

ARC LIQUOR STORES

Weekly Digital Performance Report - Week 27

September 14-20, 2026 | Compared with September 7-13

Sessions	Active Users	New Users	Organic Search
411	315	278	298
+9.9%	+15.4%	+15.8%	+13.7%

Leadership Takeaway

Week 27 restored audience growth. Sessions increased to **411 (+9.9%)**, active users to **315 (+15.4%)**, new users to **278 (+15.8%)** and Organic Search to **298 sessions (+13.7%)**. The next opportunity is converting that recovered reach into stronger shopping action.

Weekly Wins

- Organic Search returned to growth.
- Active and new users both increased more than 15%.
- Guisachan and Vernon store pages improved.
- Featured Emily's Wine Selects reached the Top 5.
- AI Assistant retained exceptional engagement quality.

Watch List

- Click-to-Shop: 110 (-17.3%).
- Average engagement: 1m 03s (-32.9%).
- Forms remained soft.
- 23 Unassigned sessions require review.

Week 27 restored audience growth through Organic Search and new-user acquisition, while AI Assistant traffic remained exceptionally deep despite lower volume.

KPI Scorecard

Metric	Week 27	WoW
Sessions	411	▲ 9.9%
Engaged Sessions	405	▲ 8.3%
Active Users	315	▲ 15.4%
New Users	278	▲ 15.8%
Page Views	836	▼ 6.0%
Avg Engagement	1m 03s	▼ 32.9%
Total Events	2,512	▼ 4.9%
Key Events	2,330	▼ 3.9%
Click-to-Shop	110	▼ 17.3%

Digital Milestone

Organic Search recovered to **298 sessions** and supplied 72.51% of all sessions. New-user acquisition also improved by 15.8%, restoring the audience momentum that softened in Week 26.

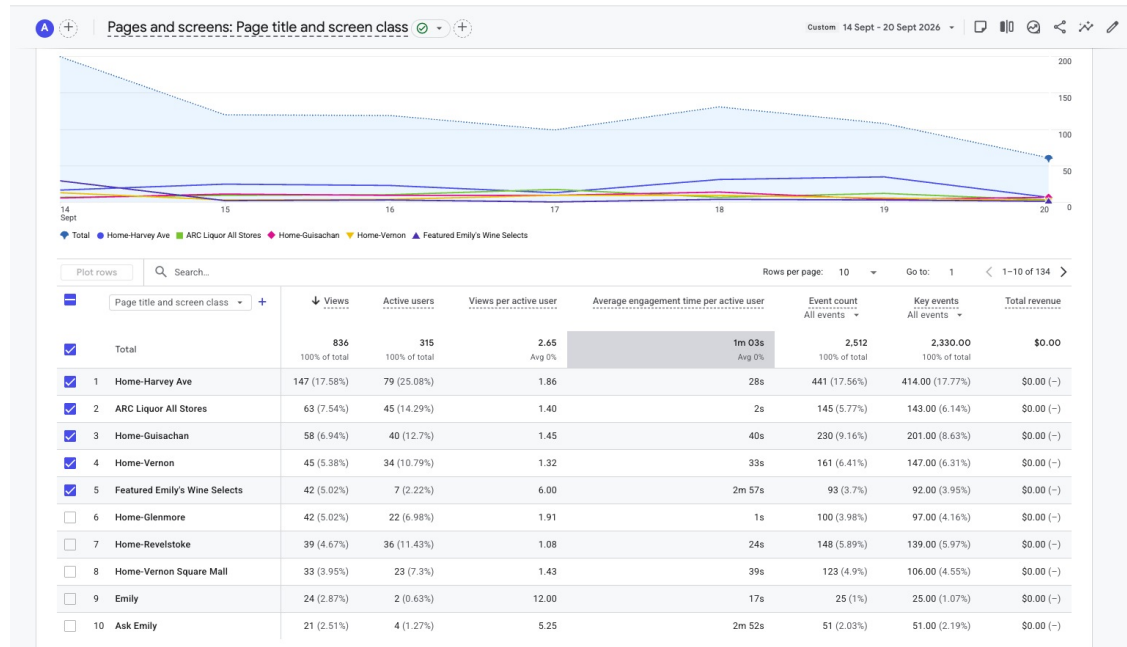
What This Means

The audience is growing again. The commercial challenge is now downstream: Click-to-Shop, scrolling and forms all softened. ARC enters Week 28 with more reach and a clear conversion-quality opportunity.

