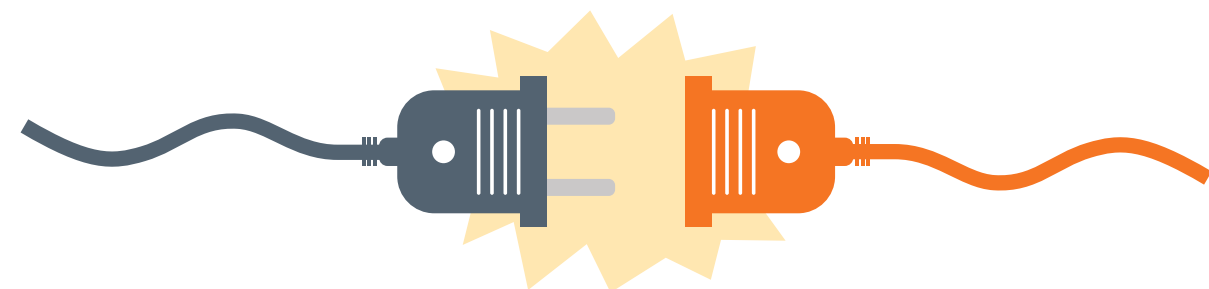
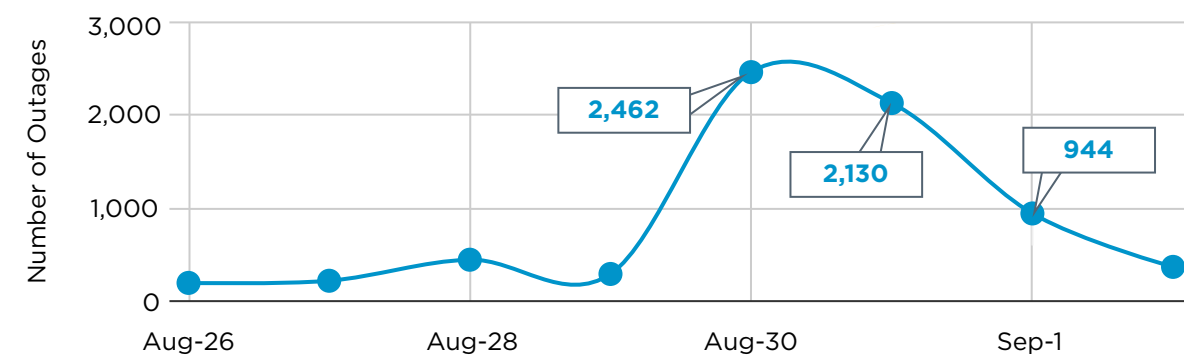


