



ARC Weekly GA4 Report

Leadership Summary • Standardized Weekly Board Report

Report Week: May 4 – May 11, 2026

Executive Snapshot

ARC Liquor recorded a strong volume week for May 4 – May 11, 2026. Active Users reached 299, New Users reached 268, Sessions rose to 386, and total Events reached 2,036. Compared with the previous report period, traffic and measurable activity improved across most core metrics.

The main watch item is engagement depth: average engagement time per active user was 41s, down from 53s. However, Click to Shop improved to 85, making this one of the strongest weeks for shopping-path intent.

AU ACTIVE USERS

299

↑ 27.8%

vs Apr 27 – May 3, 2026

S SESSIONS

386

↑ 28.7%

vs Apr 27 – May 3, 2026

EC EVENT COUNT

2,036

↑ 18.9%

vs Apr 27 – May 3, 2026

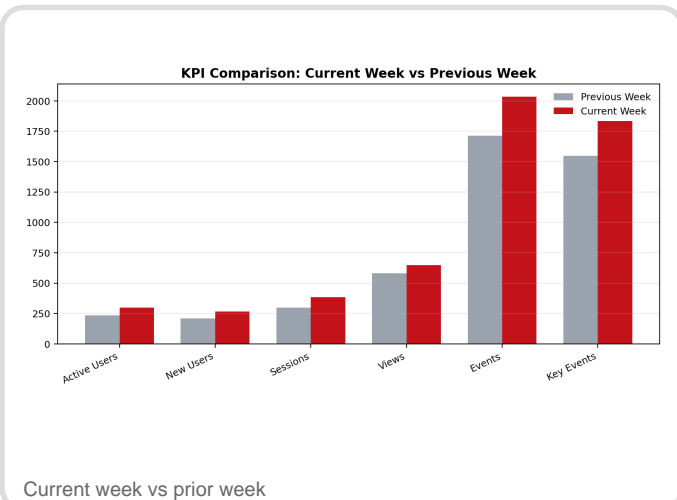
CT CLICK TO SHOP

85

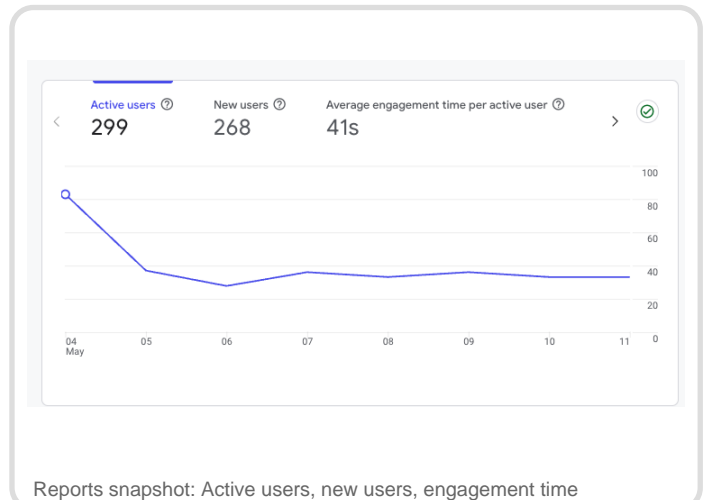
↑ 57.4%

vs Apr 27 – May 3, 2026

Weekly KPI Comparison



Supporting GA4 Screenshot



Leadership Notes

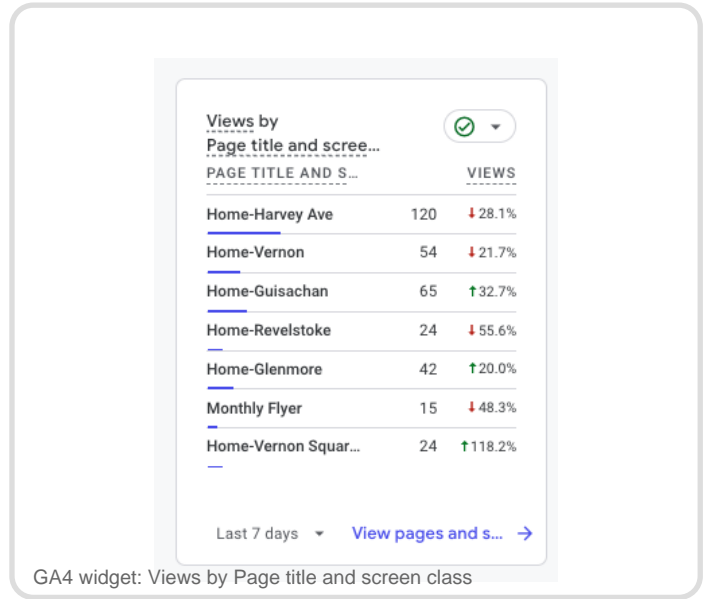
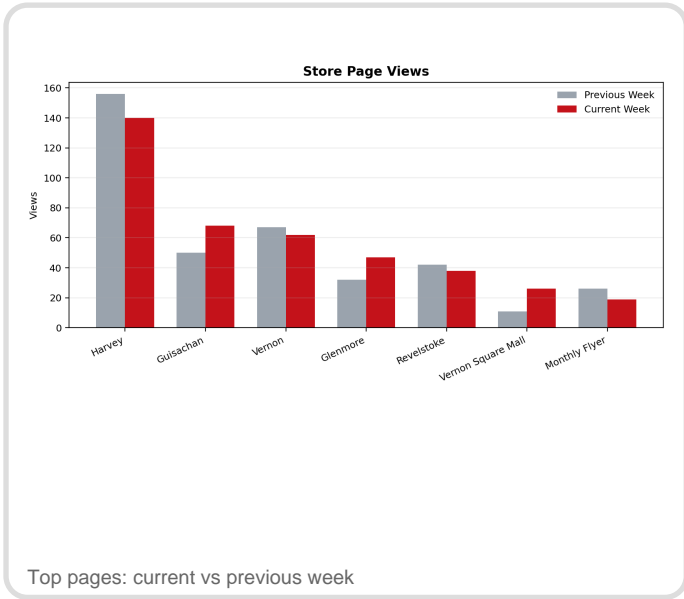
- › Core reach improved: Active Users were up 27.8%, New Users were up 27.0%, and Sessions were up 28.7%.
- › Click to Shop increased to 85 (↑ 57.4%), which is a strong proof-of-impact signal for ARC-to-Barnet shopping intent.
- › GA4 flagged a May 4 session_start spike. This helped lift the overall reporting period, so next week should confirm whether the growth settles into a sustained pattern.



