

ARC Liquor Stores

WEEKLY PERFORMANCE REPORT - WEEK 25

August 31-September 6, 2026 | Compared with August 24-30, 2026

Sessions	Active Users	New Users	Avg Engagement	Click-to-Shop
490	382	348	4m 23s	127
▲ 41.2%	▲ 44.2%	▲ 54.7%	▲ 269.2%	▲ 13.4%

Leadership Takeaway

Week 25 delivered a decisive rebound. Sessions increased 41.2%, active users 44.2% and new users 54.7%. Average engagement rose to **4m 23s (+269.2%)**. ARC did not simply regain audience volume - visitors interacted much more deeply.

Weekly Wins - Organic Search: 345 (+30.2%). - Direct: 103 (+157.5%). - Events: 3,060 (+42.7%). - Click-to-Shop: 127 (+13.4%). - AI Assistant: 21 (+61.5%), 5m 22s engagement.	Watch List - Referral volume declined to 19. - Form submissions fell to 45. - Form starts fell to 40. - Emily depth is promising but based on only 3 active users per page.
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KPI Scorecard

Metric	Week 25	Week 24	Change
Sessions	490	347	+41.2%
Engaged Sessions	489	346	+41.3%
Active Users	382	265	+44.2%
New Users	348	225	+54.7%
Average Engagement	4m 23s	1m 11s	+269.2%
Total Events	3,060	2,145	+42.7%
Key Events	2,830	1,907	+48.4%
Click-to-Shop	127	112	+13.4%

What This Means

Week 24 demonstrated resilient intent from a smaller audience. Week 25 adds scale back into the equation: **more visitors, deeper interaction and higher Click-to-Shop activity.**

AI Assistant Signal

AI Assistant sessions increased to **21 (+61.5%)**, with **5m 22s average engagement** and 15.81 events per session. Small volume, increasingly interesting quality.

Emily Measurement

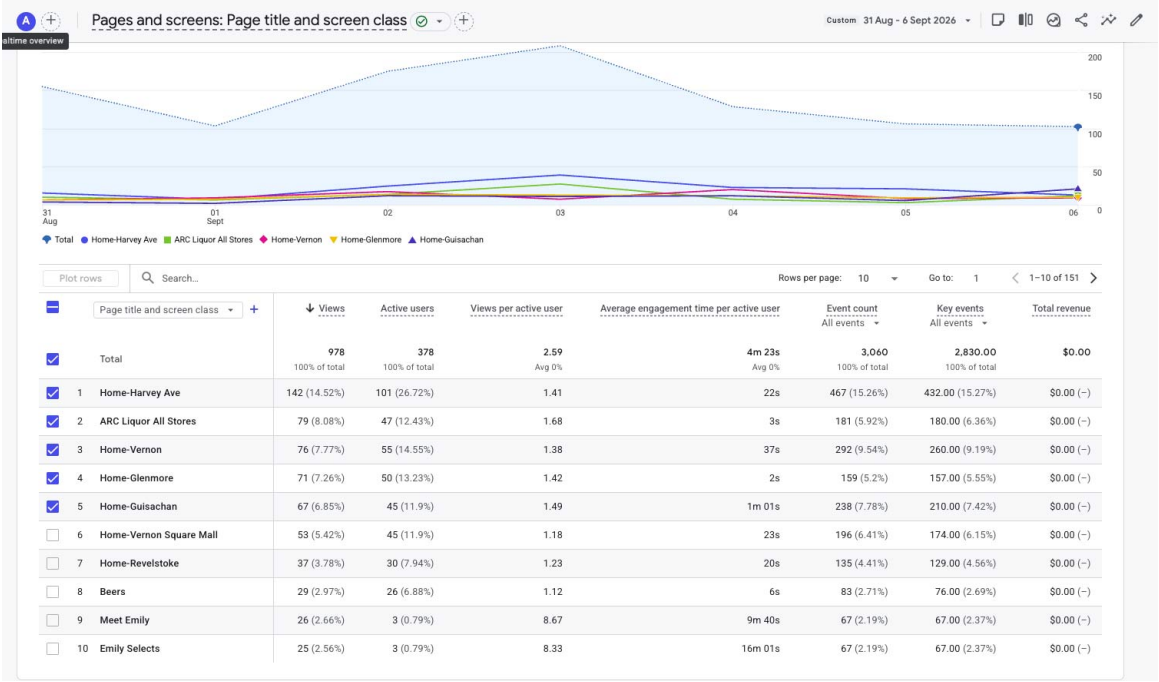
Meet Emily recorded **26 views** and Emily Selects **25**. Engagement times of 9m 40s and 16m 01s are striking, but each page involved only three active users.

Store & Content Page Performance

Page	Views
Harvey Avenue	142
ARC Liquor - All Stores	79
Vernon	76
Glenmore	71
Guisachan	67
Vernon Square Mall	53
Revelstoke	37
Meet Emily	26
Emily Selects	25

Harvey Avenue led the network with 142 views. Vernon and Glenmore also rebounded strongly, while Meet Emily and Emily Selects both entered the Top 10.

