



ARC Weekly GA4 Report

Leadership Summary - Standardized Weekly Board Report

Report Week 13: June 8 - June 14, 2026

Executive Snapshot

Week 13 shows stronger customer activity: Sessions reached 416, Engaged Sessions reached 410, total Events reached 2,552, and Key Events reached 2,245. Store page activity also improved broadly across the main locations.

The key commercial result is click_to_shop, which increased to 125 events, up 78.6% from the previous week. Average engagement time fell to 1m 11s against a high prior comparison, so engagement time remains the watch item.

S SESSIONS

416

↑ 12.7%

vs June 1 - June 7, 2026

ES ENGAGED SESSIONS

410

↑ 11.1%

vs June 1 - June 7, 2026

EC EVENT COUNT

2,552

↑ 13.6%

vs June 1 - June 7, 2026

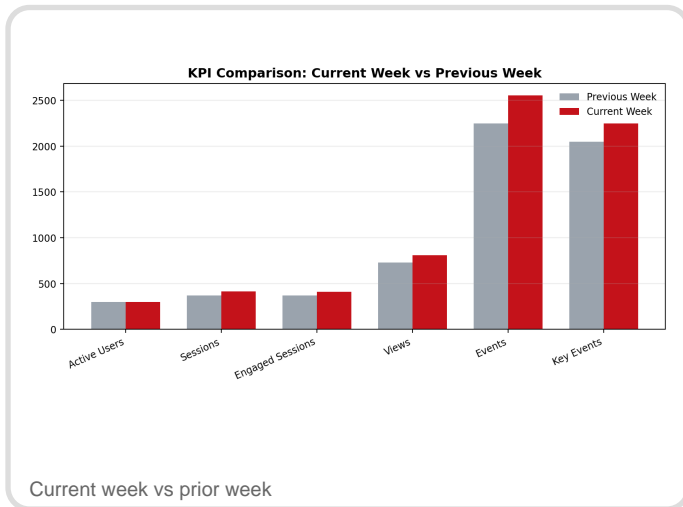
CT CLICK TO SHOP

