



From Apr 13–Apr 19

Executive Snapshot (Leadership Summary)

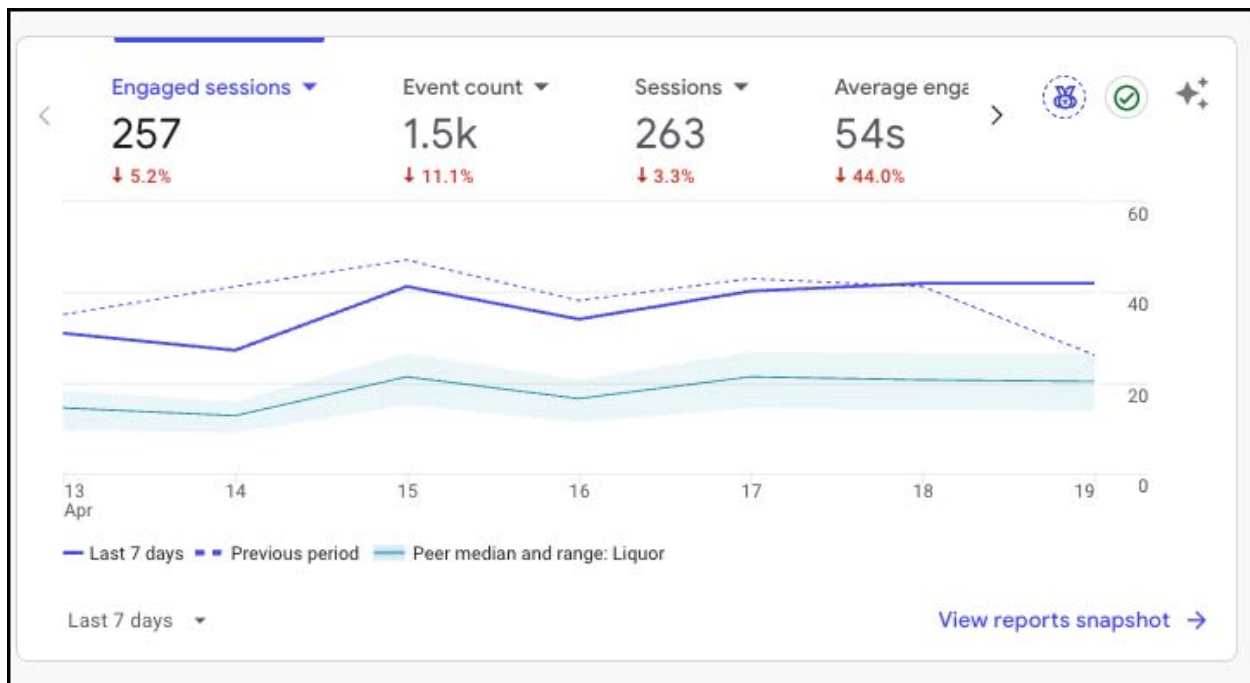
Traffic volume was essentially flat, but **engagement quality improved sharply**.

Traffic eased slightly week-over-week, **but overall activity stayed healthy and intent tracking remains live** — we can still see customers moving from ARC into Barnet.

- **Engaged sessions: 257** (↓ 5.2%)
- **Sessions: 263** (↓ 3.3%)
- **Avg engagement time: 54s** (↓ 44.0%)
- **Event count: 1.5k** (↑ 11.1%)

Note: Intent tracking continues (Barnet outbound clicks + calls) — see Events section for click_to_shop.

Note: click_to_shop remains the key weekly ‘proof-of-impact’ metric.
Intent tracking continues (Barnet outbound clicks + calls) — see Events section for click_to_shop. (Page: 5)



ARC Liquor Stores – Weekly Performance Report

Reporting window: Apr 13–Apr 19, 2026

Comparison: vs previous 7 days (Apr 06–Apr 12, 2026)

GA4 Property: ARC Liquor Stores

Purpose: Weekly leadership snapshot + intent tracking (Barnet outbound clicks + calls)