Store & Content Page Performance

Page	Views	WoW
Home-Harvey Ave	147	▼ 1.3%
ARC Liquor All Stores	63	▼ 19.2%
Home-Guisachan	58	▲ 23.4%
Home-Vernon	45	▲ 12.5%
Featured Emily's Wine Selects	42	Top 5
Home-Glenmore	42	▲ 5.0%
Home-Revelstoke	39	Returned Top 10
Home-Vernon Square Mall	33	▼ 21.4%
Emily	24	▼ 74.5%
Ask Emily	21	Top 10

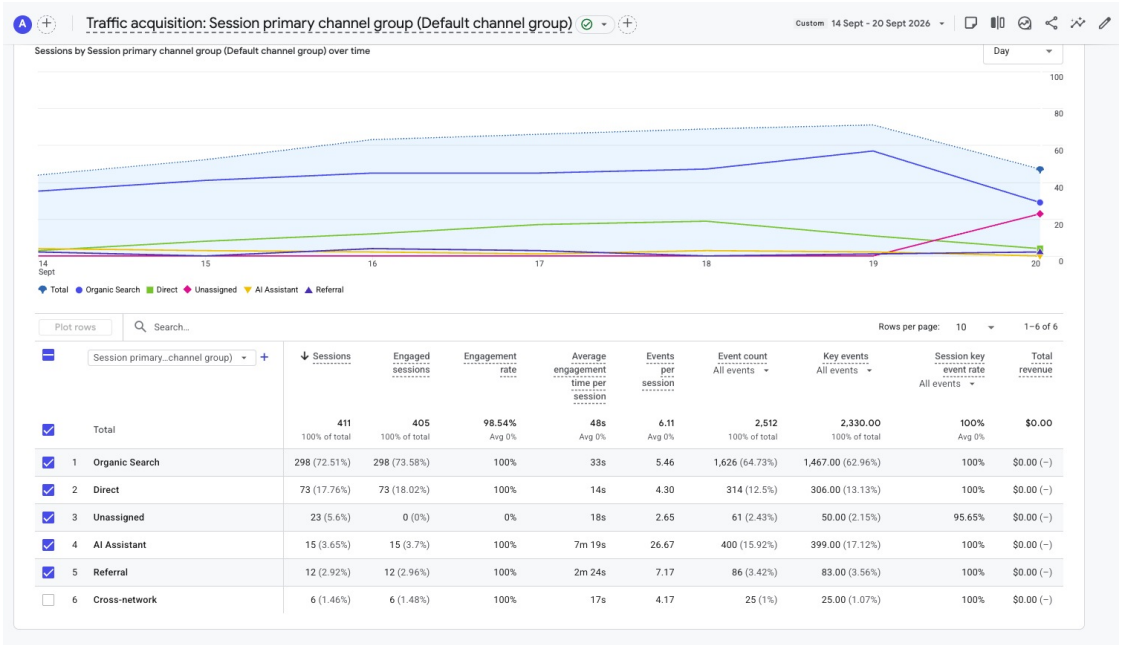
Harvey remained stable while Guisachan, Vernon and Glenmore improved. Featured Emily's Wine Selects reached 42 views and entered the Top 5. Emily-related figures remain small-sample signals and should be interpreted with development/testing activity in mind.



Traffic Acquisition

Channel	Sessions	WoW	Leadership Read
Organic Search	298	▲ 13.7%	72.51% of sessions; strong recovery and still ARC's primary acquisition source.
Direct	73	▲ 15.9%	Recovered from Week 26 and contributed 17.76% of sessions.
Unassigned	23	▲ 4.5%	Attribution issue remains on the Watch List.
AI Assistant	15	▼ 61.5%	Lower volume, but exceptional 7m 19s engagement and 26.67 events/session.
Referral	12	▲ 33.3%	Small but improved channel with 2m 24s average engagement.
Cross-network	6	▲ 20.0%	Small contribution; continue monitoring.

