

ARC LIQUOR STORES

Weekly Digital Performance Report - Week 28

September 21-27, 2026 | Compared with September 14-20

Sessions	Active Users	New Users	Organic Search
343 (▼ 16.5%)	251 (▼ 20.3%)	215 (▼ 22.7%)	245 (▼ 17.8%)

Leadership Takeaway

ARC had a quieter week for reach and shopping action. Sessions declined to 343 (-16.5%), Organic Search to 245 (-17.8%), and Click-to-Shop to 83 (-24.5%). Form submissions rose to 41 (+32.3%), while Vernon Square Mall reached 56 views (+69.7%). The near-term task is to understand the search and Harvey declines while protecting the improved enquiry path.

Weekly Wins

- Form submissions increased from 31 to 41 (+32.3%).
- Form starts increased from 24 to 28 (+16.7%).
- Vernon Square Mall rose from 33 to 56 views (+69.7%).
- Vernon 58th Avenue rose from 45 to 52 views (+15.6%).
- AI Assistant traffic increased from 15 to 19 sessions (+26.7%).

Watch List

- Sessions fell to 343 (-16.5%) and new users to 215 (-22.7%).
- Organic Search fell to 245 sessions (-17.8%); Direct fell to 50 (-31.5%).
- Click-to-Shop fell to 83 (-24.5%) and Click-to-Product to 7 (-41.7%).
- Harvey page views fell from 147 to 105 (-28.6%).
- 28 sessions were Unassigned, up from 23.

Week 28 brought fewer visitors and fewer shopping clicks, while form submissions and the Vernon store pages moved in the right direction.

KPI Scorecard

Metric	Week 28	WoW
Sessions	343	▼ 16.5%
Engaged Sessions	338	▼ 16.5%
Active Users	251	▼ 20.3%
New Users	215	▼ 22.7%
Page Views	659	▼ 21.2%
Avg Engagement	1m 00s	▼ 4.8%
Total Events	2,014	▼ 19.8%
Key Events	1,851	▼ 20.6%
Click-to-Shop	83	▼ 24.5%

Digital Milestone

Form submissions reached 41, up 32.3%, while the Vernon Square Mall page rose to 56 views. Both increased during an overall audience decline.

