



ARC Liquor Stores

WEEKLY PERFORMANCE REPORT - WEEK 20

July 27-August 2, 2026 | Compared with July 20-26, 2026

Sessions	Engaged Sessions	Avg. Engagement	Total Events	Click-to-Shop
493	488	1m 06s	2,998	148
+3.6%	+3.0%	-46.8%	-7.6%	-3.3%

Leadership Takeaway

ARC recorded 493 sessions and 488 engaged sessions, increasing 3.6% and 3.0%. Active users rose to 372 and new users increased to 342, showing stronger reach and customer acquisition.

Organic Search increased to 400 sessions and supplied 81.1% of all traffic. Vernon, Vernon Square Mall, Glenmore and Revelstoke also recorded stronger page performance.

What matters most: Week 20 delivered broader reach and stronger acquisition. The trade-off was lower average engagement time and fewer total events, meaning ARC attracted more visitors but generated fewer interactions per person.

Weekly Wins

- Organic Search increased to 400 sessions.
- Active users increased 11.0% to 372.
- New users increased 14.8% to 342.
- Vernon Square Mall increased 40.0%.
- Form submissions increased to 73.

Watch List

- Average engagement time declined 46.8%.
- Page views declined 10.4%.
- Referral traffic declined 40.6%.
- Emily pages softened after launch-period activity.
- 29 Unassigned sessions require attribution review.

KPI Scorecard

Metric	Week 20	Previous	Change
Active users	372	335	+11.0%
New users	342	298	+14.8%
Sessions	493	476	+3.6%
Engaged sessions	488	474	+3.0%
Pages and screen views	958	1,069	-10.4%
Average engagement time	1m 06s	2m 04s	-46.8%
Total event count	2,998	3,246	-7.6%
Click-to-Shop	148	153	-3.3%

Digital Milestone: Organic Reach Strengthens

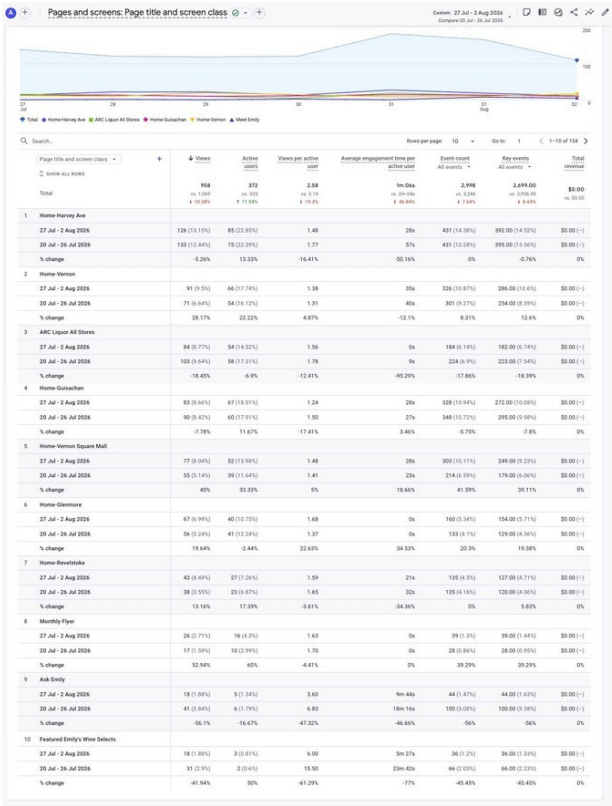
Organic Search increased to 400 sessions and represented 81.1% of all traffic. This was the strongest acquisition result of the week and the principal driver of audience growth.

Average engagement time declined to 1m 06s, so future reports should monitor whether the stronger reach converts into deeper content engagement.

Store & Content Page Performance

Page	Views	Change / Note
Home - Harvey Ave	126	-5.3%
Home - Vernon	91	+28.2%
ARC Liquor All Stores	84	-18.4%
Home - Guisachan	83	-7.8%
Home - Vernon Square Mall	77	+40.0%
Home - Glenmore	67	+19.6%
Home - Revelstoke	43	+13.2%
Monthly Flyer	26	+52.9%
Ask Emily	18	-56.1%
Featured Emily's Wine Selects	18	-41.9%

