

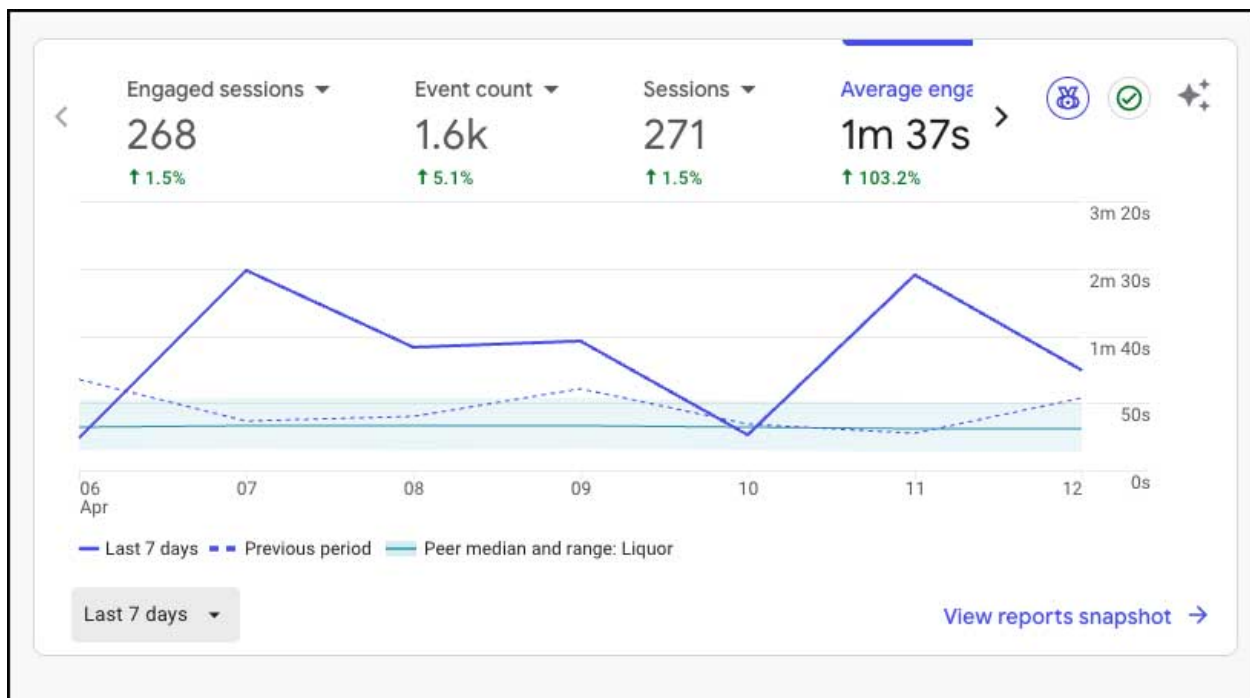


## From Apr 06–Apr 12

### Executive Snapshot (Leadership Summary)

This week held steady and showed **improving quality**: overall sessions and engaged sessions ticked up slightly, **event activity increased**, and average engagement time more than doubled — suggesting visitors were spending more time on-page (fewer “quick in/quick out” visits than last week).

Headline takeaway: **traffic volume was stable, but attention and interaction were up** — and our Barnet “intent tracking” continues to provide measurable proof that ARC pages are driving customers into store shopping pathways.



