

ARC Liquor Stores

WEEKLY PERFORMANCE REPORT - WEEK 23

August 17-23, 2026 | Compared with August 10-16, 2026

Sessions	Engaged Sessions	Active Users	Page Views	Click-to-Shop
435	432	343	867	111
+4.1%	+3.3%	+9.9%	+17.6%	-19.6%

Leadership Takeaway

Week 23 delivered a broad recovery in ARC's digital activity. Sessions, engaged sessions, active users, new users, page views and total events all increased. Organic Search strengthened again, while form and product-discovery actions rose sharply.

What matters most: ARC attracted a larger audience and generated more measurable website activity, but the commercial pathway did not improve uniformly. Click-to-Shop fell to 111 (-19.6%), making conversion from browsing into shopping the principal watch item.

Weekly Wins

- Active Users increased to **343 (+9.9%)** and New Users to **305 (+8.9%)**.
- Page Views recovered to **867 (+17.6%)**.
- Organic Search reached **342 sessions (+2.1%)**.
- Organic Search generated **256 new users (+11.3%)**.
- Form Submissions rose to **67 (+71.8%)** and Click-to-Product to **15 (+66.7%)**.
- Total Events increased to **2,656 (+10.6%)**.

Watch List

- Average Engagement Time declined to **48 seconds (-37.7%)**.
- Click-to-Shop declined to **111 (-19.6%)**.
- Unassigned traffic remains an attribution issue at **24 sessions**.
- AI Assistant traffic is growing, but remains a small sample.

KPI Scorecard

Metric	Week 23	Week 22	Change
Active users	343	311	+9.9%
New users	305	277	+8.9%
Sessions	435	415	+4.1%
Engaged sessions	432	412	+4.9%
Pages and screen views	867	737	+17.6%
Average engagement time	48s	1m 17s	-37.7%
Total event count	2,656	2,374	+11.9%
Click-to-Shop	111	138	-19.6%
Form submissions	67	39	+71.8%
Click-to-Product	15	9	+66.7%

Leadership Interpretation

Week 23 was stronger on reach and activity than Week 22. The audience expanded, Organic Search continued to improve, and visitors generated more page views and events. The most useful commercial contrast is that form and product activity strengthened while Click-to-Shop weakened. The next question is therefore not simply how to attract more visitors, but how to move more of the recovered audience into ARC's shopping pathway.

Emily's Summer Selects - Measurement Baseline

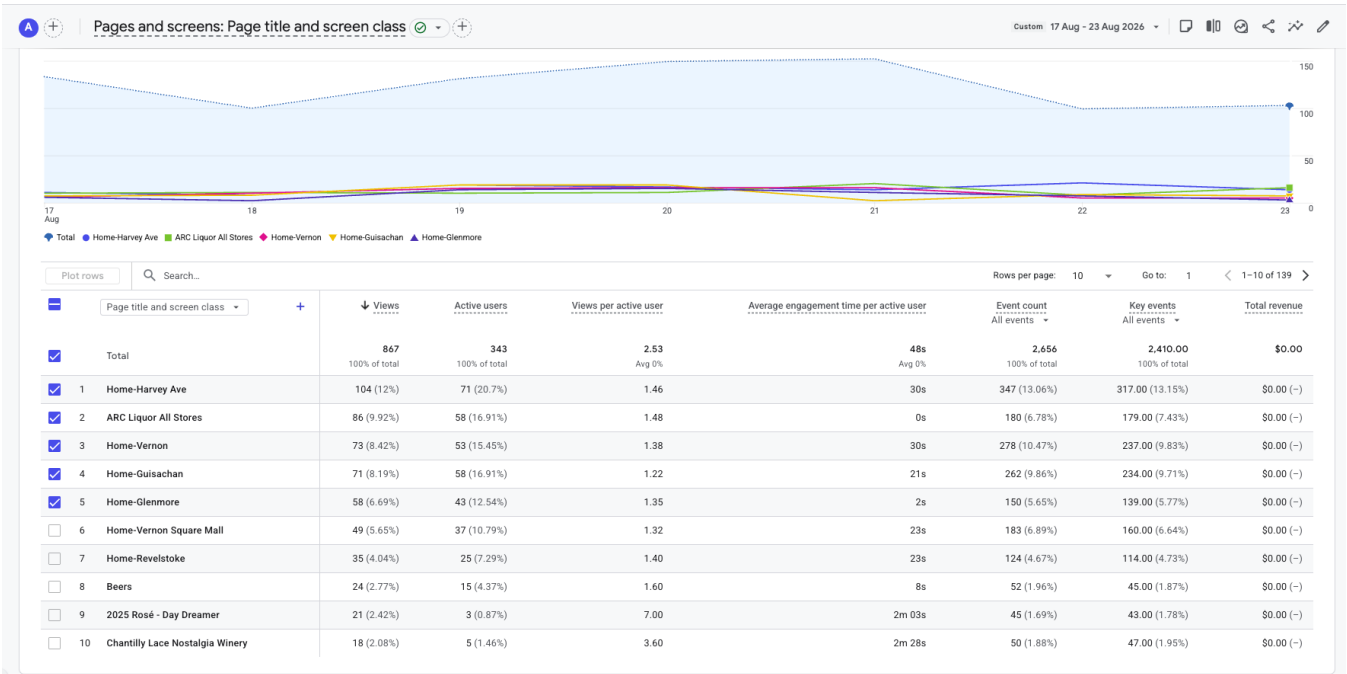
Daydreamer Rose and Chantilly Lace appeared among the week's most-viewed content. Some of those visits occurred while the pages were being created and reviewed. For that reason, these individual page totals are **not being presented as evidence of customer demand**. They are useful as a pre-launch measurement baseline as the Harvey Summer Selects experience approaches launch.

