TOMI®

JANUARY NEWS & DATA COVID-19 PREVENTION

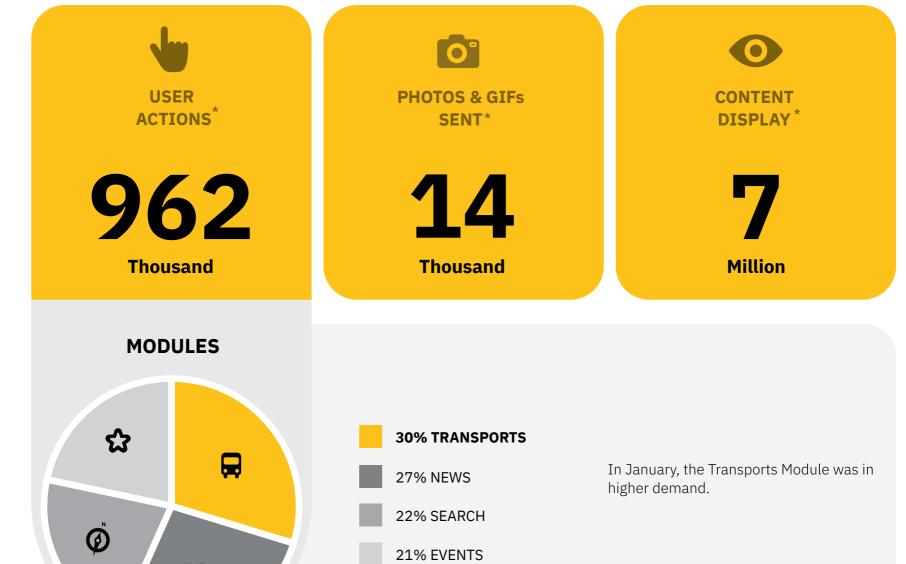
TOMI



WORLD

TOMI starts the year winning a new Global award!

