Weekly Performance Report

More reach. More shopping intent. | Comparison: October 19-25

Week 33 recovered to 356 sessions (+12.7%), 277 active users (+16.4%), 245 new users (+16.1%), and 727 page views (+17.4%). Click-to-Shop increased 22.7% to 92 actions involving 68 users.

1) Executive Snapshot

Area	Leadership reading
Reach	Improving: sessions +12.7%; active users +16.4%
Shopping intent	Improving: Click-to-Shop +22.7%.
Search visibility	Organic +12.5%; Direct +27.2%.
Engagement time	Review: anomalous prior-week average.
Measurement	Channel rows exceed 356 total by six.

2) KPI Scorecard

Metric	Week 33	WoW
Sessions	356	▲ 12.7%
Active users	277	▲ 16.4%
New users	245	▲ 16.1%
Engaged sessions	356	▲ 13.4%
Page views	727	▲ 17.4%
Avg. engagement / active user	2m 07s	▼ 75.0%
Total users	281	Not shown
Total events	2,280	▲ 22.1%
Click-to-Shop	92	▲ 22.7%
Click-to-Product	Not in top 10	Not shown
Key events	2,116	Not shown

Engagement: 2m 07s vs an unusually elevated prior 8m 27s. A decline from that comparator does not establish a genuine loss of customer interest.

Store visibility & acquisition

3) Store & Content Page Performance

Page	Views	Users	Avg time	WoW
Harvey Avenue	88	44	5m 38s	▼ 19.3%
Vernon 58th Avenue	60	42	28s	▼ 14.3%
Guisachan	60	36	32s	0.0%
ARC Liquor All Stores	69	51	2s	▲ 35.3%
Glenmore	54	33	6s	▲ 28.6%
Vernon Square Mall	49	30	36s	▲ 14.0%
Revelstoke	36	20	1m 22s	▲ 80.0%
About Us – All Stores	17	13	2s	Not shown
Monthly Discounted Offers – Harvey	15	8	0s	Not shown
Monthly Flyer	14	9	4s	Not shown

Six store pages recorded 347 views. Including the All Stores gateway, these accounted for 416 of 727 page views (57.2%). Users overlap between pages.

4) Traffic Sources

Channel	Sessions	GA4 share	Engaged	WoW
Organic Search	243	68.26%	243	▲ 12.5%
Direct	103	28.93%	103	▲ 27.2%
Referral	7	1.97%	7	▼ 46.2%
Unassigned	6	1.69%	0	▲ 200.0%
AI Assistant	3	0.84%	3	▼ 25.0%

Organic and Direct drove the recovery. The five displayed channel rows total 362 sessions, exceeding the reported total of 356 by six. Source values are retained pending reconciliation.

First-user acquisition: 245 new users (166 Organic, 71 Direct, five Referral, three AI Assistant). User and session channel attribution are not identical.

Customer actions & intent

5) Events Snapshot

Event	Count	Total users	WoW
page_view	727	280	▲ 17.4%
user_engagement	549	152	▲ 33.3%
session_start	356	281	▲ 13.4%
first_visit	245	245	▲ 16.1%
scroll	127	39	▲ 115.3%
click	112	84	▲ 6.7%
click_to_shop	92	68	▲ 22.7%
form_submit	37	28	Not shown
form_start	32	30	Not shown
click_to_call	2	2	Not shown

Click-to-Shop rose 22.7% and scrolling rose 115.3%, but these are recorded actions rather than unique conversions. Only the first ten of eleven event types are visible.

6) Intent Tracking (ARC to Barnet)

Measure	Week 33	Interpretation
Click-to-Shop	92 / 68 users	Shopping-path intent
Click-to-Product	Not in top 10	Cannot infer zero
Key events	2,116	Broad configuration; not sales
Session key-event rate	100%	Not purchase conversion
GA4 revenue	$0	External sales not established

Form submits: 37 actions across 28 users; form starts: 32 across 30 users. The counts are not validated customer leads or an established completion funnel.

Leadership priorities

7) Recommended Next Steps

1. Preserve Search and Direct gains: review winning store landing pages and traffic sources.
2. Filter internal traffic: check developer and store testing activity before interpreting engagement.
3. Reconcile acquisition rows: compare displayed 362 channel sessions against the 356 total.
4. Monitor shopping intent: follow 92 Click-to-Shop events into verified commerce outcomes.
5. Validate forms: reconcile starts, submits and actual leads before reporting conversion.
6. Monitor low-volume AI Assistant referrals without overinterpreting a sample of three.
7. Improve gateway tracking: verify onward store-page clicks and customer navigation.