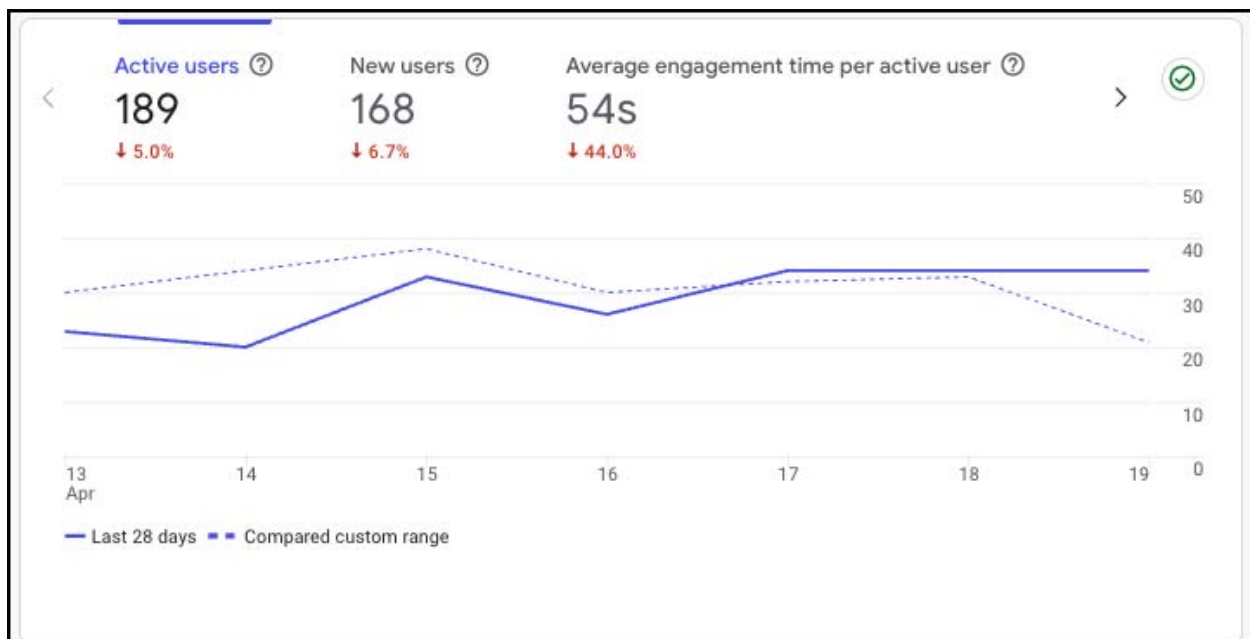
KPI Scorecard (This Week)

This week (Apr 13–Apr 19):

- **Active users:** 189 (↓ 5.0%)
- **New users / first_visit:** 168 (↓ 6.7%)
- **Avg engagement time per active user:** 54s (↓ 44.0%)

Interpretation (1–2 lines):

“We saw a small week-over-week dip in overall traffic and engagement depth. This usually indicates fewer ‘browse sessions’ and more ‘quick check’ visits.”



Store Page Performance

Store pages continue to act as the key decision hubs. Most store pages softened slightly, with Guisachan essentially flat-to-up.

Top store pages by views (Apr 13–Apr 19):

- **Home-Harvey:** 103 (↓ 11.2%)
- **Home-Vernon:** 57 (↓ 3.4%)
- **Home-Guisachan:** 47 (↑ 2.2%)
- **Home-Glenmore:** 22 (↓ 15.4%)
- **Home-Revelstoke:** 17 (↓ 19.0%)

PAGE TITLE AND SCREEN ...	VIEWS
Home-Harvey Ave	103 ↓ 11.2%
Home-Vernon	57 ↓ 3.4%
Home-Guisachan	47 ↑ 2.2%
Home-Glenmore	22 ↓ 15.4%
New system Estimate	0 ↓ 100.0%
Home-Revelstoke	17 ↓ 19.0%
Google Analytics -Mar30-Ap...	3 ↓ 89.7%

What this says (plain English):

- Harvey remains the anchor, but had a normal weekly dip.
- Guisachan held up best (slight lift).
- Revelstoke cooled again; not alarming, but worth watching for local lift weeks vs normal baseline.

Traffic Sources (How People Are Finding ARC)

Sessions by channel (Apr 13–Apr 19):