125

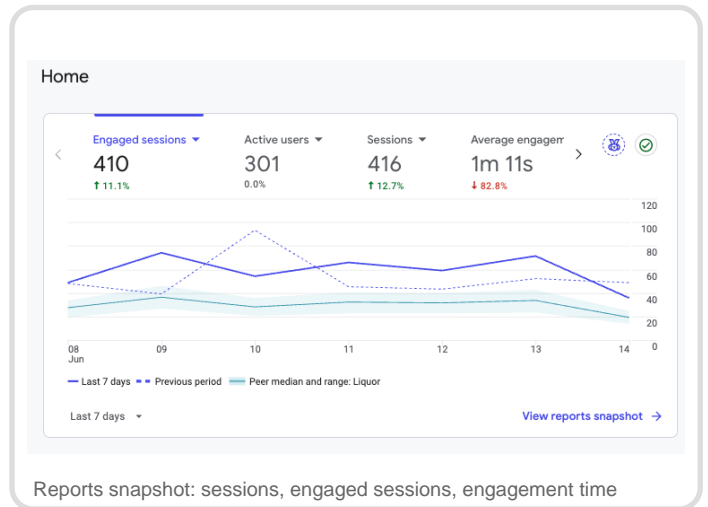
↑ 78.6%

vs June 1 - June 7, 2026

Weekly KPI Comparison



Supporting GA4 Screenshot



Leadership Notes

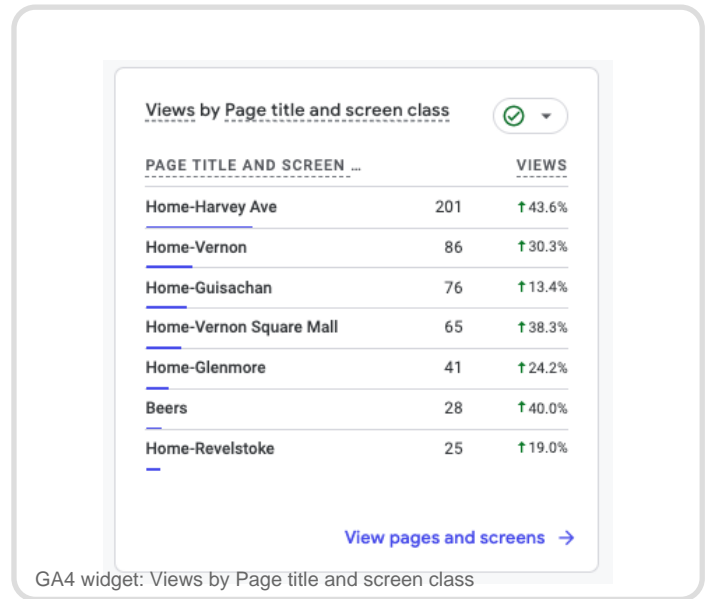
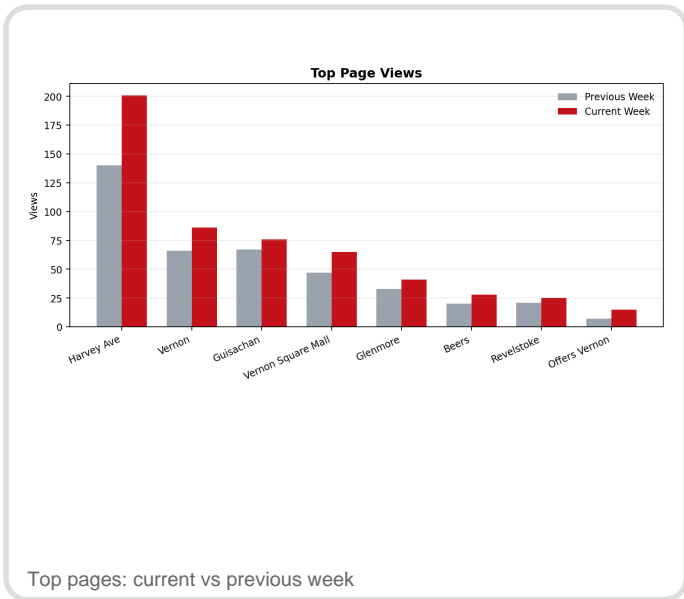
- > Traffic quality improved at the action level: clicks increased 55.4%, click_to_shop increased 78.6%, and form submits increased 51.6%.
- > Organic Search was the strongest channel story, with Organic users, events, and key events all moving upward in the user acquisition report.
- > Store page performance was broadly positive, including strong gains for Harvey, Vernon, Guisachan, and Vernon Square Mall.
- > The main watch item is engagement time, which declined against an unusually high previous period, but activity and intent moved in the right direction.