Week 33 in perspective

Week 33 brought renewed audience growth and more shopping-path activity. The strongest store gains were Revelstoke, Glenmore and the All Stores gateway. Internal testing and channel attribution still require care.

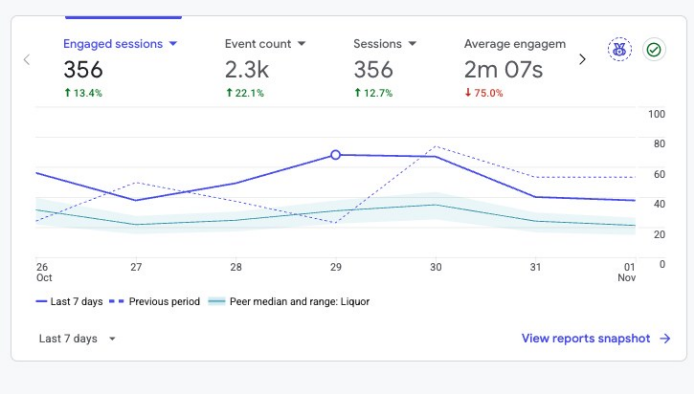
“More visitors discovered ARC, and more took the next step toward shopping.”

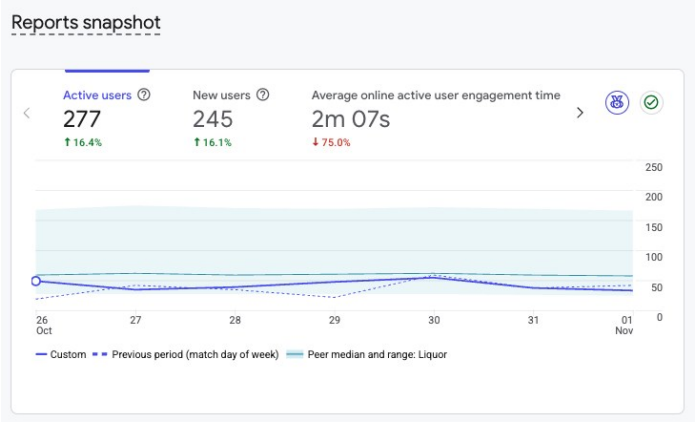
Source & method

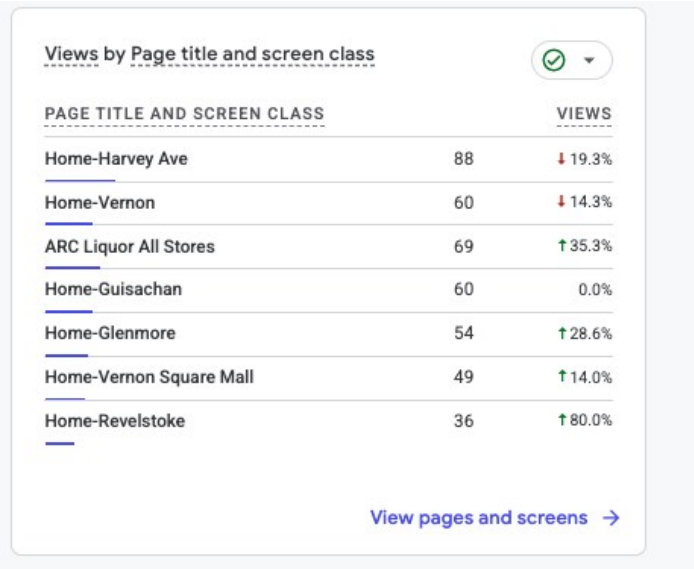
Source: ARC GA4 screenshots, October 26–November 1, 2026 compared with October 19–25. Source channel rows exceed the session headline by six. Routine events are marked as key events. GA4 revenue does not establish external sales.

