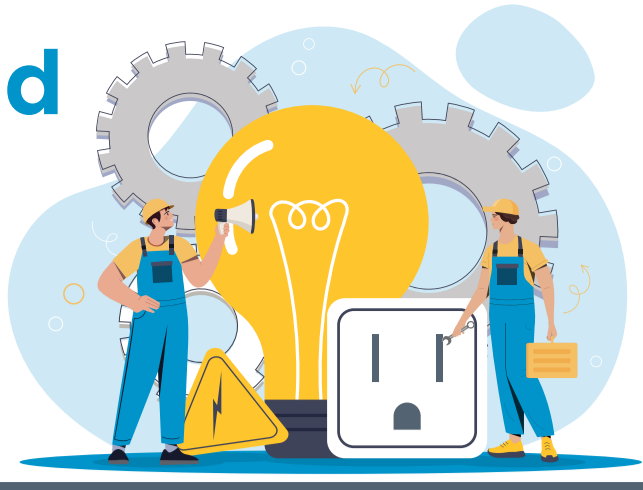
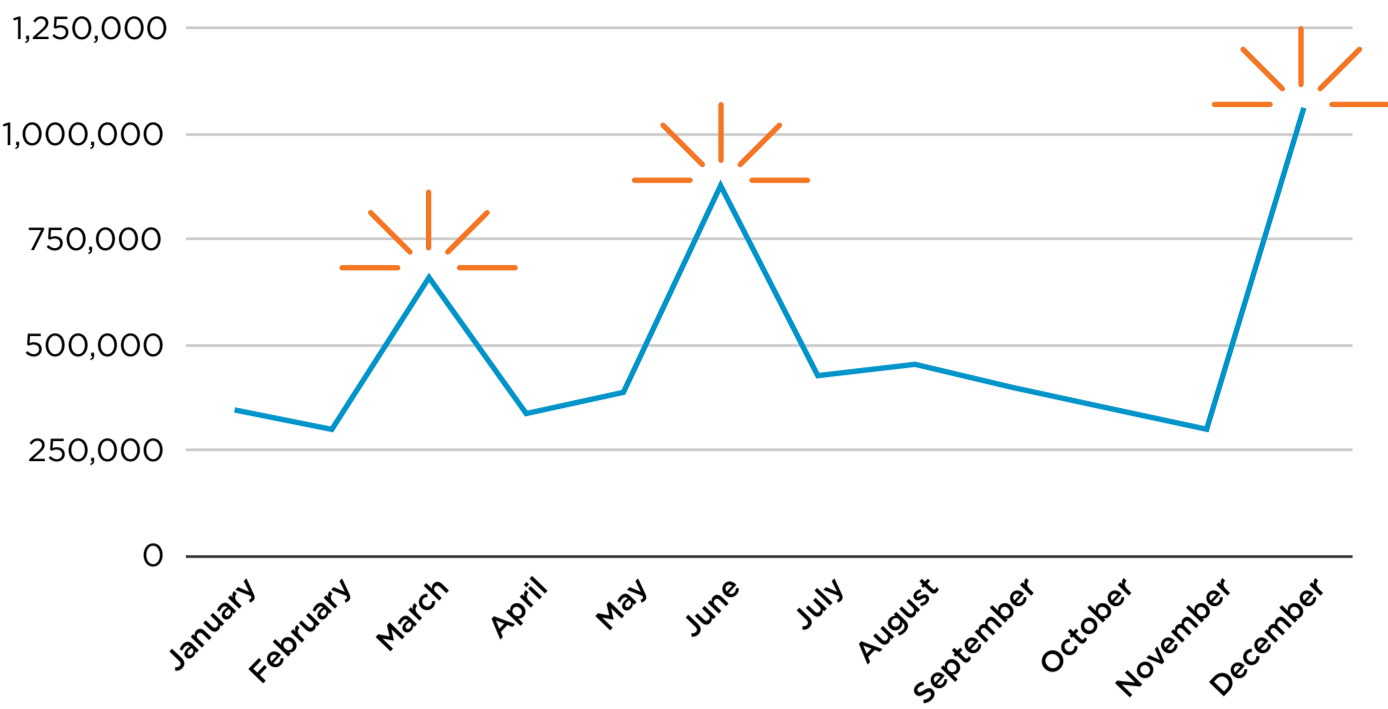


# What We Learned About Outage Enrollments in 2022



Across 22 utility partners, 5.9 million customers opted in for outage notifications\*