# ARC Liquor Stores – Weekly Performance Report

**Reporting window:** Apr 06–Apr 12, 2026

**Comparison:** vs previous 7 days (Mar 30–Apr 05, 2026)

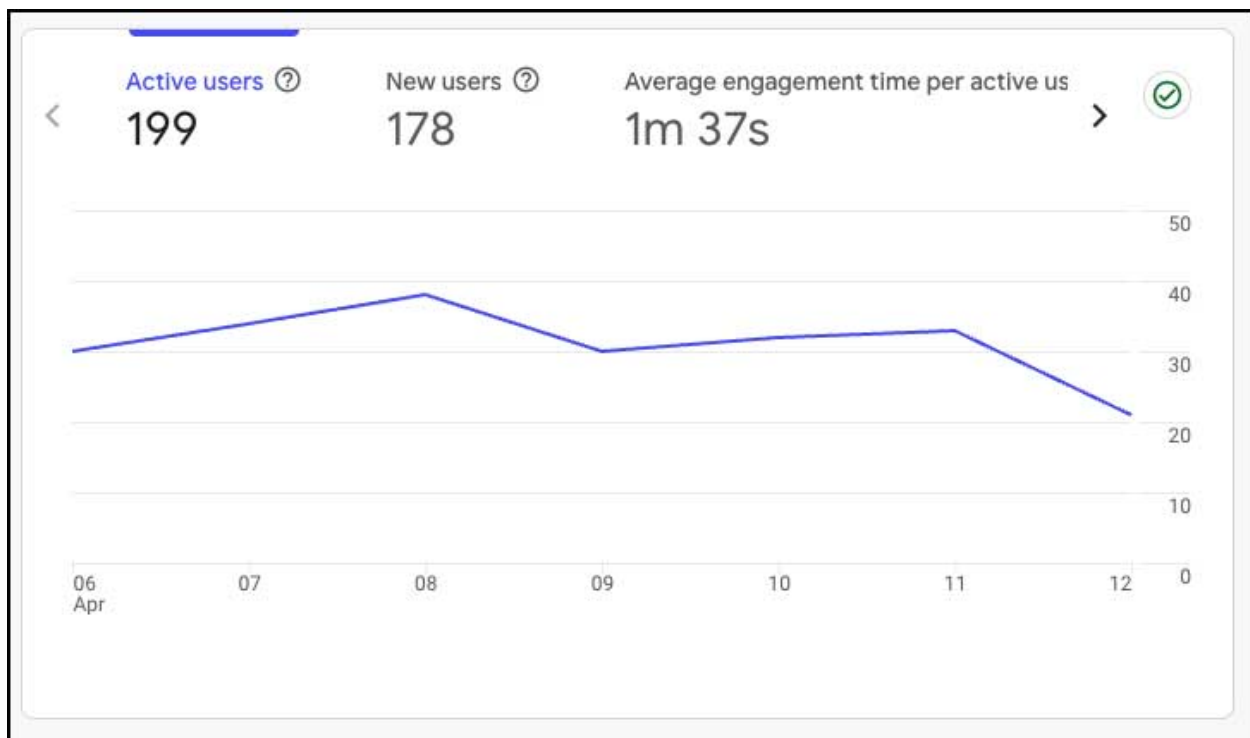
**GA4 Property:** ARC Liquor Stores

**Purpose:** Weekly leadership snapshot + intent tracking (Barnet outbound clicks + calls)

## KPI Scorecard (This Week)

This week (Apr 06–Apr 12):

- **Active users:** 199
- **New users / first\_visit:** 178 (↓ 8.7%)
- **Sessions:** 271 (↑ 1.5%)
- **Engaged sessions:** 268 (↑ 1.5%)
- **Avg engagement time:** 1m 37s (↑ 103.2%)
- **Event count:** 1,642 (shown as ~1.6k, ↑ 5.1%)



### Interpretation (1-2 lines):

We held traffic steady week-over-week, but users spent **significantly longer** on-site — a strong “quality” signal even without a big traffic spike.

## Store Page Performance

Top pages by views (last 7 days):

Store pages continue to function as the primary decision hubs. This week’s story is a **location mix shift**: Harvey stayed the main anchor, Vernon made a strong gain, and the Coral template page created a one-off reporting anomaly.

- **Home-Harvey**: 116 (↓ 6.5%)
- **Home-Vernon**: 58 (↑ 26.1%)
- **Home-Guisachan**: 46 (↓ 2.1%)
- **Home-Glenmore**: 25 (↓ 21.9%)
- **Home-Revelstoke**: 21 (flat)
- **Monthly Flyer**: 11 (↓ 52.2%)

### Interpretation:

#### What this says (plain English):

- **Harvey remains the anchor** (still the highest-volume store page, only slightly down).
- **Vernon is the standout mover this week** (+26%) — worth leaning into with continued featured content/links.
- **Guisachan is stable** (nearly flat week-over-week).
- **Glenmore softened** this week; a good candidate for a small visibility push (feature module/internal links).
- **Revelstoke stabilized** (flat week-over-week after last report’s normalization).

