

ARC Liquor Stores

Weekly Digital Performance Report - Week #22

August 10-16, 2026 | Compared with August 3-9, 2026

Metric	Week 22	WoW
Active Users	311	-6.6%
New Users	277	-8.3%
Sessions	415	-10.6%
Page Views	737	-39.0%
Total Events	2,374	-30.9%
Organic Search	330	+6.8%
Click-to-Shop	138	-1.4%

Leadership Takeaway

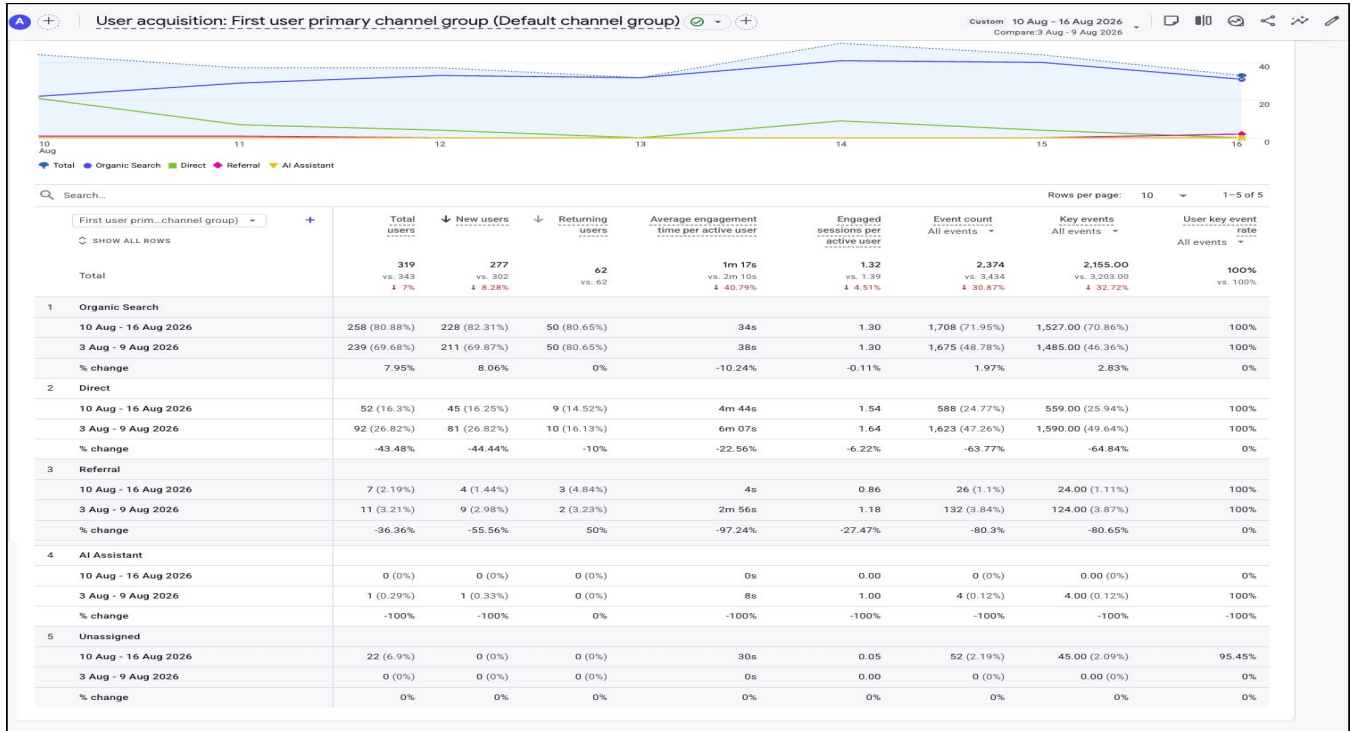
Week 22 was a normalization week following Week 21's unusually deep engagement. Organic Search recovered to 330 sessions (+6.8%), while Click-to-Shop held at 138 (-1.4%) despite page views declining 39.0%.

Local Market Context

Week 22 coincided with forest fires and exceptionally poor air quality in Kelowna and the surrounding Okanagan. This is relevant operating context, but GA4 cannot establish causation.

