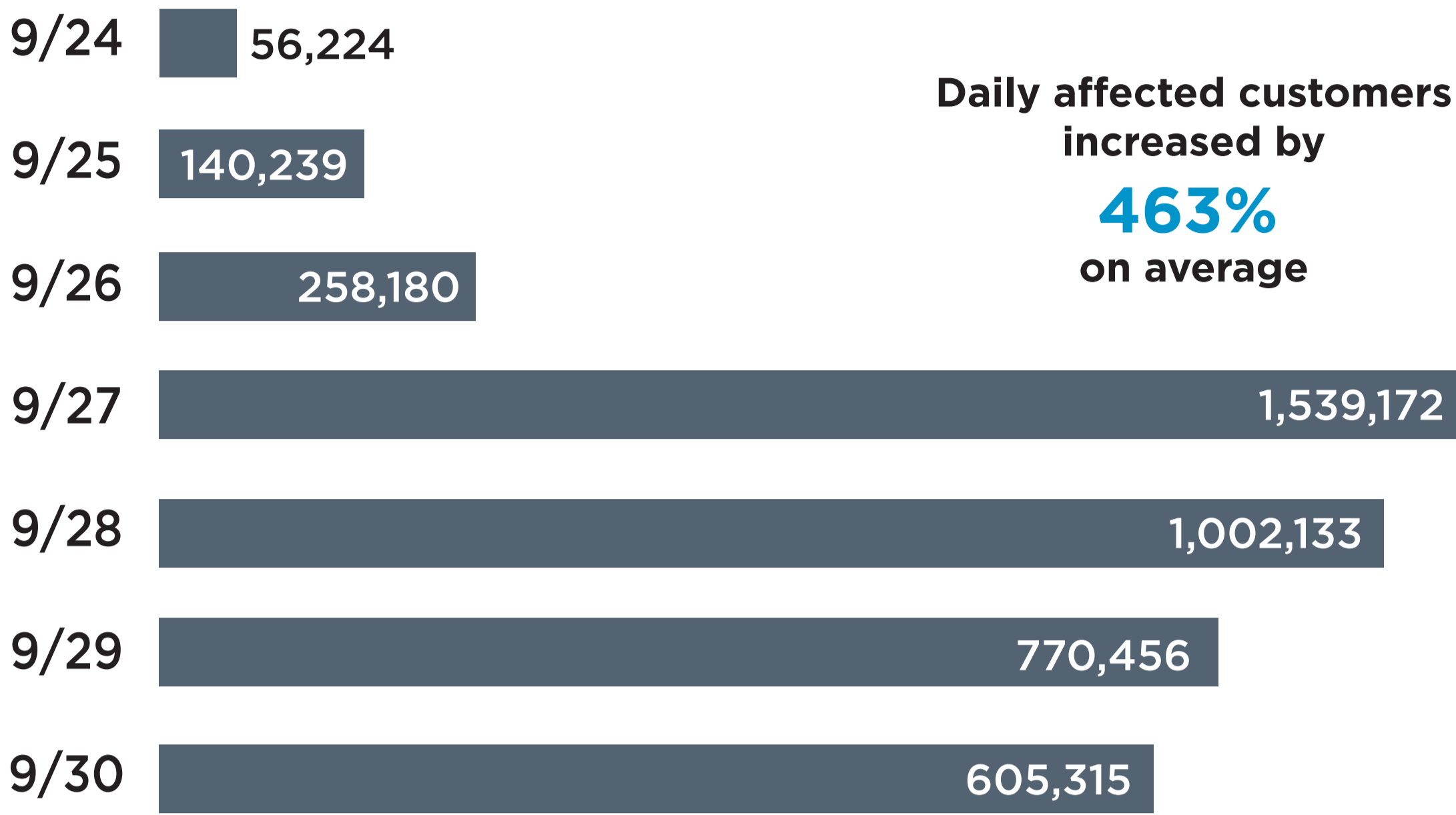


STORM WATCH 2024

Hurricane Helene

4,371,719 customers were affected
(over a seven-day period)

Customers affected by day



Engagement

(over a seven-day period)