Store Page Performance

Store and content page growth - Week 13

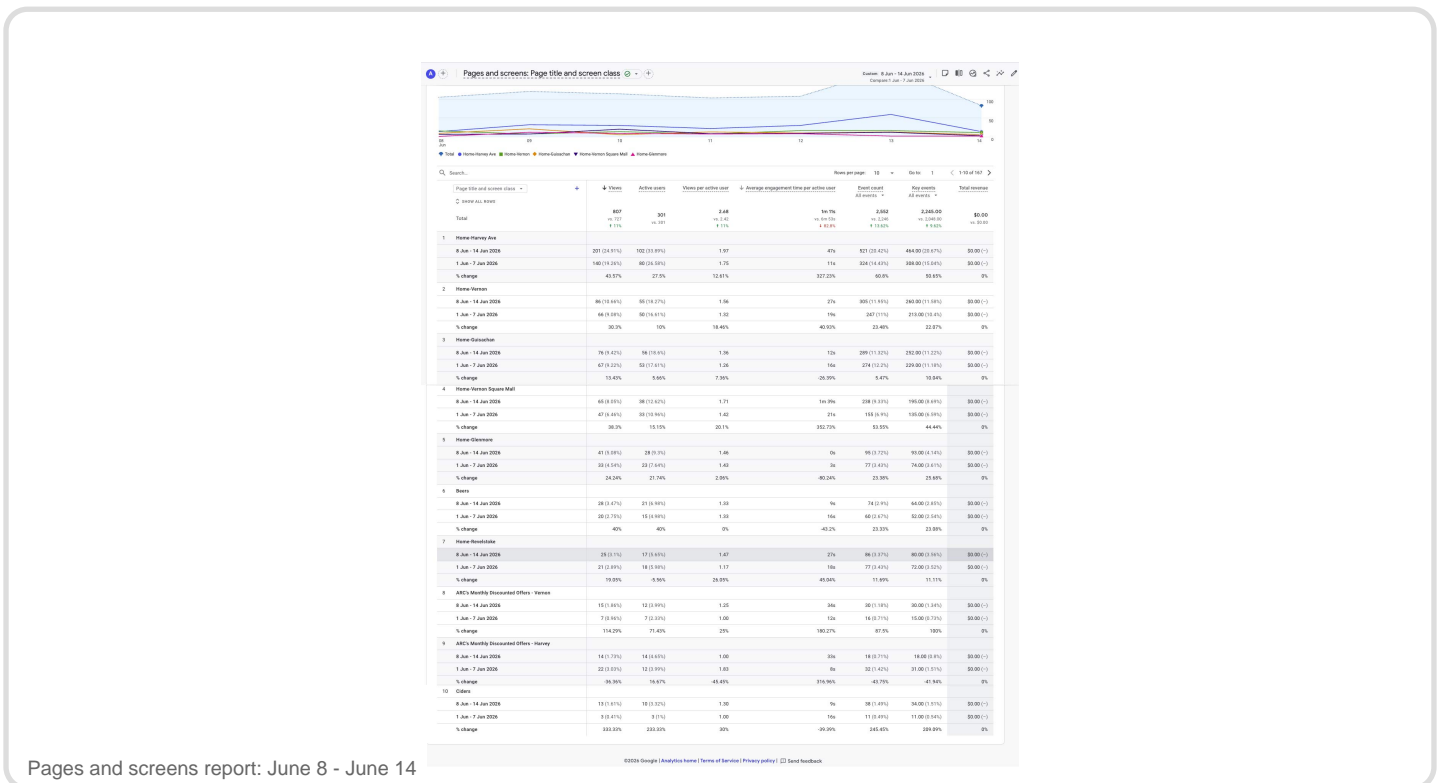
Store Page Views



Store Highlights

- > Harvey remained the top location page with 201 views, up 43.6% week-over-week.
- > Vernon rose to 86 views, up 30.3%, and Guisachan rose to 76 views, up 13.4%.
- > Vernon Square Mall generated 65 views, up 38.3%, continuing to show traction for the new store presence.
- > Monthly offer and category content also appeared in the top pages, including Beers and monthly discounted offers.

