



ARC Weekly GA4 Report

Leadership Summary - Standardized Weekly Board Report

Report Week 14: June 15 - June 21, 2026

Executive Snapshot

Week 14 delivered broad-based growth. Sessions reached 451, Engaged Sessions reached 437, Active Users reached 335, and total Events reached 2,680. Store-page activity improved across Harvey, Vernon, Guisachan, Vernon Square Mall, Glenmore, and Revelstoke.

Shopping intent also remained positive: click_to_shop increased to 129 events and click_to_product rose to 9. The main watch item is forms, with form starts and submissions lower than the prior week.

S SESSIONS

451

+8.2%

vs June 8 - June 14

ES ENGAGED SESSIONS

437

+5.6%

vs June 8 - June 14

EC EVENT COUNT

2,680

+3.2%

vs June 8 - June 14

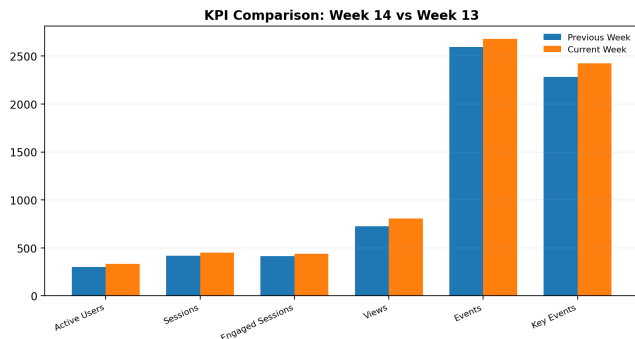
CT CLICK TO SHOP

129

+2.4%

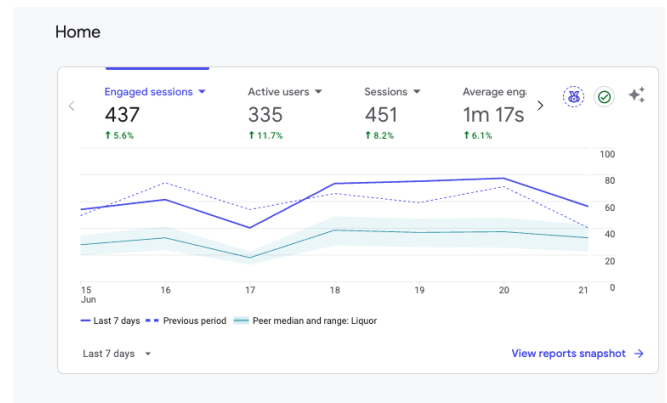
vs June 8 - June 14

Weekly KPI Comparison



Week 14 compared with Week 13

Supporting GA4 Screenshot



Reports snapshot: sessions, engaged sessions, users, engagement

Leadership Notes

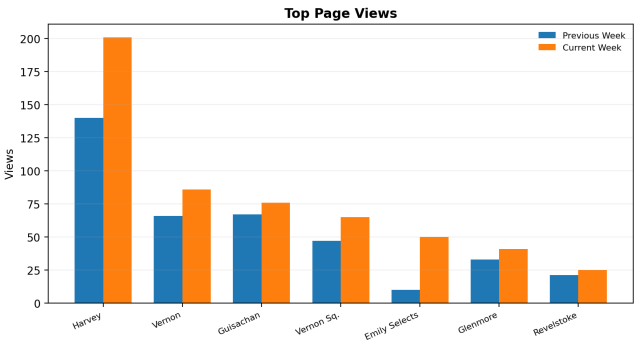
- > Headline website activity improved: Active Users increased 11.7%, Sessions increased 8.2%, and Engaged Sessions increased 5.6%.
- > Direct sessions increased 34.8%, while Organic Search remained the dominant acquisition channel with 356 sessions.
- > All main store pages recorded higher views, and Featured Emily's Wine Selects generated 50 views, up 400%.
- > Commercial intent remained positive: click_to_shop rose to 129 and click_to_product rose to 9; form activity is the main item to monitor.



Store Page Performance

Location growth, featured content, and customer discovery - Week 14

Store and Content Page Views



Top pages: current vs previous week

Content Spotlight

Emily's Wine Selects

Featured curated-wine page

50 VIEWS

+400%

compared with the previous week

A strong early signal that product storytelling can attract attention alongside store and category pages.

Store Highlights

- > Harvey remained the leading store page with 201 views, up 43.6%; Vernon rose to 86 views, up 30.3%.
- > Vernon Square Mall reached 65 views, up 38.3%, while Guisachan, Glenmore, and Revelstoke all improved.
- > Featured Emily's Wine Selects generated 50 views, up 400%, providing a strong early signal for curated wine content.

Top Page Detail

Page	Views	Change
Harvey Ave	201	+43.6%
Vernon	86	+30.3%
Guisachan	76	+13.4%
Vernon Square Mall	65	+38.3%
Emily's Wine Selects	50	+400.0%
Glenmore	41	+24.2%
Revelstoke	25	+19.0%

Content Opportunity

The early response to Emily's Wine Selects supports the strategy of combining store information with curated product storytelling. The page should remain visible through store pages, social content, and the monthly flyer ecosystem so the team can determine whether interest grows into shopping intent.



