



ARC Weekly GA4 Report

Leadership Summary - Standardized Weekly Board Report

Report Week 17: July 6 - July 12, 2026

Executive Snapshot

Week 17 was a softer traffic week overall. Sessions decreased to 491, Engaged Sessions decreased to 488, Active Users decreased to 367, and New Users decreased to 335. Total tracked activity reached 3,049 events, with Key Events at 2,772.

The strongest positive signal was Organic Search, which increased to 352 sessions and represented nearly 72% of all sessions. Most importantly, customer intent remained resilient: click_to_shop held almost level at 126, while form_submit increased to 73 and click_to_product increased to 17.

S SESSIONS

491

-6.8%

vs June 29 - July 5

ES ENGAGED SESSIONS

488

-6.9%

vs June 29 - July 5

AU ACTIVE USERS

367

-11.1%

vs June 29 - July 5

KE KEY EVENTS

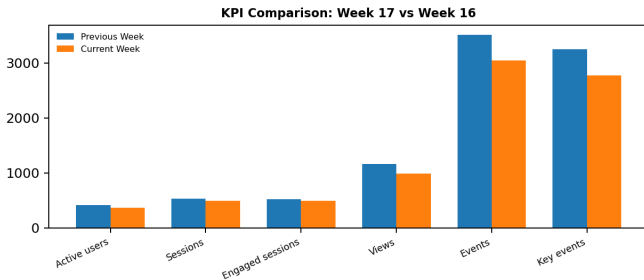
2,772

-14.8%

vs June 29 - July 5

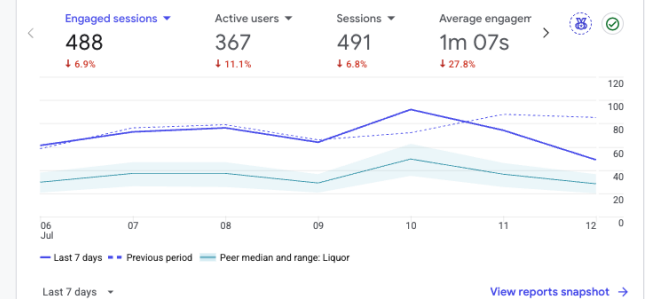
Weekly KPI Comparison

Supporting GA4 Screenshot



Week 17 compared with Week 16

Home



GA4 home snapshot: sessions, users, engagement

Leadership Notes

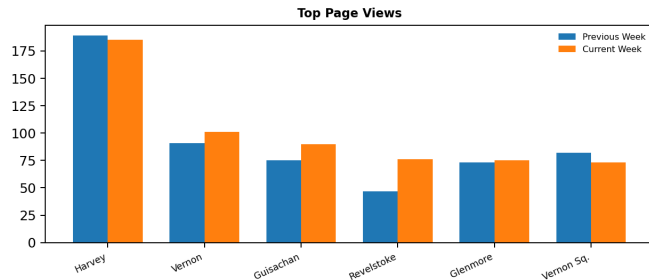
- > Organic Search increased 5.4% to 352 sessions and became an even larger share of total traffic.
- > Direct traffic declined 33.1% to 95 sessions and explains much of the overall weekly traffic decrease.
- > click_to_shop remained almost unchanged at 126 events, down only 0.8%, despite sessions falling 6.8%.
- > Form submissions increased 15.9% and click_to_product increased 21.4%, showing healthy customer action.
- > Average engagement time declined to 1m 07s and remains the main engagement measure to watch next week.



Store & Content Page Performance

Store pages, content performance, and discovery signals - Week 17

Store and Content Page Views



Top pages: current vs previous week

Content Spotlight

Home-Revelstoke

Strong store-page growth

76 VIEWS
+61.7%

Revelstoke produced the strongest store-page growth of the week, with active users up 88% and key events up 63%.

Store Highlights

- > Home-Harvey Ave remained the leading store page with 185 views, broadly stable compared with last week.
- > Home-Vernon increased to 101 views, up 11.0%, while Guisachan increased to 90 views, up 20.0%.
- > Home-Revelstoke increased to 76 views, up 61.7%, and generated 220 key events.
- > ARC Harvey AI Store Experience returned to 15 views after the previous week launch-driven spike.

Top Page Detail

Page	Views	Change
Home-Harvey Ave	185	-2.12%
Home-Vernon	101	+10.99%
Home-Guisachan	90	+20.0%
Home-Revelstoke	76	+61.7%
Home-Glenmore	75	+2.74%
Home-Vernon Square Mall	73	-10.98%
Home Deliveries Revelstoke	28	+600%
Monthly Offers - Harvey	19	+58.33%

Content Opportunity

The strongest opportunity is to build on store-specific momentum. Revelstoke, Guisachan, and Vernon all grew this week, while Monthly Offers - Harvey also increased. These pages can be used to guide more customers toward Product Finder and online shopping actions.