Outage Information

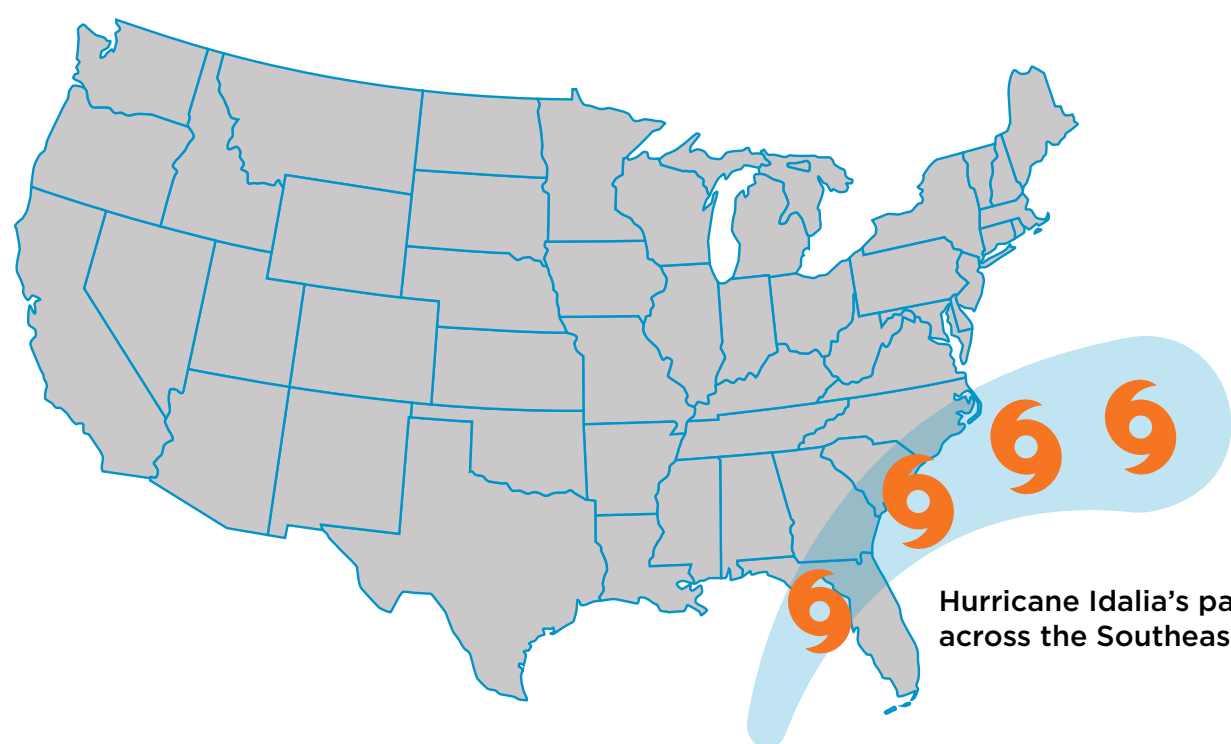
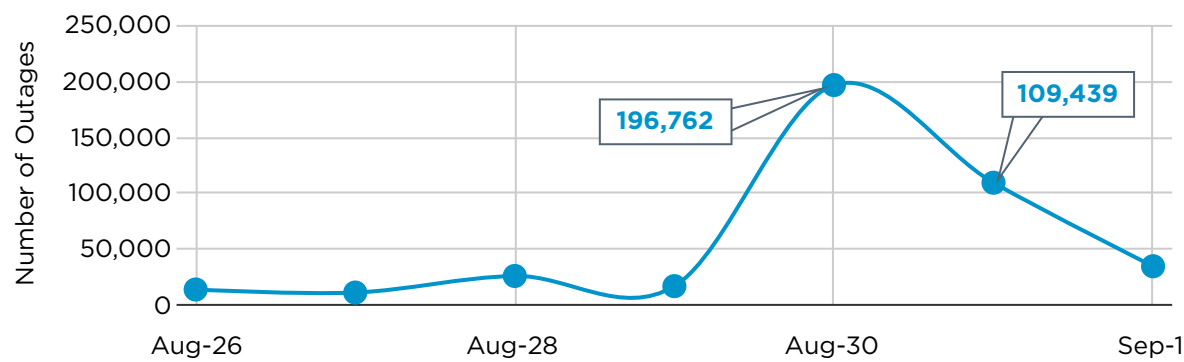
More than 7,000 outages were reported through our utility partners' external Storm Center™ maps.

Max. Number of Outages Recorded on Storm Center Maps in Affected Areas



≈420K utility customers were affected by outages during the 8-day period.

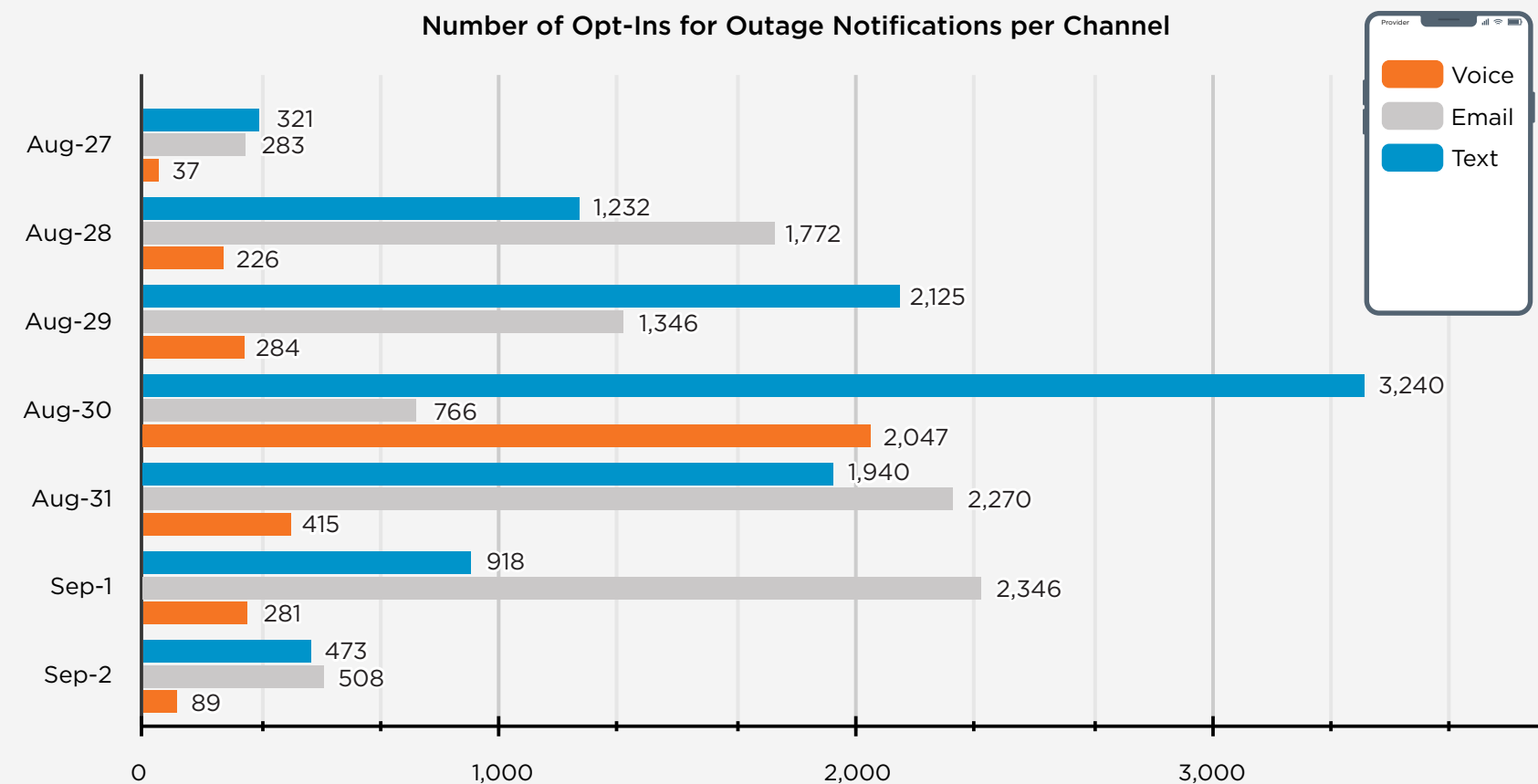
Max. Number of Customers Affected Recorded on Storm Center Maps in Affected Areas



