



ARC Liquor Stores

WEEKLY PERFORMANCE REPORT - WEEK 19

July 20-26, 2026 | Compared with July 13-19, 2026

Sessions	Engaged Sessions	Avg. Engagement	Total Events	Click-to-Shop
474	467	2m 04s	3,215	152
-6.7%	-7.2%	-47.4%	-20.0%	-15.6%

Leadership Takeaway

ARC recorded 474 sessions and 467 engaged sessions. Overall volume moderated after Week 18's stronger activity, but Week 19 delivered the clearest early evidence yet that ARC's new Emily experience is becoming measurable.

Meet Emily recorded 119 views and immediately became the second most-viewed page. AI Assistant traffic increased from 2 to 29 sessions, while Organic Search supplied 350 sessions and 73.8% of all traffic.

What matters most: Week 19 was a consolidation week, but ARC gained a new measurable customer journey around Emily, editorial wine discovery and AI-assisted acquisition.

Weekly Wins

- Meet Emily recorded 119 views.
- AI Assistant traffic increased from 2 to 29 sessions.
- Organic Search delivered 350 sessions and 73.8% of traffic.
- Form submissions increased to 67.
- Form starts increased to 56.

Watch List

- Sessions declined 6.7%.
- Page views declined 25.8%.
- Referral traffic declined 49.2%.
- Emily engagement times include internal testing.
- 32 Unassigned sessions require attribution review.

KPI Scorecard

Metric	Week 19	Week 18	Change
Active users	333	350	-4.9%
New users	293	315	-7.0%
Sessions	474	508	-6.7%
Engaged sessions	467	503	-7.2%
Pages and screen views	1,061	1,430	-25.8%
Average engagement time	2m 04s	3m 57s	-47.4%
Total event count	3,215	4,019	-20.0%
Click-to-Shop	152	180	-15.6%

Digital Milestone: Emily Becomes Measurable

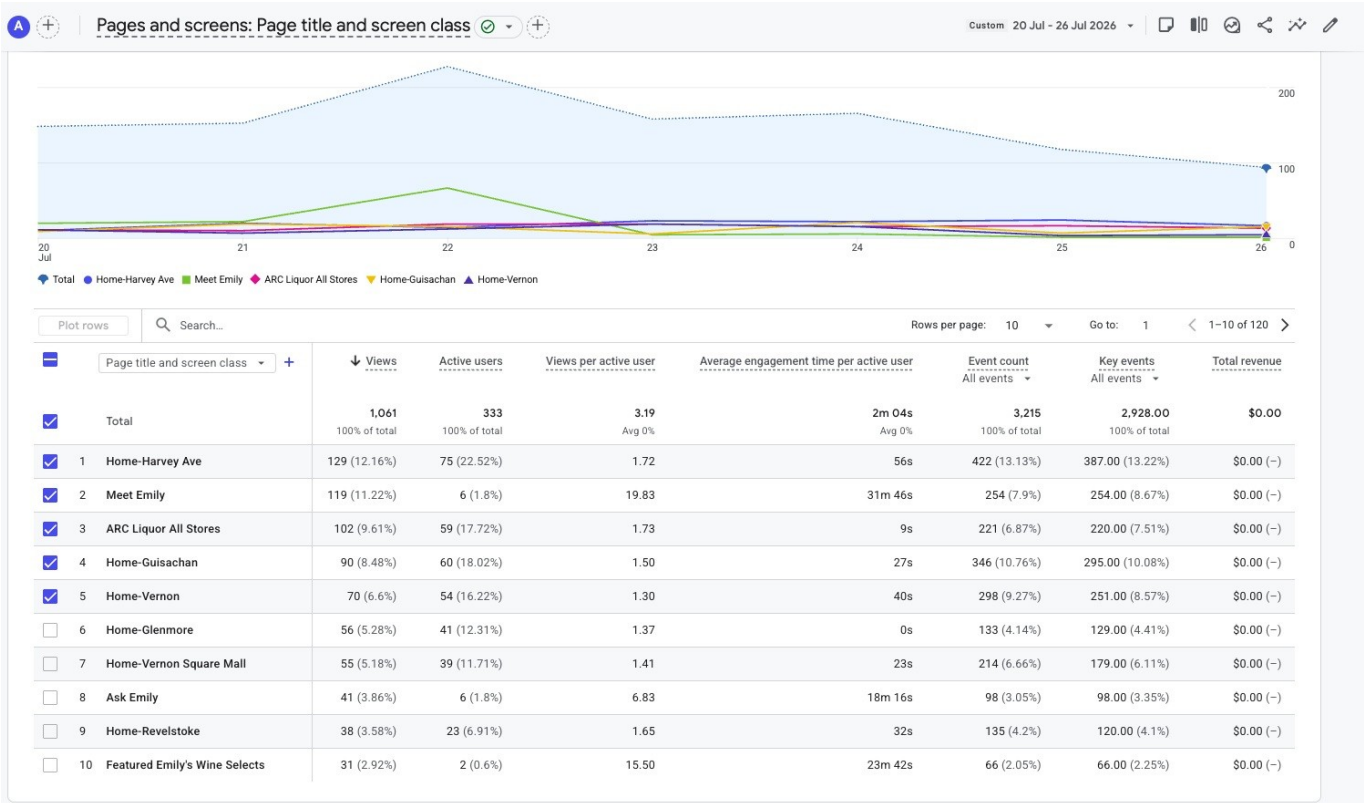
Meet Emily recorded 119 views, Ask Emily recorded 41, and Featured Emily's Wine Selects recorded 31. The page-view totals demonstrate early interest and create a baseline for future campaign, QR-code and conversion measurement.