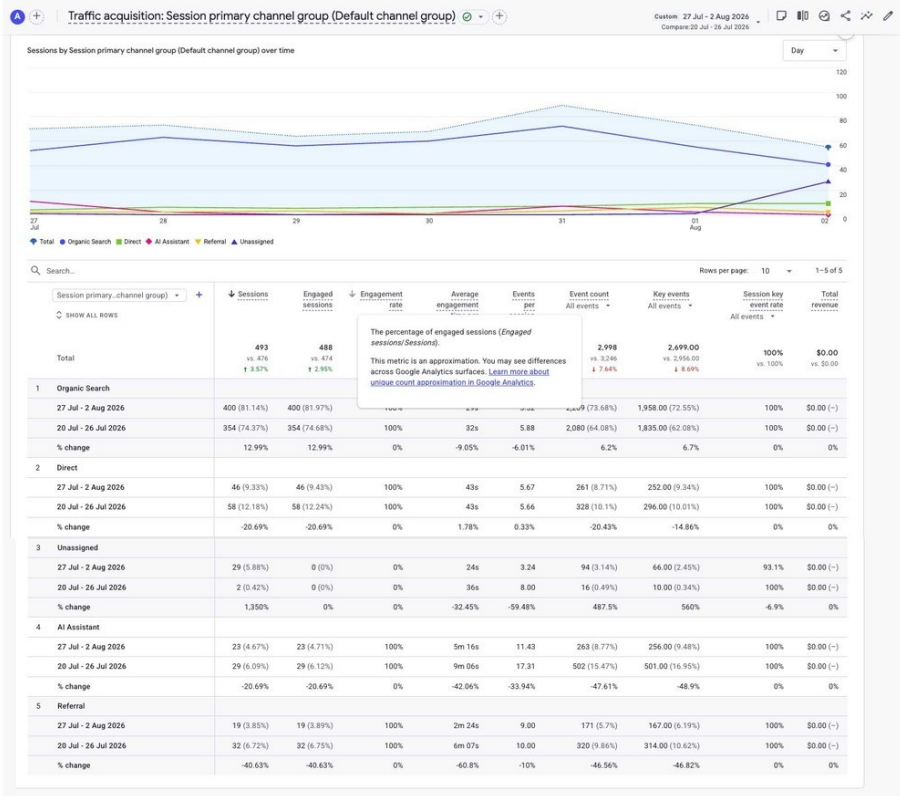
Interpretation: The strongest store-level story was growth outside Harvey. Vernon, Vernon Square Mall, Glenmore and Revelstoke improved, supporting ARC's objective of distributing attention across the full store network.



Traffic Acquisition

Channel	Sessions	Share	Change
Organic Search	400	81.1%	+13.0%
Direct	46	9.3%	-20.7%
Referral	19	3.9%	-40.6%
Unassigned	29	5.9%	Review
AI Assistant	23	4.7%	-20.7%

Organic Search was the decisive growth driver, increasing to 400 sessions and 81.1% of traffic. Direct, Referral and AI Assistant traffic declined, while Unassigned traffic requires attribution review.



Events & Customer Actions

Event	Count	Change
page_view	958	-10.4%
user_engagement	634	-22.6%
session_start	497	+4.9%
first_visit	342	+14.8%
click	198	+2.1%
click_to_shop	148	-3.3%
scroll	70	-31.4%
form_submit	73	+7.4%
form_start	62	+8.8%
click_to_product	10	+11.1%

ARC attracted more users and sessions, while clicks, forms and product actions improved. Page views, scrolling and user-engagement events declined, showing broader reach but fewer interactions per visitor.



Recommended Next Steps

1. Continue local SEO and store-page optimization while Organic Search is strengthening.
2. Review the content and pathways contributing to Vernon, Vernon Square Mall, Glenmore and Revelstoke growth.
3. Investigate Unassigned traffic and apply consistent UTM tagging.
4. Reintroduce Emily promotion through Summer Selects, social content and the in-store display.
5. Keep Click-to-Shop, product clicks and form actions central to weekly reporting.
6. Monitor whether lower engagement time continues next week.

In Summary

Week 20 delivered stronger reach and acquisition. Sessions increased to 493, active users increased to 372, and new users rose to 342. Organic Search was the principal driver with 400 sessions, while several store pages also recorded growth. Engagement depth declined, but clicks, forms and product actions improved.

Quote of the Week: “Week 20 showed that ARC can grow its audience through Organic Search while continuing to strengthen store-level discovery and meaningful customer actions.”