Store Page Performance

Location page views, monthly flyer activity, and Vernon Square Mall traction

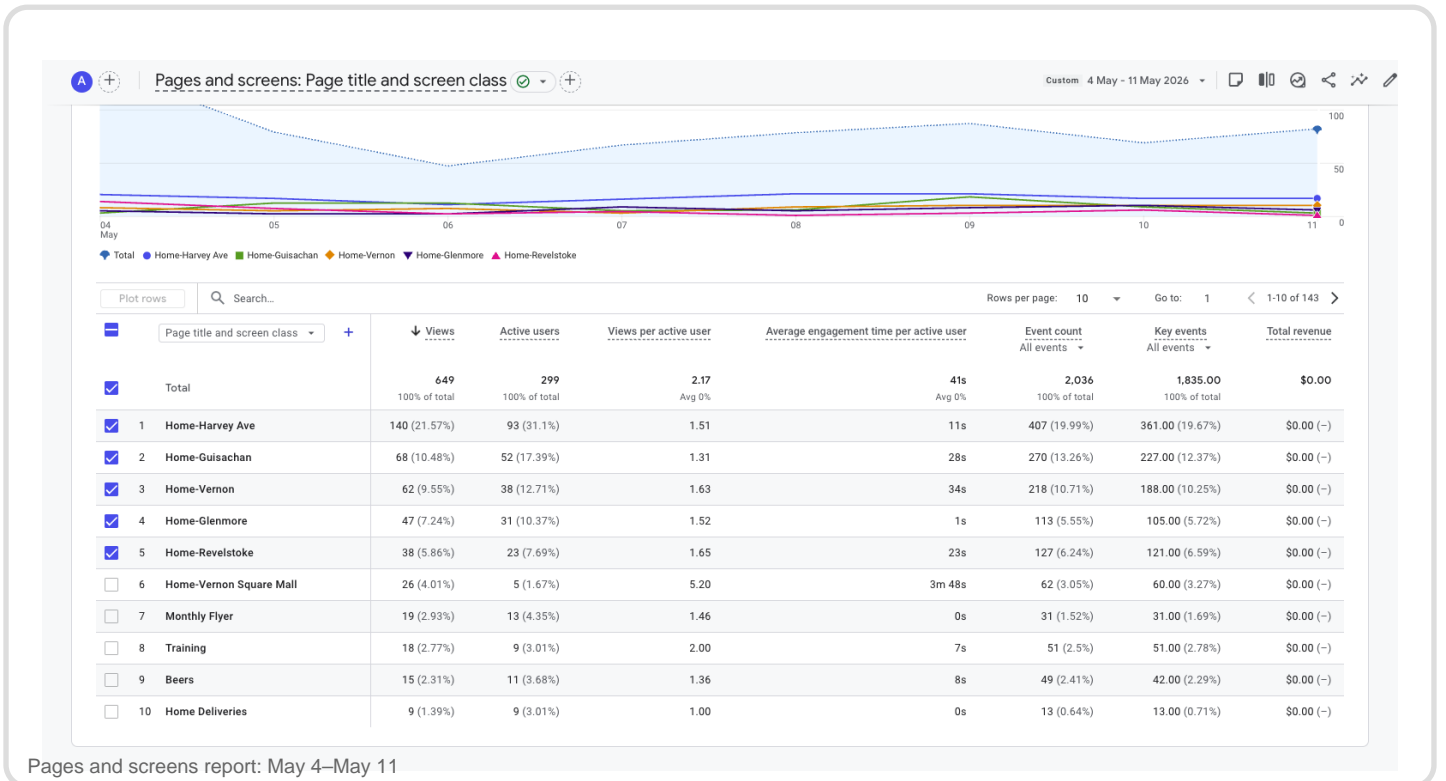
Store Page Views



Store Highlights

- › Harvey remained the top location page with 140 views.
- › Guisachan increased to 68 views and Glenmore increased to 47 views, both showing clear week-over-week improvement.
- › The new Vernon Square Mall page generated 26 views and very strong average engagement, a positive early signal for the new store launch.

