



ARC Weekly GA4 Report

Leadership Summary - Standardized Weekly Board Report

Report Week 16: June 29 - July 5, 2026

Executive Snapshot

Week 16 was a strong reach and traffic week. Sessions increased to 526, Engaged Sessions increased to 518, Active Users increased to 413, and New Users increased to 377. Total tracked activity reached 3,477 events, with Key Events increasing to 3,220.

The main story is broader audience growth, stronger Direct and Referral traffic, and the new ARC Harvey AI Store Experience page. Shopping-path events softened, so click_to_shop remains the key watch item for next week.

S SESSIONS

526

+19.3%

vs June 22 - June 28

ES ENGAGED SESSIONS

518

+17.5%

vs June 22 - June 28

AU ACTIVE USERS

413

+26.3%

vs June 22 - June 28

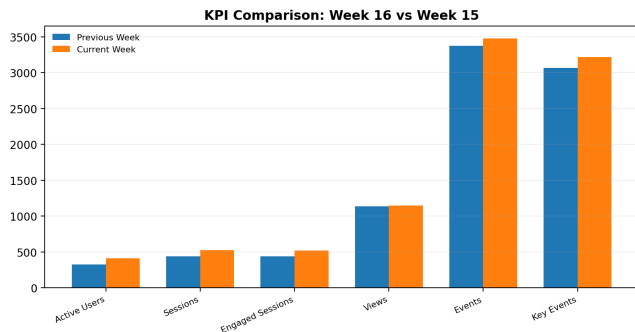
KE KEY EVENTS

3,220

+4.95%

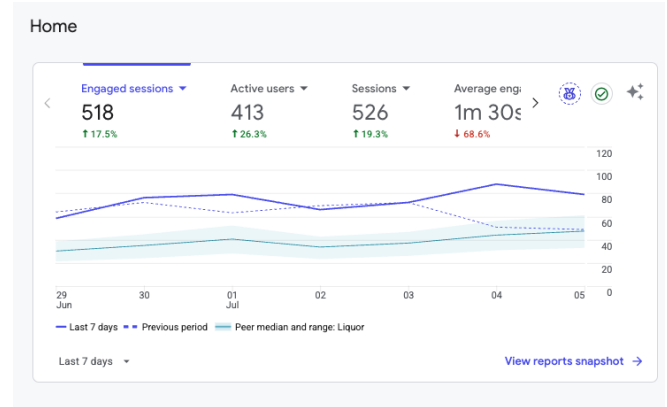
vs June 22 - June 28

Weekly KPI Comparison



Week 16 compared with Week 15

Supporting GA4 Screenshot



GA4 home snapshot: sessions, users, engagement

Leadership Notes

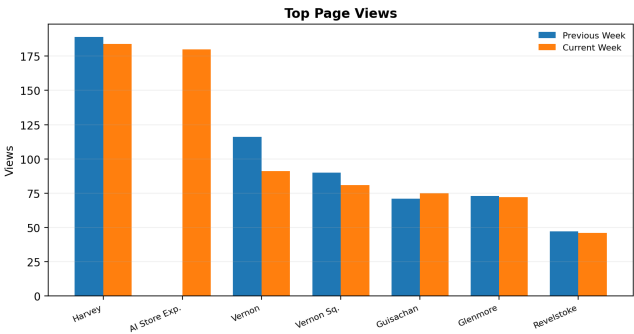
- > Audience reach improved materially: Active Users increased 26.3% and New Users increased 30.0%.
- > Traffic grew: Sessions increased 19.3% and Engaged Sessions increased 17.5%.
- > Direct sessions increased 128.3% and Referral sessions increased 35.5%, while Organic Search remained the largest channel.
- > The ARC Harvey AI Store Experience generated 180 views and 407 key events, creating a clear new content and training signal.
- > click_to_shop declined to 127 events, down 29.1%, so shopping-path intent should be monitored closely next week.