Number of outage enrollments (opt in's) every month



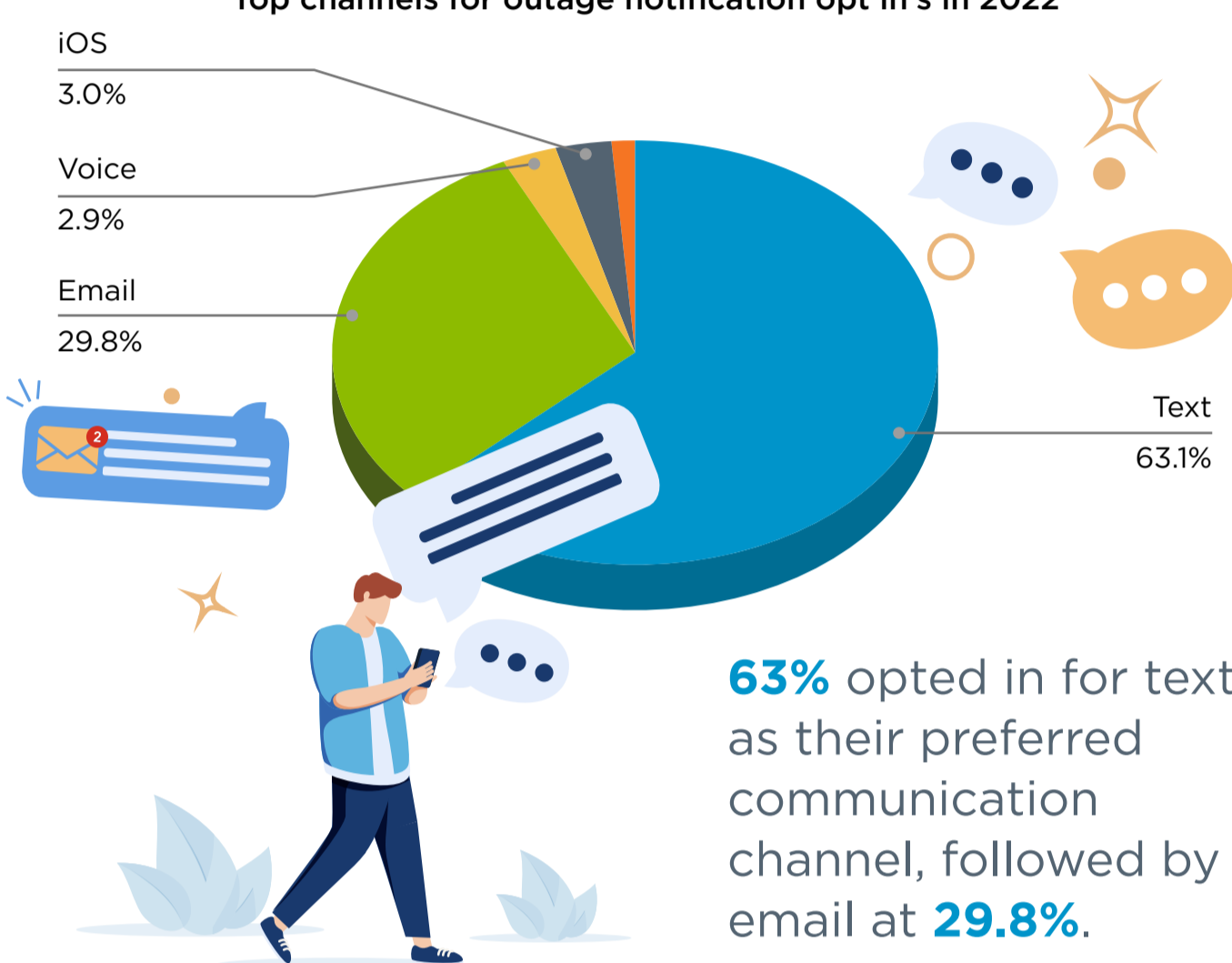
Opt-in rates spiked in March and June due to severe storms in Georgia. The December storm in the U.S. and Canada triggered the highest number of enrollments of the year.



\*This data relates to electric outages only, not water outages.

## In 2022, text was the most preferred channel for receiving outage notifications

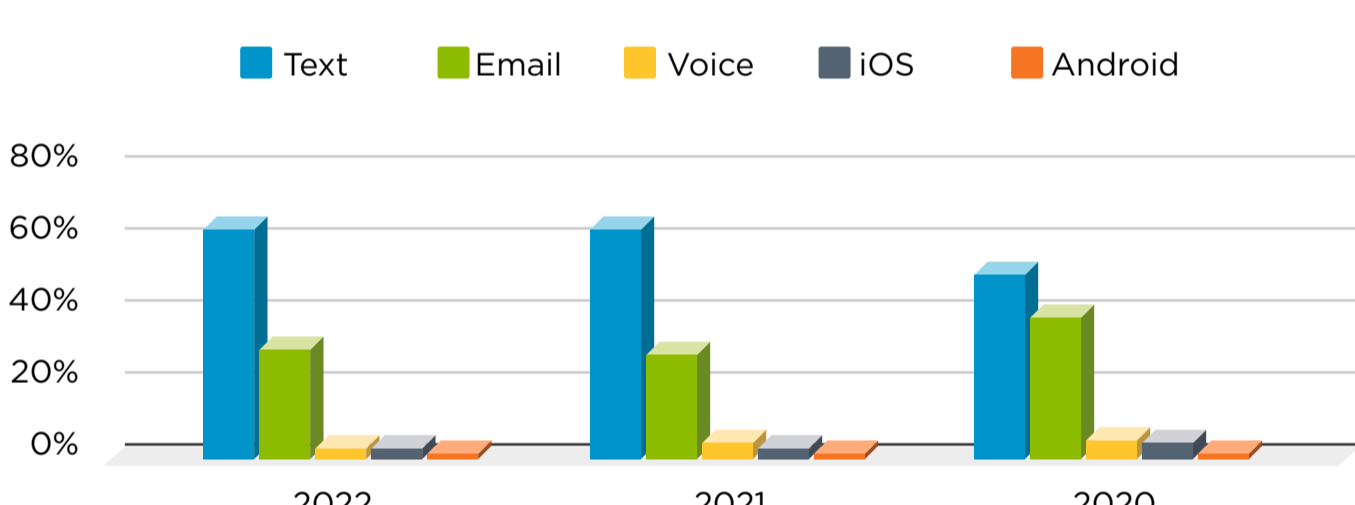
Top channels for outage notification opt in's in 2022