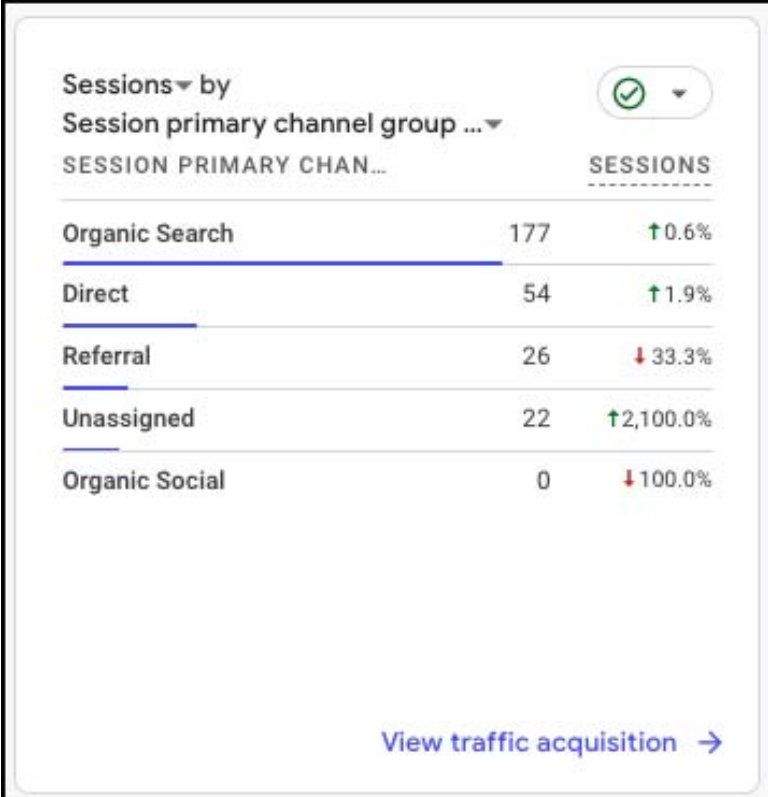
- **Organic Search:** 177 (↑ 0.6%)
- **Direct:** 54 (↑ 1.9%)
- **Referral:** 26 (↓ 33.3%)
- **Unassigned:** 22 (↑ 2,100%)
- **Organic Social:** 0 (↓ 100%)

Interpretation (1–2 lines):

“Organic Search remains the #1 driver and held steady. The main shift this week is a drop in Referral and a spike in Unassigned, which is typically attribution-related rather than a true ‘traffic quality’ change.”

Quick context note (for leadership):

Unassigned spikes usually mean referrer/UTM info didn’t pass cleanly (some



The screenshot displays a traffic acquisition report for the period of April 13 to April 19. It shows the number of sessions for each primary channel group and the percentage change from the previous period. The channels are Organic Search, Direct, Referral, Unassigned, and Organic Social. Organic Search is the top driver with 177 sessions and a 0.6% increase. Direct traffic has 54 sessions and a 1.9% increase. Referral traffic has 26 sessions and a 33.3% decrease. Unassigned traffic has 22 sessions and a 2,100% increase. Organic Social has 0 sessions and a 100% decrease. A 'View traffic acquisition' link is visible at the bottom right.

SESSION PRIMARY CHAN...	SESSIONS	
Organic Search	177	↑0.6%
Direct	54	↑1.9%
Referral	26	↓33.3%
Unassigned	22	↑2,100.0%
Organic Social	0	↓100.0%

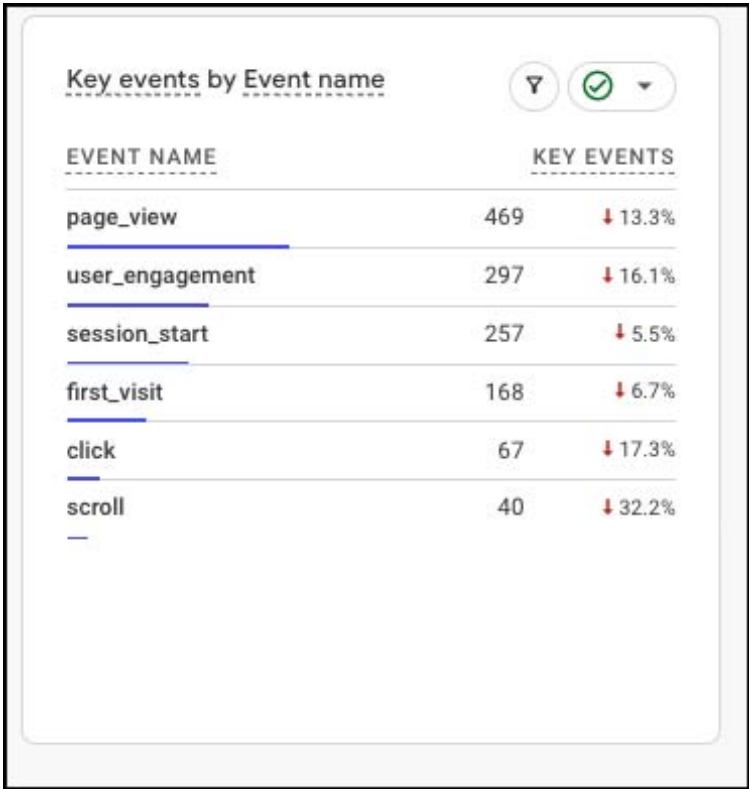
Events Snapshot (What People Did)