Outage Communications

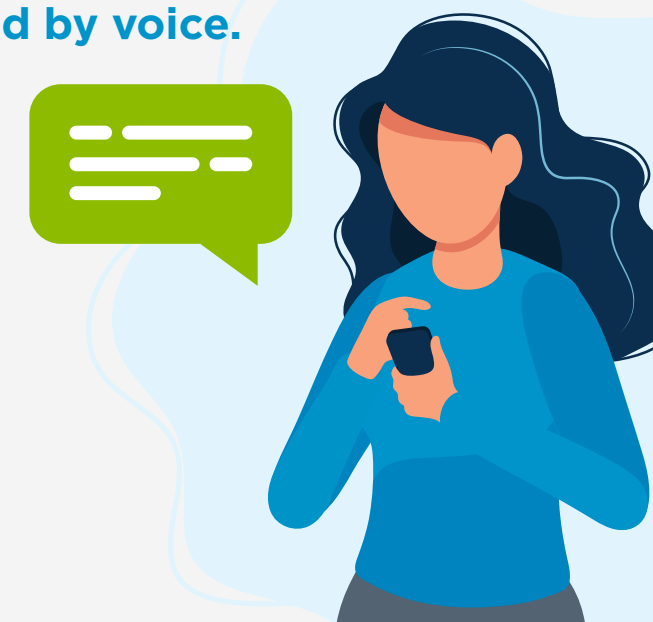
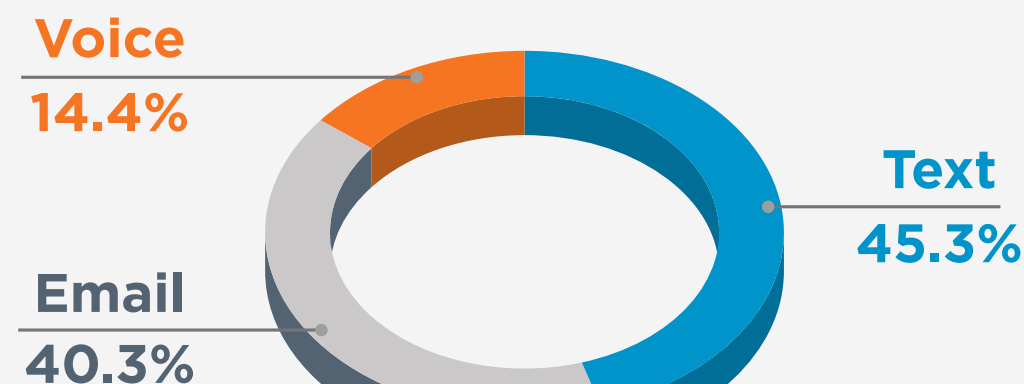
During the storm, ≈24,000 customers opted in to receive regular outage information from their utilities through Notifi®.

Number of Opt-Ins for Outage Notifications per Channel



Most customers opted to receive outage notifications by text. Email was a close second, followed by voice.

Share of Total Opt-Ins per Channel



KUBRA's utility partners sent over 3.4 million broadcasts/messages to their customers through Notifi to keep them informed of outages affecting them.

