

Weekly Performance Report

More reach. Stronger shopping intent.

September 28-October 4, 2026 | Comparison: September 21-27

Week 29 grew in both reach and shopping intent: 430 sessions (▲ 24.3%), 337 active users (▲ 33.2%), 304 new users (▲ 38.8%) and 783 page views (▲ 16.9%). Click-to-Shop increased to 111 actions (▲ 32.1%) across 67 users.

1) Executive Snapshot

Area	Leadership reading
Reach	Improving: sessions +24.3%; active users +33.2%.
Shopping intent	Improving: Click-to-Shop +32.1%.
Search visibility	Watch: Organic Search sessions -10.7%.
Engagement time	Softer: average per active user -7.8%.
Measurement	Review key-event settings and acquisition export.

2) KPI Scorecard

Metric	Week 29	WoW change
Sessions	430	▲ 24.3%
Active users	337	▲ 33.2%
New users	304	▲ 38.8%
Engaged sessions	421	▲ 21.7%
Page views	783	▲ 16.9%
Avg. engagement / active user	57s	▼ 7.8%
Total users	338	Not shown
Total events	2,437	Not shown
Click-to-Shop	111	▲ 32.1%
Click-to-Product	7	Not shown
Key events	2,252	Not shown

Changes come from the supplied comparison cards. Not shown means no comparison is provided. No exact prior-week totals are inferred.

Store visibility & acquisition

3) Store & Content Page Performance

Page	Views	Active users	Avg time	Views WoW
ARC Liquor All Stores	88	54	1s	▲ 46.7%
Harvey Avenue	75	58	32s	▼ 28.6%
Guisachan	64	46	32s	▲ 6.7%
Vernon 58th Avenue	50	45	42s	▼ 3.8%
Revelstoke	49	34	29s	▲ 63.3%
Glenmore	44	26	15s	▼ 6.4%
Vernon Square Mall	40	28	29s	▼ 32.2%
Beers	18	14	9s	Not shown
Wines	16	8	19s	Not shown
Craft Beer	13	11	4s	Not shown

The six store homepages recorded 322 views. With the All Stores gateway, these pages contributed 410 views, or 52.4% of all 783 views. Active users overlap across pages and should not be added.

Gateway engagement was 1s. Quick onward navigation is a possible explanation; measure store-selection clicks to test it.

4) Traffic Sources

Channel	Sessions	GA4 share	Engaged	Sessions WoW
Organic Search	234	54.42%	234	▼ 10.7%
Direct	142	33.02%	142	▲ 173.1%
Unassigned	36	8.37%	0	Not shown
Cross-network	20	4.65%	20	Not shown
Referral	13	3.02%	13	▲ 8.3%
AI Assistant	12	2.79%	12	▼ 40.0%

Organic Search remained the largest reported channel, despite its decline. Direct supplied the strongest growth. GA4 reports 421 engaged sessions, a 97.91% engagement rate and 44s average engagement per session. Because routine events are marked as key events, the very high engagement rate needs interpretation alongside time and meaningful actions.

The six displayed channel rows sum to 457 sessions, exceeding the 430 headline by 27; their shares total 106.27%. The engaged-session rows sum to 421, matching the headline. Figures are retained exactly as shown. Check channel definitions and re-export this report before treating the channel mix as a reconciled distribution.

First-user acquisition recorded 304 new users: 156 Organic Search, 122 Direct, 21 Cross-network, four Referral and one AI Assistant. Total users were 338 and returning users 53. These first-user channels differ from session channels; new and returning users can overlap within the week.