Detailed GA4 Screenshot





Traffic Acquisition

Organic Search and Direct continue to drive the majority of ARC sessions

OS ORGANIC SEARCH

245
↑ 40.0%
vs Apr 27 – May 3, 2026

D DIRECT

112
↑ 40.0%
vs Apr 27 – May 3, 2026

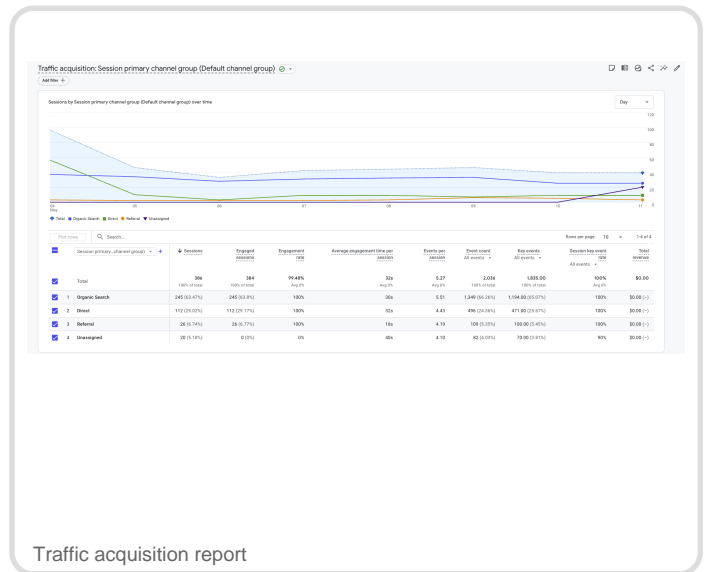
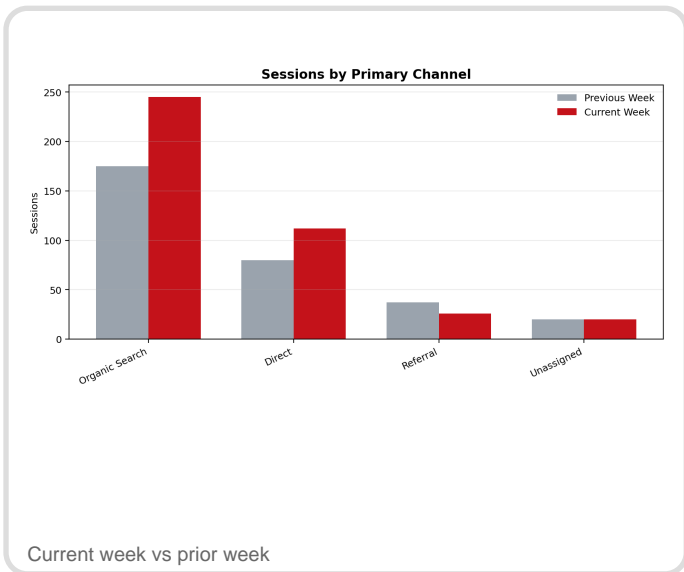
R REFERRAL

26
↓ 29.7%
vs Apr 27 – May 3, 2026

U UNASSIGNED

20
↑ 0.0%
vs Apr 27 – May 3, 2026

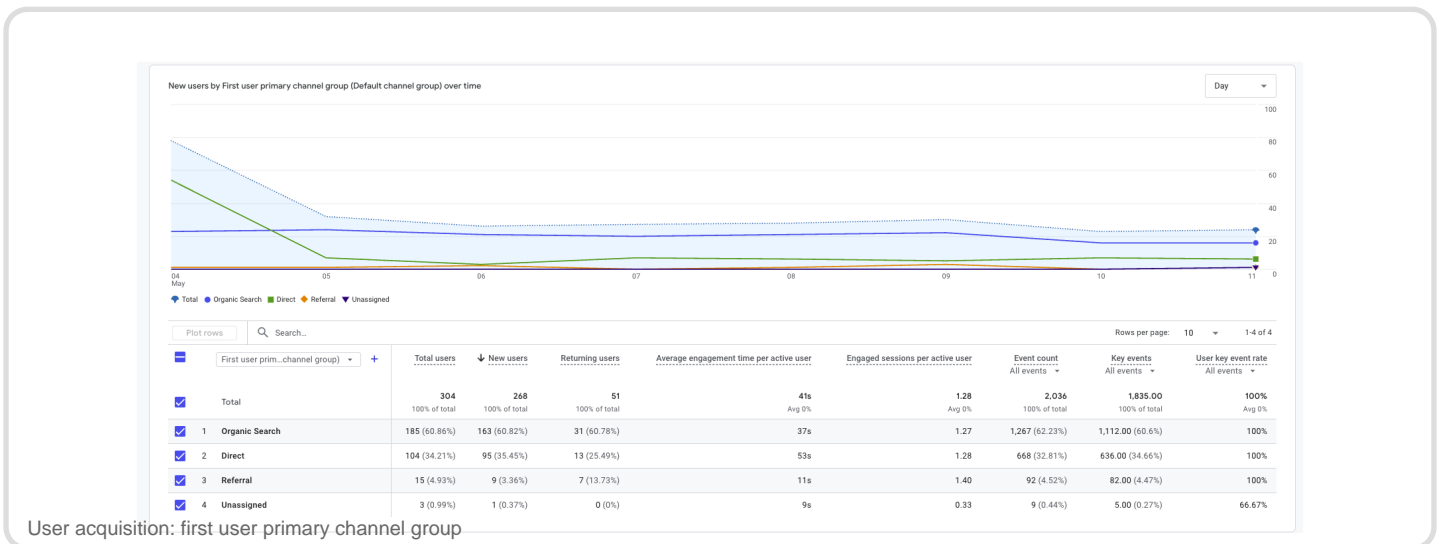
Sessions by Channel



Acquisition Highlights

- Organic Search remains the main traffic engine, delivering 245 sessions and 1,194 key events.
- Direct traffic also remained strong with 112 sessions, suggesting continued brand recall, saved links, QR/code usage, or untagged campaign traffic.
- Referral traffic improved compared with some prior periods, but remains smaller than Organic and Direct.

