



ARC Liquor Stores

WEEKLY PERFORMANCE REPORT - WEEK 19

July 13-19, 2026 | Compared with July 6-12, 2026

Sessions	Engaged Sessions	Avg. Engagement	Total Events	Click-to-Shop
508	503	3m 57s	4,019	180
+3.0%	+2.0%	+252.1%	+30.3%	+40.6%

Leadership Takeaway

ARC recorded 508 sessions and 503 engaged sessions, both improving week over week. Although Active Users and New Users declined, the visitors who arrived interacted far more deeply: average engagement time rose to **3m 57s**, page views reached **1,430**, and total events increased to **4,019**.

The strongest commercial signal was **Click-to-Shop, up 40.6% to 180**. Organic Search supplied 373 sessions, Referral traffic increased 78.8%, and the new ARC Liquor All Stores gateway attracted 108 views in its opening week.

What matters most: Traffic increased modestly, but engagement and shopping-path activity accelerated substantially. ARC attracted slightly fewer individual users, yet those visitors explored more content and completed more meaningful actions.

Weekly Wins

- Average engagement time increased to 3m 57s.
- Click-to-Shop rose to 180, up 40.6%.
- Organic Search delivered 373 sessions and 73.4% of all traffic.
- Referral traffic increased 78.8%.
- The new ARC gateway received 108 opening-week views.

Watch List

- Direct traffic declined 28.1% to 69 sessions.
- New users declined 7.1% to 315.
- Form submissions and product clicks softened.
- Unassigned traffic reached 35 sessions and should be checked.

KPI Scorecard

Metric	Week 19	Previous	Change
Active users	350	368	-4.9%
New users	315	339	-7.1%
Sessions	508	493	+3.0%
Engaged sessions	503	493	+2.0%
Pages and screen views	1,430	995	+43.7%
Avg. engagement time	3m 57s	1m 07s	+252.1%
Total event count	4,019	3,085	+30.3%
Click-to-Shop	180	128	+40.6%

ARC Digital Scorecard

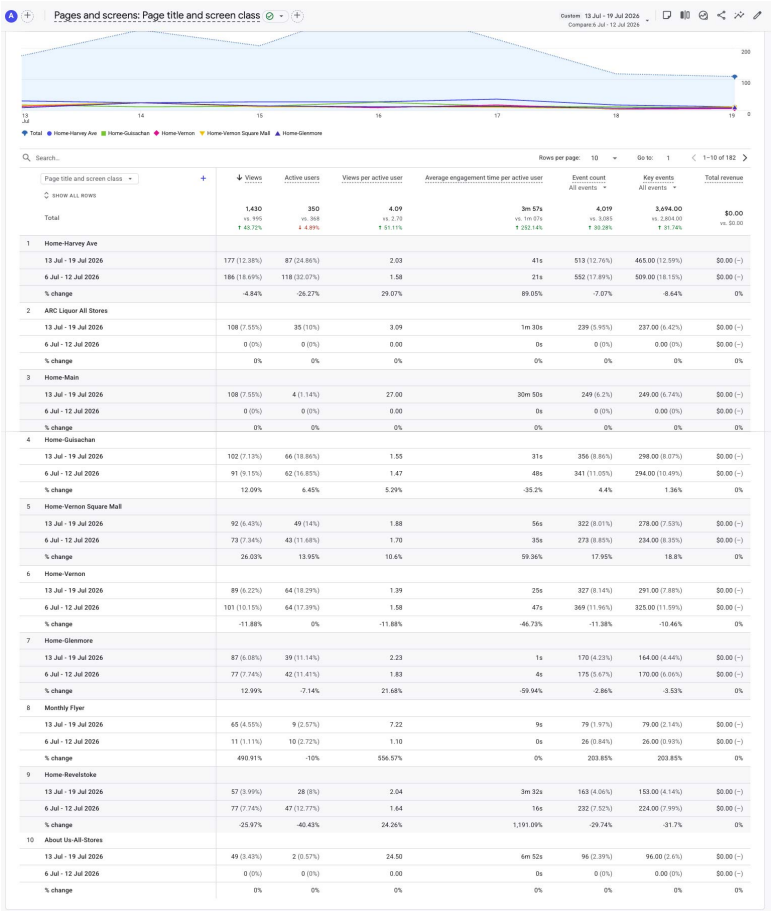
SEO momentum	Strong
Customer intent	Accelerating
Engagement	Excellent
Overall direction	Positive

Store & Content Page Performance

Harvey remained the leading store homepage. The new ARC Liquor All Stores gateway entered immediately among the most-viewed pages, while Vernon Square Mall, Glenmore and Guisachan recorded growth.

Page	Views	WoW note
Home-Harvey Ave	177	-4.8%
ARC Liquor All Stores	108	New
Home-Guisachan	102	+12.1%
Home-Vernon Square Mall	92	+26.0%
Home-Vernon	89	-11.9%
Home-Glenmore	87	+13.0%
Monthly Flyer	65	+490.9%
Home-Revelstoke	57	-26.0%

Interpretation: The new homepage is beginning to remove the historic Harvey-first bias by giving visitors a brand-level entry point before they select a store. Its first-week performance demonstrates immediate customer use of the new gateway.