Customer actions & intent

5) Events Snapshot

Event	Count	Total users	Count WoW
page_view	783	337	▲ 16.9%
user_engagement	468	192	▼ 0.4%
session_start	421	332	▲ 21.3%
first_visit	304	302	▲ 38.8%
click	138	87	▲ 25.5%
scroll	138	108	▲ 70.4%
click_to_shop	111	67	▲ 32.1%
form_submit	37	23	Not shown
form_start	26	24	Not shown
click_to_product	7	5	Not shown

Clicks rose 25.5% and scrolls rose 70.4%, while user_engagement events were nearly flat (▼ 0.4%). Shopping actions improved even as average engagement time softened. The report shows the first 10 of 12 event types; only the visible rows are transcribed here. No week-over-week change is supplied for product clicks, forms or total events.

Forms: 37 form_submit events involved 23 users; 26 form_start events involved 24 users. Validate event coverage, repeat submissions and actual enquiries before calculating completion.

6) Intent Tracking (ARC to Barnet)

Shopping events are present: click_to_shop recorded 111 events across 67 users, and click_to_product recorded 7 events across 5 users. These indicate shopping-path activity, not completed purchases. GA4 reports 2,252 key events; routine events including page_view and session_start are marked as key events, so this total and the 100% session key-event rate should not be read as commercial conversion.

Measure	Week 29	Interpretation
Click-to-Shop	111 / 67 users	+32.1%; shopping-path intent
Click-to-Product	7 / 5 users	Product-level intent; change not shown
Key events	2,252	Broad configuration; not sales
