

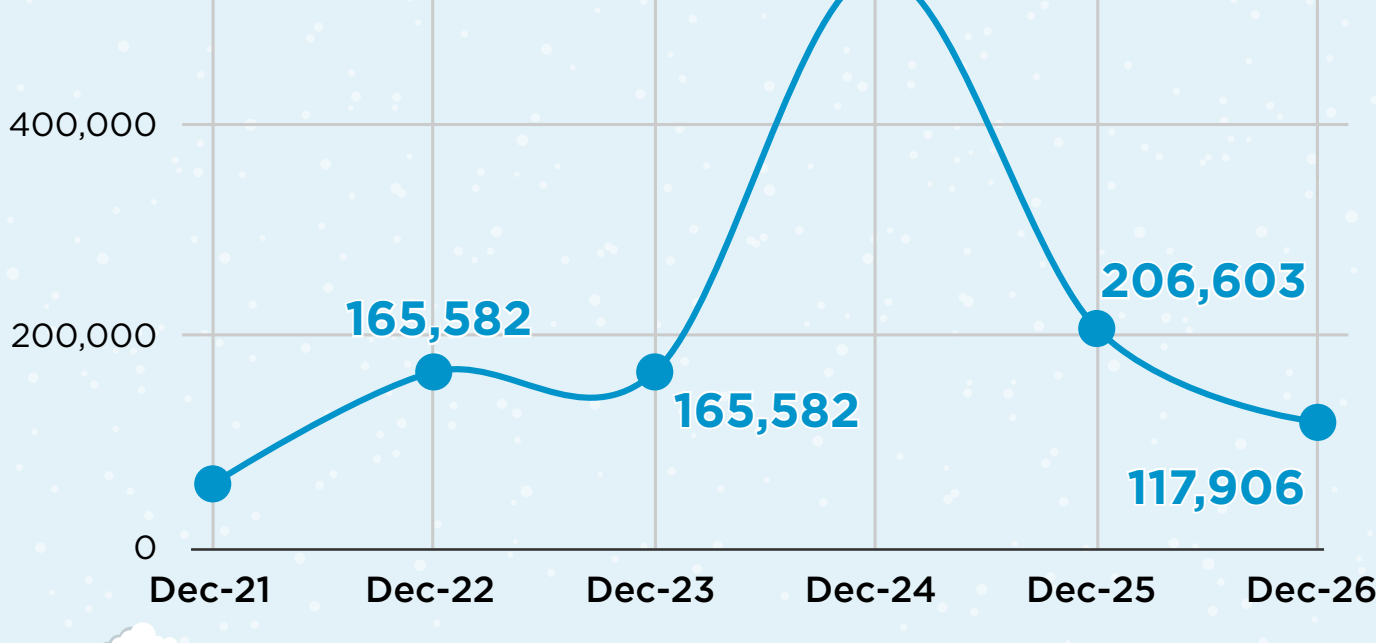
# The December 2022 North American Storm in Numbers



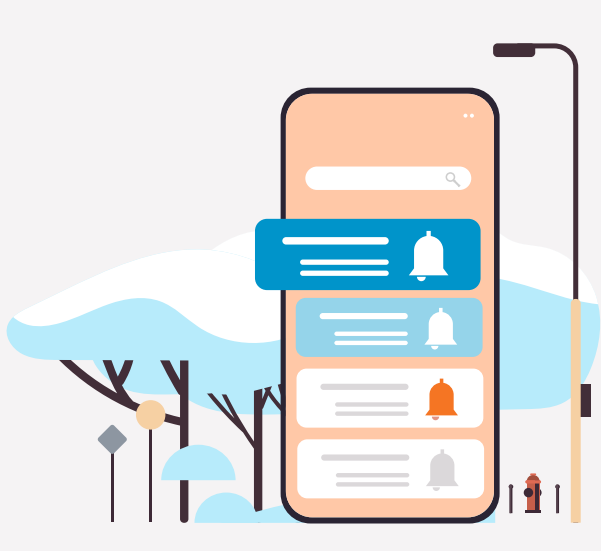
**26,867** outages were reported through our partners' external Storm Center\* maps between December 21-26

**Approximately 1.2 million** customers were affected by outages during the 6-day period

Maximum Customers Affected



It peaked to over **half a million** on December 24 alone.