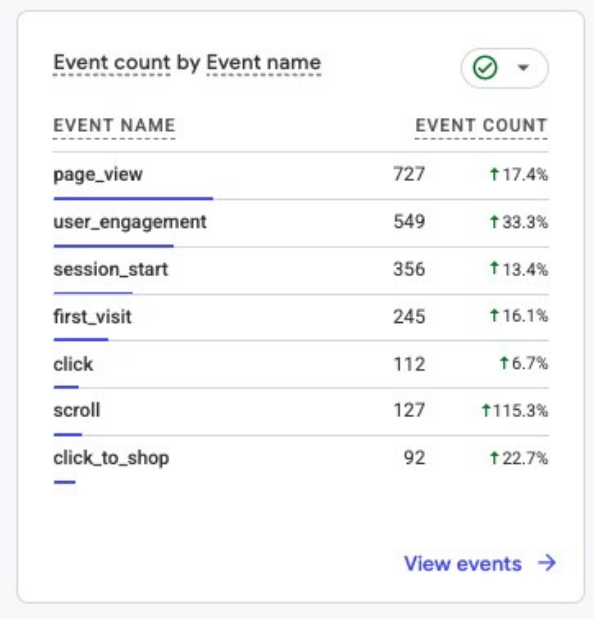
Supporting evidence | weekly comparisons