Store & Content Page Performance

Store pages, AI Store Experience content, and discovery signals - Week 16

Store and Content Page Views



Top pages: current vs previous week

Content Spotlight

ARC Harvey AI Store Experience

New AI demo / educational content

180 VIEWS

407 key events

Strong early signal that educational AI demos can attract attention and support team training conversations.

Store Highlights

- > Home-Harvey Ave remained the leading store page with 184 views, broadly stable compared with last week.
- > ARC Harvey AI Store Experience generated 180 views, 7 active users, 29 minutes average engagement, and 407 key events.
- > Guisachan increased to 75 views, while Vernon Square Mall had 81 views and 50 active users.
- > Monthly Discounted Offers - Vernon Square Mall increased to 24 views, up 380%, showing offer content traction.

Top Page Detail

Page	Views	Change
Home-Harvey Ave	184	-2.65%
ARC Harvey AI Store Experience	180	New
Home-Vernon	91	-21.6%
Home-Vernon Square Mall	81	-10.0%
Home-Guisachan	75	+5.63%
Home-Glenmore	72	-1.37%
Home-Revelstoke	46	-2.13%
Monthly Offers - Vernon Square Mall	24	+380%

Content Opportunity

The AI Store Experience page is a major Week 16 signal. It gives leadership and store managers a practical way to show staff how AI agents can support customer conversations, product discovery, wine advice, and training discussions.



Traffic Acquisition

Channel performance and audience growth - Week 16

OS

ORGANIC SEARCH

331

-5.16%

sessions vs previous week

D

DIRECT

137

+128%

sessions vs previous week

R

REFERRAL

42

+35.5%

sessions vs previous week

U

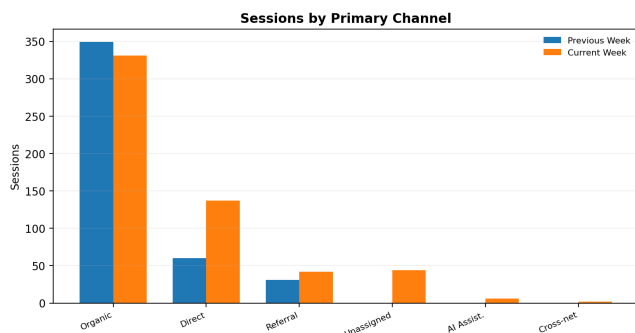
UNASSIGNED

44

New

sessions vs previous week

Sessions by Primary Channel



Week 16 compared with Week 15

Sessions by		
Session primary channel group ...		
SESSION PRIMARY CHAN...	SESSIONS	
Organic Search	331	↓ 5.2%
Direct	137	↑ 128.3%
Referral	42	↑ 35.5%
Unassigned	44	-
AI Assistant	6	-
Cross-network	2	-

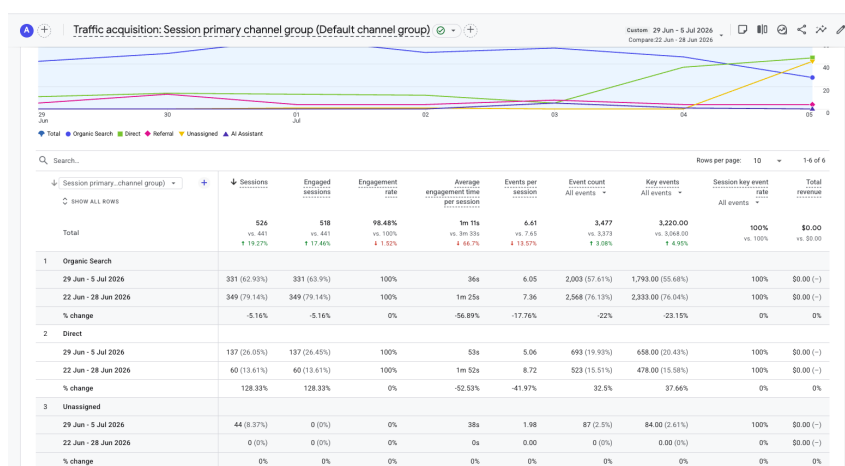
[View traffic acquisition →](#)

GA4 widget: sessions by channel

Acquisition Highlights

- > Organic Search remained the largest traffic source with 331 sessions, despite a modest 5.2% decline.
- > Direct traffic increased to 137 sessions, up 128.3%, providing the strongest channel-growth story of the week.
- > Referral traffic increased to 42 sessions, up 35.5%, and generated strong event and key-event activity.
- > AI Assistant registered 6 sessions and Cross-network registered 2 sessions; both remain early-stage signals worth monitoring.

