



ARC Liquor Stores

WEEKLY PERFORMANCE REPORT - WEEK 21

August 3-9, 2026 | Compared with July 27-August 2, 2026

Sessions	Engaged Sessions	Avg. Engagement	Total Events	Click-to-Shop
463	458	2m 09s	3,398	136
-6.7%	-7.3%	+98.2%	+14.1%	-8.7%

Leadership Takeaway

ARC recorded 463 sessions and 458 engaged sessions. Reach softened, but the customers who arrived interacted much more deeply: page views increased to 1,201, user engagement events reached 905, and total events increased to 3,398.

Average engagement time rose to 2m 09s. Direct traffic more than doubled to 97 sessions, while AI Assistant generated 27 sessions with unusually deep engagement. Organic Search remained the largest channel at 307 sessions, although it declined week over week.

What matters most: Week 21 was a quality-over-quantity week. ARC reached fewer people, but those visitors explored more pages, generated more interactions and spent substantially longer engaging with the website.

Weekly Wins

- Page views increased 25.8% to 1,201.
- User engagement events increased 44.1% to 905.
- Average engagement time increased 98.2% to 2m 09s.
- Direct sessions increased 110.9% to 97.
- Scroll events increased 94.3% to 136.

Watch List

- Active users declined 12.8% and new users declined 12.1%.
- Organic Search sessions declined 24.0% to 307.
- Click-to-Shop declined 8.7% to 136.
- Form submissions declined 41.2% and form starts declined 40.0%.
- 32 Unassigned sessions require attribution review.

KPI Scorecard

Metric	Week 21	Previous	Change
Active users	333	382	-12.8%
New users	298	339	-12.1%
Sessions	463	496	-6.7%
Engaged sessions	458	494	-7.3%
Pages and screen views	1,201	955	+25.8%
Average engagement time	2m 09s	1m 05s	+98.2%
Total event count	3,398	2,978	+14.1%
Click-to-Shop	136	149	-8.7%

Digital Milestone: Engagement Deepens

Week 21 provides evidence that ARC's website is becoming more useful to the visitors it attracts. Despite lower reach, customers generated more page views, more user-engagement events and more total tracked interactions.

The next objective is to convert that deeper exploration into more shopping and enquiry actions.

Store & Content Page Performance

Page	Views	Change / Note
Home-Harvey Ave	157	+23.6%
ARC Liquor All Stores	84	+1.2%
Home-Vernon	72	-23.4%
Home-Guisachan	68	-18.1%
Home-Vernon Square Mall	55	-24.7%
Home-Revelstoke	49	+11.4%
Home-Glenmore	36	-46.3%

Interpretation: Harvey strengthened and remained the leading store homepage. The All Stores gateway held steady and Revelstoke improved, while Vernon, Guisachan, Vernon Square Mall and Glenmore softened.



Traffic Acquisition

Channel	Sessions	Share	Change
Organic Search	307	66.3%	-24.0%
Direct	97	21.0%	+110.9%
AI Assistant	27	5.8%	+17.4%
Referral	27	5.8%	+28.6%
Unassigned	32	6.9%	Attribution review

