

# ARC LIQUOR STORES

## Weekly Digital Performance Report - Week 26

September 7-13, 2026 | Compared with August 31-September 6

| Sessions   | Active Users | New Users  | Click-to-Shop |
|------------|--------------|------------|---------------|
| <b>374</b> | <b>273</b>   | <b>238</b> | <b>132</b>    |
| -23.7%     | -27.8%       | -31.6%     | +3.9%         |

### Leadership Takeaway

Week 26 normalized after Week 25's exceptional rebound, but the underlying quality story is encouraging. Click-to-Shop increased to **132 (+3.9%)** despite 23.7% fewer sessions, while AI Assistant traffic increased to **39 sessions (+85.7%)** and delivered **7m 09s** average engagement per session.

### Weekly Wins

- Click-to-Shop increased while traffic declined.
- AI Assistant nearly doubled and represented 10.43% of sessions.
- Harvey Avenue increased to 148 views.
- Emily-related experiences occupied four Top-10 content positions.
- Click-to-Call recorded 7 actions.

### Watch List

- Organic Search: 256 sessions (-25.8%).
- New users: 238 (-31.6%).
- Forms remained soft.
- Unassigned increased to 22 sessions.

**Week 26 brought fewer visitors, but stronger action density - Click-to-Shop increased while AI Assistant traffic nearly doubled and became ARC's most engaged acquisition channel.**

# KPI Scorecard

| Metric           | Week 26 | WoW     |
|------------------|---------|---------|
| Sessions         | 374     | ▼ 23.7% |
| Engaged Sessions | 371     | ▼ 24.1% |
| Active Users     | 273     | ▼ 27.8% |
| New Users        | 238     | ▼ 31.6% |
| Page Views       | 882     | ▼ 9.8%  |
| Avg Engagement   | 1m 34s  | ▼ 64.1% |
| Total Events     | 2,642   | ▼ 13.7% |
| Key Events       | 2,424   | ▼ 14.4% |
| Click-to-Shop    | 132     | ▲ 3.9%  |

## Digital Milestone

AI Assistant traffic reached **39 sessions**, up 85.7%, and represented **10.43% of all sessions**. Its 7m 09s average engagement and 18.82 events per session make it Week 26's strongest quality signal.

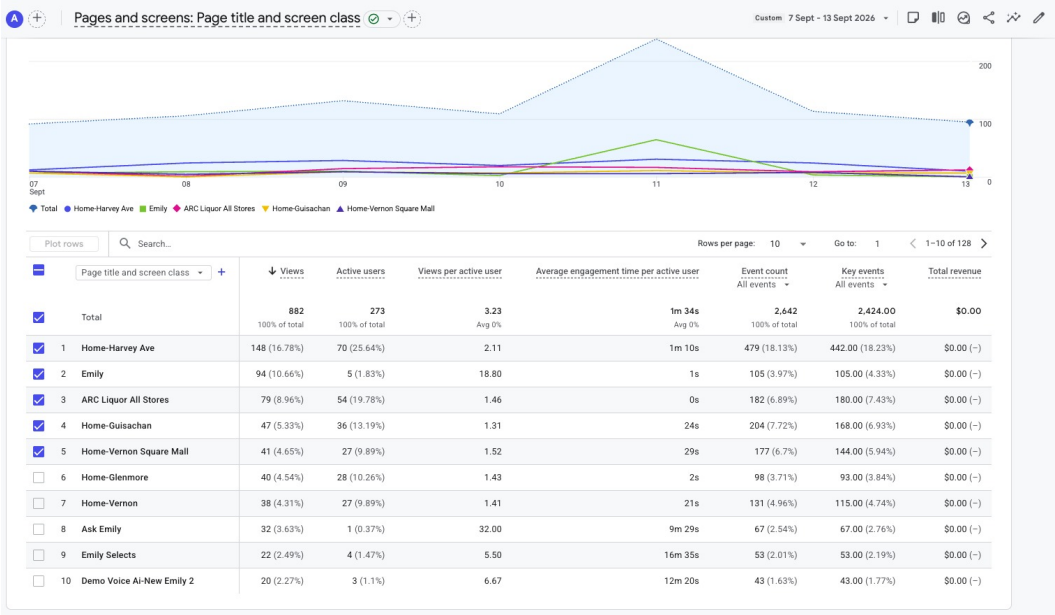
## What This Means

Week 25 was an unusually strong comparison period, so some normalization is unsurprising. The important point is that shopping intent strengthened even as reach fell. ARC generated 132 Click-to-Shop actions from 374 sessions - approximately 35.3 actions per 100 sessions versus 25.9 in Week 25. This is a directional efficiency measure, not a GA4 conversion rate.