The unusually long engagement times should be treated cautiously because the reporting period included internal development and testing.

Store & Content Page Performance

Page	Views	Change / Note
Home - Harvey Ave	129	-27.1%
Meet Emily	119	New
ARC Liquor All Stores	102	-5.6%
Home - Guisachan	90	-11.8%
Home - Vernon	70	-21.3%
Home - Glenmore	56	-35.6%
Home - Vernon Square Mall	55	-40.2%
Ask Emily	41	New
Home - Revelstoke	38	-33.3%
Featured Emily's Wine Selects	31	New

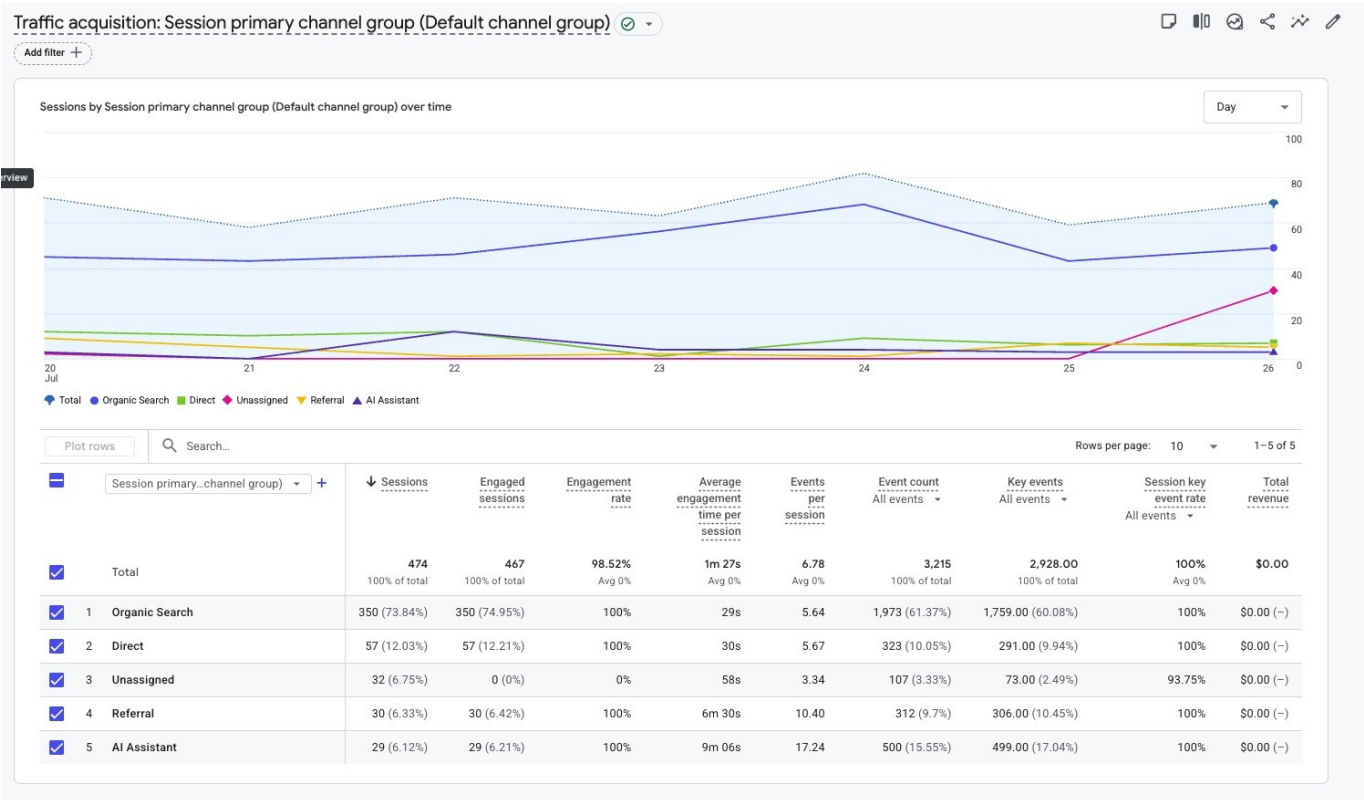
Interpretation: ARC's audience is beginning to distribute beyond the Harvey homepage. Meet Emily, the All Stores gateway and supporting Emily pages are creating new reasons to enter and explore the website.



