

ARC Liquor Stores

WEEKLY PERFORMANCE REPORT - WEEK 24

August 24-30, 2026 | Compared with August 17-23, 2026

Sessions	Engaged Sessions	Active Users	Avg Engagement	Click-to-Shop
344	337	264	1m 09s	112
▼ 21.3%	▼ 22.9%	▼ 23.9%	▲ 40.5%	▲ 0.9%

Leadership Takeaway

Week 24 brought a smaller but more purposeful audience. Sessions fell 21.3% and Organic Search softened, yet average engagement increased 40.5%, total clicks were virtually unchanged, and Click-to-Shop edged higher. ARC therefore generated almost the same level of customer action from considerably less traffic.

Weekly Wins

- Average Engagement Time increased to **1m 09s (+40.5%)**.
- Click-to-Shop reached **112**, slightly above Week 23 despite the traffic decline.
- Total clicks held at **140** versus 142 last week.
- Referral traffic increased to **27 sessions (+107.7%)** with 4m 12s average engagement.
- Meet Emily entered the Top 10 content pages with 14 views.

Watch List

- Sessions declined to **344 (-21.3%)**.
- Organic Search declined to **260 sessions (-24.4%)**, although it still supplied 75.6% of traffic.
- New Users declined to **221 (-28.0%)**.
- AI Assistant sessions fell to **13 (-35.0%)**; the sample remains small.
- Unassigned traffic remains an attribution item at 17 sessions.

KPI Scorecard

Metric	Week 24	Week 23	Change
Sessions	344	437	-21.3%
Engaged Sessions	337	437	-22.9%
Active Users	264	347	-23.9%
New Users	221	307	-28.0%
Average Engagement	1m 09s	49s	+40.5%
Total Events	2,100	2,692	-22.0%
Click-to-Shop	112	111	+0.9%
Clicks	140	142	-1.4%

What This Means

The headline decline is real, particularly in acquisition. However, the commercial response did not fall at the same rate. **Click-to-Shop per session rose from roughly 25.4% in Week 23 to 32.6% in Week 24**, while clicks per session also improved. The immediate opportunity is to recover reach without losing this stronger level of visitor intent.

Traffic Quality Signal

Referral traffic more than doubled to 27 sessions and produced an unusually strong **4m 12s average engagement time**. The volume is still small, so this should be investigated rather than treated as an established trend. Identifying the referring sources is a priority.

Emily Measurement Baseline

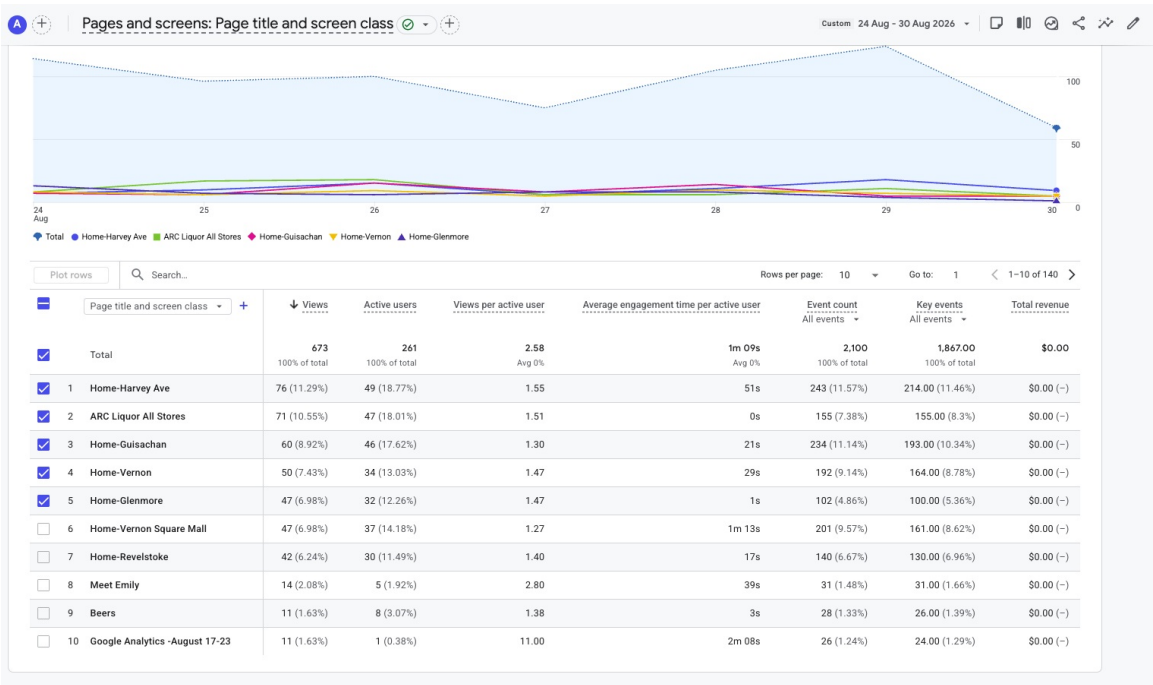
Meet Emily recorded 14 views and entered the Top 10 content pages. This is still an early-stage signal, not evidence of campaign success. The value is that ARC now has a baseline against which the developing Emily customer journey can be measured.