# Store & Content Page Performance

| Page                      | Views | WoW              |
|---------------------------|-------|------------------|
| Home-Harvey Ave           | 148   | ▲ 4.2%           |
| Emily                     | 94    | ▲ 4,600.0%       |
| ARC Liquor All Stores     | 79    | 0.0%             |
| Home-Guisachan            | 47    | ▼ 29.9%          |
| Home-Vernon Square Mall   | 41    | ▼ 22.6%          |
| Home-Glenmore             | 40    | ▼ 43.7%          |
| Home-Vernon               | 38    | ▼ 50.0%          |
| Ask Emily                 | 32    | Emerging         |
| Emily Selects             | 22    | Continuing       |
| Demo Voice AI-New Emily 2 | 20    | Development/demo |

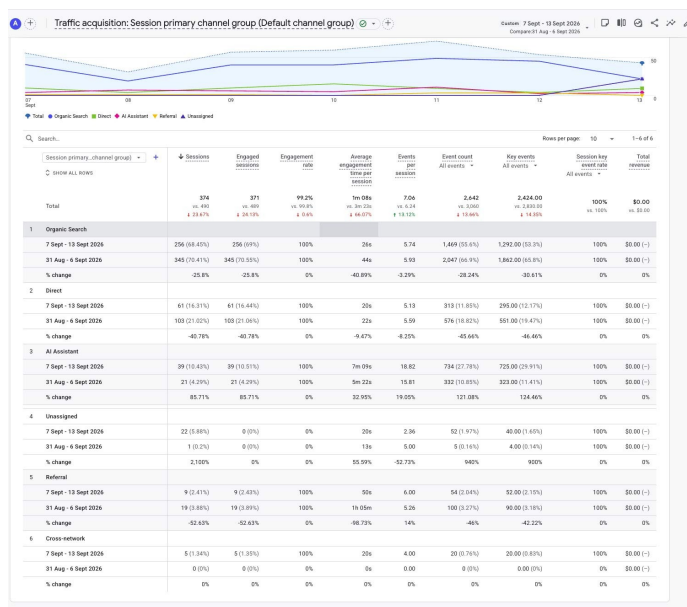
Harvey remained resilient, while the Emily ecosystem became unusually prominent. Because development/testing is ongoing, Emily-related traffic should be treated as an evolving baseline rather than clean customer-demand evidence.



## Traffic Acquisition

| Channel        | Sessions | WoW      | Leadership Read                                                  |
|----------------|----------|----------|------------------------------------------------------------------|
| Organic Search | 256      | ▼ 25.8%  | Still ARC's largest channel at 68.45% of sessions.               |
| Direct         | 61       | ▼ 40.8%  | Lower volume following Week 25's unusually strong Direct result. |
| AI Assistant   | 39       | ▲ 85.7%  | Standout channel: 7m 09s engagement, 18.82 events/session.       |
| Unassigned     | 22       | ▲ from 1 | Attribution issue returned and should be reviewed.               |
| Referral       | 9        | ▼ 52.6%  | Small volume; avoid over-interpreting weekly volatility.         |
| Cross-network  | 5        | New      | New small acquisition source this week.                          |

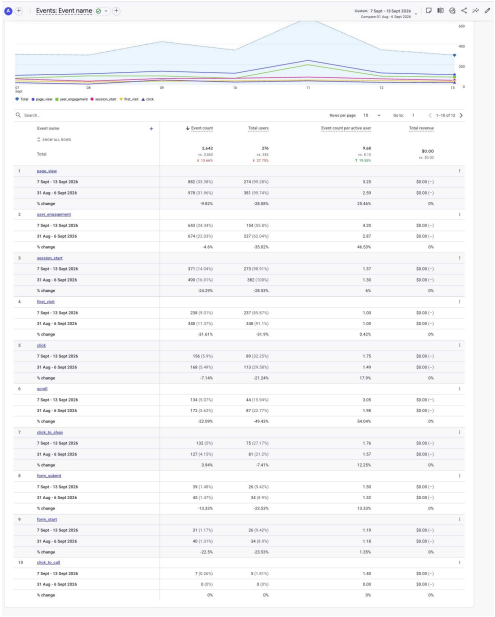
Al Assistant is the standout: 39 sessions, 7m 09s average engagement, 18.82 events/session and 725 key events. Organic Search remains dominant but softened to 256 sessions.



# Events & Customer Actions

| Event           | Week 26 | WoW     |
|-----------------|---------|---------|
| page_view       | 882     | ▼ 9.8%  |
| user_engagement | 643     | ▼ 4.6%  |
| session_start   | 371     | ▼ 24.3% |
| first_visit     | 238     | ▼ 31.6% |
| click           | 156     | ▼ 7.1%  |
| scroll          | 134     | ▼ 22.1% |
| click_to_shop   | 132     | ▲ 3.9%  |
| form_submit     | 39      | ▼ 13.3% |
| form_start      | 31      | ▼ 22.5% |
| click_to_call   | 7       | New     |

Most event volumes softened with the smaller audience, but Click-to-Shop increased 3.9% to 132. Total clicks declined only 7.1%, materially less than sessions. Seven Click-to-Call actions were also recorded.



## Recommended Next Steps

1. **AI Assistant:** investigate the drivers behind the 85.7% growth and exceptional engagement quality.
2. **Organic Search:** review the 25.8% decline and determine whether this is normalization or a broader trend.
3. **Emily measurement:** separate development/testing activity from customer behaviour where practical.
4. **Customer intent:** protect the stronger Click-to-Shop action density and identify the journeys contributing to it.
5. **Forms:** review the continued softness in starts and submissions.
6. **Attribution:** investigate the return of 22 Unassigned sessions.

## In Summary

Week 26 brought lower audience volume, but the quality story is stronger than the headline declines suggest. Click-to-Shop increased, Harvey remained resilient, and AI Assistant traffic nearly doubled while producing exceptional engagement. Organic Search and new-user acquisition need attention, but ARC's AI-assisted traffic and shopping-intent signals provide clear positives to build upon.

**Week 26 brought fewer visitors, but stronger action density - Click-to-Shop increased while AI Assistant traffic nearly doubled and became ARC's most engaged acquisition channel.**