63% opted in for text as their preferred communication channel, followed by email at 29.8%.

## Text is the most preferred channel to receive outage notifications for three years in a row

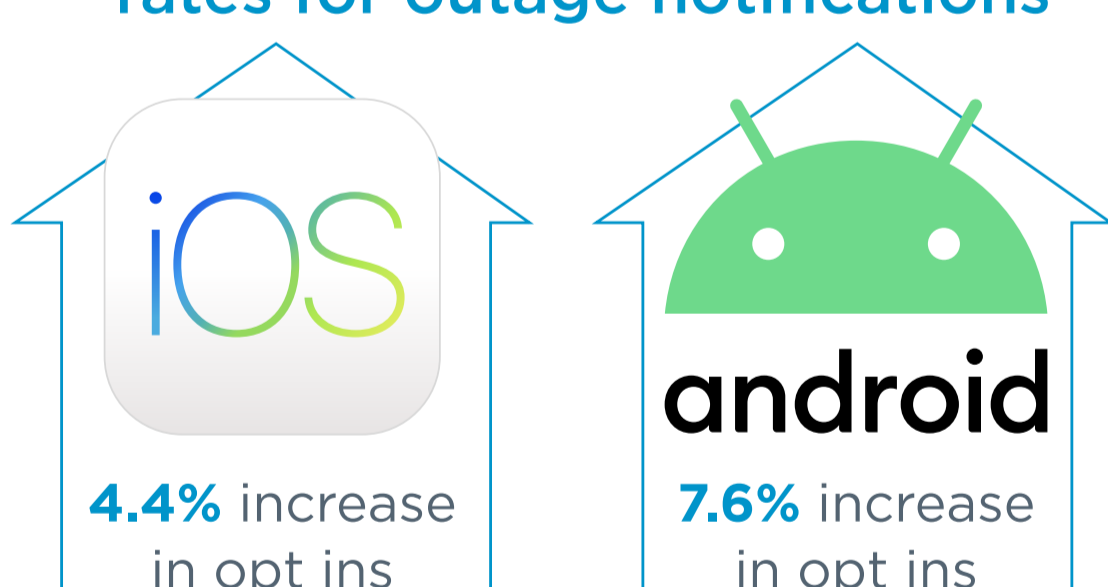
Top channels for outage notification enrollment opt in's from 2020 to 2022



Although email stands out as a clear second, enrollment rates have dropped 6.4% from 2021 to 2022.

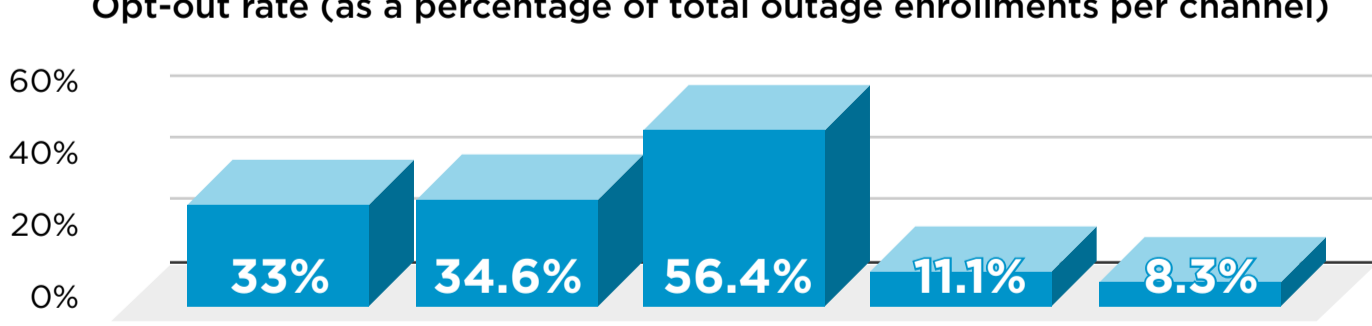


## iOS and Android apps are the only channels to have positive growth rates for outage notifications



## Customers are most likely to opt out from voice and least likely to opt out from iOS and Android apps

Opt-out rate (as a percentage of total outage enrollments per channel)



56% of total outage enrollments for voice were attributed to opt outs.

In comparison, it was only 11.1% for iOS and 8.3% for Android.



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

Source:

- Notifi Product Usage Data from January 1, 2022 to December 31, 2022.