



ARC Weekly GA4 Report

Leadership Summary - Standardized Weekly Board Report

Report Week: Apr 27 - May 03, 2026

Executive Snapshot

ARC saw a lighter traffic week after last week's strong lift, with Active Users down 11.0%, New Users down 12.1%, Sessions down 9.4%, and Engaged Sessions down 10.4%.

The positive counter-signal is quality: average engagement time improved to 53 seconds (+20.8%), total events increased to 1,713 (+4.8%), and Key Events climbed to 1,549 (+5.7%).

AU ACTIVE USERS

234

↓ 11.0%

vs Apr 20 - Apr 26

S SESSIONS

300

↓ 9.4%

vs Apr 20 - Apr 26

ES ENGAGED SESSIONS

293

↓ 10.4%

vs Apr 20 - Apr 26

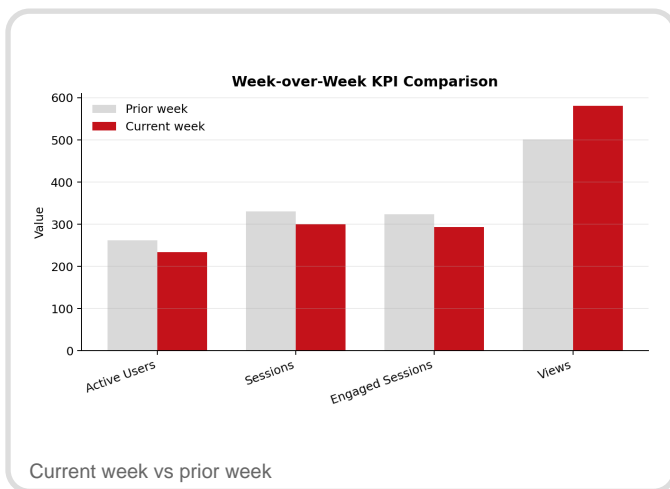
AE AVG ENG TIME

53s

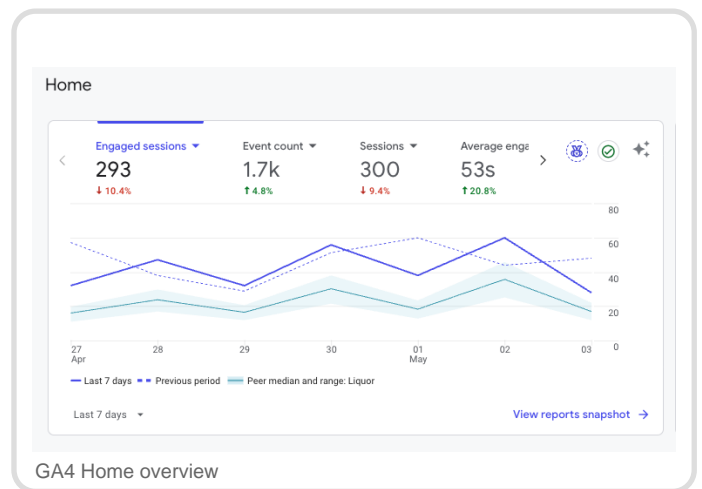
↑ 20.8%

vs Apr 20 - Apr 26

Weekly Performance Trend



Supporting GA4 Screenshot



Leadership Notes

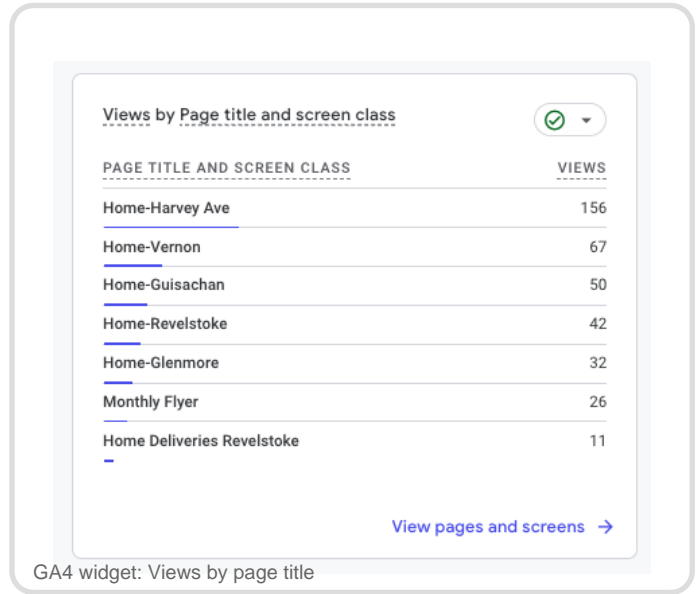
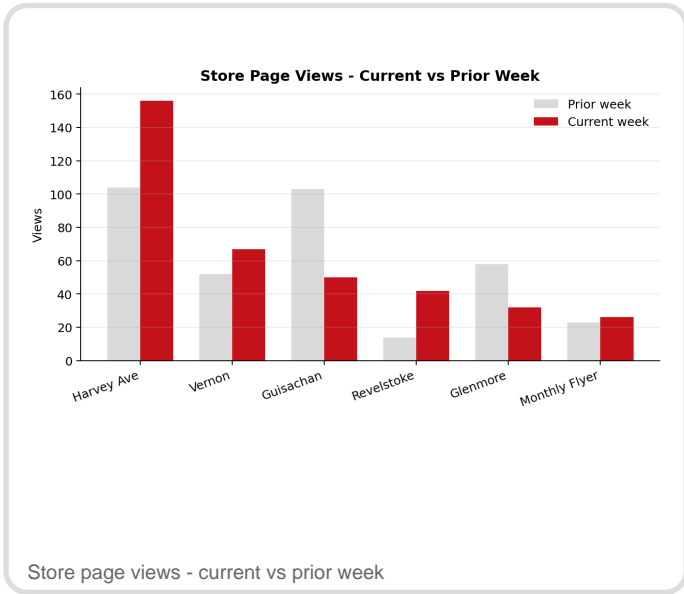
- › This was not a negative week: traffic softened, but engagement quality and total tracked activity improved.
- › Store-page activity shifted: Harvey, Vernon, and Revelstoke improved; Guisachan and Glenmore came down after last week's stronger movement.
