



ARC Weekly GA4 Report

Leadership Summary - Standardized Weekly Board Report

Report Week 15: June 22 - June 28, 2026

Executive Snapshot

Week 15 was a stable-to-positive reporting period. Sessions increased to 455 and Engaged Sessions reached 451, while total event activity rose to 2,697. Active Users and New Users were essentially flat week-over-week, which indicates the site maintained last week's larger audience while generating more tracked activity.

The strongest leadership signal was shopping intent: click_to_shop increased to 159 events, up 23.3%, and general clicks increased to 188. Form activity also improved, while scroll depth and product-level clicks softened.

S SESSIONS

455

+0.9%

vs June 15 - June 21

ES ENGAGED SESSIONS

451

+3.2%

vs June 15 - June 21

EC EVENT COUNT

2,697

+0.6%

vs June 15 - June 21

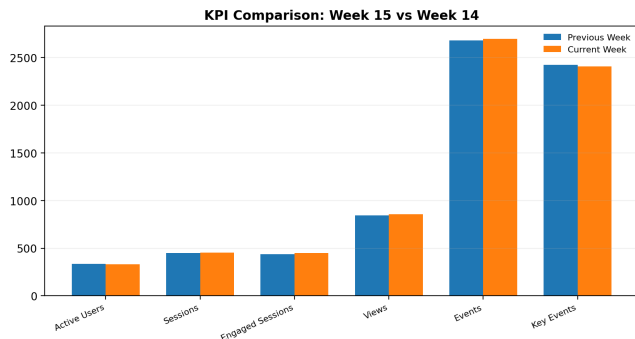
CT CLICK TO SHOP

159

+23.3%

vs June 15 - June 21

Weekly KPI Comparison



Week 15 compared with Week 14

Customer Intent Spotlight

Shopping Intent

click_to_shop

159

+23.3%

compared with Week 14

Strongest commercial signal this week.

Leadership Notes

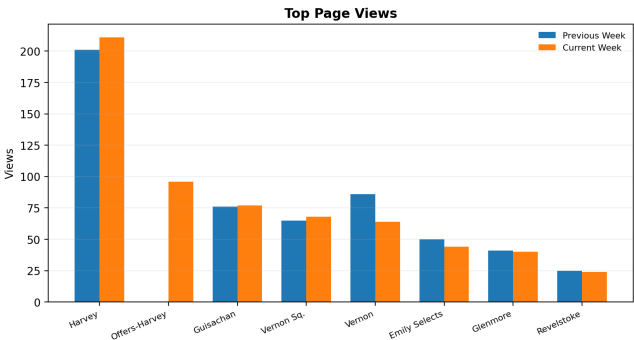
- > Top-line audience reach held steady: Active Users were 333 and New Users were 300, both almost unchanged from Week 14.
- > Sessions and Engaged Sessions improved, showing that the site maintained activity even without a major lift in total users.
- > click_to_shop reached 159 events, up 23.3%, making this the clearest commercial-intent win of the week.
- > The Harvey Monthly Discounted Offers page was a useful content signal, showing that store-specific offer pages are becoming part of the customer journey.



Store Page Performance

Location activity, offers content, and customer discovery - Week 15

Store and Content Page Views



Top pages: current vs previous week

Offers Spotlight

Harvey Monthly Offers

96 VIEWS

A strong sign that store-specific offers and flyer content are becoming part of the customer path.

Store Highlights

- > Harvey remained the anchor page, while the Harvey Monthly Discounted Offers page became a meaningful secondary page for customer attention.
- > Guisachan and Vernon Square Mall held steady and continue to support local store discovery.
- > Emily's Wine Selects eased from the previous week's launch lift, but continued to show useful curated-content interest.

Top Page Detail

Page	Views	Change
Home-Harvey Ave	211	+5.0%
Monthly Discounted Offers - Harvey	96	New
Home-Guisachan	77	+1.3%
Home-Vernon Square Mall	68	+4.6%
Home-Vernon	64	-25.6%
Featured Emily's Wine Selects	44	-12.0%
Home-Glenmore	40	-2.4%

Content Opportunity

The Harvey offers page supports the simplified monthly flyer direction. Keeping offer content visible from store pages, Product Finder pages, and social posts should help connect browsing traffic to shopping intent.



