

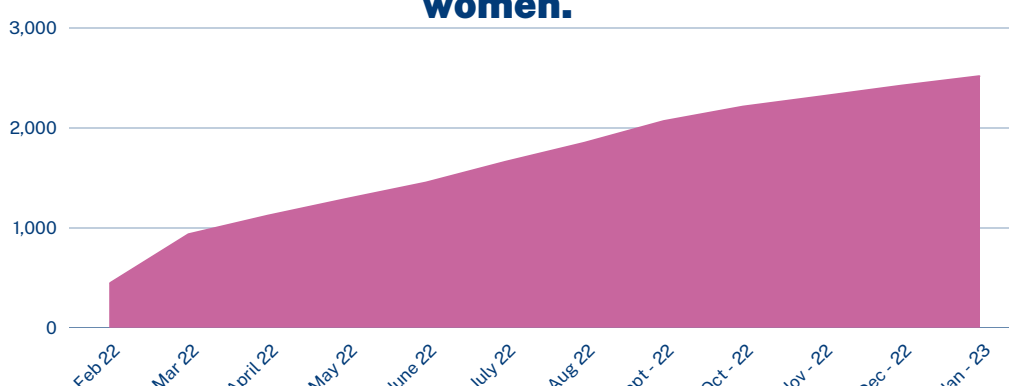
# Ask Early Menopause App Analytics

1 Feb 2022 (Launch) - 31 January 2023



POWERED BY MONASH

**In the first year since the launch, the Ask Early Menopause App has already reached 2.5k women.**



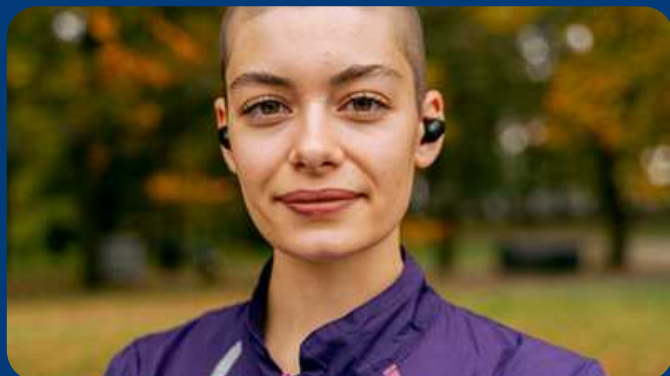
## Used in 68 countries

The majority of women using the Ask Early Menopause App are located in Australia (64%). Women in other countries are starting to use the app, such as women in the US (18%), the United Kingdom (5%), New Zealand (3%) and Canada (2%).



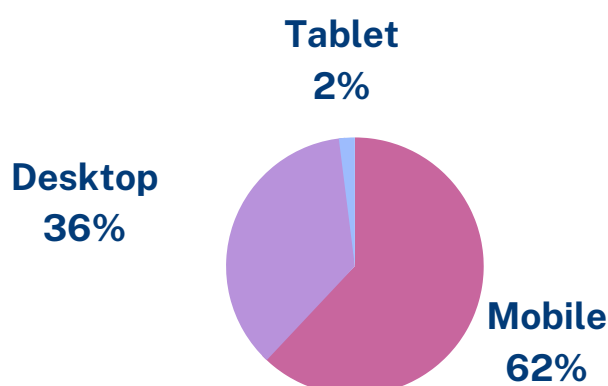
## Top5 pages of interest

1. Discover
2. Manage my early menopause
3. What is Early Menopause?
4. Discussion forum
5. Dashboard



## Mobile vs Desktop

The App is used on mobile and desktop, with a split of 62% vs 36% on mobile and 2% on tablet.



## Top10 read articles

1. How is Early Menopause diagnosed?
2. What are the symptoms of Early Menopause?
3. What is Early Menopause?
4. Early Menopause concentration and memory
5. Spontaneous Premature Ovarian Insufficiency (POI)
6. Early menopause and Hormone Replacement Therapy
7. Non-hormonal treatment options
8. How Early Menopause can affect bone health
9. Sexual function and relationships
10. How Early Menopause can affect heart health



## What women say about the Ask EM App

I like absolutely everything! I'm so grateful for this app. Thank you.

The information provided is great.

An online resource building an international community!

This happened to me 27 years ago. I could not access information except for library books telling me my symptoms were in my head. So happy to see this up and running.

**The App is available via your usual browser and in the Apple and Google App store**

[www.askearlymenopause.org](http://www.askearlymenopause.org)