Key event movements (Apr 13–Apr 19 vs Apr 06–Apr 12):

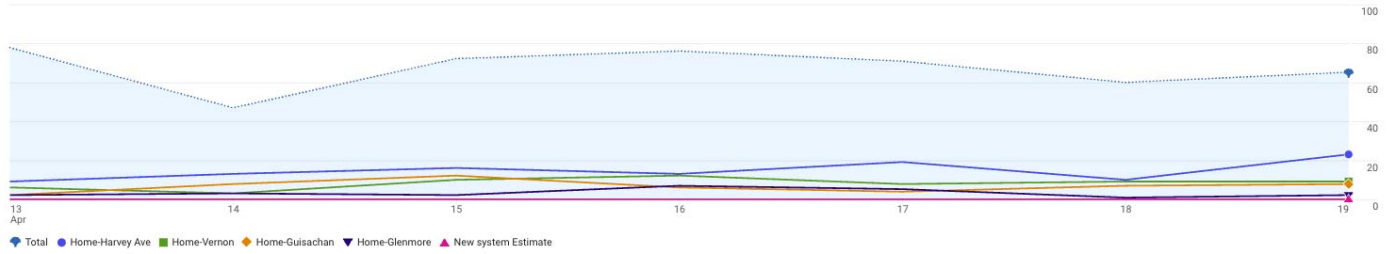
- **page_view:** 469 (↓ 13.3%)
- **user_engagement:** 297 (↓ 16.1%)
- **session_start:** 257 (↓ 5.5%)
- **first_visit:** 168 (↓ 6.7%)
- **click:** 67 (↓ 17.3%)
- **scroll:** 40 (↓ 32.2%)
- **click_to_shop:** 61 (↓ 6.2%)
- **form_submit:** 53 (↑ 15.2%)

Report wording (1–2 lines):

“Events declined modestly in line with traffic, with the biggest drop in scrolls (↓32%), suggesting fewer deep-browsing sessions. Importantly, Barnet shop clicks remained active at 61 (↓6.2%), so the shopping pathway is still being used.”



EVENT NAME	KEY EVENTS
page_view	469 ↓ 13.3%
user_engagement	297 ↓ 16.1%
session_start	257 ↓ 5.5%
first_visit	168 ↓ 6.7%
click	67 ↓ 17.3%
scroll	40 ↓ 32.2%



