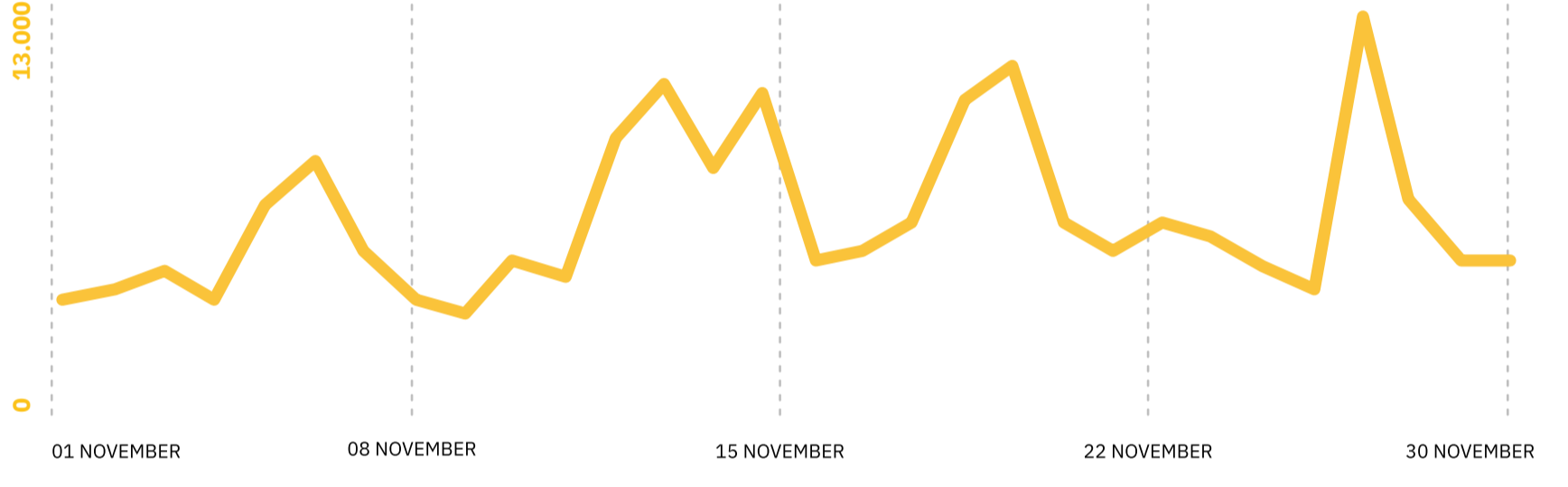
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Music	What to Do	Largo Rodrigo de Freitas
Sports	Theater	Where to Eat	Urca
Environment	Dance	Art & Culture	Lapa

