TOMI®

**JANUARY
NEWS & DATA
COVID-19 PREVENTION**

📅 01.01.2023
31.01.2023

📍 **PORTUGAL**

TOMI starts the year winning a new Global award!

TOMI starts 2023 with a new award: the Interactive Urban Solution of the Year 2022/23! This global award, attributed for the 2nd consecutive year, recognizes TOMI as the most innovative solution in promoting information and services, and helping citizens!

👆 **USER ACTIONS ***

525

Thousand

📷 **PHOTOS & GIFs SENT ***

9

Thousand

👁 **CONTENT DISPLAY ***

5

Million

MODULES

- 🟨 **39% SEARCH**
- ⬛ 30% NEWS
- ◻ 19% EVENTS
- ◻ 12% TRANSPORTS

DURING THE MONTH

👆 **USER ACTIONS**
Monthly User Actions Evolution

35.000

0

01 JANUARY   08 JANUARY   16 JANUARY   23 JANUARY   31 JANUARY

WEEKLY TREND

👆 **USER ACTIONS**
Average User Actions Count by Week Day

MONDAY   TUESDAY   WEDNESDAY   THURSDAY   FRIDAY   SATURDAY   SUNDAY
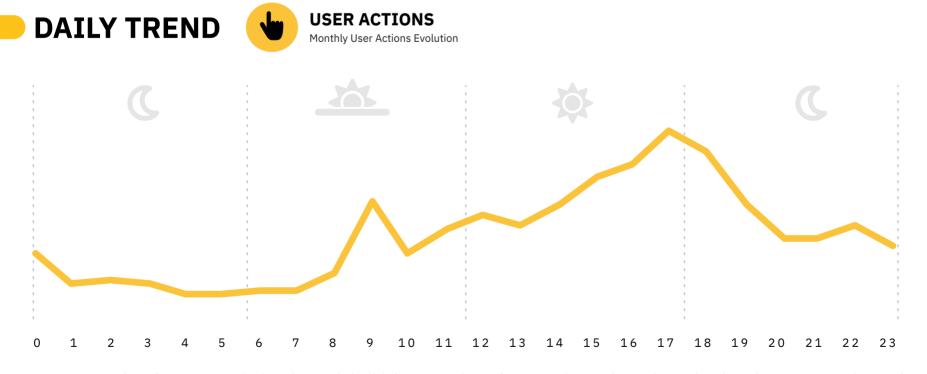
In January, Mondays and Sundays were the days of the week with the highest number of user actions. On the other hand, Fridays registered the lowest number of user actions of the week.

DAILY TREND

👆 **USER ACTIONS**
Monthly User Actions Evolution

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

In January, the afternoon period registered the highest number of user actions. Throughout the day, there were registered three peaks of user actions: the first at 9 am, the second at 12 pm, and the third around 5 pm.

January Overall Analysis:

In January, TOMIs kept showing excellent numbers and great performance. The Search Module is the most used, emphasizing the importance of local commerce in TOMI.

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MAIN AWARDS AND HONORS	Smart Cities USA, UK and Latam awards	Award UI & UX	Accessibility & inclusion	DOOH media	Tourism
	Citizen's engagement, E-Gov & urban innovation	Best interface	Design for society & disability inclusion	Best Innovation	Best service