**Research**

*Population & Digital Prevalence*

<https://www.census.gov/popclock/>

-US & global populations

<https://blog.sagipl.com/most-used-apps/>

-most used apps globally

<https://datareportal.com/reports/digital-2020-global-digital-overview>

-global report of digital behavior

*Breast Cancer Technology*

<https://www.health.harvard.edu/womens-health/newer-breast-screening-technology-may-spot-more-cancers>

-example of resources and materials provided for awareness/education

-innovative technology that isn’t necessarily being exposed to average user due to niche audience (health / HBR interests)

*Awareness Campaigns / Solutions*

<https://econsultancy.com/nine-powerful-breast-cancer-awareness-campaigns-marketing/>

-avoid ‘pink washing’ tactics

-most of these high impact campaigns only run in October

-gap to address in timing (low impact ~11 months of year)

*General SEO ‘Breast Cancer’ search*

-majority of top results are .gov & .org information strictly around medical definitions

-no persona driven top results

-focus is on current patients and/or people who think they may have cancer