User Acquisition Screenshot





Events & Intent Tracking

Measured behaviour, shopping-path clicks, and proof-of-impact signals

PV PAGE VIEWS

649

↑ **11.7%**

vs Apr 27 – May 3, 2026

C CLICKS

126

↑ **80.0%**

vs Apr 27 – May 3, 2026

CT CLICK TO SHOP

85

↑ **57.4%**

vs Apr 27 – May 3, 2026

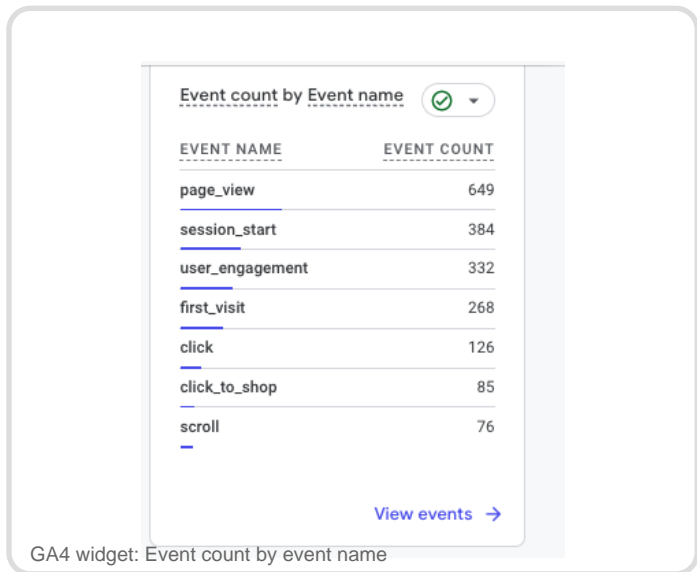
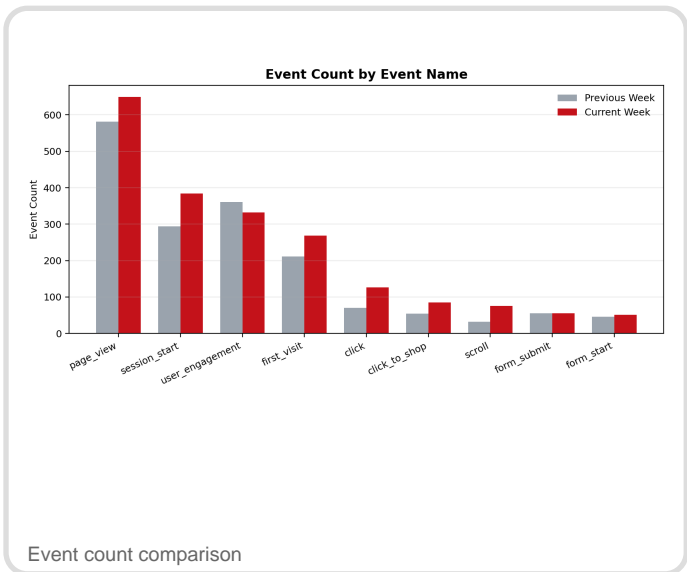
S SCROLLS

76

↑ **137.5%**

vs Apr 27 – May 3, 2026

Events by Name



Intent Tracking Notes

- › click_to_shop reached 85, up 57.4% versus the previous report period.
- › click_to_product recorded 8 events, a smaller but higher-intent signal worth monitoring.
- › The combination of higher clicks, higher scrolls, and stronger shopping-path activity suggests visitors were taking more measurable actions.

Detailed GA4 Screenshot