During the storm, **245,000** customers opted in to receive regular outage information from their service providers through Notifi

Outage Enrollments (Opt Ins)



Outage enrollment rates spiked by over **750%** in the first two days of the storm



**Most customers** chose text as their preferred channel to review outage notifications

Percentage of outage enrollments (opt ins) received per channel



Text  
**79.92%**



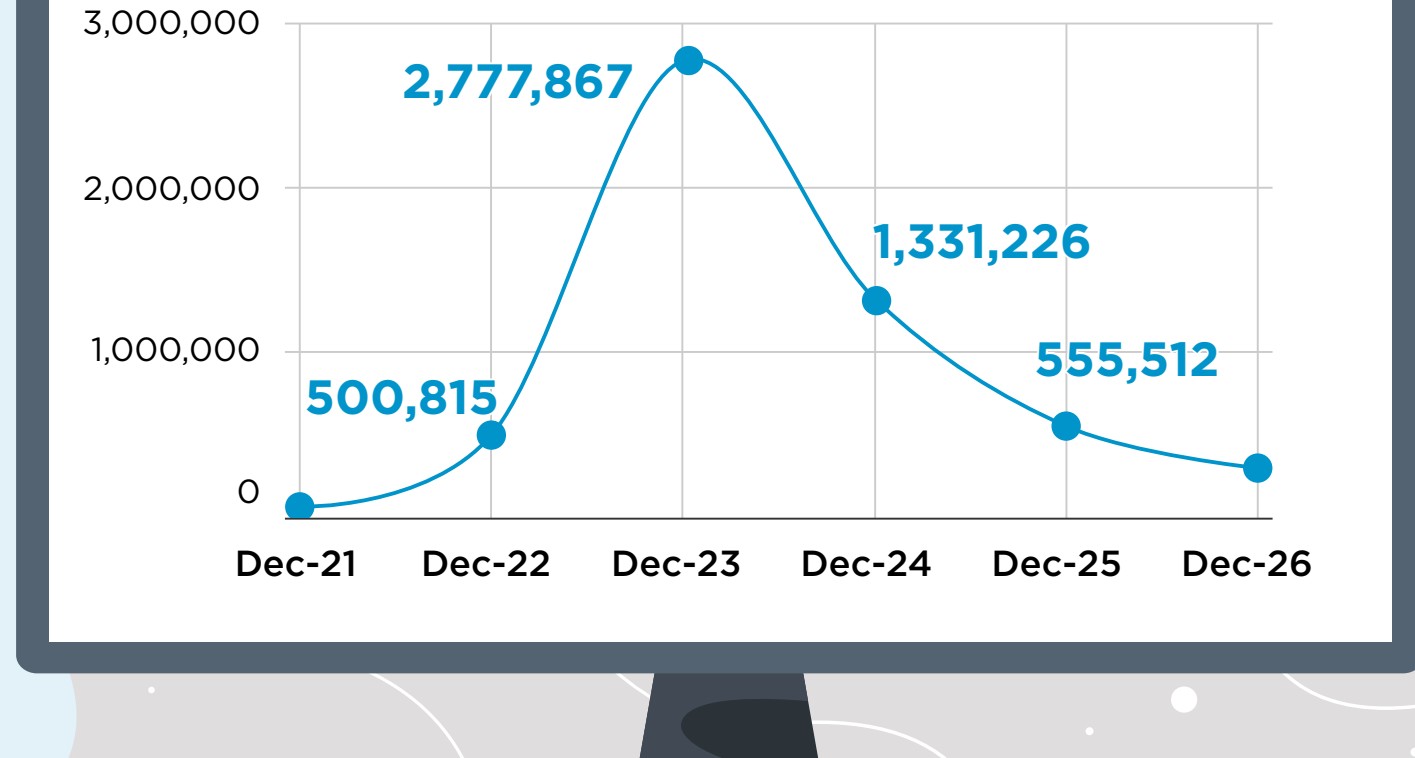
Email  
**15.01%**



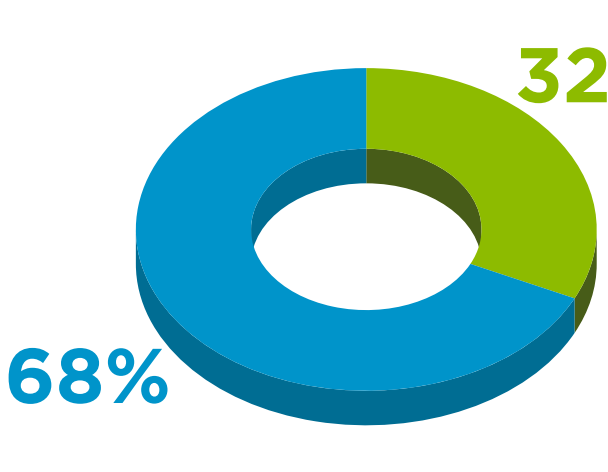
Voice  
**2.44%**

**Web traffic exploded** on our partners' Storm Center\* maps throughout the storm

Page Views

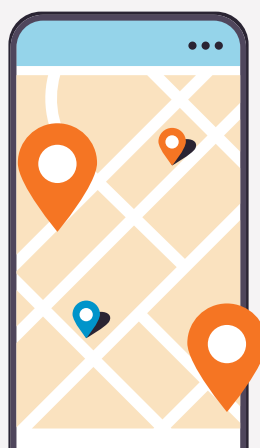


**32%** of these page views were from returning visitors

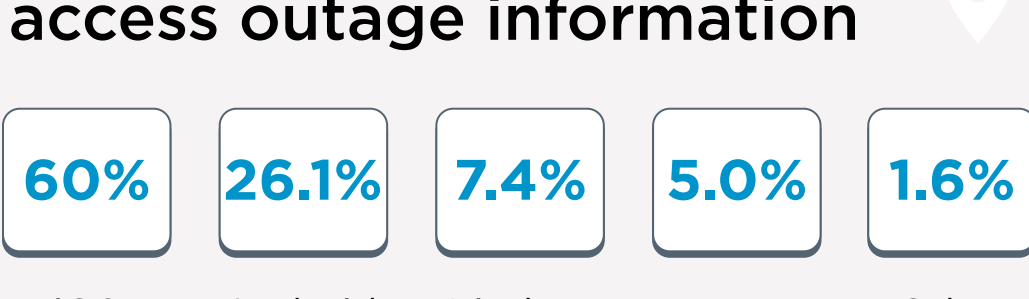


● New Visitor ● Returning Visitor

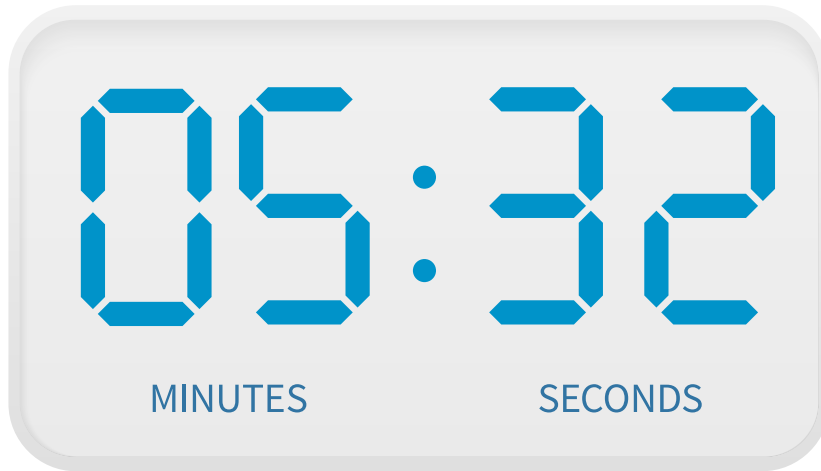