PAGE TITLE AND S...	VIEWS	
Home-Harvey Ave	116	↓ 6.5%
Home-Vernon	58	↑ 26.1%
Home-Guisachan	46	↓ 2.1%
Home-Glenmore	25	↓ 21.9%
New system Estimate	48	↑ 500.0%
Home-Revelstoke	21	0.0%
Monthly Flyer	11	↓ 52.2%

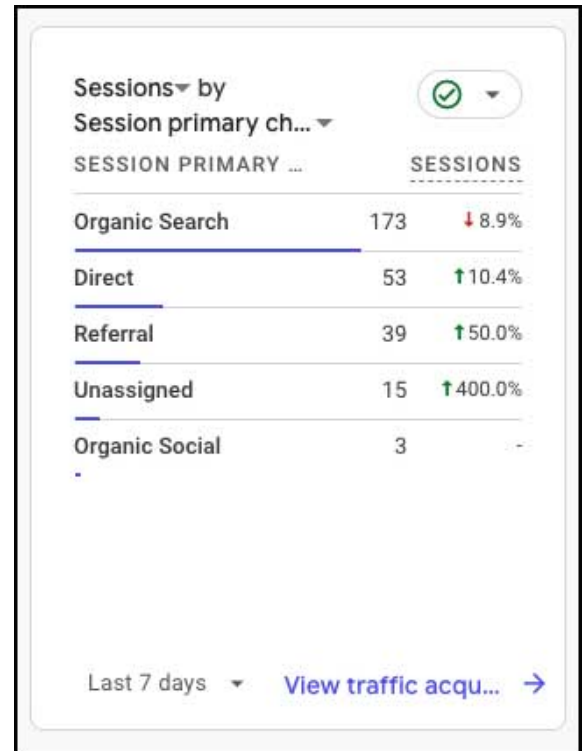
- The **Monthly Flyer cooled**, which fits the overall pattern of fewer promo-driven browsing sessions.

## Traffic Sources (How People Are Finding ARC)

**This week, the mix shifted again:** Organic dipped, while Direct + Referral strengthened (often a sign of returning visitors and people coming in from links/shared content).

**Sessions by channel (Apr 6–12 vs Mar 30–Apr 5):**

- **Organic Search:** 173 (↓ 8.9%)
- **Direct:** 53 (↑ 10.4%)
- **Referral:** 39 (↑ 50.0%)
- **Unassigned:** 15 (↑ 400.0%)
- **Organic Social:** 3 (small volume)



**Interpretation (1–2 lines):**

“Organic Search remains the #1 driver by volume, but softened this week. The lift came from Direct and Referral, which typically reflects stronger returning/known-intent traffic and more inbound linking activity.”

**Quick context note (for leadership):**

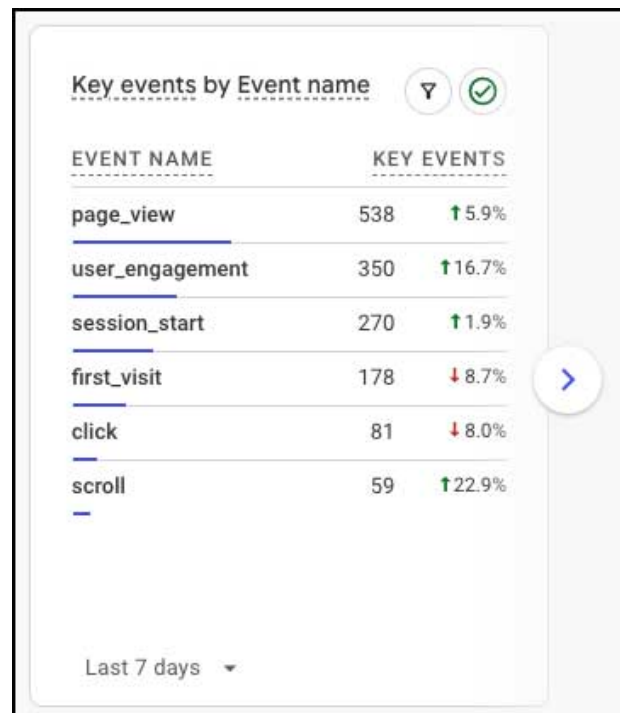
- **Unassigned** spikes are usually **tracking/attribution related** (missing referrer/UTM, some apps/links not passing attribution cleanly). Worth watching, but it doesn’t automatically mean ‘bad traffic’.

## Events Snapshot (What People Did)

Event totals are up slightly week-over-week, and the pattern is clear: **visitors who did arrive engaged more deeply** (especially via user\_engagement + scroll), even though first-time visitors dipped.