- › click_to_shop dropped to 54, so Barnet shopping-path clicks should be watched next week while continuing to improve above-the-fold store CTAs.



Store Page Performance

Location page views and supporting GA4 screenshots

Store Performance Overview



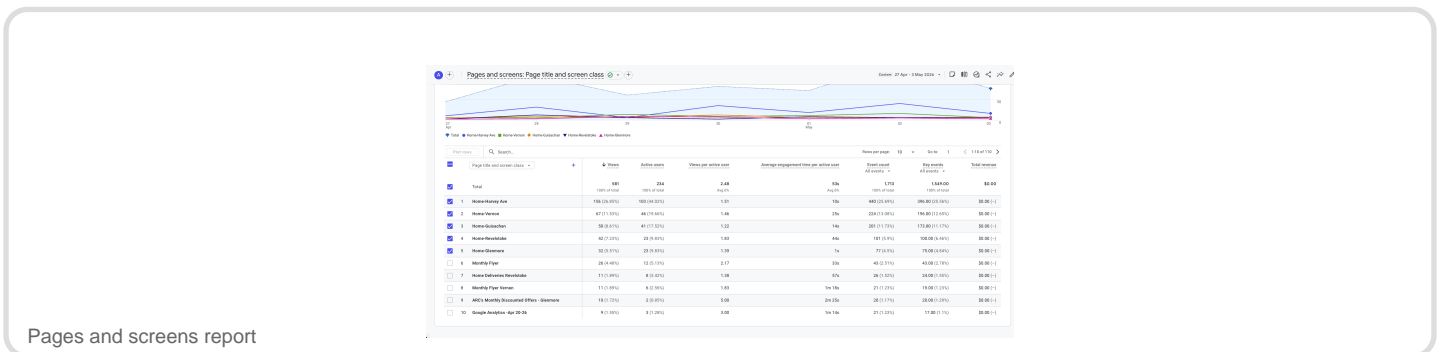
Store Highlights

- › Harvey remained the leading store page with 156 views, up 50.0% vs last week.
- › Revelstoke rebounded sharply to 42 views, while Vernon improved to 67 views.
- › Guisachan and Glenmore softened compared with last week's stronger results and should be watched next period.

Top Page Table

Page	Views	WoW	Note
Home-Harvey Ave	156	+50.0%	Top store page; strong lift vs last week
Home-Vernon	67	+28.8%	Improved and moved into second position
Home-Guisachan	50	-51.5%	Lower than last week's spike, still healthy
Home-Revelstoke	42	+200.0%	Major rebound and strong movement
Home-Glenmore	32	-44.8%	Softened after last week's surge
Monthly Flyer	26	+13.0%	Continues to attract browsing activity
Home Deliveries Revelstoke	11	New/visible	Useful early signal for delivery content