Returning visitors valued having access to outage information like cause of outage, percentage of customers affected, number of customers affected, estimated restoration time, and more.



**86%** used mobile devices to access outage information

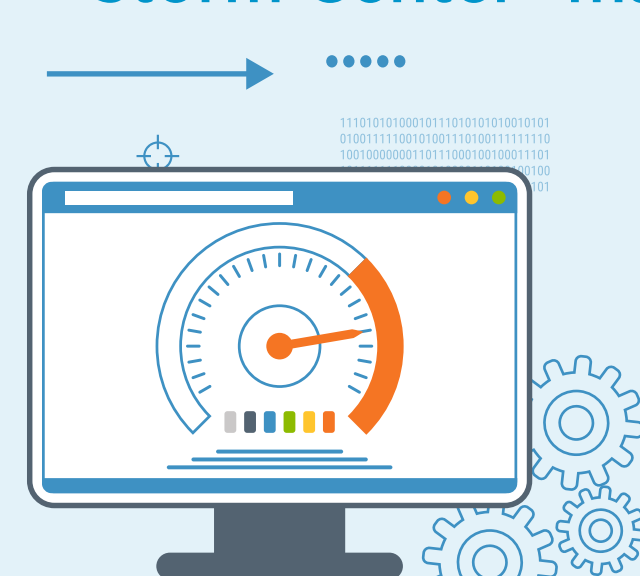


**Average session duration on the maps:**



The global benchmark for average session duration ranges between two to four minutes.

**Despite high traffic, the performance of the Storm Center\* maps was not impacted**



Average page load time of Storm Center 5 Maps over six days:

**1.77 seconds**

\*The data displayed was collected from KUBRA partners using Storm Center 5 and Notifi between December 21-26 and doesn't represent all outages in North America during this period.



[www.KUBRA.com](http://www.KUBRA.com)

Sources:

- Notifi Product Data from December 21-26, 2022.
- Storm Center 5 Product Data from December 21-26, 2022.
- Article by MetricHQ on [Average Session Duration](#).