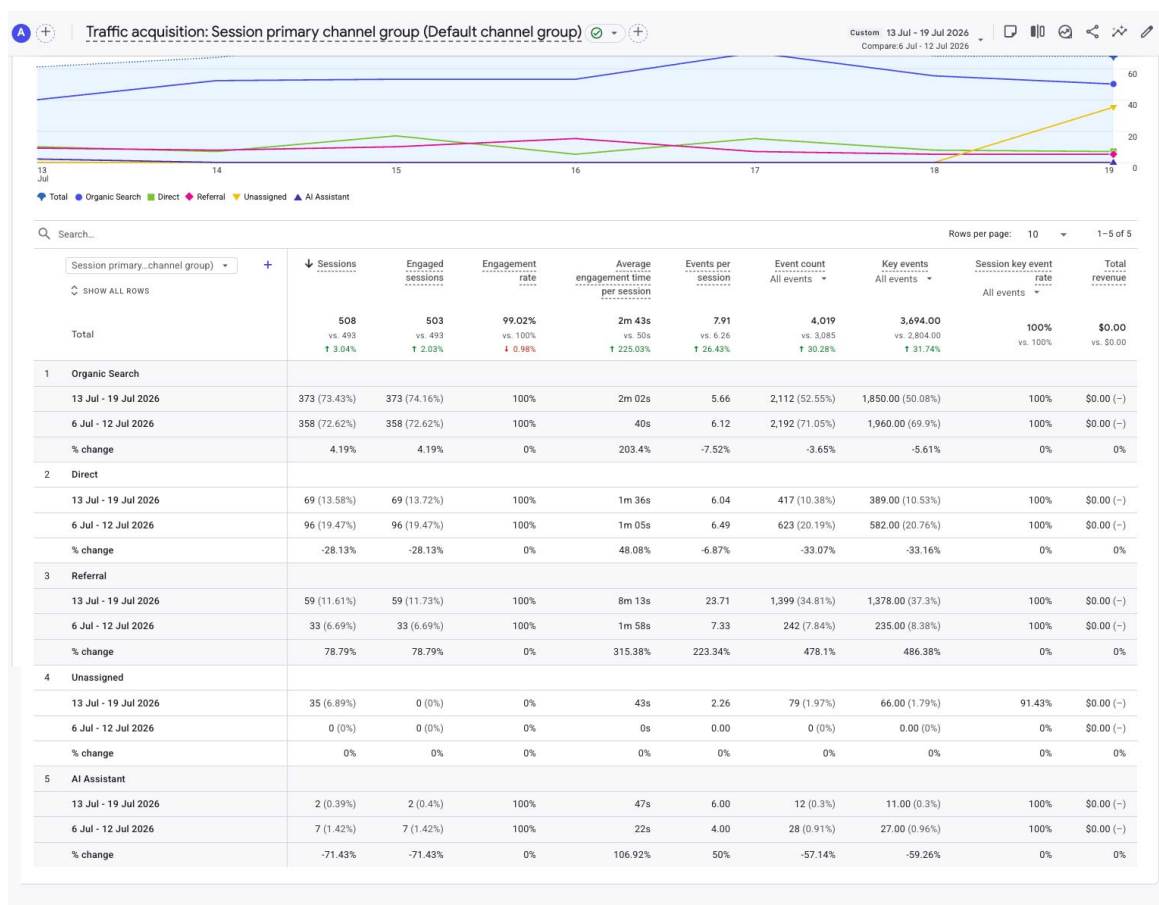


GA4 Pages & Screens Report. Purpose: Shows which ARC website pages attracted the greatest customer interest during the week.

Traffic Sources

Channel	Sessions	Share	WoW
Organic Search	373	73.4%	+4.2%
Direct	69	13.6%	-28.1%
Referral	59	11.6%	+78.8%
Unassigned	35	6.9%	New
AI Assistant	2	0.4%	-71.4%

Interpretation: Organic Search remains ARC's dominant channel. Referral traffic added meaningful growth, while Direct traffic declined. Unassigned traffic should be reviewed for consistent campaign and link tagging.



GA4 Traffic Acquisition Report. Purpose: Shows where visits originated, including Organic Search, Direct, Referral and other channels.

Events & Customer Intent

Event	Week 19	WoW
page_view	1,430	+43.7%
user_engagement	1,048	+49.5%
session_start	503	+1.8%
first_visit	315	-7.1%
click	221	+34.8%
click_to_shop	180	+40.6%
scroll	177	+59.5%
form_submit	62	-16.2%
form_start	51	-13.6%
click_to_product	13	-23.5%

What this means: Page views, engagement, clicks, scrolling and Click-to-Shop all increased well ahead of session growth. Visitors explored more of the website and moved into the shopping pathway more often.



GA4 Events Report. Purpose: Shows the actions visitors completed, from page views and scrolling to shopping and form activity.

Digital System Progress

The new ARC Liquor Stores gateway now brings six store experiences together under one brand-level entry point. Individual Google Business Profiles continue to direct customers to their specific store, while the main domain provides a fairer and more balanced introduction to the ARC group.

The connected system now includes:

- A central ARC brand gateway
- Six individual store website experiences
- Store-specific Product Finders
- E-commerce and store-phone fallbacks
- Conversational and Voice AI assistants aligned to each location
- Weekly GA4 and customer-intent reporting

Recommended Next Steps

- Track the new gateway and the distribution of visits among all six stores.
- Keep Click-to-Shop central; it remains the clearest weekly commercial-intent measure.
- Build on Organic Search and Referral growth through store-level SEO and consistent linking.
- Review Unassigned traffic and UTM tagging across GBP, flyers, Product Finders, chatbots and outbound links.
- Begin the structured ARC Digital Training Series for Jason and Colin.

In Summary

Week 19 delivered stronger sessions, substantially deeper engagement and a 40.6% increase in Click-to-Shop activity. Organic Search remained dominant, Referral traffic grew sharply, and the new ARC Liquor All Stores gateway attracted 108 views in its opening week. The principal watch items are Direct traffic, new-user reach, Unassigned attribution and softer form and product-click activity.

“This week marked the beginning of ARC’s unified digital storefront, bringing all seven website experiences together under one consistent customer journey.”

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