Detailed GA4 Screenshot





Traffic Acquisition

Organic Search recovery and channel mix

OS ORGANIC SEARCH

347
↑ 36.6%
vs June 1 - June 7, 2026

D DIRECT

45
↓ 55.4%
vs June 1 - June 7, 2026

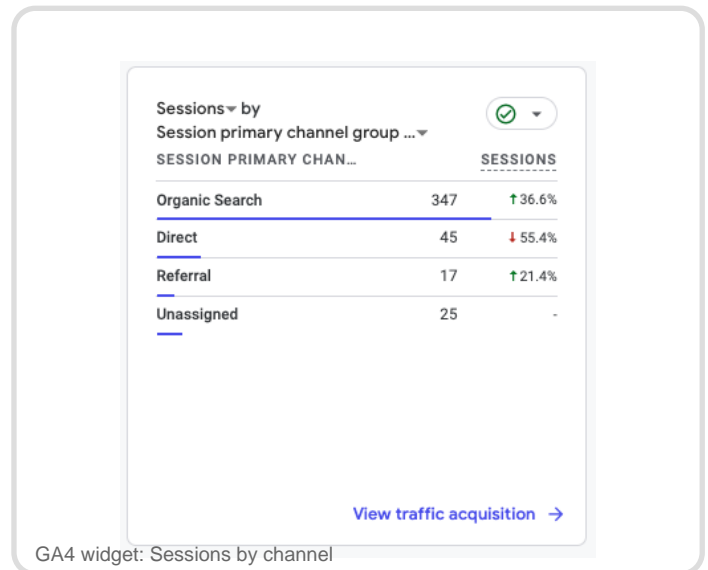
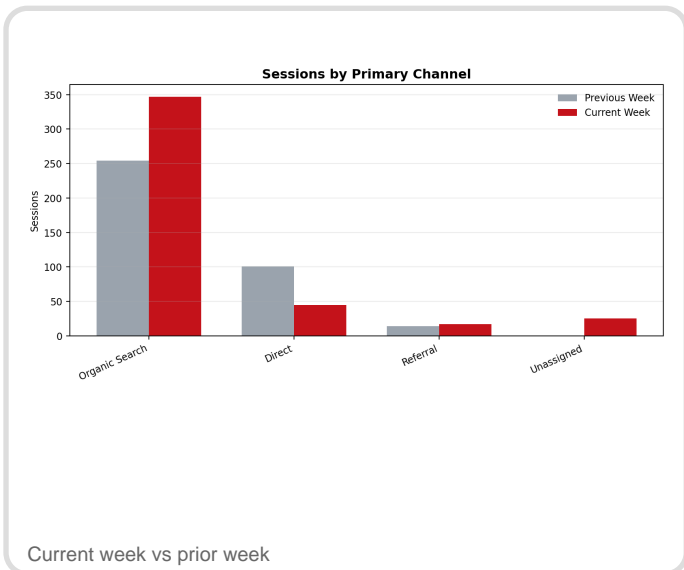
R REFERRAL

17
↑ 21.4%
vs June 1 - June 7, 2026

U UNASSIGNED

25
New
vs June 1 - June 7, 2026

Sessions by Channel



Acquisition Highlights

- > Organic Search increased strongly, with 347 sessions and 1,621 key events attributed to Organic users in the user acquisition report.
- > Direct traffic was softer this week, but Direct users showed a higher average engagement time than the prior week.
- > Referral remained smaller in volume, but showed positive movement in sessions and key events.

User Acquisition Screenshot

Channel	Total users	New users	Returning users	Average engagement time (per active user)	Engaged sessions (per active user)	Event count (All events)	Key events (All events)	User key event count (All events)
Total	309	272	54	1m 11s	1.36	2,852	2,648.00	100%
1 Organic Search	300 (94.14%)	236 (86.76%)	40 (74.07%)	45s	1.24	1,868 (72.2%)	1,621.00 (72.2%)	100%
8 Jun - 14 Jun 2026	260 (84.17%)	206 (75.3%)	32 (76.19%)	35s	1.21	1,371 (51.04%)	1,205.00 (58.84%)	100%
1 Jun - 7 Jun 2026	197 (64.17%)	180 (64.29%)	32 (76.19%)	1m 08s	1.28	754 (25.57%)	729.00 (25.57%)	100%
% change	31.98%	31.11%	25%	27.34%	3.05%	36.25%	34.92%	0%
2 Direct	34 (11%)	22 (8.1%)	11 (20.37%)	4m 29s	2.18	513 (20.1%)	474.00 (21.1%)	100%
8 Jun - 14 Jun 2026	19 (5.83%)	16 (5.93%)	3 (5.56%)	1m 08s	1.28	754 (25.57%)	729.00 (25.57%)	100%
1 Jun - 7 Jun 2026	93 (29.8%)	92 (33.8%)	4 (7.41%)	1m 08s	1.28	754 (25.57%)	729.00 (25.57%)	100%
% change	64.95%	72.83%	175%	354.53%	74.16%	-31.96%	-54.98%	0%
3 Referral	15 (4.83%)	11 (4.04%)	3 (5.56%)	4m 29s	1.50	127 (5.17%)	124.00 (5.52%)	100%
8 Jun - 14 Jun 2026	15 (4.83%)	11 (4.04%)	3 (5.56%)	4m 29s	1.50	127 (5.17%)	124.00 (5.52%)	100%
1 Jun - 7 Jun 2026	13 (4.23%)	8 (2.94%)	5 (14.29%)	3m 20m	1.31	121 (5.39%)	114.00 (5.57%)	100%
% change	15.38%	37.5%	-55%	-49.52%	14.71%	13.22%	8.77%	0%
4 Unassigned	14 (4.53%)	0 (0%)	0 (0%)	22s	0.00	54 (2.1%)	26.00 (1.16%)	92.86%
8 Jun - 14 Jun 2026	0 (0%)	0 (0%)	0 (0%)	0s	0.00	0 (0%)	0.00 (0%)	0%
1 Jun - 7 Jun 2026	0 (0%)	0 (0%)	0 (0%)	0s	0.00	0 (0%)	0.00 (0%)	0%
% change	0%	0%	0%	0%	0%	0%	0%	0%

