



ARC Weekly GA4 Report

Leadership Summary • Editable Pages/Word Template

Report Week: Apr 20 - Apr 26, 2026 | Compared Against: Apr 13 - Apr 19, 2026

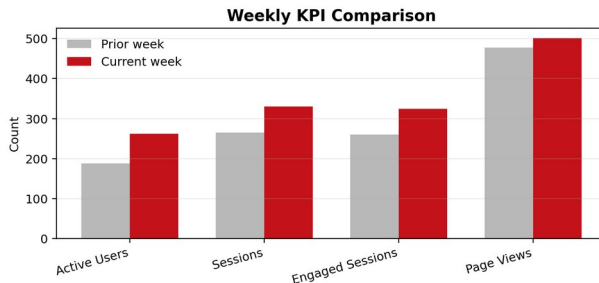
Executive Snapshot

ARC Liquor saw strong week-over-week improvement in website reach and activity. Active Users increased 39.4%, Sessions increased 24.5%, and Engaged Sessions improved 24.6%.

Customer-intent activity also moved in the right direction, with Click to Shop up 4.8% and Key Events up 9.7%. Engagement time softened, but this may indicate users are finding key store and shopping information faster.

ACTIVE USERS	SESSIONS	ENGAGED SESSIONS	CLICK TO SHOP
262	330	324	65
↑ 39.4%	↑ 24.5%	↑ 24.6%	↑ 4.8%
vs Apr 13 - Apr 19	vs Apr 13 - Apr 19	vs Apr 13 - Apr 19	vs Apr 13 - Apr 19

Weekly KPI Comparison



Supporting GA4 Screenshot



Leadership Notes

- › Traffic growth was led by stronger Direct traffic and continued Organic Search stability.
- › Guisachan and Glenmore posted the strongest store-page gains this week, while Vernon and Revelstoke softened slightly.
- › Click to Shop remains the key weekly proof-of-impact metric because it shows customers moving from ARC pages into the Barnet shopping pathway.



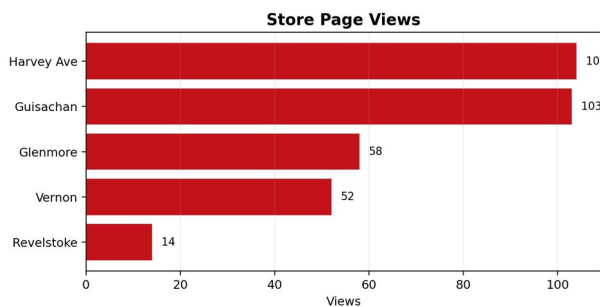
Store Page Performance

Location page views, active users and key events

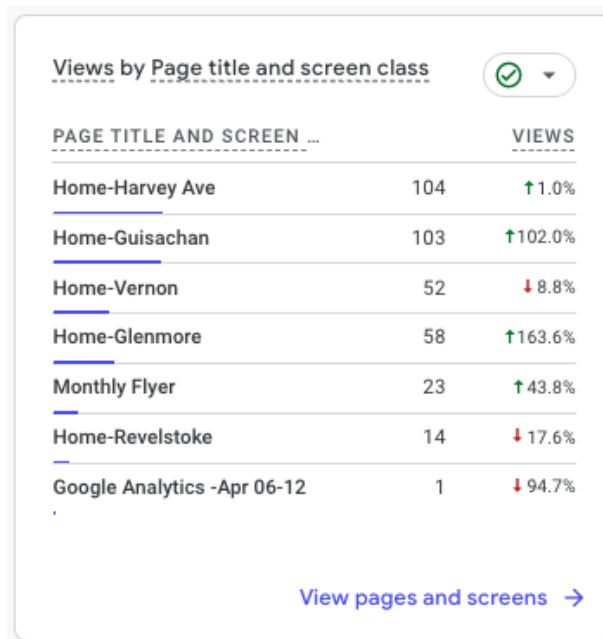
Report Week: Apr 20 - Apr 26, 2026

Store Page	Views	Views %	Active Users	Users %	Key Events	Key Events %
Harvey Ave	104	+1.0%	84	+42.4%	290	+14.2%
Guisachan	103	+102.0%	66	+73.7%	308	+81.2%
Glenmore	58	+163.6%	47	+147.4%	147	+177.4%
Vernon	52	-8.8%	40	+8.1%	174	-5.4%
Revelstoke	14	-17.6%	11	-26.7%	52	-10.3%
Monthly Flyer	23	+43.8%	11	-8.3%	35	0.0%

Store Page Views



GA4 Page Screenshot



Store Highlights

- › Guisachan doubled week-over-week to 103 views (+102.0%), making it one of the strongest performers this week.
- › Glenmore increased to 58 views (+163.6%) and posted a strong lift in key events.
- › Harvey remained the top page by total views, while Vernon and Revelstoke should be watched in next week's report.



Traffic Acquisition

Channel performance and source mix

Report Week: Apr 20 - Apr 26, 2026

ORGANIC SEARCH	DIRECT	REFERRAL	UNASSIGNED
184	119	19	17
↑ 2.2%	↑ 120.4%	↓ 26.9%	↑ 240.0%
sessions	sessions	sessions	sessions

Sessions by Channel

GA4 Acquisition Screenshot

Channel	Sessions	Change
Organic Search	184	+2.2%
Direct	119	+120.4%
Referral	19	-26.9%
Unassigned	17	+240.0%

Acquisition Highlights

- › Organic Search remained the largest source with 184 sessions and held steady week-over-week.
- › Direct traffic increased sharply (+120.4%), likely reflecting stronger brand recall, saved links or untagged traffic.
- › Referral traffic declined by 26.9%, so partner links and external campaign links should continue to be monitored.



Events & Intent Tracking

Conversion signals and proof-of-impact actions

Report Week: Apr 20 - Apr 26, 2026

EVENT COUNT	CLICKS	CLICK TO SHOP	FORM SUBMITS
1,612	87	65	44
↑ 7.8%	↑ 22.5%	↑ 4.8%	↓ 18.5%
vs prior week	vs prior week	vs prior week	vs prior week

Intent Action Comparison

Action	Count
Clicks	87
Click to Shop	65
Form Starts	44
Form Submits	44

GA4 Events Screenshot

EVENT NAME	EVENT COUNT	Change
page_view	501	↑ 4.8%
session_start	325	↑ 25.0%
user_engagement	265	↓ 12.3%
first_visit	238	↑ 40.8%
click	87	↑ 22.5%
click_to_shop	65	↑ 4.8%
form_submit	44	↓ 18.5%

[View events →](#)

Event	Count	Change
Page Views	501	+4.8%

Sessions Started	325	+25.0%
User Engagement	265	-12.3%
First Visits	238	+40.8%
Clicks	87	+22.5%
Click to Shop	65	+4.8%
Form Submits	44	-18.5%
Scrolls	33	-19.5%

Recommended Actions

- › Continue using Click to Shop as the main weekly proof-of-impact metric for movement into the Barnet shopping pathway.
- › Keep improving store-page clarity above the fold so users can find shop buttons, flyer links and store details quickly.
- › Review softer form and scroll metrics next week to see whether visitors are shifting toward shopping clicks rather than forms.