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



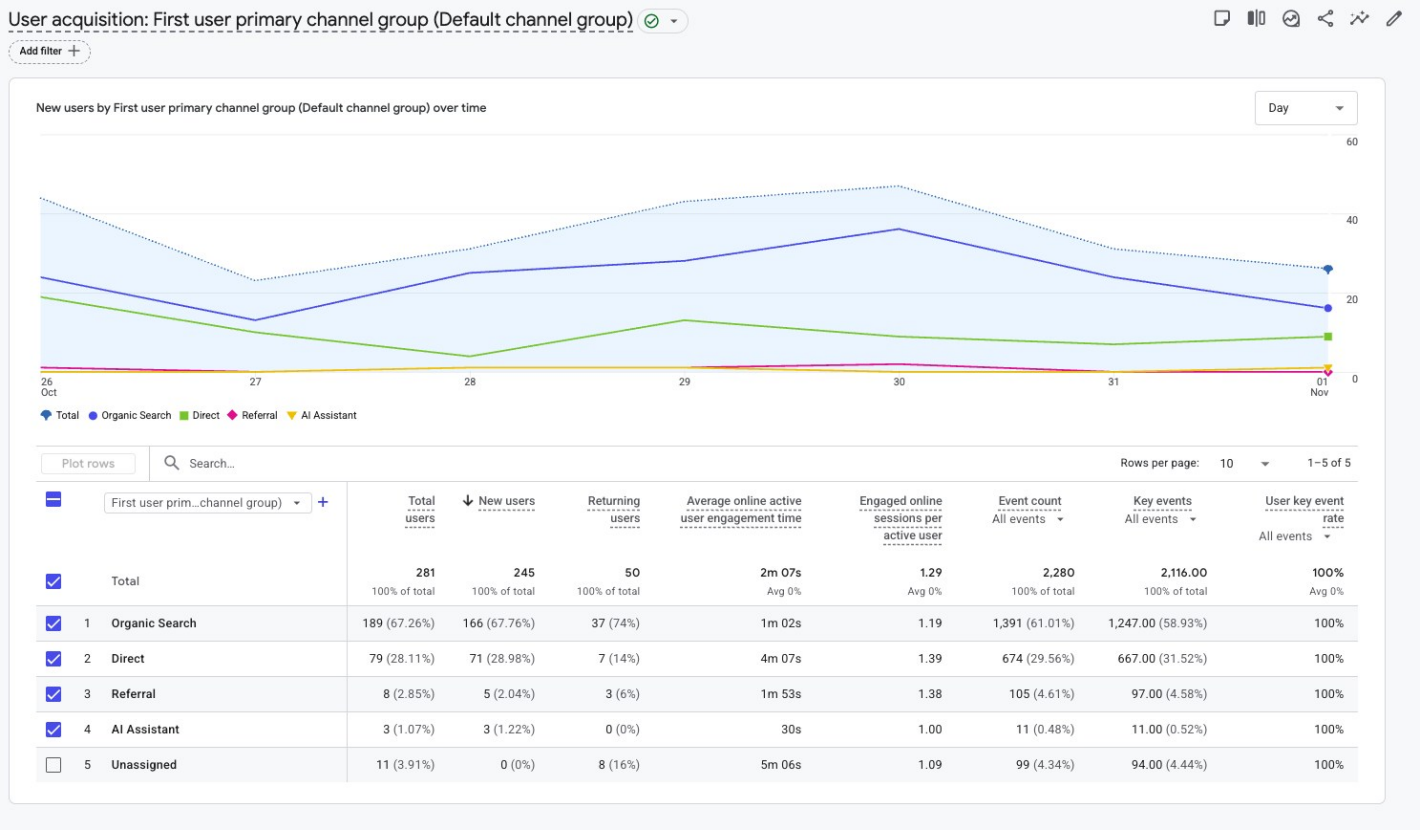






GA4 User Acquisition

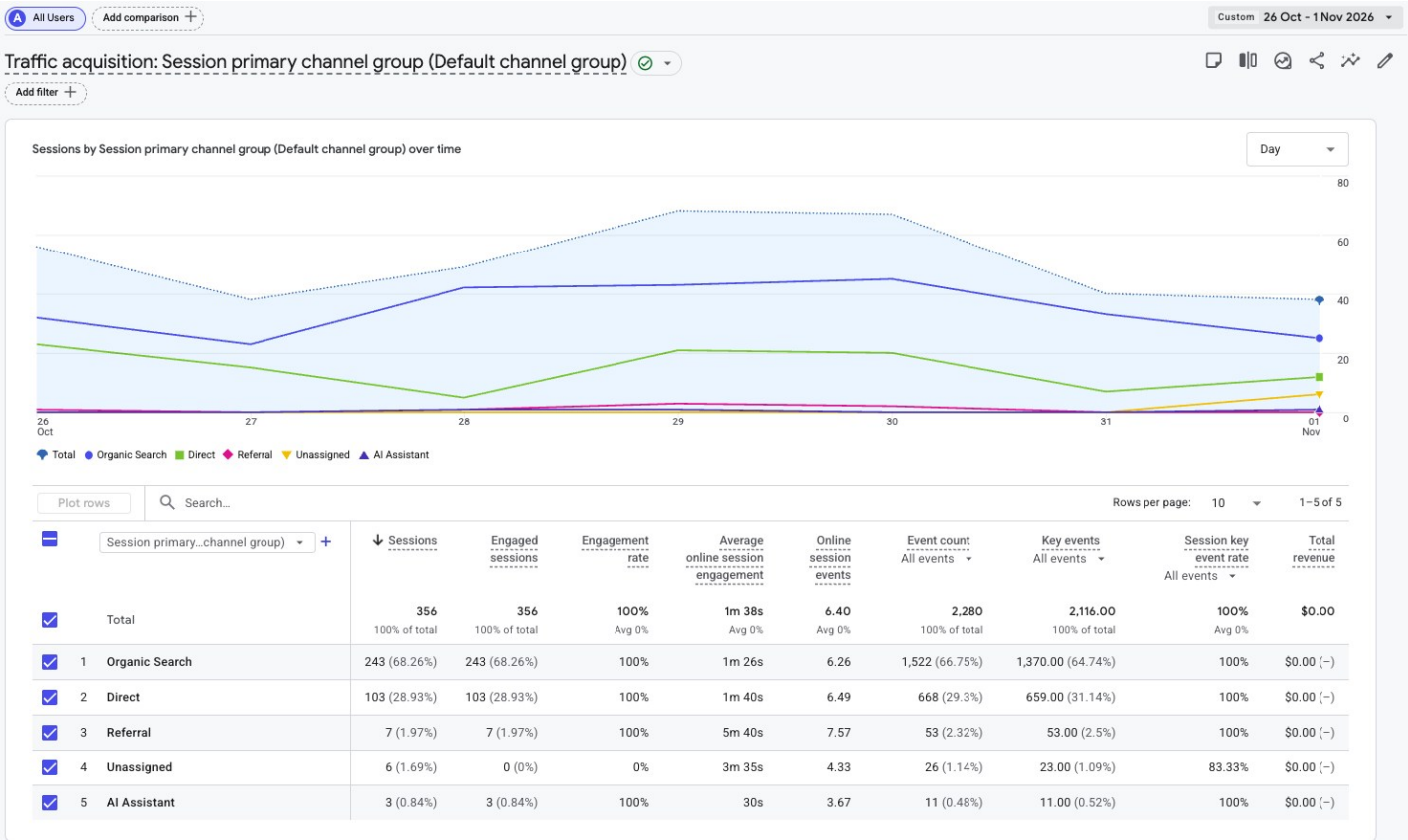
245 new users; first-user attribution shows Organic and Direct lead.