What This Means

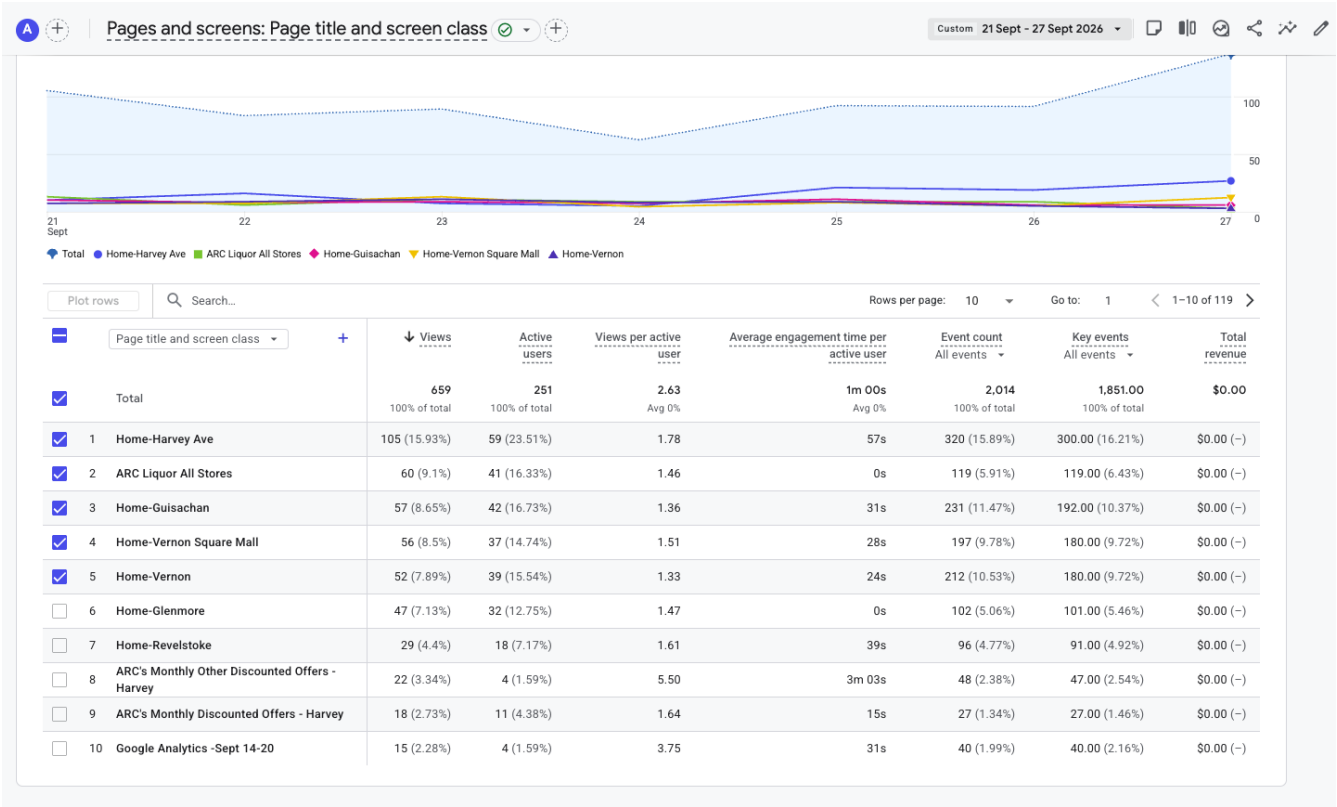
The gains in enquiries and selected store pages matter, but they need to be assessed beside lower overall reach and fewer shopping clicks.

Week-over-week changes use the saved Week 27 leadership report as the baseline. GA4 screenshot comparison arrows may differ after later data processing.

Store & Content Page Performance

Page	Views	WoW
Home-Harvey Ave	105	▼ 28.6%
ARC Liquor All Stores	60	▼ 4.8%
Home-Guisachan	57	▼ 1.7%
Home-Vernon Square Mall	56	▲ 69.7%
Home-Vernon	52	▲ 15.6%
Home-Glenmore	47	▲ 11.9%
Home-Revelstoke	29	▼ 25.6%
Monthly Other Discounted Offers - Harvey	22	No saved baseline
Monthly Discounted Offers - Harvey	18	No saved baseline
Week 27 GA4 report	15	No saved baseline