Traffic Acquisition

Channel performance and audience growth - Week 14

OS ORGANIC SEARCH

356

+1.7%

sessions vs previous week

D DIRECT

62

+34.8%

sessions vs previous week

U UNASSIGNED

39

+1200.0%

sessions vs previous week

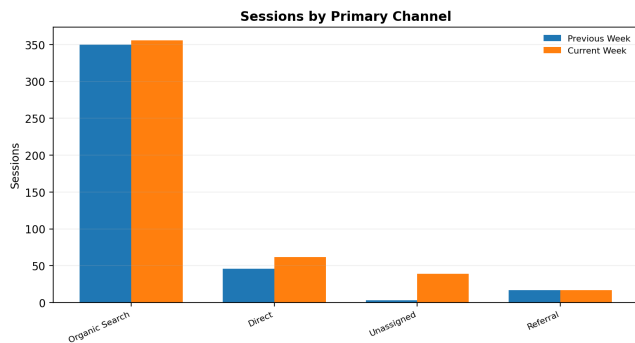
R REFERRAL

17

0.0%

sessions vs previous week

Sessions by Primary Channel



Week 14 compared with Week 13

Sessions by
Session primary channel group ...

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	356 ↑1.7%
Direct	62 ↑34.8%
Unassigned	39 ↑1,200.0%
Referral	17 0.0%
AI Assistant	1 -

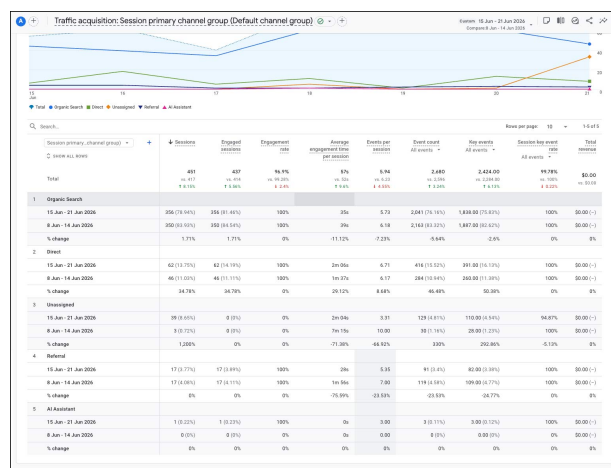
[View traffic acquisition](#)

GA4 widget: sessions by primary channel

Acquisition Highlights

- > Organic Search remained the largest traffic source with 356 sessions and 249 new users.
- > Direct traffic rose to 62 sessions, up 34.8%, and Direct new users increased to 40, up 60%.
- > Unassigned traffic rose sharply and should be reviewed for tagging quality; AI Assistant recorded one attributable session.

Detailed GA4 Screenshot



Traffic acquisition report: June 15 - June 21



Events & Intent Tracking

Measured behaviour, shopping-path activity, and action signals - Week 14

PV PAGE VIEWS

845
+3.3%

vs June 8 - June 14

C CLICKS

171
+8.2%

vs June 8 - June 14

CT CLICK TO SHOP

129
+2.4%

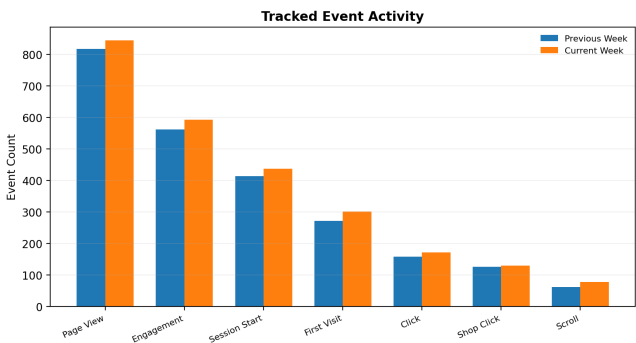
vs June 8 - June 14

PC PRODUCT CLICKS

9
+80.0%

vs June 8 - June 14

Tracked Event Activity



Current week vs previous week

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	845 ↑ 3.3%
user_engagement	593 ↑ 5.5%
session_start	437 ↑ 5.8%
first_visit	301 ↑ 10.7%
click	171 ↑ 8.2%
click_to_shop	129 ↑ 2.4%
form_submit	63 ↓ 34.4%

[View events →](#)

GA4 widget: event count by event name

Intent Tracking Notes

- > click_to_shop reached 129 events, up 2.4%, and remains the principal ARC-to-Barnet proof-of-impact metric.
- > click_to_product rose to 9 events, up 80%, while clicks and scroll activity also increased.
- > Form submissions fell to 63 and form starts fell to 49, so lead-form activity should be monitored separately from shopping intent.

Detailed GA4 Screenshot



Events report: June 15 - June 21