		First user prim...channel group)	Total users	New users	Returning users	Average online active user engagement time	Engaged online sessions per active user	Event count All events	Key events All events	User key event rate All events
☑		Total	281 100% of total	245 100% of total	50 100% of total	2m 07s Avg 0%	1.29 Avg 0%	2,280 100% of total	2,116.00 100% of total	100% Avg 0%
☑	1	Organic Search	189 (67.26%)	166 (67.76%)	37 (74%)	1m 02s	1.19	1,391 (61.01%)	1,247.00 (58.93%)	100%
☑	2	Direct	79 (28.11%)	71 (28.98%)	7 (14%)	4m 07s	1.39	674 (29.56%)	667.00 (31.52%)	100%
☑	3	Referral	8 (2.85%)	5 (2.04%)	3 (6%)	1m 53s	1.38	105 (4.61%)	97.00 (4.58%)	100%
☑	4	AI Assistant	3 (1.07%)	3 (1.22%)	0 (0%)	30s	1.00	11 (0.48%)	11.00 (0.52%)	100%
☐	5	Unassigned	11 (3.91%)	0 (0%)	8 (16%)	5m 06s	1.09	99 (4.34%)	94.00 (4.44%)	100%

GA4 Traffic Acquisition

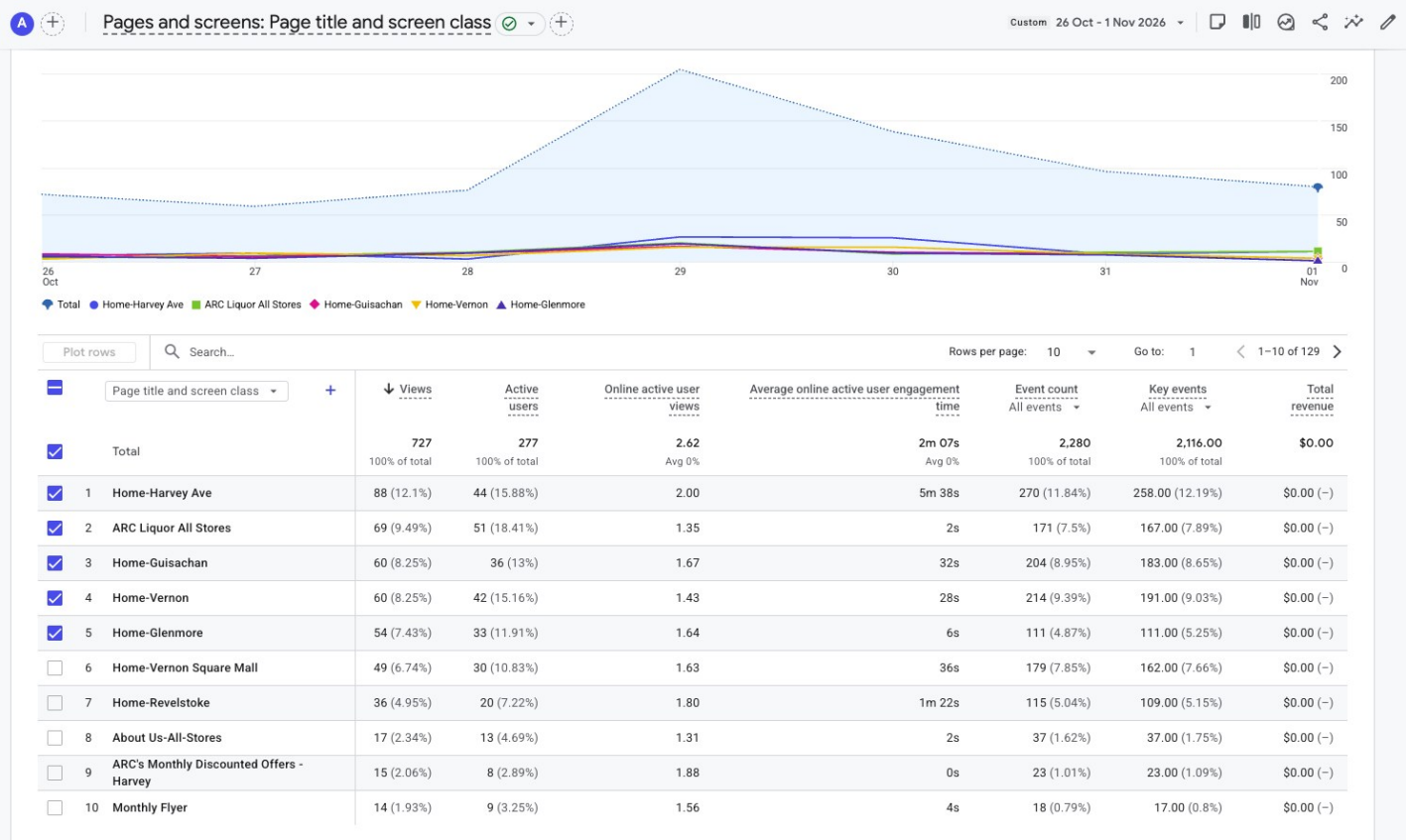
Channel row totals require reconciliation with 356 sessions.