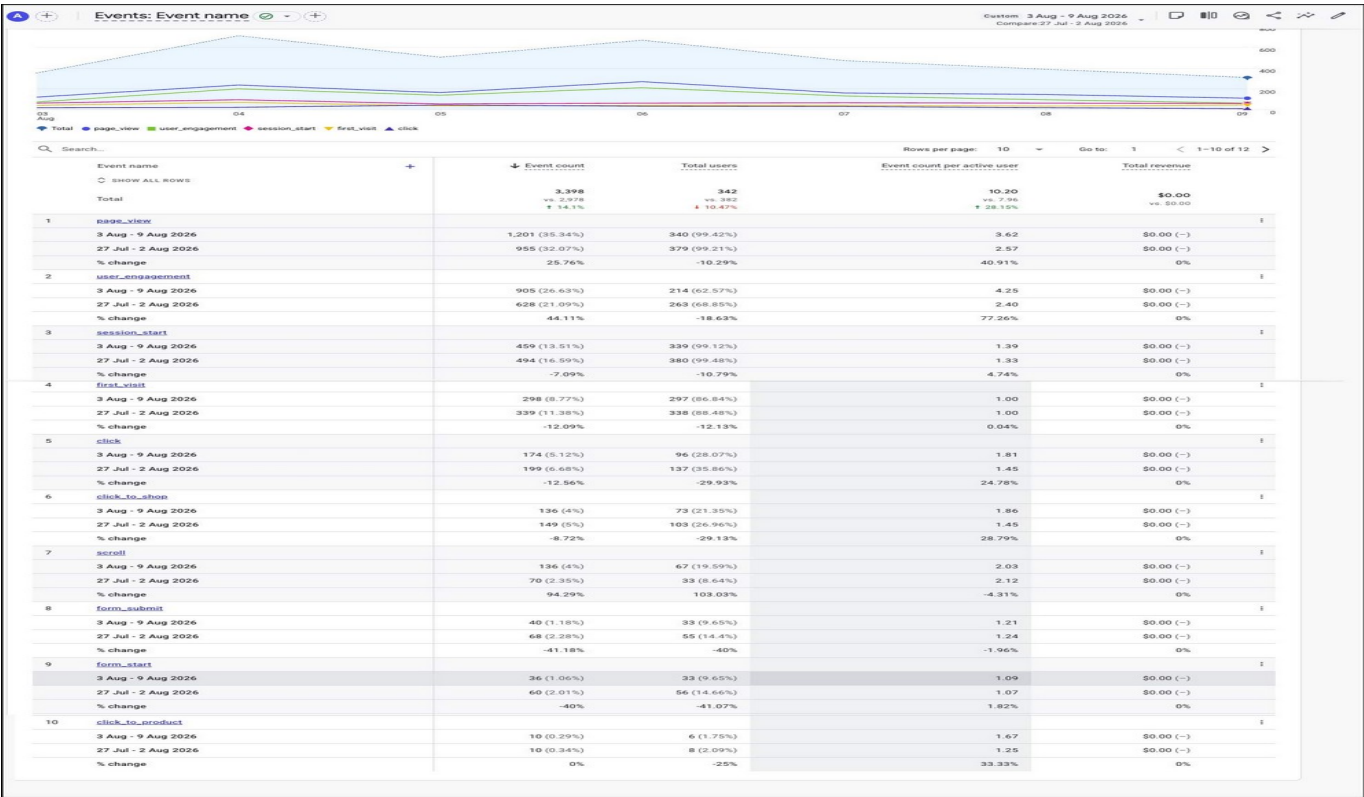
Organic Search remained the largest acquisition channel. Direct traffic more than doubled, Referral improved, and AI Assistant continued to generate measurable visits with unusually deep engagement from a small sample.



Events & Customer Actions

Event	Count	Change
page_view	1,201	+25.8%
user_engagement	905	+44.1%
session_start	459	-7.1%
first_visit	298	-12.1%
click	174	-12.6%
click_to_shop	136	-8.7%
scroll	136	+94.3%
form_submit	40	-41.2%
form_start	36	-40.0%
click_to_product	10	0.0%

Page views, user engagement and scroll activity all increased strongly. Click-to-Shop and form activity softened, showing that deeper content exploration did not yet translate into stronger commercial-intent actions.



Recommended Next Steps

1. Review the 24.0% decline in Organic Search while continuing store-level SEO development.
2. Investigate the 110.9% increase in Direct traffic and identify likely sources.
3. Strengthen CTAs on high-engagement pages to improve shopping and enquiry conversion.
4. Continue measuring AI Assistant traffic without over-interpreting the small sample.
5. Review Unassigned traffic and UTM tagging across GBP, Product Finders, QR codes and AI experiences.
6. Evaluate Week 21 as part of the developing August trend.

In Summary

Week 21 was a quality-over-quantity week. ARC reached fewer users, but visitors viewed more pages, generated more engagement events and spent substantially longer interacting with the site. Direct, Referral and AI Assistant channels strengthened, while Organic Search, forms and Click-to-Shop require attention.

Quote of the Week: "Fewer visitors, deeper journeys: Week 21 showed that ARC's digital experience is giving customers more reasons to explore."