Traffic Acquisition

Channel performance and audience movement - Week 15

OS

ORGANIC SEARCH

353

-0.8%

sessions vs previous week

D

DIRECT

67

+8.1%

sessions vs previous week

U

UNASSIGNED

23

-41.0%

sessions vs previous week

R

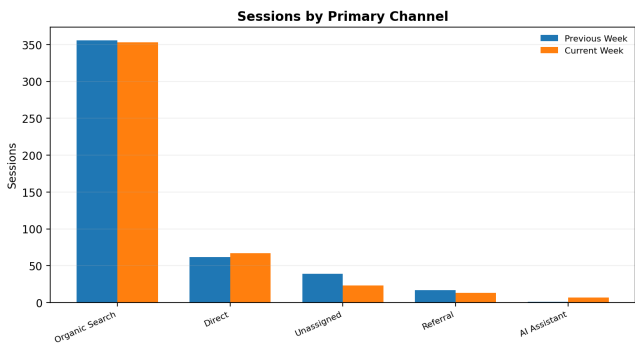
REFERRAL

13

-23.5%

sessions vs previous week

Sessions by Primary Channel



Week 15 compared with Week 14

Emerging Channel

AI Assistant

7

SESSIONS

+600%

Still small in volume, but worth watching as chatbot and Voice AI pathways become more established.

Acquisition Highlights

- > Organic Search remained the main acquisition engine with 353 sessions.
- > Direct traffic improved to 67 sessions, indicating continued brand, saved-link, GBP, or untagged pathway activity.
- > AI Assistant traffic increased to 7 sessions, a small but important signal as the ARC AI ecosystem matures.

Channel Notes

Channel	Sessions	Change
Organic Search	353	-0.8%
Direct	67	+8.1%
Unassigned	23	-41.0%
Referral	13	-23.5%
AI Assistant	7	+600.0%



Events & Intent Tracking

Measured behaviour, shopping-path activity, and action signals - Week 15

PV PAGE VIEWS

856

+1.3%

vs June 15 - June 21

C CLICKS

188

+9.9%

vs June 15 - June 21

CT CLICK TO SHOP

159

+23.3%

vs June 15 - June 21

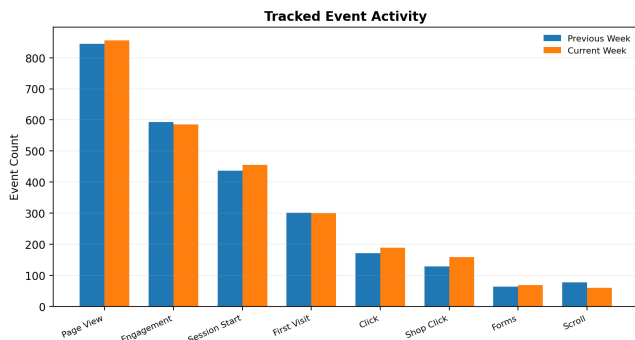
F FORMS

68

+7.9%

vs June 15 - June 21

Tracked Event Activity



Current week vs previous week

Key Event Movements

Event	Count	Change
page_view	856	+1.3%
user_engagement	586	-1.2%
session_start	455	+4.1%
first_visit	300	-0.3%
click	188	+9.9%
click_to_shop	159	+23.3%
form_submit	68	+7.9%
scroll	60	-22.1%

Intent Tracking Notes

- > click_to_shop reached 159 events, up 23.3%, and remains the principal ARC-to-Barnet proof-of-impact metric.
- > General clicks rose to 188 and form submissions rose to 68, showing stronger action-taking behaviour.
- > click_to_product declined to 7 and scroll activity declined to 60, so product-depth behaviour should be watched next week.

Digital System Progress

Product Finder pages, conversational chatbots, store Voice AI, e-commerce links, GBP tracking, and store phone fallbacks continue to operate as one customer-support pathway. The weekly inventory-alignment process keeps customer answers, store availability guidance, and Product Finder data moving in a more controlled system.

- > Store-specific Product Finder fallback
- > Latest availability through e-commerce
- > Estimated guide price with disclaimer
- > Store phone number provided
- > Call-before-travelling note for inventory of 5 or fewer