		Session primary...channel group)	Sessions	Engaged sessions	Engagement rate	Average online session engagement	Online session events	Event count All events	Key events All events	Session key event rate All events	Total revenue
☑		Total	356 100% of total	356 100% of total	100% Avg 0%	1m 38s Avg 0%	6.40 Avg 0%	2,280 100% of total	2,116.00 100% of total	100% Avg 0%	$0.00
☑	1	Organic Search	243 (68.26%)	243 (68.26%)	100%	1m 26s	6.26	1,522 (66.75%)	1,370.00 (64.74%)	100%	$0.00 (–)
☑	2	Direct	103 (28.93%)	103 (28.93%)	100%	1m 40s	6.49	668 (29.3%)	659.00 (31.14%)	100%	$0.00 (–)
☑	3	Referral	7 (1.97%)	7 (1.97%)	100%	5m 40s	7.57	53 (2.32%)	53.00 (2.5%)	100%	$0.00 (–)
☑	4	Unassigned	6 (1.69%)	0 (0%)	0%	3m 35s	4.33	26 (1.14%)	23.00 (1.09%)	83.33%	$0.00 (–)
☑	5	AI Assistant	3 (0.84%)	3 (0.84%)	100%	30s	3.67	11 (0.48%)	11.00 (0.52%)	100%	$0.00 (–)

GA4 Pages & Screens

727 views; note Harvey engagement time may include internal activity.