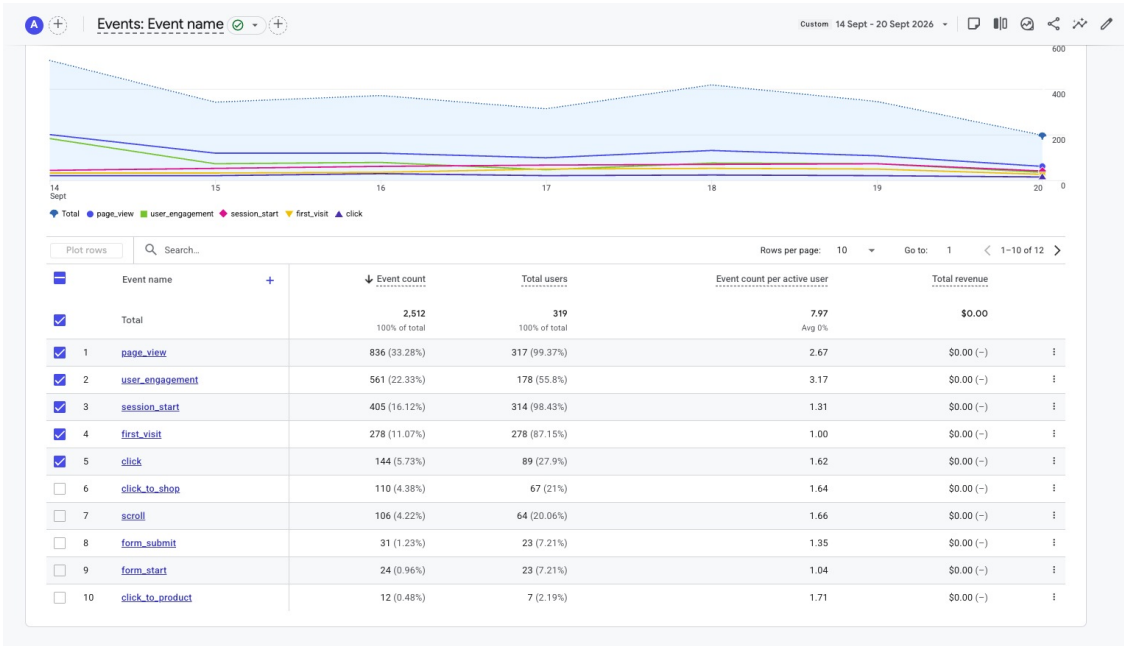
Organic Search and Direct both recovered. AI Assistant volume declined, but its 7m 19s average engagement and 26.67 events/session remained exceptional.



Events & Customer Actions

Event	Week 27	WoW
page_view	836	▼ 6.0%
user_engagement	561	▼ 12.5%
session_start	405	▲ 8.3%
first_visit	278	▲ 15.8%
click	144	▼ 7.7%
click_to_shop	110	▼ 17.3%
scroll	106	▼ 19.1%
form_submit	31	▼ 20.5%
form_start	24	▼ 22.6%
click_to_product	12	Returned

Session starts and first visits increased with the stronger audience, while clicks, scrolling, forms and Click-to-Shop softened. Click-to-Product returned with 12 actions.



Recommended Next Steps

1. **Organic Search:** identify the queries and landing pages behind the 13.7% recovery.
2. **Customer Journey:** investigate the 17.3% decline in Click-to-Shop despite stronger acquisition.
3. **AI Assistant:** preserve its exceptional engagement quality while rebuilding volume.
4. **Emily:** continue measuring Featured Emily's Wine Selects and Ask Emily as customer exposure grows.
5. **Forms:** review continued softness.
6. **Attribution:** investigate 23 Unassigned sessions.

In Summary

Week 27 restored audience growth through Organic Search and stronger new-user acquisition. Engagement depth and shopping actions softened, so the next priority is conversion quality. AI Assistant remains strategically interesting because the smaller audience it generated continued to interact far more deeply than average.

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