Session key-event rate	100%	Not purchase conversion
GA4 revenue	\$0	Does not establish sales elsewhere

Sessions (430) and session_start events (421) are separate metrics. Their supplied changes are +24.3% and +21.3% respectively.

Leadership priorities

7) Recommended Next Steps

1. Protect search visibility: review local search and store-page results, particularly Harvey and Vernon Square.
2. Review key-event settings: separate routine activity from meaningful shopping actions and enquiries when interpreting conversions.
3. Reconcile acquisition: verify the 457 channel-row sessions against the 430 headline.
4. Understand Direct growth: review campaign tagging and referral attribution; no specific campaign is established by these screenshots.
5. Validate forms: 37 submissions exceed 26 starts, so check event coverage and duplicates before calculating completion.
6. Measure the gateway: track store-selection clicks to test whether 1s gateway engagement reflects quick onward navigation.
7. Follow shopping intent: monitor shop and product actions alongside confirmed outcomes from the shopping platform.

Week 29 in perspective

More visits, new users and shopping actions strengthen the opportunity for ARC. Direct traffic, the All Stores gateway and Revelstoke improved. Search traffic and several store pages need attention alongside engagement time.

"More customers are finding ARC-and more are taking the next step toward shopping."

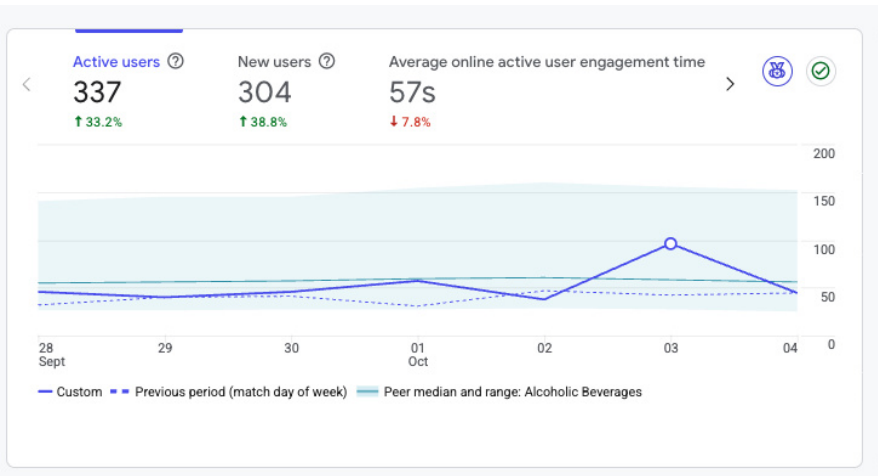
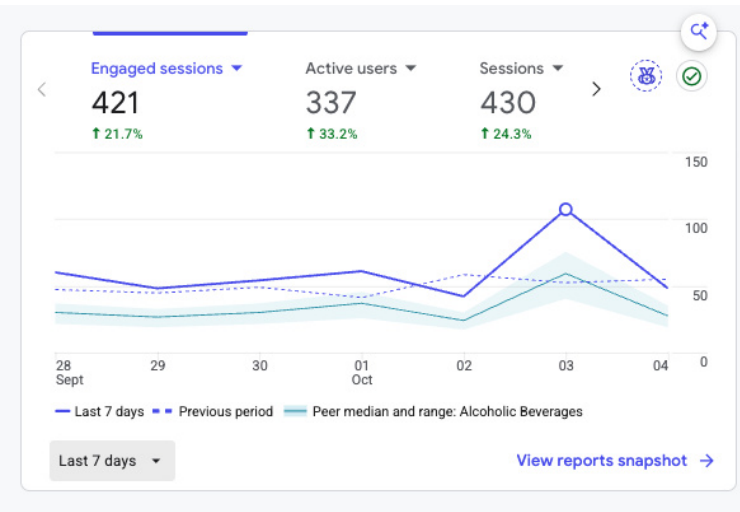
Original ARC leadership commentary.