Store & Content Page Performance

Page	Views
Harvey Avenue	76
ARC Liquor - All Stores	71
Guisachan	60
Vernon	50
Glenmore	47
Vernon Square Mall	47
Revelstoke	42
Meet Emily	14

Harvey Avenue remained ARC's most-viewed store page. The store-page rankings remained broadly distributed across the six locations, while Meet Emily's appearance in the Top 10 provides an early benchmark for the developing wine-discovery experience.

GA4 Pages & Screens

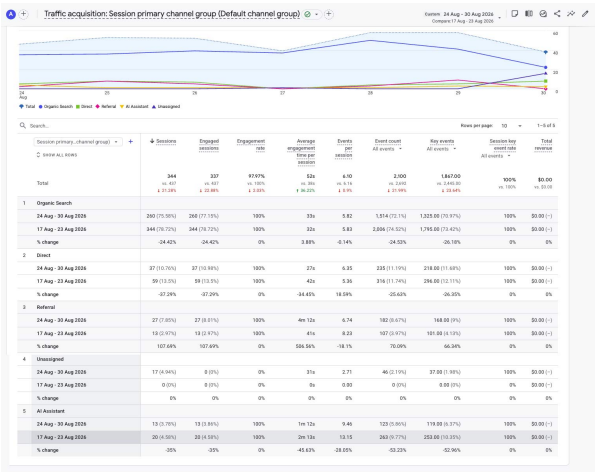


Traffic & User Acquisition

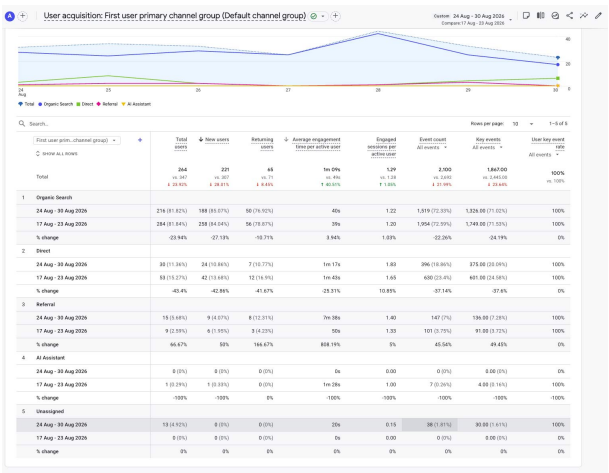
Acquisition Story

Organic Search remains ARC's dominant source at 260 sessions (75.6% of all traffic), but declined 24.4% week over week. Referral was the standout growth channel at 27 sessions (+107.7%). AI Assistant traffic recorded 13 sessions; its 100% engagement rate and 1m 12s average engagement remain interesting, but the audience is too small for strong conclusions.

