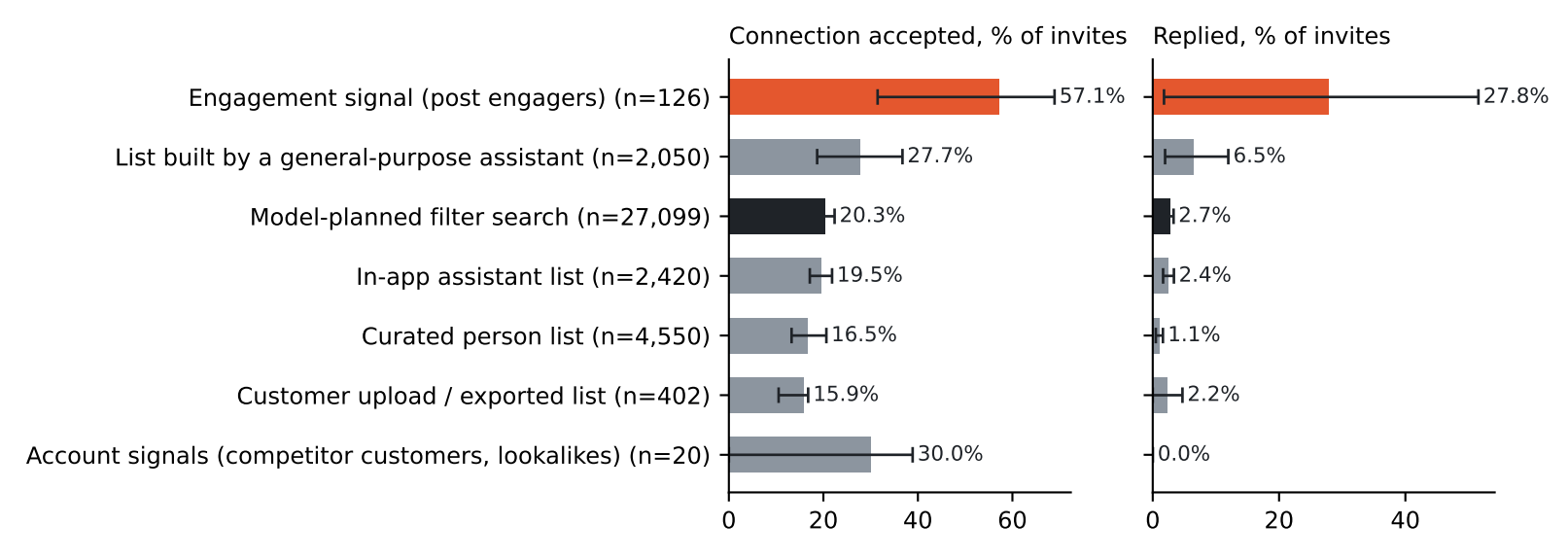

Connection accepted, % of invites
Replied, % of invites
Engagement signal (post engagers) (n=126)
List built by a general-purpose assistant (n=2,050)
Model-planned filter search (n=27,099)
In-app assistant list (n=2,420)
Curated person list (n=4,550)
Customer upload / exported list (n=402)
Account signals (competitor customers, lookalikes) (n=20)
57.1%
27.7%
20.3%
19.5%
16.5%
15.9%
30.0%
27.8%
6.5%
2.7%
2.4%
1.1%
2.2%
0.0%
0
20
40
60
0
20
40