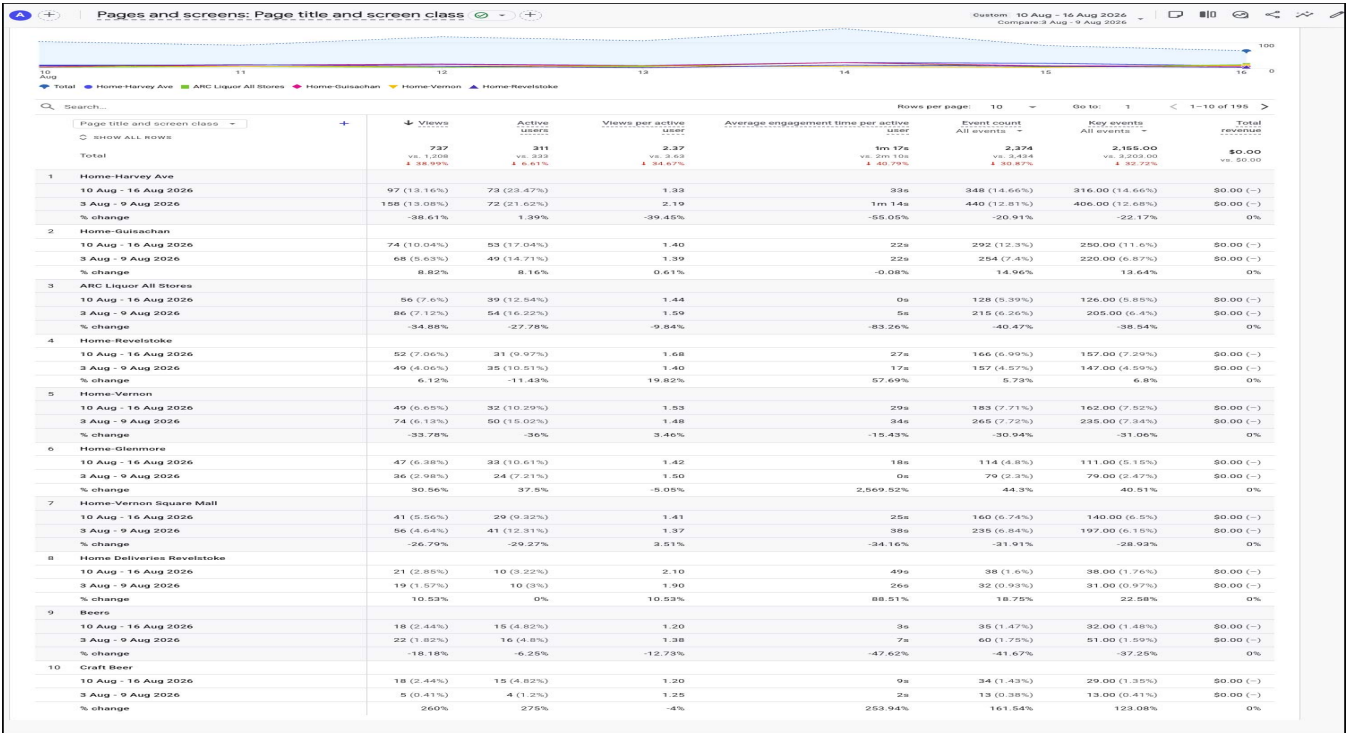
User Acquisition

Organic Search brought 258 users and 228 new users.



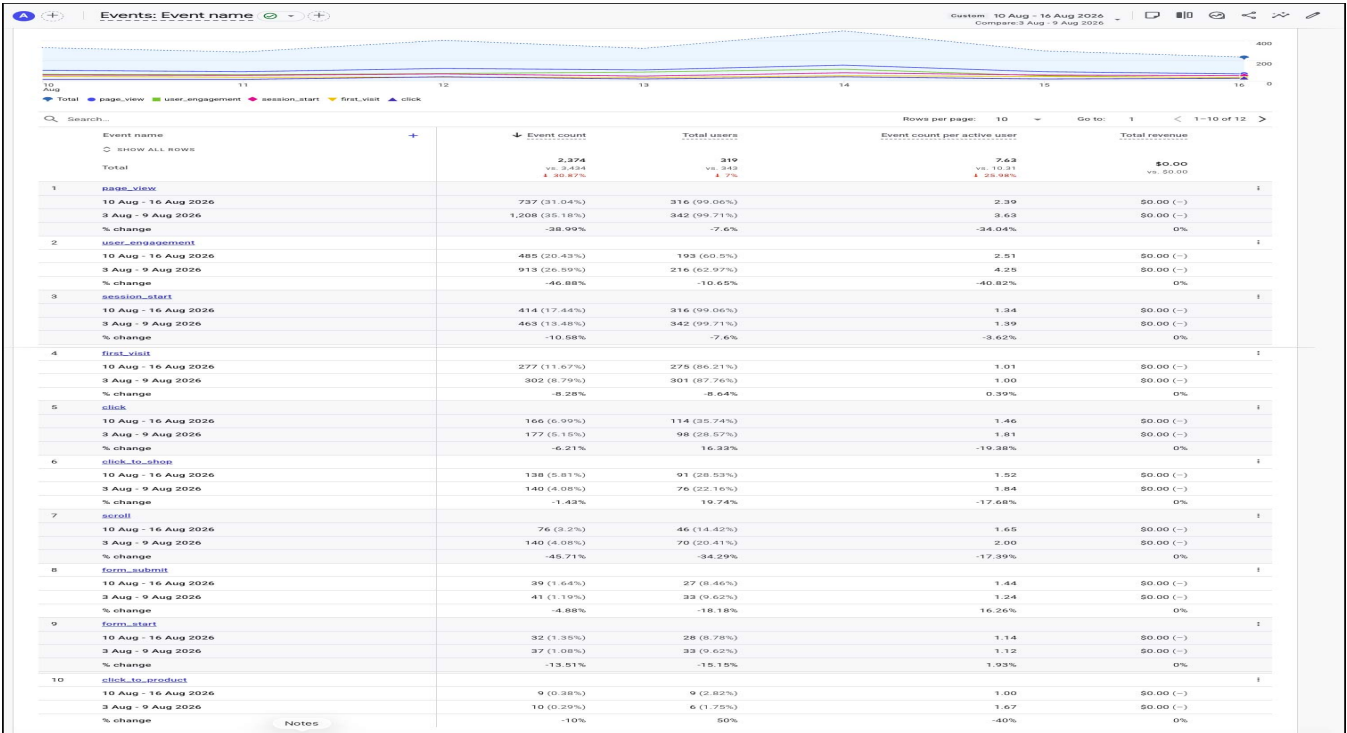
Pages & Screens

Guisachan, Revelstoke and Glenmore improved while overall page-view volume softened.



Events & Customer Intent

Click-to-Shop remained nearly unchanged at 138 (-1.4%), materially outperforming the decline in browsing.



Recommended Next Steps

Continue store-level SEO and content development. Review Unassigned traffic and improve attribution. Identify which pages and traffic sources helped Click-to-Shop remain resilient. Continue monitoring AI Assistant traffic without over-interpreting the small sample. Keep wildfire and air-quality disruption in context when comparing Week 22 with more typical weeks.

Less browsing, but continued intent: Organic Search strengthened while ARC preserved almost all of last week's Click-to-Shop activity.