Detailed GA4 Screenshot



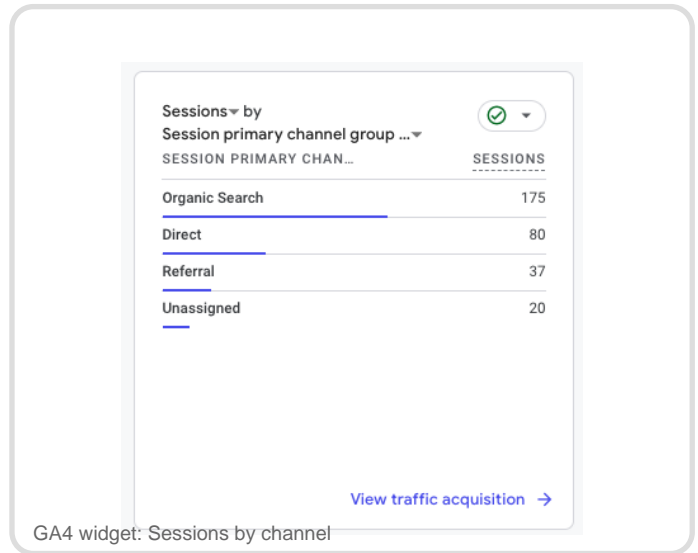
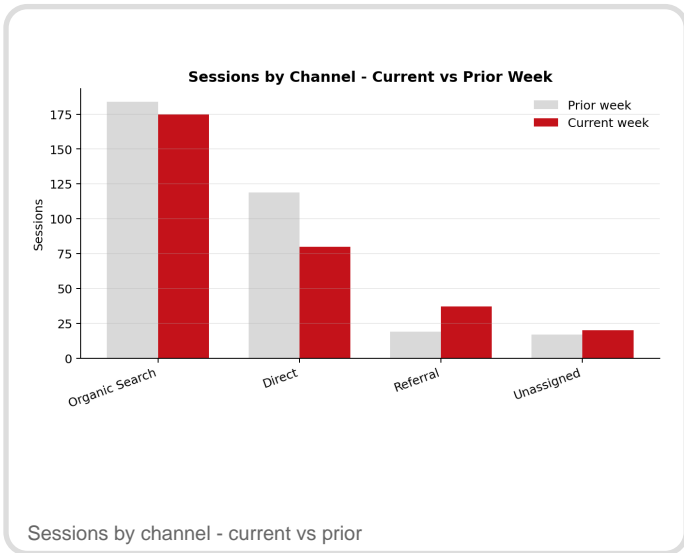


Traffic Acquisition

Channel performance and user acquisition

<p>OS ORGANIC SEARCH</p> <p>175</p> <p>↓ 4.9%</p> <p>vs Apr 20 - Apr 26</p>	<p>D DIRECT</p> <p>80</p> <p>↓ 32.8%</p> <p>vs Apr 20 - Apr 26</p>	<p>R REFERRAL</p> <p>37</p> <p>↑ 94.7%</p> <p>vs Apr 20 - Apr 26</p>	<p>U UNASSIGNED</p> <p>20</p> <p>↑ 17.6%</p> <p>vs Apr 20 - Apr 26</p>
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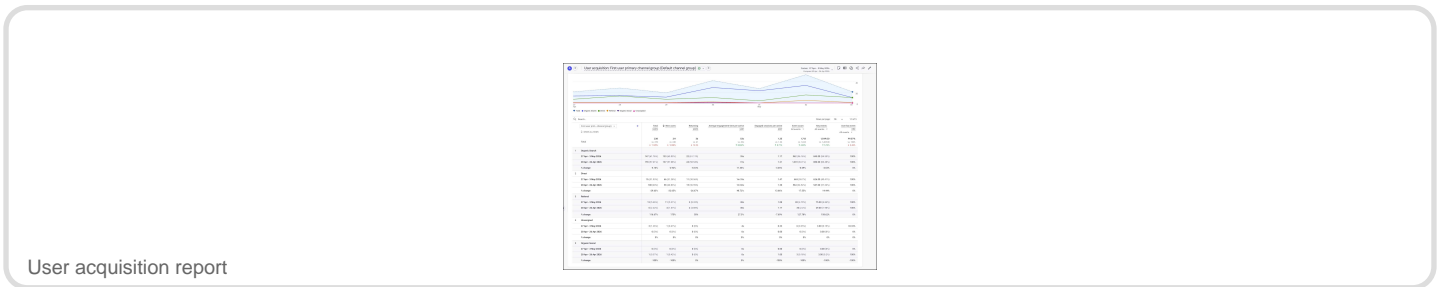
Sessions by Primary Channel