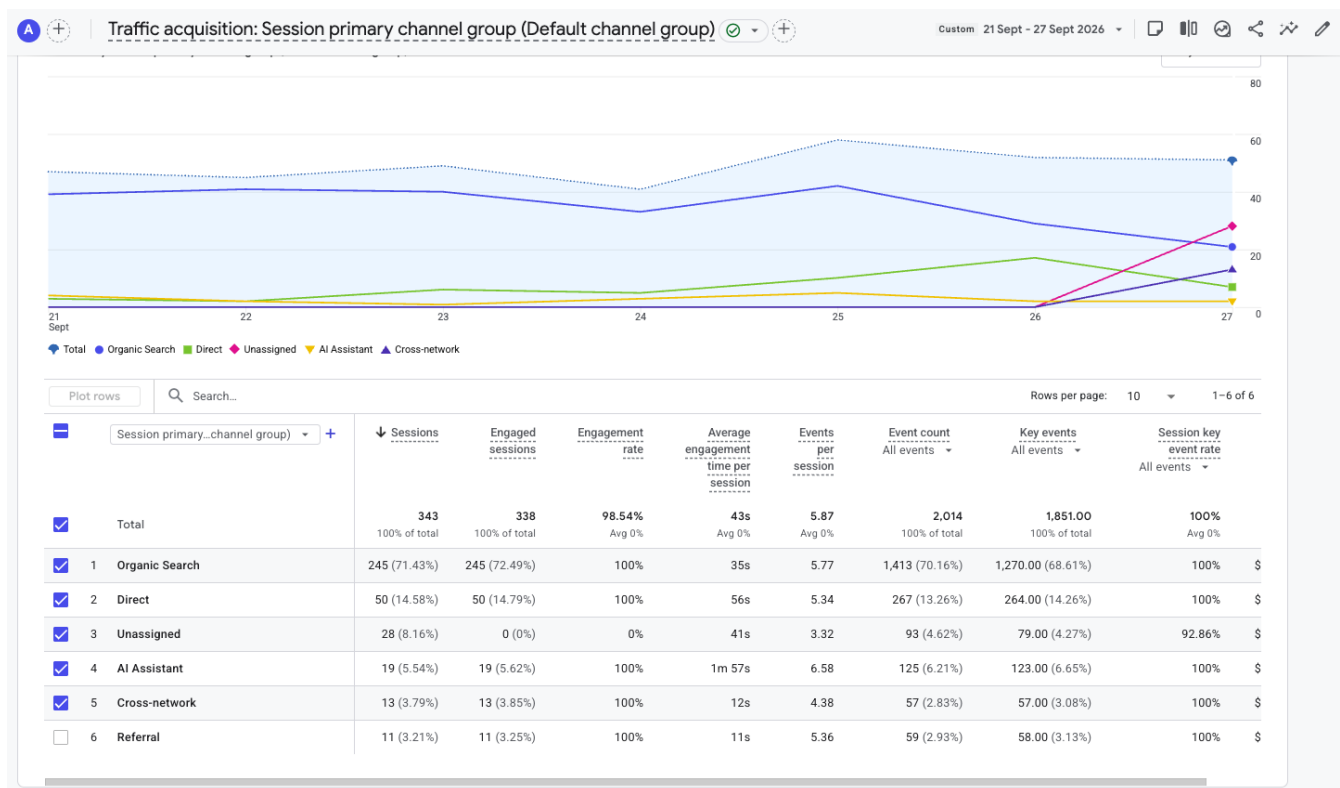
Harvey stayed the largest store page at 105 views. Both Vernon pages improved. Featured Emily pages are absent from this Top 10 screenshot; no Week 28 total is claimed for them.



Traffic Acquisition

Channel	Sessions	WoW	Leadership Read
Organic Search	245	▼ 17.8%	71.43% of sessions; still the primary acquisition source.
Direct	50	▼ 31.5%	14.58% of sessions; its decline accounts for 23 fewer sessions.
Unassigned	28	▲ 21.7%	8.16% of sessions; attribution needs review.
AI Assistant	19	▲ 26.7%	Volume rose, but average engagement was 1m 57s versus 7m 19s last week.
Cross-network	13	▲ 116.7%	Small base; increase of seven sessions.
Referral	11	▼ 8.3%	Small base; down one session.

