

<sup>&</sup>lt;sup>4</sup> Indox data is from June 2013 to June 2016, excluding April 2014 to May 2015 (28,601 messages). Sent data is from June 2015 to July 2016 (6,5 /6 messages).

ased on language search of subject lines including "Invitation:", "BBL", "Happening Today:", etc. Includes events (1,638 messages) and meetings (1,137 messages).