Source & method

Source: corrected ARC GA4 screenshots for September 28-October 4, 2026. Comparison cards show September 21-27. Exact table values take precedence over rounded cards. No exact prior-week totals are inferred. Sessions (430) and session_start events (421) are separate metrics. Revenue is \$0 in GA4; this does not establish the absence of store or external-platform sales. The displayed benchmark group is Alcoholic Beverages; no peer-performance conclusion is drawn.

Supporting evidence | weekly comparisons

Top: Home Snapshot and Audience Overview. Bottom: Page Comparison and Event Comparison.



Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Home-Harvey Ave	75 ↓ 28.6%
ARC Liquor All Stores	88 ↑ 46.7%
Home-Guisachan	64 ↑ 6.7%
Home-Vernon	50 ↓ 3.8%
Home-Vernon Square Mall	40 ↓ 32.2%
Home-Glenmore	44 ↓ 6.4%
Home-Revelstoke	49 ↑ 63.3%

[View pages and screens →](#)

Event count by Event name

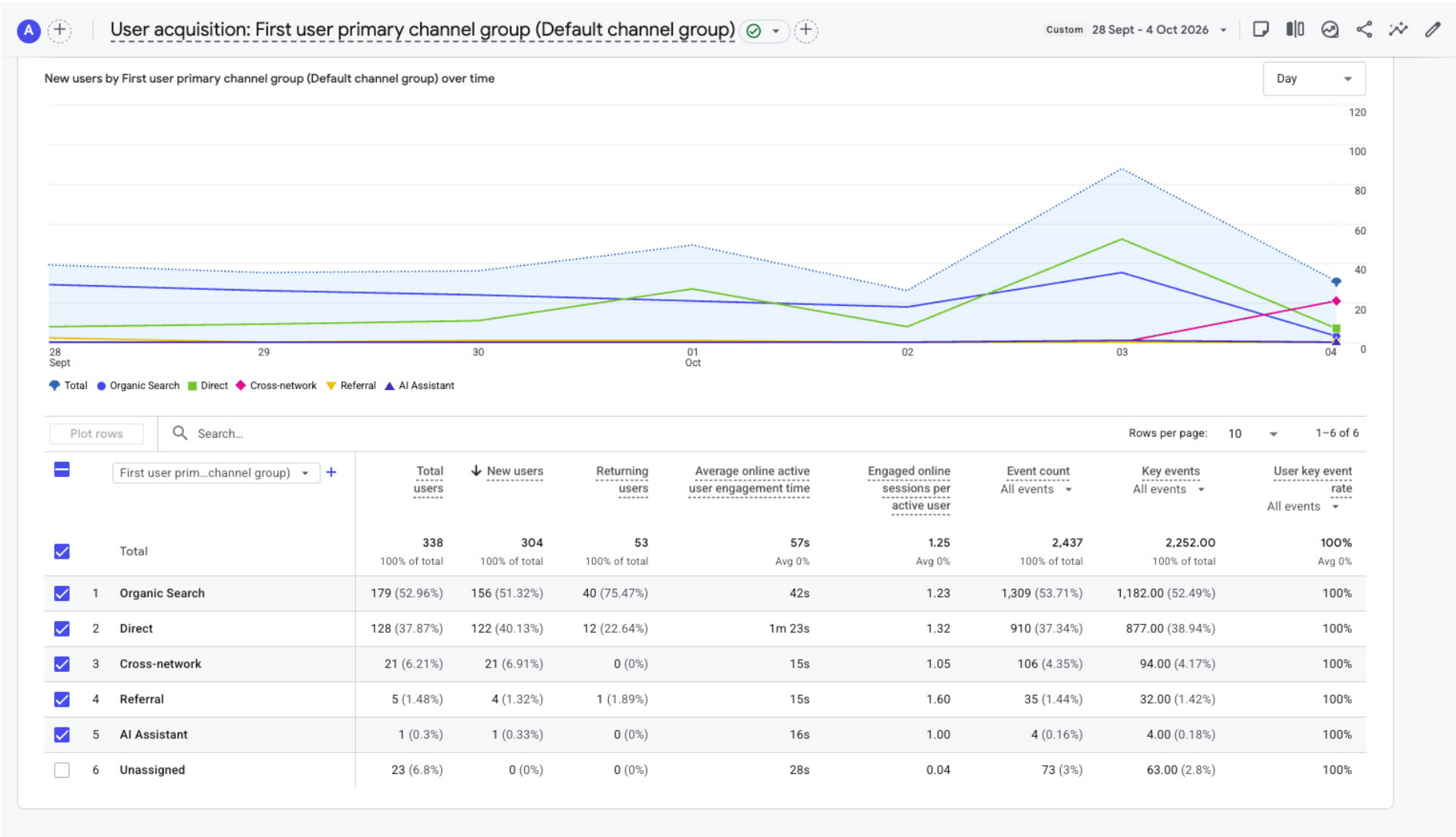
EVENT NAME	EVENT COUNT
page_view	783 ↑ 16.9%
user_engagement	468 ↓ 0.4%
session_start	421 ↑ 21.3%
first_visit	304 ↑ 38.8%
click	138 ↑ 25.5%
scroll	138 ↑ 70.4%
click_to_shop	111 ↑ 32.1%

[View events →](#)

Full-resolution named JPGs are included in the package. Page and event comparisons use the supplied previous matched weekdays.