Search...		Rows per page: 10		Go to: 1		1-10 of 138	
Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
Total	469 vs. 541 ↓ 13.31%	189 vs. 199 ↓ 5.03%	2.48 vs. 2.72 ↓ 8.72%	54s vs. 1m 37s ↓ 44.04%	1,469 vs. 1,653 ↓ 11.13%	1,298.00 vs. 1,487.00 ↓ 12.71%	\$0.00 vs. \$0.00
1 Home-Harvey Ave							
13 Apr - 19 Apr 2026	103 (21.96%)	60 (31.75%)	1.72	14s	291 (19.81%)	253.00 (19.49%)	\$0.00 (-)
6 Apr - 12 Apr 2026	116 (21.44%)	82 (41.21%)	1.41	14s	335 (20.27%)	301.00 (20.24%)	\$0.00 (-)
% change	-11.21%	-26.83%	21.35%	4.39%	-13.13%	-15.95%	0%
2 Home-Vernon							
13 Apr - 19 Apr 2026	57 (12.15%)	37 (19.58%)	1.54	36s	208 (14.16%)	180.00 (13.87%)	\$0.00 (-)
6 Apr - 12 Apr 2026	59 (10.91%)	42 (21.11%)	1.40	52s	211 (12.76%)	193.00 (12.98%)	\$0.00 (-)
% change	-3.39%	-11.9%	9.67%	-31.52%	-1.42%	-6.74%	0%
3 Home-Guisachan							
13 Apr - 19 Apr 2026	47 (10.02%)	38 (20.11%)	1.24	24s	201 (13.68%)	162.00 (12.48%)	\$0.00 (-)
6 Apr - 12 Apr 2026	46 (8.5%)	35 (17.59%)	1.31	12s	166 (10.04%)	141.00 (9.48%)	\$0.00 (-)
% change	2.17%	8.57%	-5.89%	96.3%	21.08%	14.89%	0%
4 Home-Glenmore							
13 Apr - 19 Apr 2026	22 (4.69%)	19 (10.05%)	1.16	2s	54 (3.68%)	53.00 (4.08%)	\$0.00 (-)
6 Apr - 12 Apr 2026	26 (4.81%)	19 (9.55%)	1.37	4s	71 (4.3%)	65.00 (4.37%)	\$0.00 (-)
% change	-15.38%	0%	-15.38%	-46.43%	-23.94%	-18.46%	0%
5 Google Analytics -Apr 06-12							
13 Apr - 19 Apr 2026	19 (4.05%)	2 (1.06%)	9.50	5m 24s	46 (3.13%)	37.00 (2.85%)	\$0.00 (-)
6 Apr - 12 Apr 2026	0 (0%)	0 (0%)	0.00	0s	0 (0%)	0.00 (0%)	\$0.00 (-)
% change	0%	0%	0%	0%	0%	0%	0%
6 Home-Revelstoke							
13 Apr - 19 Apr 2026	17 (3.62%)	15 (7.94%)	1.13	20s	61 (4.15%)	58.00 (4.47%)	\$0.00 (-)
6 Apr - 12 Apr 2026	21 (3.88%)	14 (7.04%)	1.50	26s	80 (4.84%)	71.00 (4.77%)	\$0.00 (-)
% change	-19.05%	7.14%	-24.44%	-25.28%	-23.75%	-18.31%	0%
7 Monthly Flyer							
13 Apr - 19 Apr 2026	16 (3.41%)	12 (6.35%)	1.33	0s	35 (2.38%)	35.00 (2.7%)	\$0.00 (-)
6 Apr - 12 Apr 2026	11 (2.03%)	8 (4.02%)	1.38	0s	13 (0.79%)	13.00 (0.87%)	\$0.00 (-)
% change	45.45%	50%	-3.03%	0%	169.23%	169.23%	0%
8 Emily							
13 Apr - 19 Apr 2026	15 (3.2%)	5 (2.65%)	3.00	0s	25 (1.7%)	25.00 (1.93%)	\$0.00 (-)
6 Apr - 12 Apr 2026	10 (1.85%)	5 (2.51%)	2.00	0s	16 (0.97%)	16.00 (1.08%)	\$0.00 (-)
% change	50%	0%	50%	0%	56.25%	56.25%	0%
9 Andrew Scott							
13 Apr - 19 Apr 2026	13 (2.77%)	3 (1.59%)	4.33	0s	15 (1.02%)	15.00 (1.16%)	\$0.00 (-)
6 Apr - 12 Apr 2026	1 (0.18%)	1 (0.5%)	1.00	0s	1 (0.06%)	1.00 (0.07%)	\$0.00 (-)
% change	1,200%	200%	333.33%	0%	1,400%	1,400%	0%
10 Niche Winery							
13 Apr - 19 Apr 2026	9 (1.92%)	3 (1.59%)	3.00	55s	27 (1.84%)	27.00 (2.08%)	\$0.00 (-)
6 Apr - 12 Apr 2026	5 (0.92%)	1 (0.5%)	5.00	14m 58s	12 (0.73%)	12.00 (0.81%)	\$0.00 (-)
% change	80%	200%	-40%	-93.84%	125%	125%	0%

Intent Tracking (Barnet) – Still the core win

We can continue reporting high-intent actions weekly:

- **click_to_shop** → users entering Barnet store pages
- **(Where applicable) click_to_product** → users entering specific product pages
- **(And separately) click_to_call** where enabled/visible

This week:

- **click_to_shop**: 61 (↓ 6.2%)

Interpretation:

Even in a softer week, ARC pages are still routing shoppers into Barnet. That's the proof-of-impact signal leadership cares about.

Implications (for Leadership)

What's good

- Organic Search held steady (+0.6%) — the foundation channel remains stable.
- Intent tracking continues to fire: **61 shop-clicks** into Barnet is still meaningful weekly shopping-path activity.

What to watch

- Engagement depth dropped (avg engagement time ↓44%, scroll ↓32%). Likely fewer “browse” sessions this week.
- Referral volume declined (↓33%): worth identifying which referrers drove last week's higher number, so we can repeat what worked.
- Unassigned jumped: track it for a second week before drawing conclusions (usually attribution mechanics).

In Summary:

From **Apr 13–Apr 19 (vs Apr 06–Apr 12)**, ARC saw a mild week-over-week cool-down in traffic and engagement depth. Organic Search remained stable and #1 by volume, while Referral softened and Unassigned rose (likely attribution-related).

Most importantly, **Barnet intent tracking remains active** with **61 click_to_shop** events, and the earlier cross-site tracking anomaly is now clean (the “New system Estimate” page no longer appears in ARC GA4 reporting).