Detailed GA4 Screenshot



Traffic acquisition report: June 29 - July 5



Events & Intent Tracking

Measured behaviour, shopping-path activity, and action signals - Week 16

PV PAGE VIEWS

1,150

+1.14%

vs June 22 - June 28

SS SESSION STARTS

521

+17.9%

vs June 22 - June 28

FS FORM SUBMITS

63

+18.9%

vs June 22 - June 28

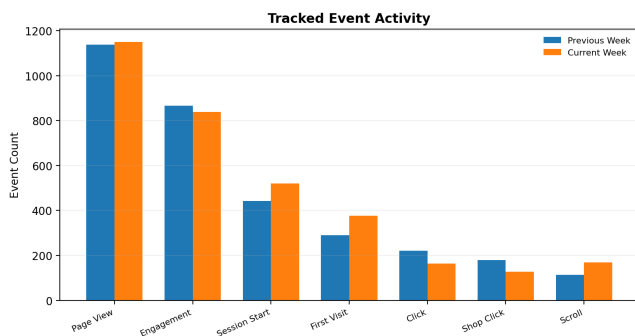
CT CLICK TO SHOP

127

-29.1%

vs June 22 - June 28

Tracked Event Activity



Current week vs previous week

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	1.2k ↑1.1%
user_engagement	839 ↓3.1%
session_start	521 ↑17.9%
first_visit	377 ↑30.0%
click	164 ↓25.5%
click_to_shop	127 ↓29.1%
scroll	169 ↑49.6%

[View events →](#)

GA4 widget: event count by name

Intent Tracking Notes

- > Total events reached 3,477, up 3.1%, and Key Events reached 3,220, up 5.0%.
- > scroll increased to 169 events, up 49.6%, and form_submit increased to 63, up 18.9%.
- > click_to_shop declined to 127, down 29.1%, and click_to_product eased to 13, down 7.1%.
- > The commercial-action watch item is to keep strengthening the link from discovery pages into Barnet shopping actions.

Detailed GA4 Screenshot

Event name	Event count	Total users	Event count per active user	Total revenue
Total	3,477 vs 3,370 ↑ 3.08%	421 vs 331 ↑ 27.19%	8.42 vs 10.31 ↓ 18.38%	\$0.00 vs \$0.00
1 page_view	29 Jun - 5 Jul 2026 1,150 (33.07%)	416 (98.81%)	2.81	\$0.00 (-)
	22 Jun - 28 Jun 2026 1,137 (33.71%)	331 (100%)	3.48	\$0.00 (-)
	% change 1.14%	25.68%	-19.13%	0%
2 user_engagement	29 Jun - 5 Jul 2026 839 (24.13%)	236 (56.06%)	3.59	\$0.00 (-)
	22 Jun - 28 Jun 2026 866 (25.67%)	239 (72.21%)	3.64	\$0.00 (-)
	% change -3.12%	-1.26%	-1.46%	0%
3 session_start	29 Jun - 5 Jul 2026 521 (14.98%)	414 (98.34%)	1.28	\$0.00 (-)
	22 Jun - 28 Jun 2026 442 (13.1%)	331 (100%)	1.35	\$0.00 (-)
	% change 17.87%	25.08%	-5.06%	0%
4 first_visit	29 Jun - 5 Jul 2026 377 (10.84%)	376 (89.31%)	1.00	\$0.00 (-)
	22 Jun - 28 Jun 2026 290 (8.6%)	289 (87.31%)	1.00	\$0.00 (-)
	% change 30%	30.1%	-0.08%	0%

Events report: June 29 - July 5