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



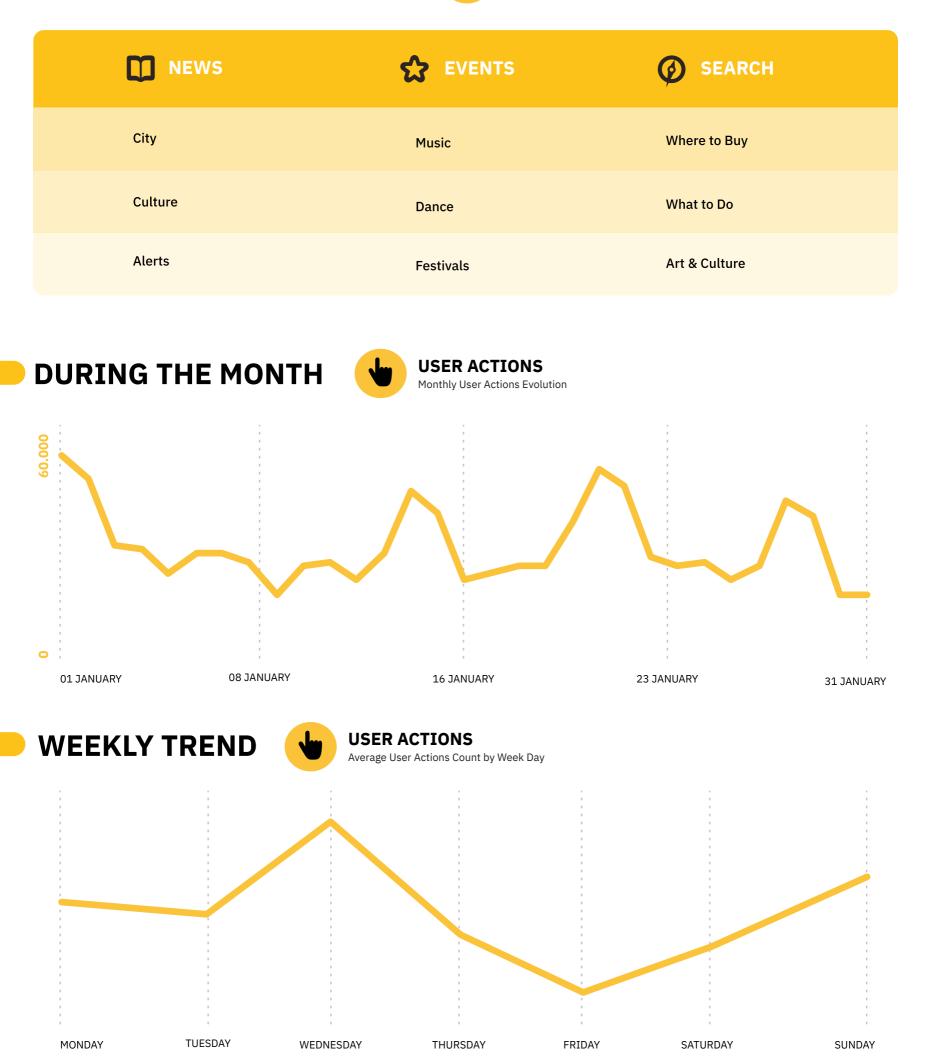


TOP CONTENT CATEGORIES

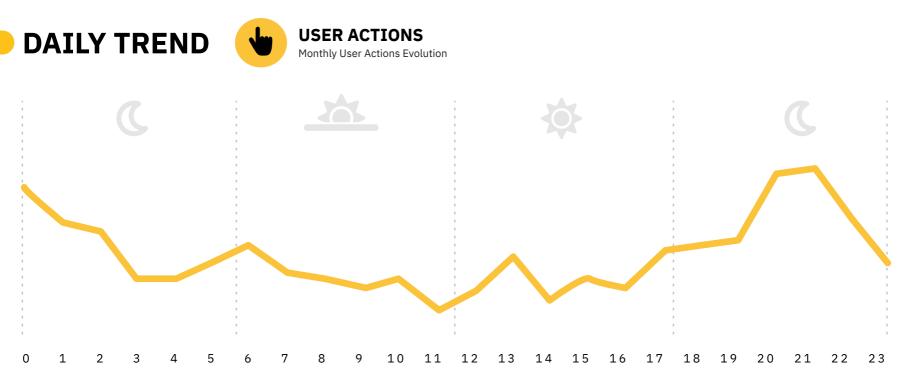


USER ACTIONS

Top Content Categories by Module



In January, Wednesdays 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.



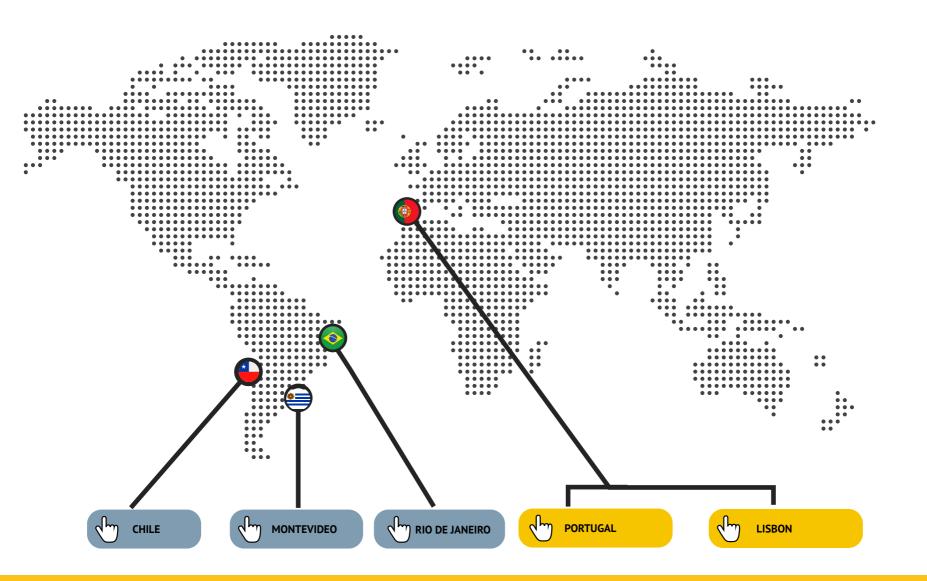
In January, the user actions were higher in the late afternoon period. Throughout the day, there were recorded several peaks of user actions, where the highest one happened at midnight and between 8 pm and 10 pm.

January Overall Analysis:

In January, TOMIs kept showing excellent numbers and great performance.

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.

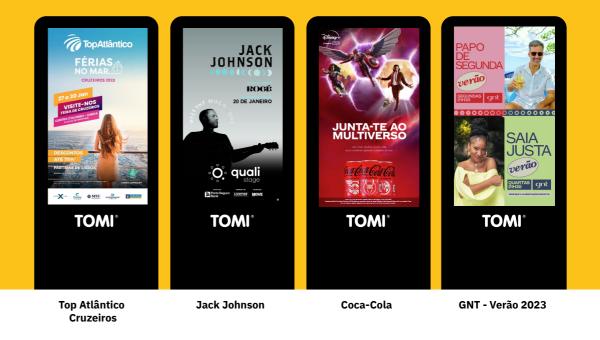
LOCATIONS



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 January in our networks.

Communication in the right place at the right time!



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