Traffic Acquisition

Channel	Sessions	Share	Change
Organic Search	350	73.8%	-7.4%
Direct	57	12.0%	-19.7%
Referral	30	6.3%	-49.2%
Unassigned	32	6.8%	Review
AI Assistant	29	6.1%	+1,350%

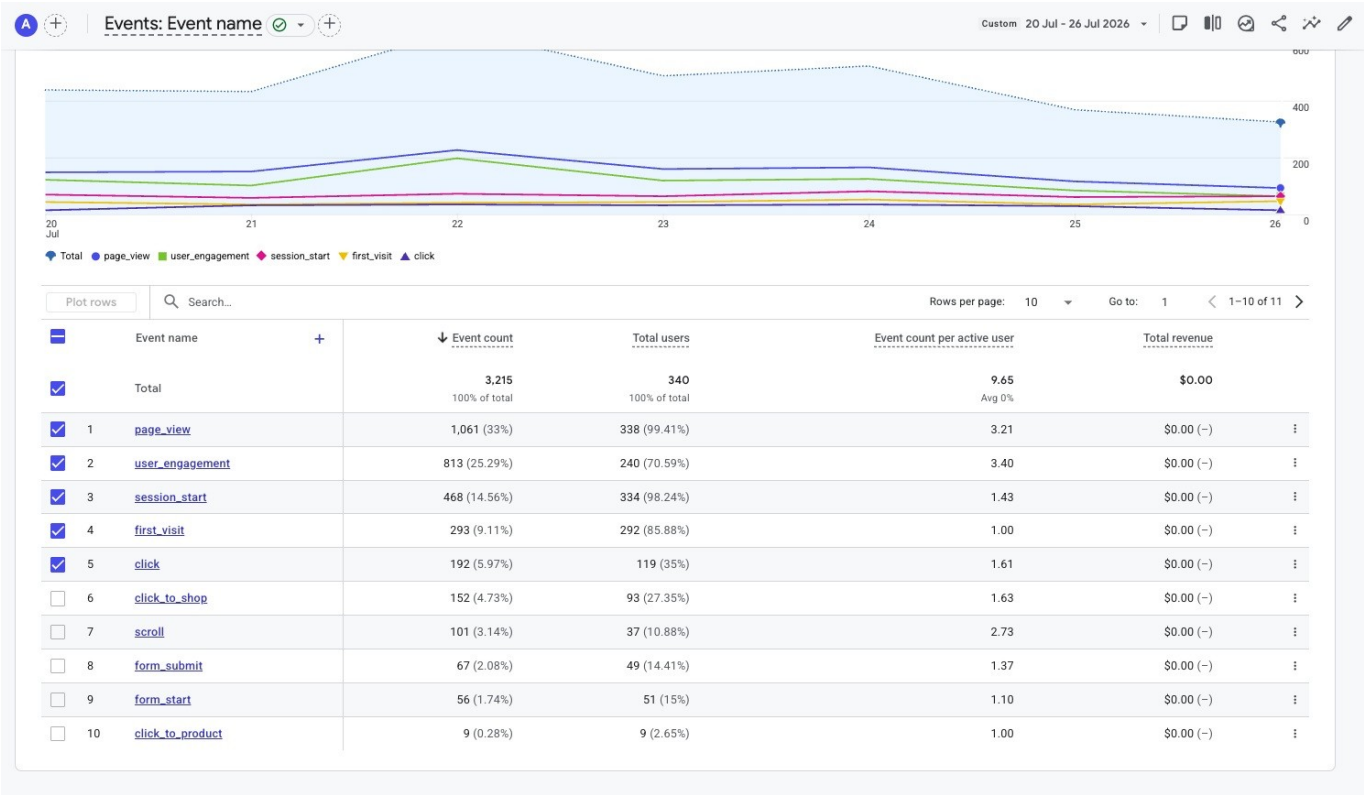
Organic Search remains ARC's dependable acquisition engine. AI Assistant traffic increased from 2 to 29 sessions; the absolute gain is the most useful leadership measure because the percentage change starts from a very small baseline.



Events & Customer Actions

Event	Count	Change
page_view	1,061	-25.8%
user_engagement	813	-22.4%
session_start	468	-7.0%
first_visit	293	-7.0%
click	192	-13.1%
click_to_shop	152	-15.6%
scroll	101	-42.9%
form_submit	67	+8.1%
form_start	56	+9.8%
click_to_product	9	-30.8%

Most event categories softened after Week 18, but form starts and submissions improved. Click-to-Shop remained a meaningful commercial signal at 152 actions.



Recommended Next Steps

1. Add UTM tracking to every Emily CTA and in-store QR code.
2. Track Meet Emily to Summer Selects, Ask Emily, Product Finder and Barnet transitions.
3. Separate internal testing traffic where practical.
4. Continue local SEO and Organic Search development.
5. Review Referral and Unassigned attribution.
6. Evaluate Week 19 as part of a three-week trend.

In Summary

Week 19 did not match Week 18's traffic and engagement peaks, but it provided strategically valuable evidence that ARC's newer customer experiences are beginning to attract attention. Meet Emily became the website's second most-viewed page, AI Assistant traffic increased to 29 sessions, and Organic Search continued to supply almost three quarters of all visits.

Quote of the Week: "Week 19 marked the point where Emily moved from a creative concept into a measurable ARC customer experience."