This distinction is important: it qualifies the two development pages without undermining the broader Week 23 recovery, which is visible across audience, acquisition and event metrics.

Store & Content Page Performance

Page	Views	Leadership Note
Home - Harvey Ave	104	Most-viewed store page
ARC Liquor All Stores	86	Strong gateway traffic
Home - Vernon	73	Third-highest store page
Home - Guisachan	71	Strong location interest
Home - Glenmore	58	Continued store visibility
Home - Vernon Square Mall	49	Steady store traffic
Home - Revelstoke	35	Lower-volume location
Beers	24	Category interest
2025 Rose - Daydreamer	21	Pre-launch / development traffic
Chantilly Lace Nostalgia Winery	18	Pre-launch / development traffic

Interpretation: Harvey remained ARC's leading store page, while the All Stores gateway and the other location pages continued to distribute customer attention across the six-store network. The two Emily-related bottle pages are shown for transparency, with the development/testing qualification noted above.

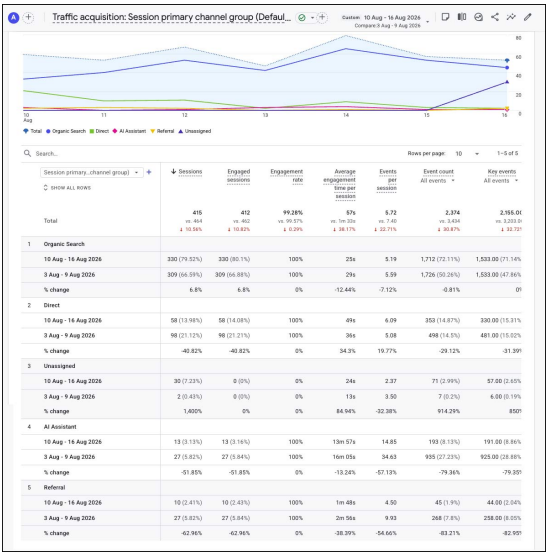


GA4 evidence - Pages & Screens: Week 23 page-level performance, including ARC's store pages and the two pre-launch Emily bottle pages.