GA4 Pages & Screens

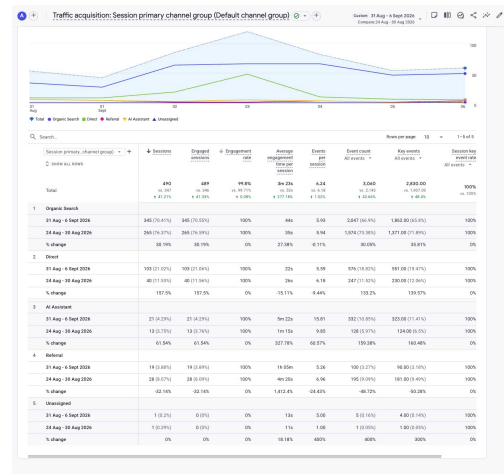


Traffic & User Acquisition

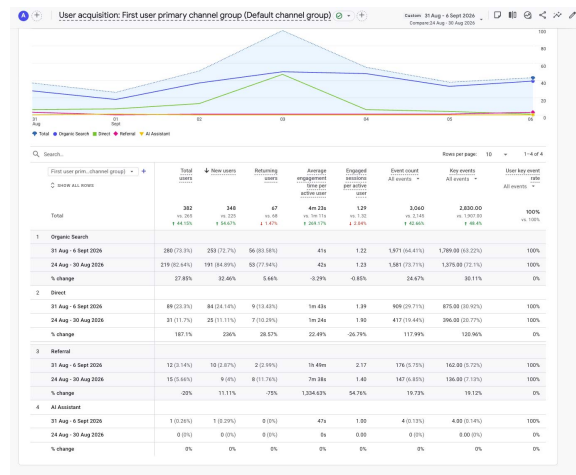
Acquisition Story

Organic Search recovered to 345 sessions (+30.2%). Direct increased to 103 (+157.5%). AI Assistant reached 21 (+61.5%). Referral volume declined, although its engagement remained unusually deep.

GA4 Traffic Acquisition



GA4 User Acquisition



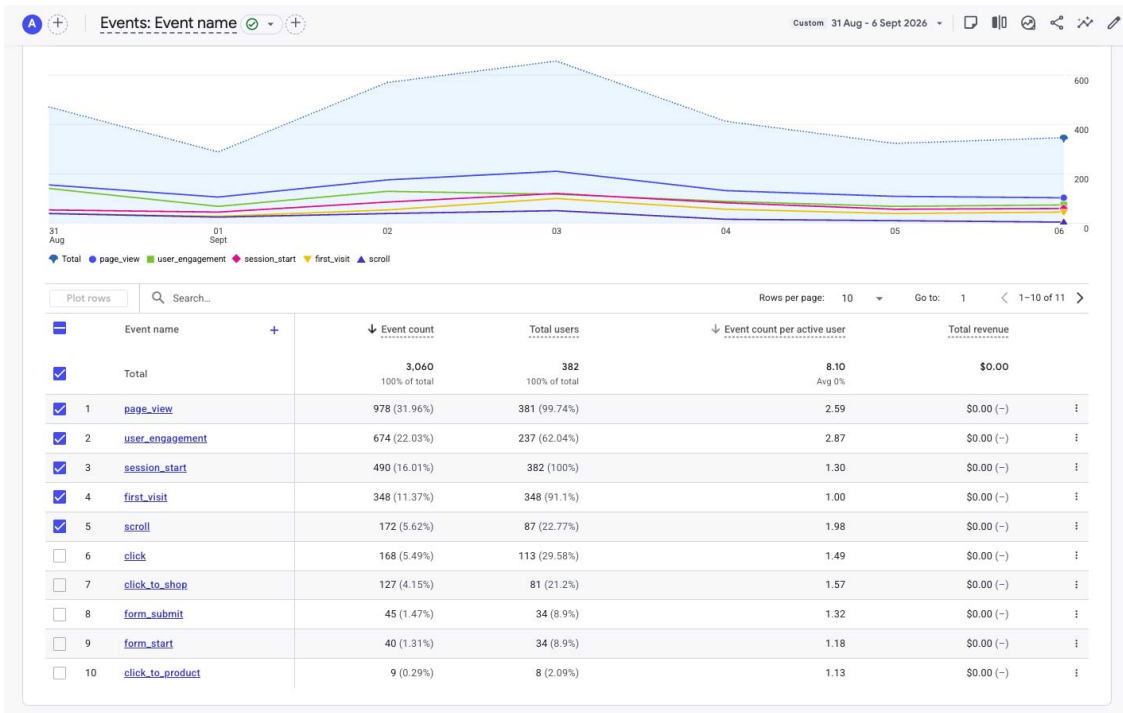
Events & Customer Actions

Customer Action	Week 25	Week 24	Direction
Page Views	978	673	Higher
User Engagement	674	435	Higher
Scroll	172	61	Higher
Clicks	168	140	Higher
Click-to-Shop	127	112	Higher
Form Submit	45	60	Lower

Commercial Interpretation

Customer activity broadly accelerated with the audience rebound. **Clicks increased 20.0% and Click-to-Shop increased 13.4%.** Forms were the principal exception.

GA4 Events



Recommended Next Steps

Week 25 Priorities

1. **Protect Organic momentum.** Identify the queries and landing pages behind the 30.2% recovery.
2. **Understand Direct growth.** Review the 157.5% increase.
3. **Follow the AI Assistant signal.** Continue monitoring this small but high-engagement source.
4. **Measure Emily carefully.** Preserve the baseline as customer exposure grows.
5. **Review forms.** Investigate why starts and submissions softened.
6. **Maintain attribution quality.** Unassigned traffic is now minimal.

In Summary

Week 25 was one of ARC's strongest recent digital weeks. Audience reach returned, Organic Search recovered, Direct traffic accelerated, engagement deepened dramatically and customer actions strengthened. The opportunity now is to determine which parts of this improvement are repeatable.

"Week 25 brought the audience back - and this time they stayed, explored and acted."