DURING THE MONTH

USER ACTIONS

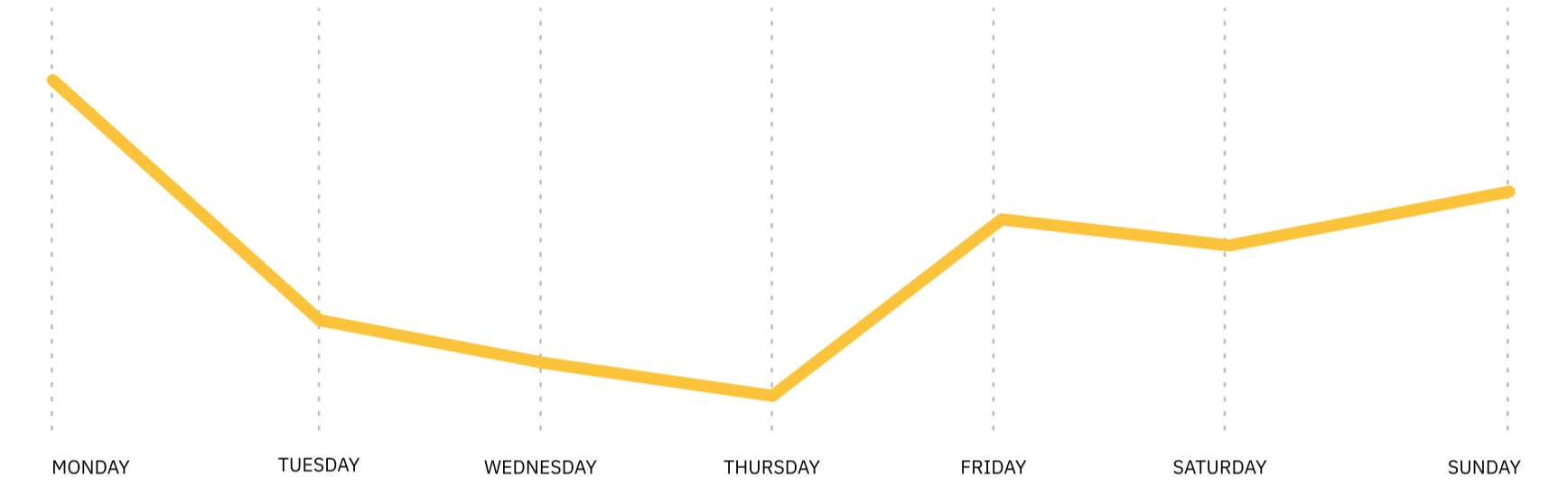
Monthly User Actions Evolution



WEEKLY TREND

USER ACTIONS

Average User Actions Count by Week Day

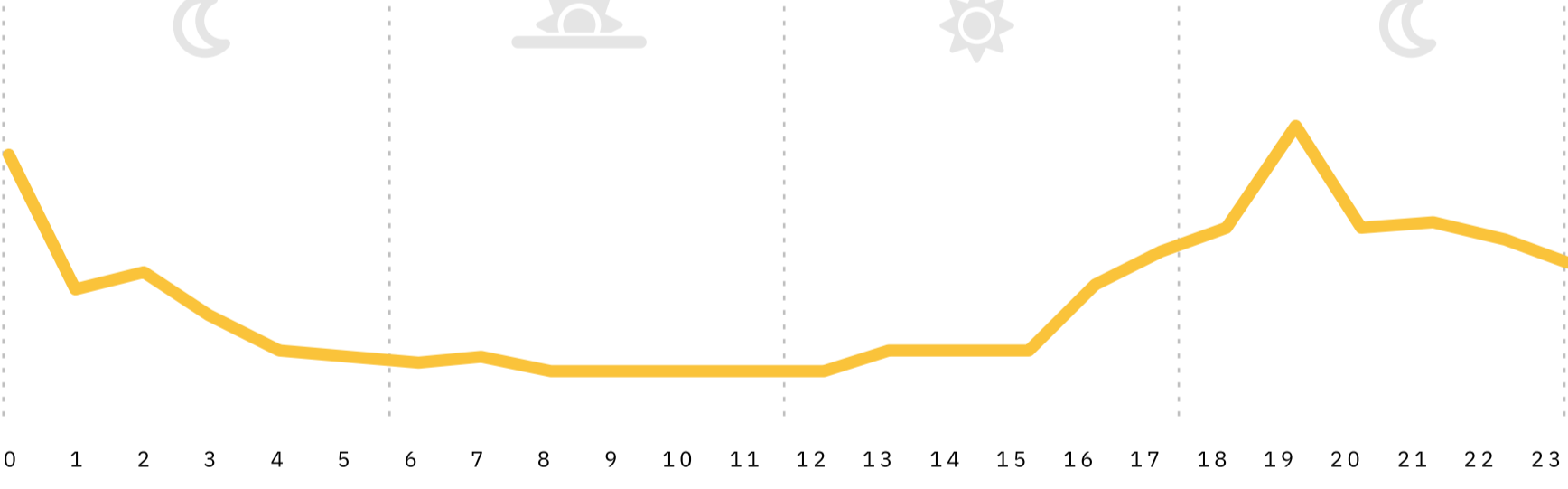


In November, Mondays were the days with the highest number of user actions. On the other hand, Thursdays registered the lowest number of user actions of the week.

DAILY TREND

USER ACTIONS

Monthly User Actions Evolution



In November, there was a higher number of user actions in the afternoon period. Throughout the day, there were registered two peaks of user actions: the first one happened around midnight, and the second one was registered around 7 pm.

THE PODIUM

USER ACTIONS

TOMI With Most User Actions

PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

Copacabana Base 30

30.856
User Actions

SELFIE WINNER

Copacabana Base 30

478
Photos and GIFs sent

November Overall Analysis:

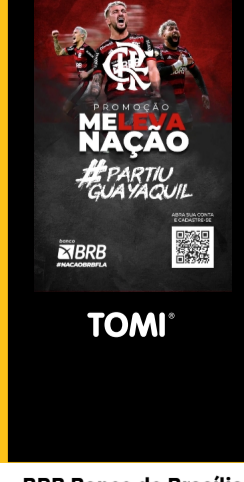
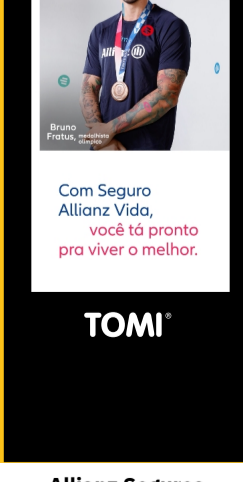
During November, TOMIs of Rio de Janeiro continued to register an excellent performance on user metrics.

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 November in Rio de Janeiro.

Communication in the right place at the right time!



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