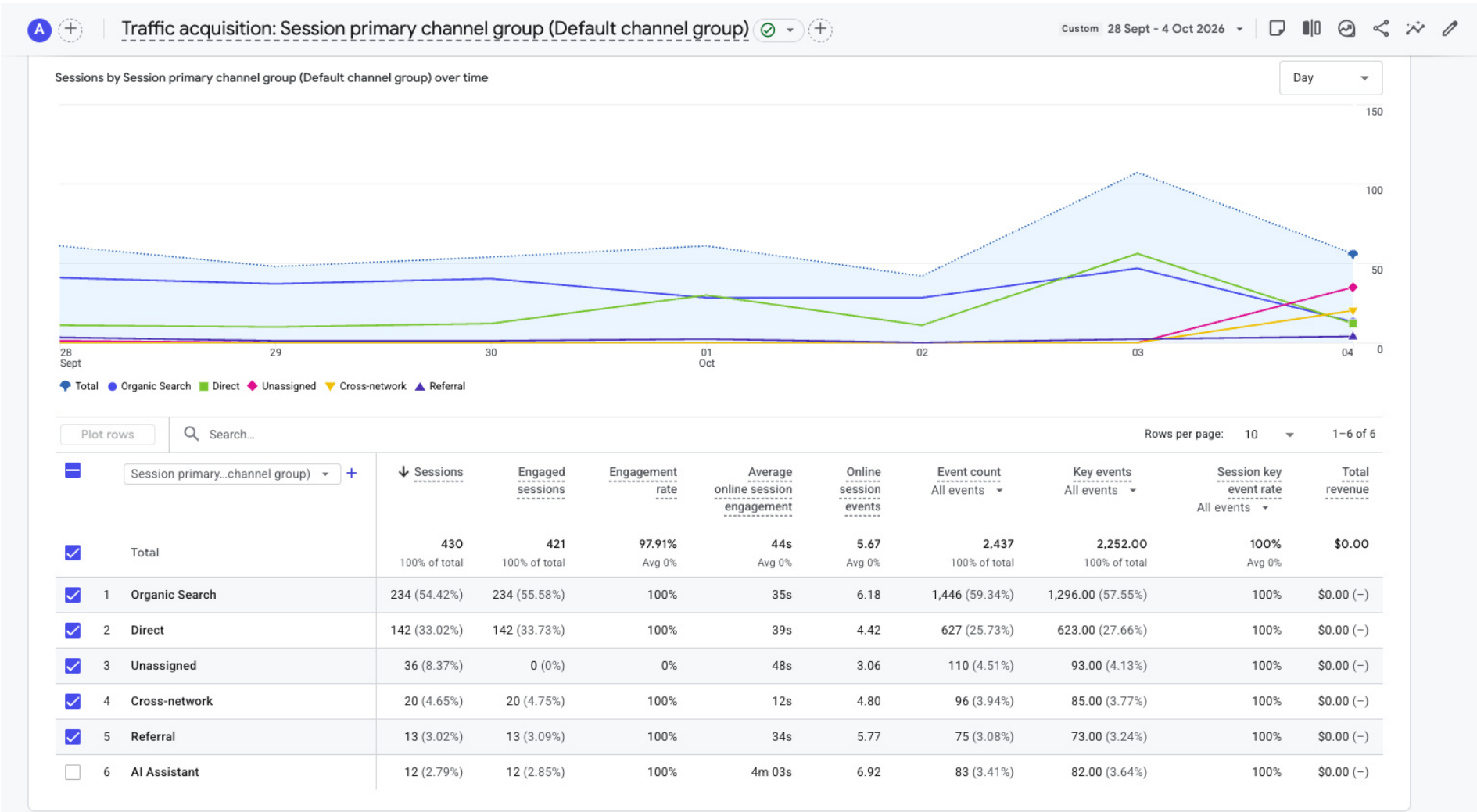
GA4 User Acquisition

Reporting window: September 28-October 4, 2026. Source screenshot retained for review.