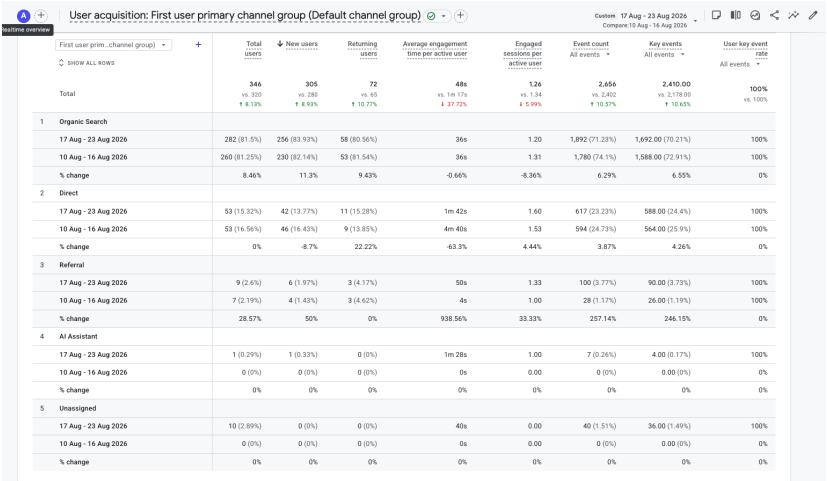
Traffic & User Acquisition

Channel	Sessions	Share	Change	Leadership Read
Organic Search	342	78.6%	+2.1%	Primary acquisition engine
Direct	58	13.3%	-1.7%	Stable volume
Unassigned	24	5.5%	Review	Attribution needs attention
AI Assistant	19	4.4%	+46.2%	Emerging source
Referral	12	2.8%	+20.0%	Small but improved

Organic Search remains ARC's dependable acquisition engine and increased again this week. User Acquisition also shows **256 new users from Organic Search (+11.3%)**. AI Assistant sessions rose from 13 to 19; that is encouraging, but the absolute volume remains too small to treat as a mature trend.



GA4 evidence - Traffic Acquisition: Organic Search remains dominant while AI Assistant traffic continues to emerge.



GA4 evidence - User Acquisition: Organic Search delivered the majority of ARC's new users and improved week over week.

Events & Customer Actions

Event	Count	Week-over-Week
page_view	867	+17.6%
user_engagement	590	+21.6%
session_start	432	+4.3%
first_visit	305	+10.1%
click	142	-14.5%
click_to_shop	111	-19.6%
scroll	74	-2.6%
form_submit	67	+71.8%
form_start	50	+56.3%
click_to_product	15	+66.7%

The event picture is mixed but strategically useful. Page views, user engagement, forms and product clicks all improved. Click-to-Shop moved in the opposite direction, so Week 23's central conversion question is how ARC turns the recovered browsing and enquiry activity into more shopping actions.



GA4 evidence - Events: stronger forms and product discovery alongside a weaker Click-to-Shop result.

Recommended Next Steps

1. Keep Organic Search central to ARC's store-level SEO and content strategy.
2. Review the pathway from high-traffic store/content pages into Click-to-Shop and online shopping.
3. Investigate the 24 Unassigned sessions and continue improving source/UTM classification.
4. Track the strong rise in form submissions and product clicks to determine which pages are generating those actions.
5. Continue monitoring AI Assistant traffic as an emerging acquisition source without over-interpreting the small sample.
6. Establish a clean pre-launch baseline for Emily's Summer Selects and use campaign/QR tracking when the Harvey pilot is promoted.
7. Where practical, separate internal development/testing activity from customer measurement.

In Summary

Week 23 was a recovery week. ARC reached more people, Organic Search strengthened, page views and total events increased, and enquiry/product-discovery actions improved materially. The weakness was further down the funnel: Click-to-Shop declined even as broader activity recovered.

That makes the leadership opportunity clear. ARC does not simply need more traffic; it needs to understand how to convert the growing audience and stronger engagement signals into more product discovery, shopping activity and measurable customer intent.

Quote of the Week: "The audience recovered and discovery strengthened; Week 23's opportunity is turning that renewed attention into more shopping action."

Gold Standard Note

This PDF is designed as the permanent leadership record of Week 23 and mirrors the reporting depth of the established ARC Gold Standard: executive interpretation, KPI scorecard, store/content performance, acquisition, customer actions, supporting GA4 evidence and recommended next steps.