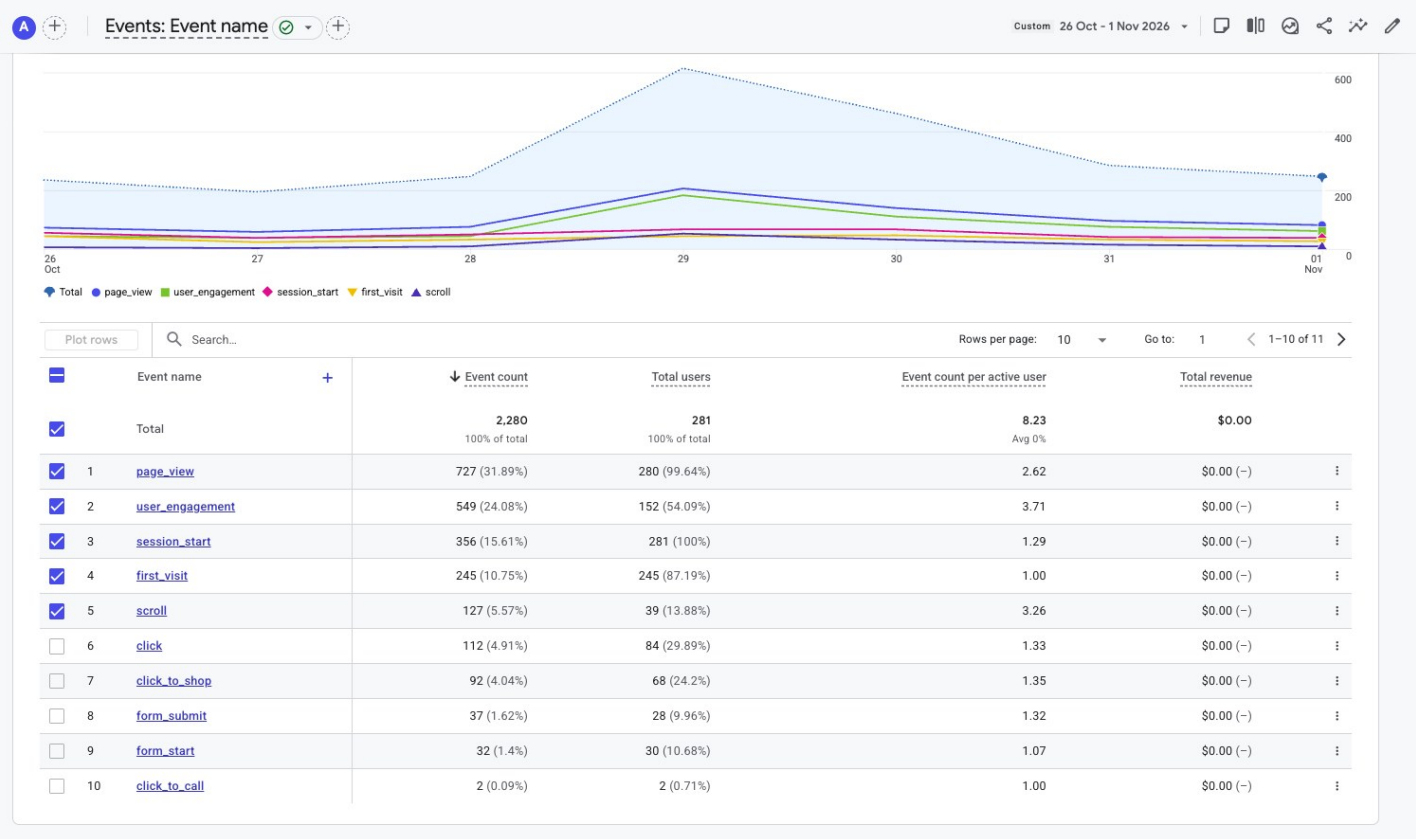


Plot rows | Search... | Rows per page: 10 | Go to: 1 | 1–10 of 129

		Page title and screen class	Views	Active users	Online active user views	Average online active user engagement time	Event count All events	Key events All events	Total revenue
☑		Total	727 100% of total	277 100% of total	2.62 Avg 0%	2m 07s Avg 0%	2,280 100% of total	2,116.00 100% of total	$0.00
☑	1	Home-Harvey Ave	88 (12.1%)	44 (15.88%)	2.00	5m 38s	270 (11.84%)	258.00 (12.19%)	$0.00 (–)
☑	2	ARC Liquor All Stores	69 (9.49%)	51 (18.41%)	1.35	2s	171 (7.5%)	167.00 (7.89%)	$0.00 (–)
☑	3	Home-Guisachan	60 (8.25%)	36 (13%)	1.67	32s	204 (8.95%)	183.00 (8.65%)	$0.00 (–)
☑	4	Home-Vernon	60 (8.25%)	42 (15.16%)	1.43	28s	214 (9.39%)	191.00 (9.03%)	$0.00 (–)
☑	5	Home-Glenmore	54 (7.43%)	33 (11.91%)	1.64	6s	111 (4.87%)	111.00 (5.25%)	$0.00 (–)
☐	6	Home-Vernon Square Mall	49 (6.74%)	30 (10.83%)	1.63	36s	179 (7.85%)	162.00 (7.66%)	$0.00 (–)
☐	7	Home-Revelstoke	36 (4.95%)	20 (7.22%)	1.80	1m 22s	115 (5.04%)	109.00 (5.15%)	$0.00 (–)
☐	8	About Us-All-Stores	17 (2.34%)	13 (4.69%)	1.31	2s	37 (1.62%)	37.00 (1.75%)	$0.00 (–)
☐	9	ARC's Monthly Discounted Offers - Harvey	15 (2.06%)	8 (2.89%)	1.88	0s	23 (1.01%)	23.00 (1.09%)	$0.00 (–)
☐	10	Monthly Flyer	14 (1.93%)	9 (3.25%)	1.56	4s	18 (0.79%)	17.00 (0.8%)	$0.00 (–)