Traffic Acquisition

Channel performance and audience quality - Week 17

OS

ORGANIC SEARCH

352

+5.4%

sessions vs previous week

D

DIRECT

95

-33.1%

sessions vs previous week

R

REFERRAL

33

-21.4%

sessions vs previous week

U

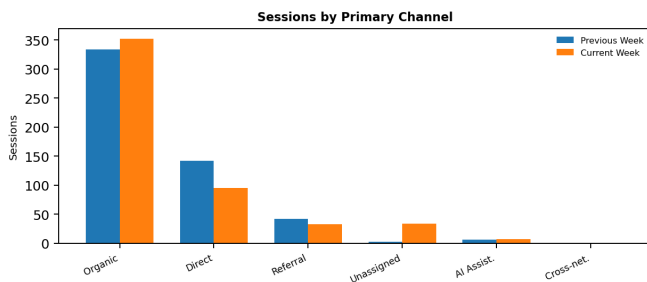
UNASSIGNED

34

+1,033%

sessions vs previous week

Sessions by Primary Channel



Week 17 compared with Week 16

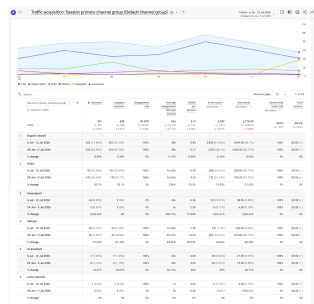
SESSION PRIMARY CHAN...	SESSIONS	
Organic Search	352	↑ 5.4%
Direct	95	↓ 33.1%
Referral	33	↓ 21.4%
Unassigned	34	↑ 1,033.3%
AI Assistant	7	↑ 16.7%
Cross-network	1	-

GA4 widget: sessions by channel

Acquisition Highlights

- > Organic Search remained the largest traffic source with 352 sessions and increased 5.4% week over week.
- > Organic Search represented 71.7% of all sessions, strengthening ARC most consistent acquisition channel.
- > Direct traffic declined to 95 sessions, down 33.1%, and was the principal cause of the softer overall result.
- > Unassigned traffic increased to 34 sessions and should be reviewed as a likely attribution or tagging issue.

Detailed GA4 Screenshot



Traffic acquisition report: July 6 - July 12



Events & Intent Tracking

Measured behaviour, shopping-path activity, and action signals - Week 17

PV PAGE VIEWS

987

-15.1%

vs June 29 - July 5

SS SESSION STARTS

489

-7.0%

vs June 29 - July 5

FS FORM SUBMITS

73

+15.9%

vs June 29 - July 5

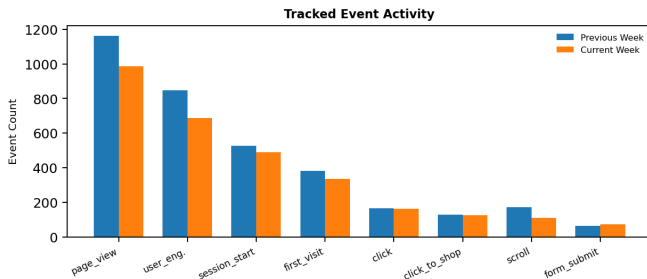
CT CLICK TO SHOP

126

-0.8%

vs June 29 - July 5

Tracked Event Activity



Current week vs previous week

EVENT NAME	EVENT COUNT
page_view	987 ↓ 15.1%
user_engagement	687 ↓ 18.9%
session_start	489 ↓ 7.0%
first_visit	335 ↓ 12.3%
click	163 ↓ 1.2%
scroll	111 ↓ 35.8%
click_to_shop	126 ↓ 0.8%

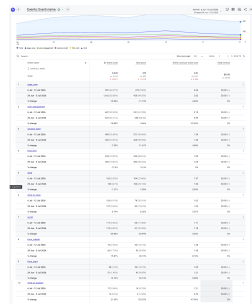
[View events →](#)

GA4 widget: event count by name

Intent Tracking Notes

- > Total events reached 3,049, down 13.2%, and Key Events reached 2,772, down 14.8%.
- > click_to_shop remained highly resilient at 126 events, down only 0.8% despite lower traffic volume.
- > form_submit increased to 73 events, up 15.9%, while form_start increased to 58, up 13.7%.
- > click_to_product increased to 17 events, up 21.4%, showing stronger product-level action.

Detailed GA4 Screenshot



Events report: July 6 - July 12