### Key event movements (Apr 6–12 vs Mar 30–Apr 5):

- **page\_view:** 538 (↑ 5.9%)
- **user\_engagement:** 350 (↑ 16.7%)
- **session\_start:** 270 (↑ 1.9%)
- **first\_visit:** 178 (↓ 8.7%)
- **click:** 81 (↓ 8.0%)
- **scroll:** 59 (↑ 22.9%)
- **click\_to\_shop:** 65 (↓ 1.5%)



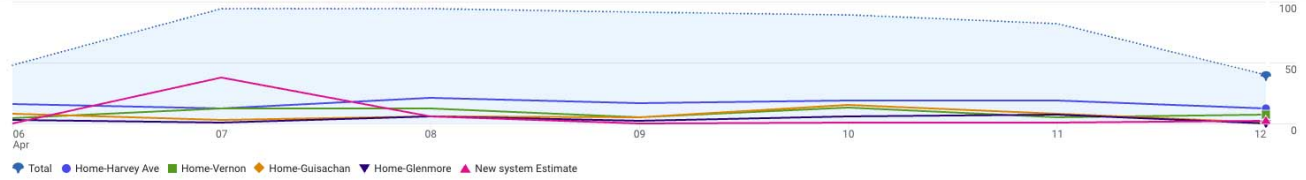
EVENT NAME	KEY EVENTS
page_view	538 ↑ 5.9%
user_engagement	350 ↑ 16.7%
session_start	270 ↑ 1.9%
first_visit	178 ↓ 8.7%
click	81 ↓ 8.0%
scroll	59 ↑ 22.9%

### Report wording (1–2 lines):

“Overall engagement strengthened this week: user\_engagement rose (+16.7%) and scrolls increased (+22.9%), suggesting higher-quality browsing even though first-time visitors fell (–8.7%). Barnet shop clicks held steady at 65 (–1.5%), meaning the shopping pathway remained consistent week-over-week.”

### Interpretation:

Despite fewer “new” visits, the people who did arrive were **more engaged** (user\_engagement up 16.7%, scroll up 22.9%, and time up massively). Barnet outbound clicks were essentially steady (65 vs last week).



Search... Rows per page: 10 Go to: 1 < 1-10 of 141 >

Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events	Total revenue
<b>Total</b>	538 vs. 508 ↑ 5.91%	199 vs. 214 ↓ -7.01%	2.70 vs. 2.37 ↑ 13.89%	1m 37s vs. 47s ↑ 103.25%	1,642 vs. 1,563 ↑ 5.05%	1,476.00 vs. 1,404.00 ↑ 5.13%	\$0.00 vs. \$0.00
<b>1 Home-Harvey Ave</b>							
6 Apr - 12 Apr 2026	116 (21.56%)	82 (41.21%)	1.41	14s	334 (20.34%)	300.00 (20.33%)	\$0.00 (-)
30 Mar - 5 Apr 2026	124 (24.41%)	80 (37.38%)	1.55	10s	376 (24.06%)	331.00 (23.58%)	\$0.00 (-)
% change	-6.45%	2.5%	-8.73%	30.68%	-11.17%	-9.37%	0%
<b>2 Home-Vernon</b>							
6 Apr - 12 Apr 2026	58 (10.78%)	42 (21.11%)	1.38	52s	207 (12.61%)	189.00 (12.8%)	\$0.00 (-)
30 Mar - 5 Apr 2026	46 (9.06%)	31 (14.49%)	1.48	38s	166 (10.62%)	142.00 (10.11%)	\$0.00 (-)
% change	26.09%	35.48%	-6.94%	36.14%	24.7%	33.1%	0%
<b>4 Home-Guisachan</b>							
6 Apr - 12 Apr 2026	46 (8.55%)	35 (17.59%)	1.31	12s	166 (10.11%)	141.00 (9.55%)	\$0.00 (-)
30 Mar - 5 Apr 2026	47 (9.25%)	38 (17.76%)	1.24	19s	183 (11.71%)	159.00 (11.32%)	\$0.00 (-)
% change	-2.13%	-7.89%	6.26%	-35.41%	-9.29%	-11.32%	0%
<b>5 Google Analytics - Mar30-Apr05</b>							
6 Apr - 12 Apr 2026	29 (5.39%)	3 (1.51%)	9.67	5m 29s	74 (4.51%)	61.00 (4.13%)	\$0.00 (-)
30 Mar - 5 Apr 2026	0 (0%)	0 (0%)	0.00	0s	0 (0%)	0.00 (0%)	\$0.00 (-)
% change	0%	0%	0%	0%	0%	0%	0%
<b>6 Home-Glenmore</b>							
6 Apr - 12 Apr 2026	25 (4.65%)	18 (9.05%)	1.39	4s	68 (4.14%)	62.00 (4.2%)	\$0.00 (-)
30 Mar - 5 Apr 2026	32 (6.3%)	24 (11.21%)	1.33	0s	81 (5.18%)	79.00 (5.63%)	\$0.00 (-)
% change	-21.88%	-25%	4.17%	918.18%	-16.05%	-21.52%	0%
<b>7 Home-Revelstoke</b>							
6 Apr - 12 Apr 2026	21 (3.9%)	14 (7.04%)	1.50	26s	80 (4.87%)	71.00 (4.81%)	\$0.00 (-)
30 Mar - 5 Apr 2026	21 (4.13%)	16 (7.48%)	1.31	42s	80 (5.12%)	73.00 (5.2%)	\$0.00 (-)
% change	0%	-12.5%	14.29%	-37.27%	0%	-2.74%	0%
<b>8 Google Analytics - Mar23-29</b>							
6 Apr - 12 Apr 2026	15 (2.79%)	3 (1.51%)	5.00	2m 45s	38 (2.31%)	35.00 (2.37%)	\$0.00 (-)
30 Mar - 5 Apr 2026	8 (1.57%)	1 (0.47%)	8.00	2m 54s	17 (1.09%)	16.00 (1.14%)	\$0.00 (-)
% change	87.5%	200%	-37.5%	-4.79%	123.53%	118.75%	0%
<b>9 Monthly Flyer</b>							
6 Apr - 12 Apr 2026	11 (2.04%)	8 (4.02%)	1.38	0s	13 (0.79%)	13.00 (0.88%)	\$0.00 (-)
30 Mar - 5 Apr 2026	23 (4.53%)	6 (2.8%)	3.83	0s	31 (1.98%)	31.00 (2.21%)	\$0.00 (-)
% change	-52.17%	33.33%	-64.13%	0%	-58.06%	-58.06%	0%
<b>10 Emily</b>							
6 Apr - 12 Apr 2026	10 (1.86%)	5 (2.51%)	2.00	0s	16 (0.97%)	16.00 (1.08%)	\$0.00 (-)
30 Mar - 5 Apr 2026	7 (1.38%)	3 (1.4%)	2.33	0s	10 (0.64%)	10.00 (0.71%)	\$0.00 (-)
% change	42.86%	66.67%	-14.29%	0%	60%	60%	0%