GA4 Traffic Acquisition

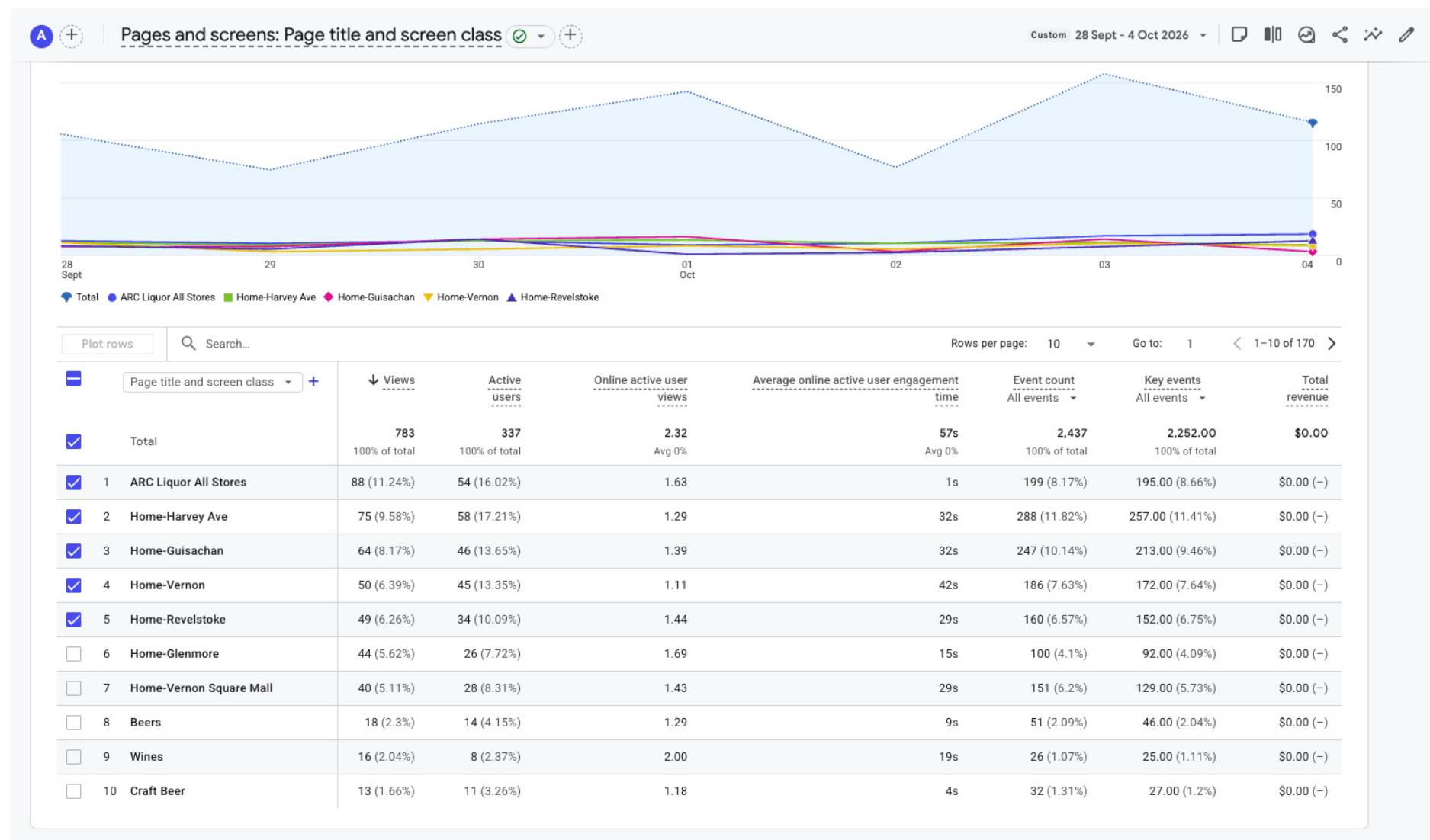
Reporting window: September 28-October 4, 2026. Source screenshot retained for review.



Displayed channel rows total 457 sessions versus the 430 headline. Engaged-session rows total 421 and match the headline.

GA4 Pages & Screens

Reporting window: September 28-October 4, 2026. Source screenshot retained for review.