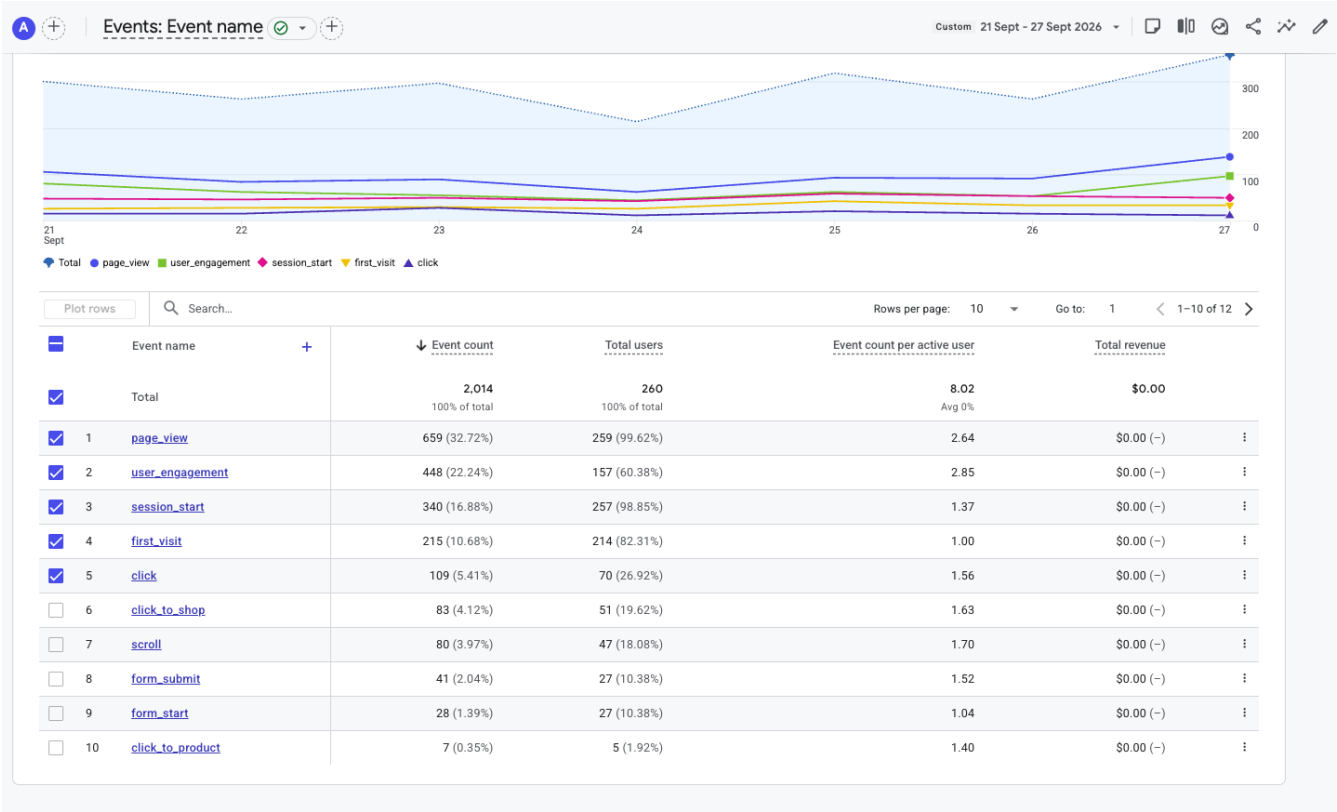
Organic Search accounted for 71.43% of sessions. AI Assistant volume rose to 19; its 1m 57s average engagement was shorter than last week's 7m 19s.



Events & Customer Actions

Event	Week 28	WoW
page_view	659	▼ 21.2%
user_engagement	448	▼ 20.1%
session_start	340	▼ 16.0%
first_visit	215	▼ 22.7%
click	109	▼ 24.3%
click_to_shop	83	▼ 24.5%
scroll	80	▼ 24.5%
form_submit	41	▲ 32.3%
form_start	28	▲ 16.7%
click_to_product	7	▼ 41.7%

Form submissions improved to 41. Click-to-Shop fell to 83 and Click-to-Product to seven; investigate both behaviour and measurement.



Recommended Next Steps

1. Organic Search: identify the queries and landing pages behind the fall to 245 sessions.
2. Shopping: inspect Click-to-Shop links and Click-to-Product tracking.
3. Forms: review the pages and lead quality behind 41 submissions.
4. Store pages: examine Harvey's decline and the gains at both Vernon locations.
5. AI Assistant: test verified product actions and monitor traffic quality over several weeks.
6. Attribution: investigate 28 Unassigned sessions.

In Summary

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Prepared for ARC Liquor leadership | Week 28 | Source: GA4 reports for September 21-27, 2026