## Intent Tracking (Barnet) — Still the core win

We can continue reporting **high-intent actions** weekly:

- **click\_to\_shop** → users entering Barnet store pages
- (Where applicable) **click\_to\_product** → users entering specific product pages
- (And separately) **click\_to\_call** where enabled/visible in the timeframe

**This week:**

- **click\_to\_shop: 65 (-1.5%)** — basically stable week-over-week.

**Interpretation:**

Even on a flatter traffic week, ARC pages are still doing their job: **routing shoppers into Barnet**. The value here is leadership-level clarity — we're no longer stuck proving value with "page views" only.

## Implications (for Leadership)

### What's good

- **Engagement quality improved materially** this week: average engagement time more than doubled, and **user\_engagement (+16.7%)** plus **scrolls (+22.9%)** both rose — a strong signal that visitors were more “invested,” not just quick-checking.
- **Traffic held steady** (sessions +1.5%, engaged sessions +1.5%), which is a healthy outcome when the channel mix shifts.
- **Intent tracking remained consistent: click\_to\_shop = 65 (-1.5%)** — the ARC → Barnet shopping pathway is still active and measurable.

### What to watch

- **Organic Search softened (-8.9%)** this week. Not alarming on its own, but if it repeats we'll want to review Search Atlas visibility/rank movement and ensure fresh content/ internal links are supporting discovery.
- **Referral traffic jumped (+50%)** — great signal, but it can be “spiky.” Worth identifying where it came from (which link/source) so we can repeat what worked.

## In Summary:

From **Apr 06–Apr 12** (vs **Mar 30–Apr 05**), the site held traffic steady (**sessions +1.5%**) while engagement quality improved significantly (**avg engagement time +103%**). Organic search is still the primary channel but dipped modestly; referral traffic increased strongly. Intent tracking remains stable with **65 click\_to\_shop** actions, confirming ARC pages continue driving customers into the Barnet shopping pathway.

**Note:** The “New System Estimate” page activity is a tracking anomaly from a Coral Home Comfort page using an ARC template with ARC tracking still installed — this should be removed to keep ARC reporting clean.