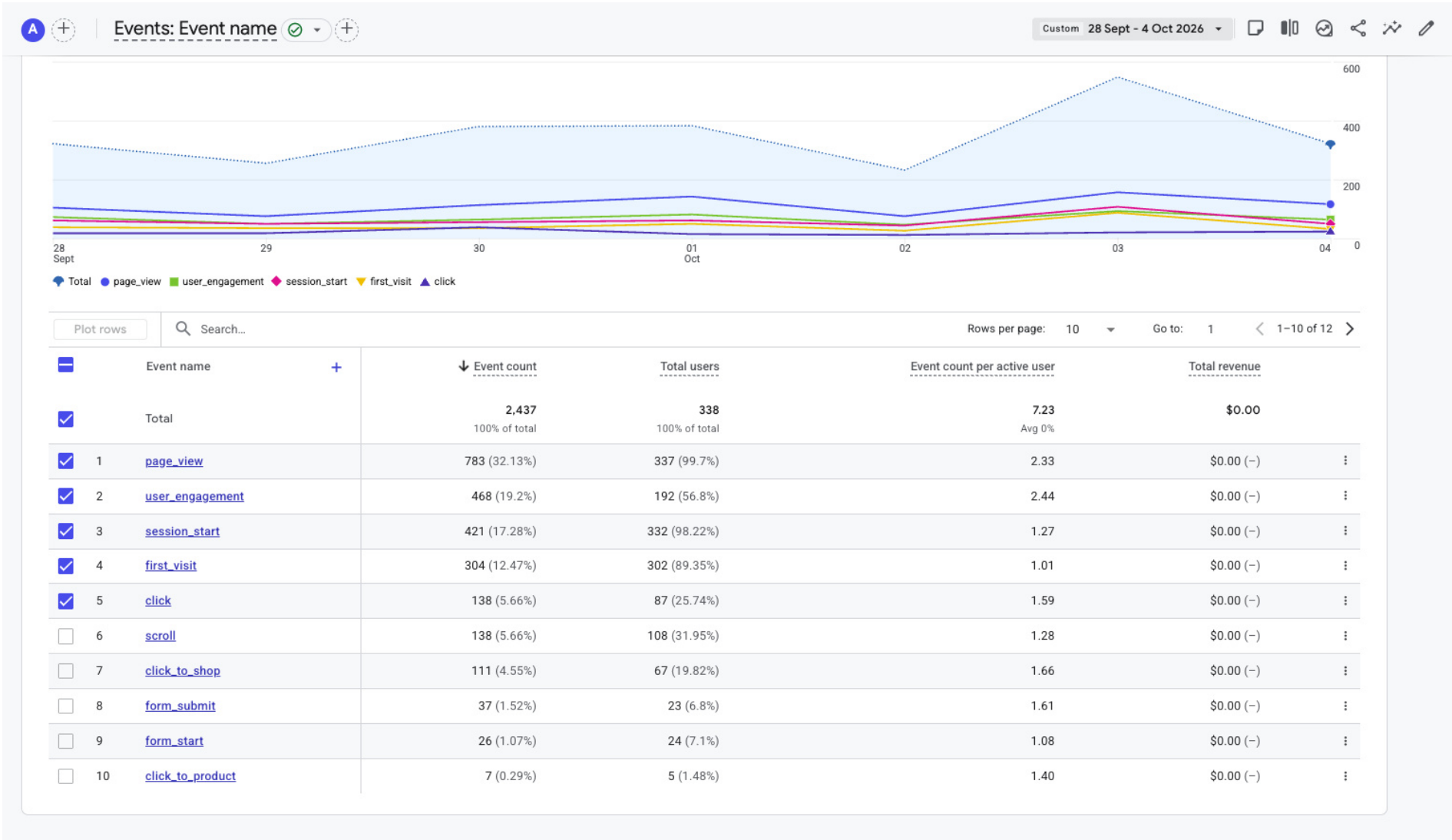


Prepared for ARC Liquor leadership | GA4 review

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GA4 Events

Reporting window: September 28-October 4, 2026. Source screenshot retained for review.



First 10 of 12 event types are visible, including click_to_shop (111) and click_to_product (7).

GA4 key-event configuration

Routine events are included among key events. The total of 2,252 is not a sales total.

Key events by Event name

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EVENT NAME	KEY EVENTS	
page_view	783	↑ 16.9%
user_engagement	468	↓ 0.4%
session_start	421	↑ 21.3%
first_visit	304	↑ 38.8%
click	138	↑ 25.5%
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