GA4 Traffic Acquisition



GA4 User Acquisition



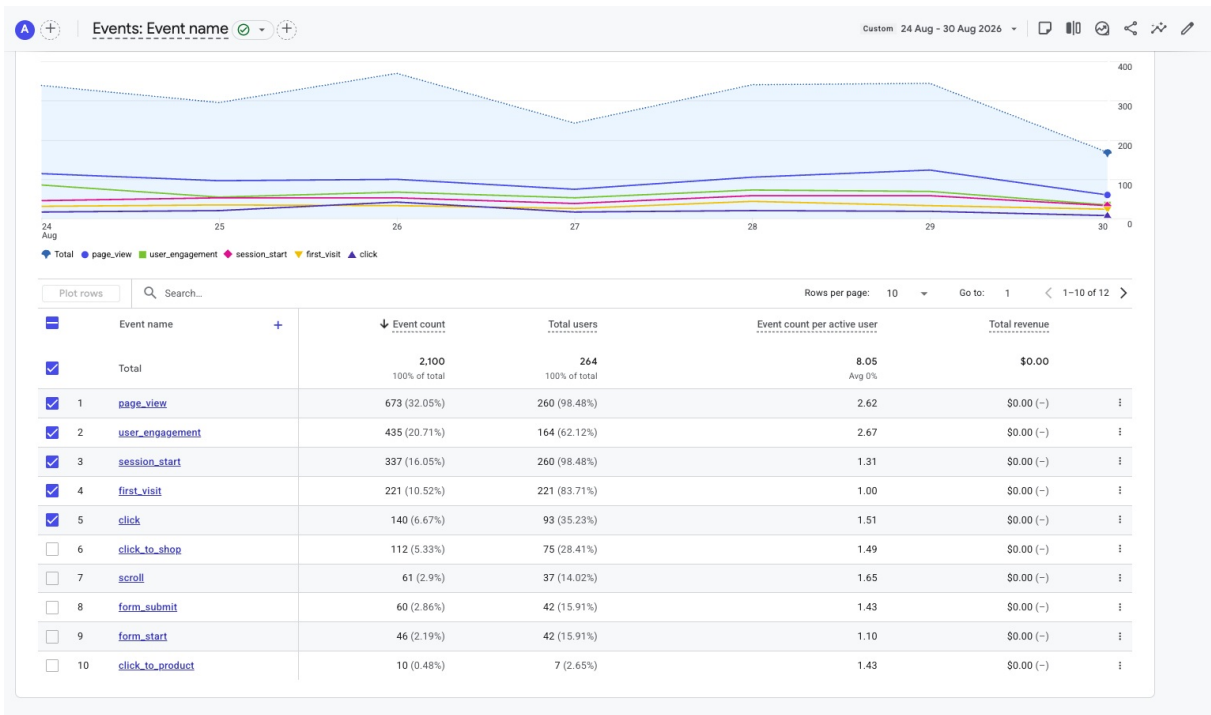
Events & Customer Actions

Customer Action	Week 24	Week 23	Direction
Clicks	140	142	Nearly flat
Click-to-Shop	112	111	Slightly higher
Sessions	344	437	Lower
Average Engagement	1m 09s	49s	Higher

Commercial Interpretation

The most important Week 24 signal is the resilience of customer action. **Click-to-Shop increased to 112 even as sessions fell by more than one fifth.** That does not erase the acquisition weakness, but it suggests the visitors who did reach ARC were comparatively purposeful.

GA4 Events



Recommended Next Steps

Week 24 Priorities

- 1. Recover Organic Search reach.** Review the week-over-week decline in branded and local search traffic and determine whether it represents normal weekly variation or a developing trend.
- 2. Preserve the stronger shopping efficiency.** Examine which pages and journeys contributed to the resilient Click-to-Shop result and reinforce those pathways.
- 3. Investigate Referral traffic.** Identify the sources behind the 107.7% increase and the unusually high engagement time before drawing conclusions.
- 4. Continue Emily measurement.** Treat Meet Emily's Top 10 appearance as an early baseline and monitor how visitors move from discovery into wine stories, products and shopping actions.
- 5. Monitor AI Assistant traffic.** Continue tracking the channel as an emerging acquisition source without over-interpreting the small sample.
- 6. Improve attribution.** Continue reviewing Unassigned traffic so that ARC's acquisition reporting becomes progressively cleaner.

In Summary

Week 24 was not a growth week for reach, but it was stronger than the headline red arrows suggest. ARC attracted fewer visitors and Organic Search softened, yet average engagement rose sharply and customer actions proved resilient. The strategic task is now to restore audience volume while preserving the stronger intent demonstrated by the traffic that remained.

"Week #24 brought fewer visitors, but stronger intent - ARC generated virtually the same customer actions from a considerably smaller audience."

Gold Standard Note: Monday-Sunday GA4 reporting; August 24-30, 2026 compared with August 17-23, 2026. Week-over-week percentages are rounded for leadership readability.