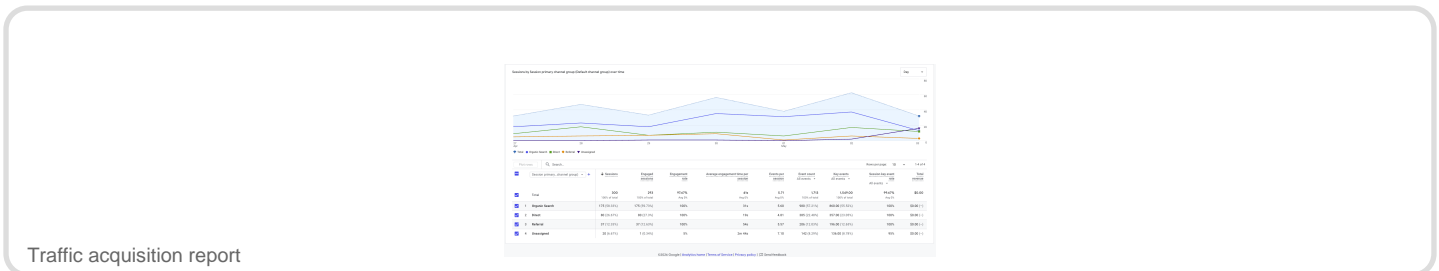
Acquisition Highlights

- › Organic Search remains the largest traffic source at 175 sessions.
- › Referral improved to 37 sessions, nearly doubling vs last week and worth reviewing for source quality.
- › Direct traffic dropped after last week's spike, while Unassigned remains a small but watchable attribution bucket.

User Acquisition Screenshot



Traffic Acquisition Screenshot





Events & Intent Tracking

Conversion signals and proof-of-impact actions

EC EVENT COUNT

1,713

↑ **4.8%**

vs Apr 20 - Apr 26

KE KEY EVENTS

1,549

↑ **5.7%**

vs Apr 20 - Apr 26

C CLICK_TO_SHOP

54

↓ **16.9%**

vs Apr 20 - Apr 26

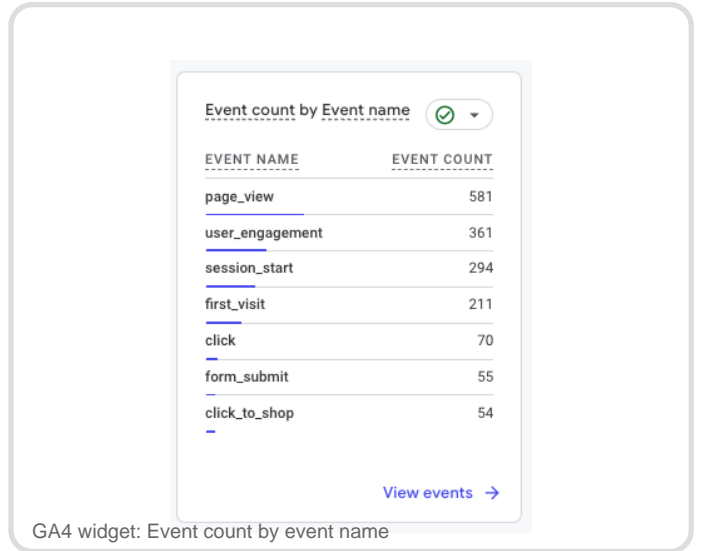
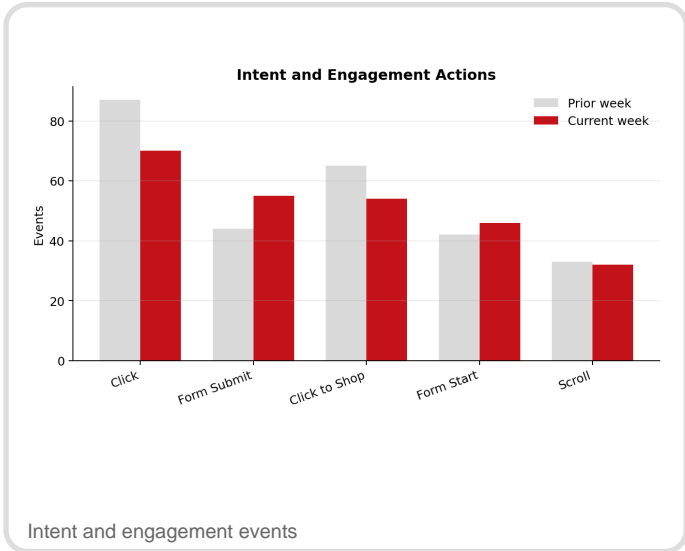
FS FORM SUBMIT

55

↑ **25.0%**

vs Apr 20 - Apr 26

Intent Action Comparison



Recommended Actions

- › Keep click_to_shop as the weekly proof-of-impact metric and watch whether it rebounds next period.
- › Review store-page CTAs and flyer/shop links, especially on pages where views rose but shopping clicks softened.
- › Continue using form_submit as a secondary intent signal; it improved to 55 this week.

Key Event Movements

Event	Current	WoW
page_view	581	+16.0%
user_engagement	361	+36.2%
session_start	294	-9.5%
first_visit	211	-11.3%
click	70	-19.5%
form_submit	55	+25.0%
click_to_shop	54	-16.9%
form_start	46	+9.5%
scroll	32	-3.0%
file_download	4	New/visible

Detailed GA4 Screenshot