Total Number of Messages/Broadcasts Sent — **3,414,593**

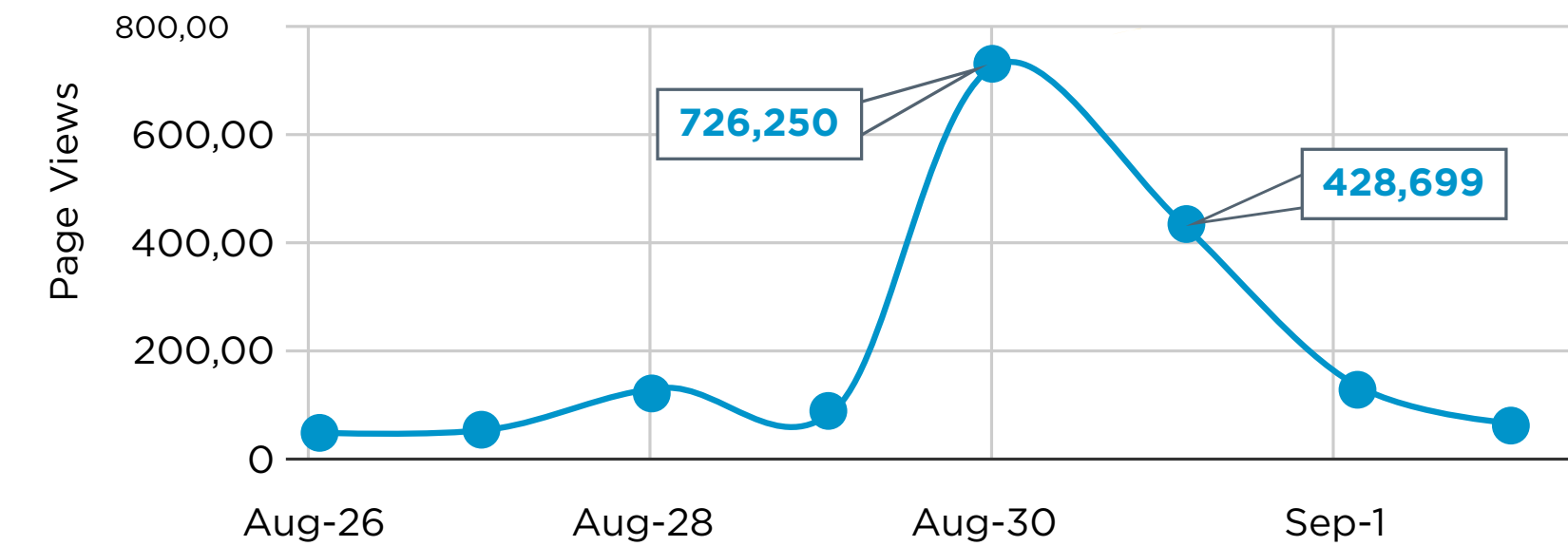
Maximum Number of Messages/Broadcasts Sent in a Day — **1,180,756**



Web Traffic On Outage Maps

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

Number of Page Views From Storm Center Maps in Affected Areas

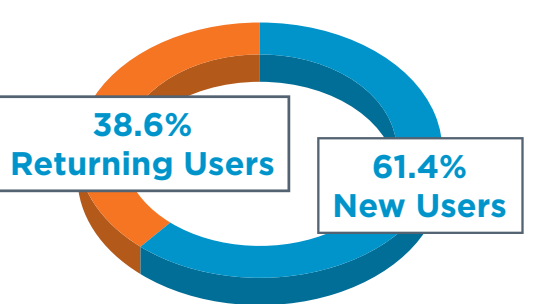


August 30 saw the most traffic from users.

39% of these page views were from returning visits.

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

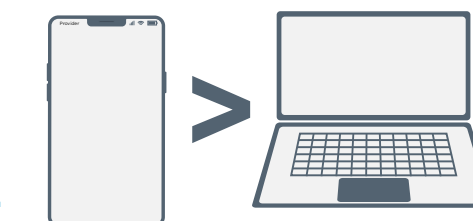
Percentage of New Users vs. Returning Users on Storm Center Maps in Affected Areas



Storm Center users were highly engaged, indicating they found the map information valuable and relevant.

The average engagement rate was **90.93%**, 28% higher than the global average for B2C websites.

≈86% used mobile devices to access outage information.



iOS — **61.15%**
 Android — **24.64%**
 Windows — **10.01%**
 Macintosh — **4.20%**

Disclaimer: The data was generated from utility providers using Storm Center 5 and Notifi in areas affected by Hurricane Idalia. This data is not representative of all utility providers impacted by Hurricane Idalia, as not all use KUBRA products and services.

Sources:

- Notifi Product Data of affected utility partners from August 26 to September 2, 2023.
- Storm Center 5 External Maps Data of affected utility partners from August 26 to September 2, 2023.
- Article by firstpagesage.com on [global average engagement rate for B2C websites](#).