User acquisition: first user primary channel group

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Events & Intent Tracking

Customer actions, shopping-path intent, and proof-of-impact signals

C CLICKS

157
↑ 55.5%
vs June 1 - June 7, 2026

CT CLICK TO SHOP

125
↑ 78.6%
vs June 1 - June 7, 2026

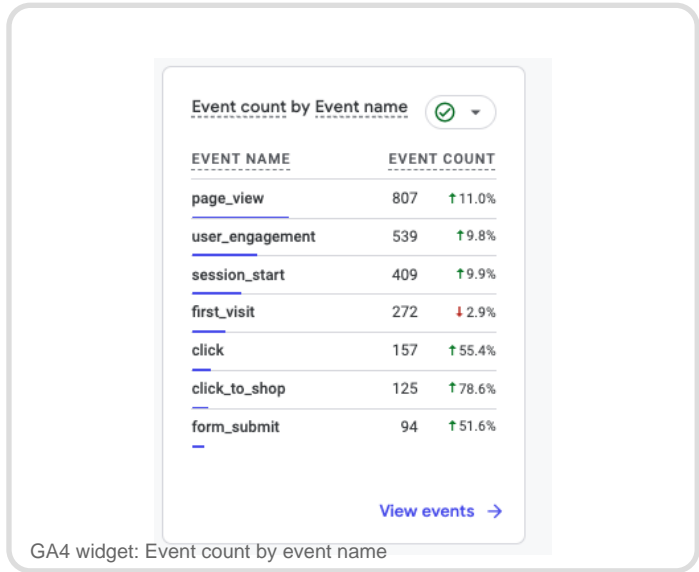
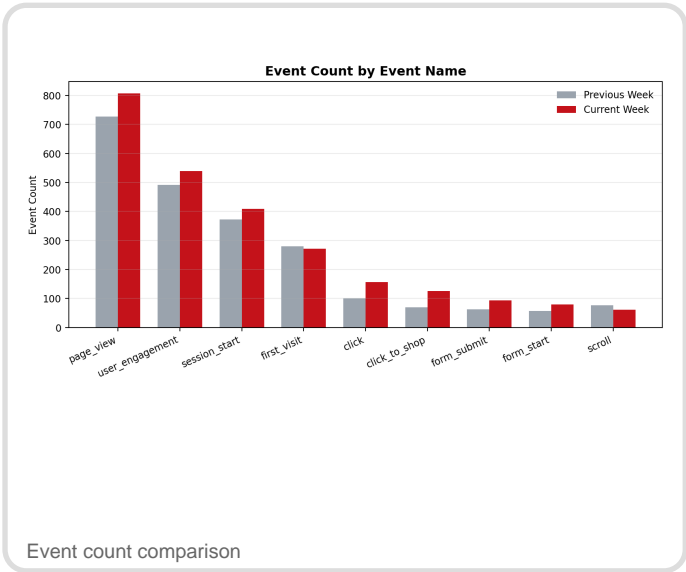
FS FORM SUBMITS

94
↑ 51.6%
vs June 1 - June 7, 2026

EC EVENT COUNT

2,552
↑ 13.6%
vs June 1 - June 7, 2026

Events by Name



Intent Tracking Notes

- > click_to_shop reached 125 events, up 78.6%, which makes this a strong proof-of-impact week for ARC-to-Barnet shopping intent.
- > clicks increased to 157 and form submits increased to 94, showing more measurable action across the website.
- > click_to_product remained flat at 5 events, so product-level outbound activity remains a smaller but useful higher-intent metric.

Detailed GA4 Screenshot

