



**THURSDAY** 

In January, Sundays were the days with the highest number of user actions. On the other hand, Thursdays

FRIDAY

**PHOTOS & GIFS SENT** 

16 JANUARY

Average User Actions Count by Week Day

23 JANUARY

SATURDAY

31 JANUARY

**SUNDAY** 

08 JANUARY

TUESDAY

registered the lowest number of user actions of the week.

WEDNESDAY

**USER ACTIONS** 

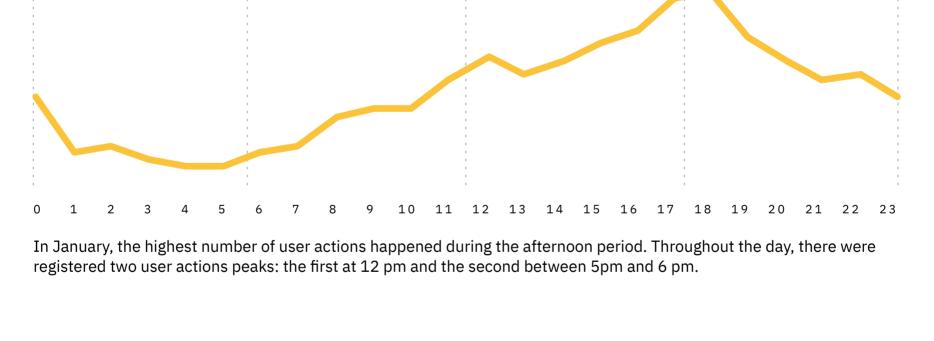
Monthly User Actions Evolution

01 JANUARY

**MONDAY** 

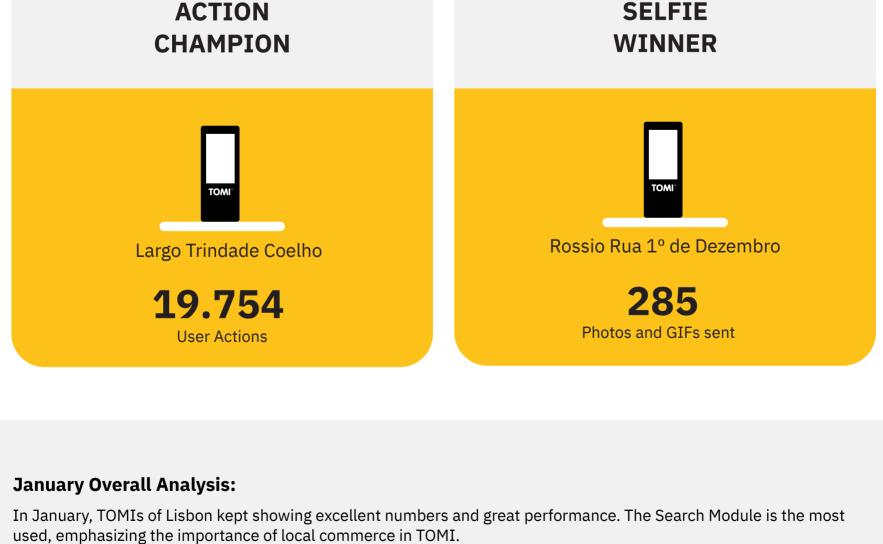
**DAILY TREND** 





THE PODIUM **TOMI With Most User Actions** TOMI With Most Selfie and GIFs Sent

**USER ACTIONS** 



## User Actions\*: Values indicate the number of touches made on TOMI. Photos & GIFs sent\*: Values show the numbers of photos and gifs, taken and sent by email. 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 is the best way to communicate

TOMI® SMART MEDIA

and to reach the desired target audience in an interactive and creative way. See some of our campaigns of January in Lisbon. Communication in the right place at the

right time!









Trademark. Patented internationally. Registered design. Smart Cities USA, UK and Latam awards

Citizen's engagement, E-Gov & urban innovation

MAIN

**AND** 

**AWARDS** 

**HONORS** 

Award UI & UX A'DESIGN AWARD WINNER 2017 G O L D Best interface

Accessibility & inclusion Design for society & disability inclusion DOOH media **FEPE** 

**Tourism** Best service

**SUBSCRIBE NEWSLETTER** 

**Best innovation**