Storm Center

15,368,976
views

September 27 had the highest at **6,486,485**



2,244,512
users

September 27 had the most users at **1,189,105**

Daily total users increased by **659%** on average

Notifi

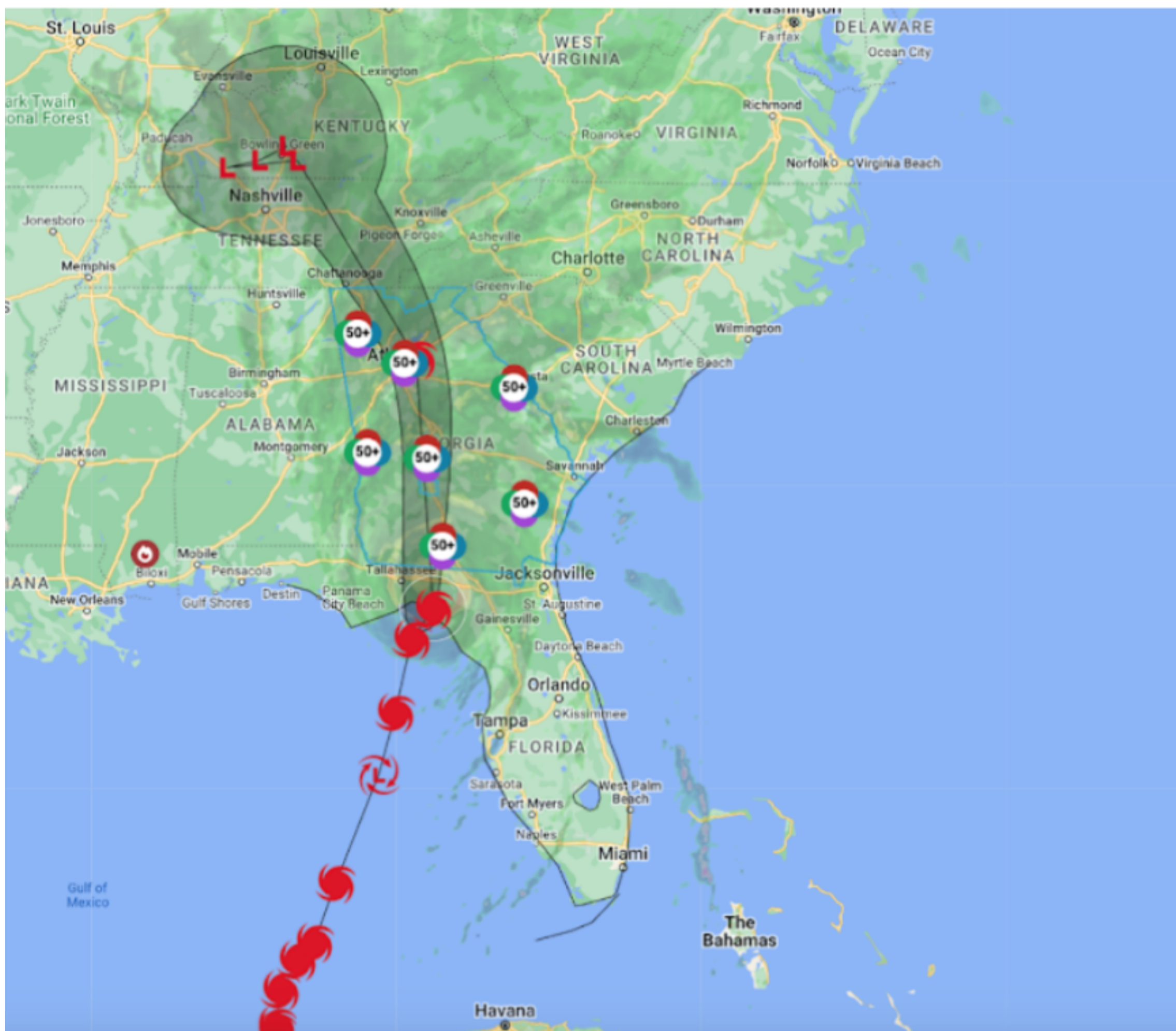


16,175,967
messages were sent

September 27 had the highest at **4,460,051**

Daily messages sent increased by **221%** on average

Hurricane path as shown on a Storm Center map



Keep your customers prepared and informed with our Storm Center™ Outage Maps & Notifi® Alerts and Preference Management solutions.
Visit [KUBRA.com](https://www.kubra.com) for more information



*The data shown is generated from all service providers using Storm Center and/or Notifi, including those that do not use KUBRA products and services. The data shown is not all use KUBRA products and services.

**The percentage increase of a specific data point should give the reader an estimate of the storm's impact and the traffic and engagement Storm Center and Notifi received. The percentage increase has been calculated by comparing pre-storm data (September 22 to 23) to data during the storm (September 24 to 30).