GA4 Events

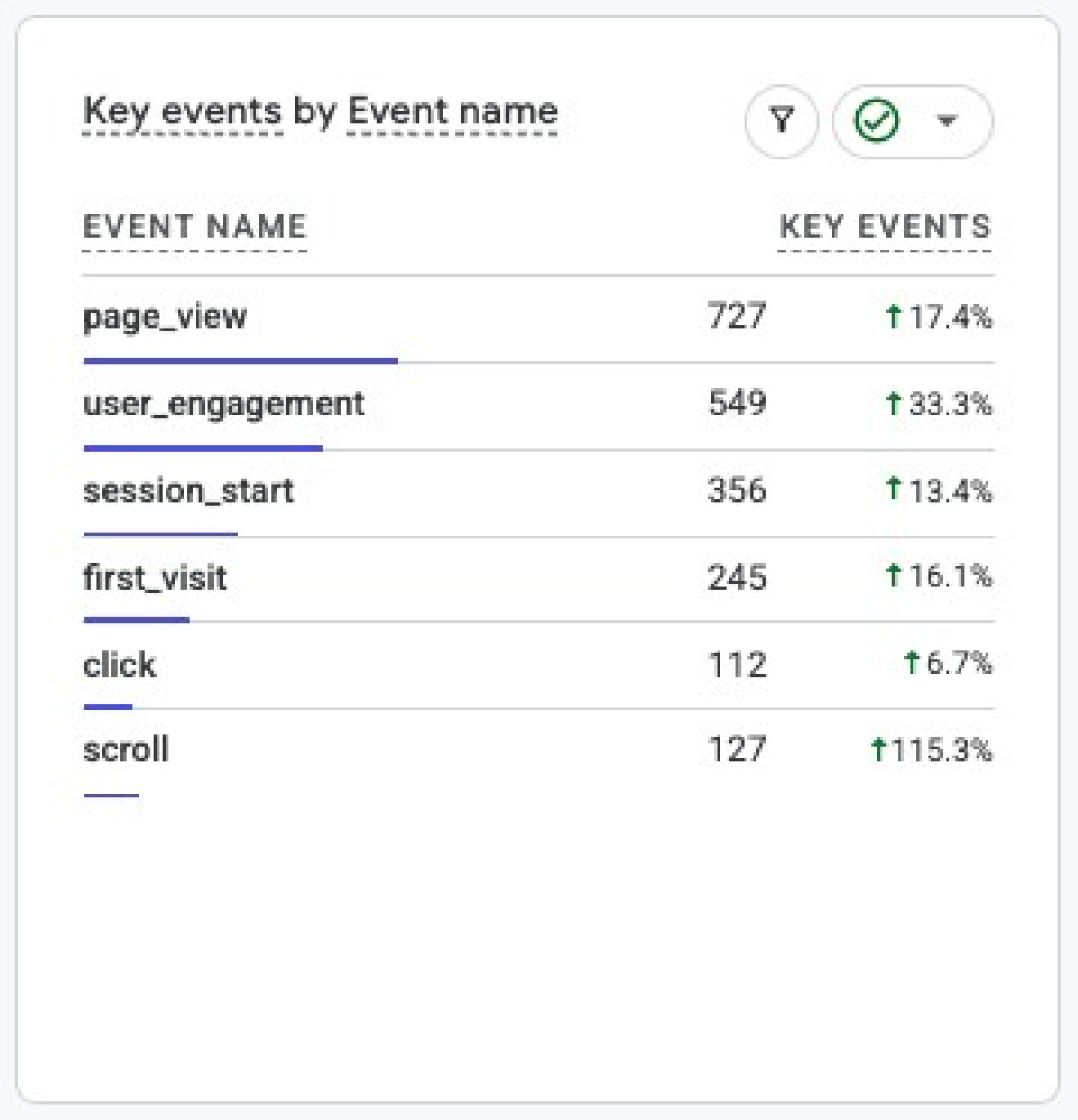
2,280 events; 92 Click-to-Shop actions across 68 users.



		Event name	Event count	Total users	Event count per active user	Total revenue
☑		Total	2,280 100% of total	281 100% of total	8.23 Avg 0%	$0.00
☑	1	page_view	727 (31.89%)	280 (99.64%)	2.62	$0.00 (–)
☑	2	user_engagement	549 (24.08%)	152 (54.09%)	3.71	$0.00 (–)
☑	3	session_start	356 (15.61%)	281 (100%)	1.29	$0.00 (–)
☑	4	first_visit	245 (10.75%)	245 (87.19%)	1.00	$0.00 (–)
☑	5	scroll	127 (5.57%)	39 (13.88%)	3.26	$0.00 (–)
☐	6	click	112 (4.91%)	84 (29.89%)	1.33	$0.00 (–)
☐	7	click_to_shop	92 (4.04%)	68 (24.2%)	1.35	$0.00 (–)
☐	8	form_submit	37 (1.62%)	28 (9.96%)	1.32	$0.00 (–)
☐	9	form_start	32 (1.4%)	30 (10.68%)	1.07	$0.00 (–)
☐	10	click_to_call	2 (0.09%)	2 (0.71%)	1.00	$0.00 (–)

GA4 key-event configuration

Routine events are counted as key events; 2,116 is not sales.



Key events by Event name

EVENT NAME	KEY EVENTS	
page_view	727	↑ 17.4%
user_engagement	549	↑ 33.3%
session_start	356	↑ 13.4%
first_visit	245	↑ 16.1%
click	112	↑ 6.7%
scroll	127	↑ 115.3%