



ARC Liquor Stores

Weekly Reporting • GA4 + Intent Tracking

● Reporting window: **May 12-May 18, 2026**

● Comparison: **May 05-May 11**

● Focus: **Growth + Shopping Intent**

ARC LIQUOR STORES • WEEKLY REPORTING

Weekly Performance Report

A weekly leadership snapshot covering traffic, engagement, store-page performance, acquisition channels, and customer-intent actions that show visitors moving from ARC store pages into the Barnet shopping pathway.

Reporting window: **May 12-May 18 vs May 05-May 11**

Intent events tracked: **click_to_shop** + **click_to_product** + form actions

1) Executive Snapshot

Headline takeaway (May 12-May 18)

This was a strong progress week for ARC Liquor's website. Active users reached **280**, new users reached **259**, sessions reached **364**, and engaged sessions reached **360**. Compared with the previous period, active users increased **27.3%**, sessions increased **23.8%**, and engaged sessions increased **22.4%**.

The strongest customer-intent signal was **click_to_shop**, which reached **107**. That is a proof-of-impact result because it shows customers moving from ARC's website into the Barnet shopping pathway. The strongest quality signal was average engagement time, which improved to **1m 31s**, up **82.6%**.

● ACTIVE USERS

280

↑ **27.3%**

● ENGAGED SESSIONS

360

↑ **22.4%**

● SESSIONS

364

↑ **23.8%**

● AVG ENGAGEMENT

1m 31s

↑ **82.6%**

What matters most for leadership

ARC saw stronger reach, stronger engagement, and meaningful shopping-path activity. **click_to_shop** remains the key weekly proof-of-impact metric because it connects website engagement to downstream Barnet shopping intent.

Notes worth calling out

- **Traffic volume improved:** active users, sessions, and engaged sessions all moved upward.
- **Engagement quality improved:** average engagement time per active user rose to **1m 31s**.
- **Shopping-path activity is measurable:** **107 click_to_shop** events show customers moving toward the online store pathway.
- **Store pages remain the core hub:** Harvey, Guisachan, Vernon, Glenmore, Vernon Square Mall, and Revelstoke all contributed visible page activity.

2) KPI Scorecard (This Week)

Overall website activity improved this week. The strongest movement was engagement quality, with average engagement time per active user increasing sharply. This gives the report a stronger story than traffic alone: ARC attracted more visitors and held more attention.

METRIC	MAY 12-MAY 18	WOW / STATUS	LEADERSHIP NOTE
Active users	280	↑ 27.3%	Reach improved compared with the previous 7-day period.
New users	259	Strong discovery	First-time visitors remained a major part of the weekly audience.
Sessions	364	↑ 23.8%	More total visits across ARC store and support pages.
Engaged sessions	360	↑ 22.4%	Quality sessions rose alongside total traffic.
Page views	882	Current week	Total views across store, category, flyer, and support pages.
Avg engagement time per active user	1m 31s	↑ 82.6%	A strong signal that visitors spent more meaningful time with the site.
Total event count	2,573	Current week	Tracked user actions across views, clicks, forms, and engagement events.
Key events	2,320	Current week	GA4 key-event activity remained high across the website.

Screenshot reference

GA4 Reports snapshot: engaged sessions, active users, sessions, and average engagement time.

3) Store Page Performance (Views by Location)

Store pages remain the main decision hubs. Harvey led page views, while Guisachan and Vernon followed strongly. Vernon Square Mall is worth watching because its page generated high views per active user and strong engagement time.

PAGE	VIEWS	ACTIVE USERS	VIEWS / ACTIVE USER	AVG ENGAGEMENT	EVENTS	KEY EVENTS	NOTE
● Home-Harvey Ave	202	110	1.84	19s	535	482	Top store hub by total views

PAGE	VIEWS	ACTIVE USERS	VIEWS / ACTIVE USER	AVG ENGAGEMENT	EVENTS	KEY EVENTS	NOTE
● Home-Guisachan	96	62	1.55	13s	352	297	Strong second-place location page
● Home-Vernon	82	60	1.37	22s	306	256	Healthy store-page volume
● Home-Glenmore	64	43	1.49	0s	139	138	Steady location-page activity
● Home-Vernon Square Mall	59	9	6.56	4m 32s	143	141	High engagement depth for a new store page
● Home-Revelstoke	27	16	1.69	1m 39s	98	86	Smaller volume, stronger engagement quality
● Beers	22	18	1.22	8s	63	52	Category browsing signal
● Monthly Flyer	19	6	3.17	7s	25	23	Promotion visibility signal

Interpretation

Harvey remains the anchor page by total views. Guisachan, Vernon, and Glenmore remain healthy supporting store pages. Vernon Square Mall is showing early engagement depth, while Revelstoke has a smaller audience but encouraging average engagement.

Screenshot reference

GA4 Pages and screens report: views by page title and screen class.

4) Traffic Sources (How People Are Finding ARC)

Organic Search remains ARC's main source of traffic. Direct traffic also remained strong, showing that customers continue to reach ARC through brand-driven or direct pathways.

Sessions by channel (May 12-May 18)

● Organic Search:231

● Direct:76

● Referral:53

● Unassigned:21

● AI Assistant:1

Sessions by channel

Organic Search	<div style="width: 100%;"></div>	231
Direct	<div style="width: 33%;"></div>	76
Referral	<div style="width: 23%;"></div>	53
Unassigned	<div style="width: 9%;"></div>	21
AI Assistant	<div style="width: 0%;"></div>	1

New users by channel

Organic Search	<div style="width: 100%;"></div>	177
Direct	<div style="width: 33%;"></div>	63
Referral	<div style="width: 10%;"></div>	18
AI Assistant	<div style="width: 0%;"></div>	1

CHANNEL	SESSIONS	SHARE	ENGAGED SESSIONS	ENGAGEMENT RATE	AVG ENGAGEMENT	EVENTS	KEY EVENTS	NOTE
Organic Search	231	63.46%	231	100%	33s	1,421	1,222	Main discovery engine
Direct	76	20.88%	76	100%	7s	333	320	Brand/direct pathway
Referral	53	14.56%	53	100%	4m 34s	748	725	Smaller but highly engaged
Unassigned	21	5.77%	0	0%	2m 13s	65	49	Attribution cleanup opportunity
AI Assistant	1	0.27%	1	100%	21s	6	4	Monitor attribution

Interpretation

Organic Search and Direct continue to carry the website. Referral traffic was smaller but highly engaged, which is worth monitoring because it may represent more deliberate visitor pathways.

5) Events Snapshot (What People Did)

Event activity shows customers moving beyond passive browsing. The strongest action metric is **click_to_shop**, because it connects ARC pages to the Barnet shopping pathway.

EVENT NAME	EVENT COUNT	INTERPRETATION
page_view	882	Total page views across the site
user_engagement	612	Meaningful engagement activity
session_start	366	Visit starts
first_visit	259	First-time visitor signals
click	133	General click activity
click_to_shop	107	Outbound shopping-intent action into Barnet
form_submit	78	Lead/contact style action
scroll	68	Content consumption signal
form_start	57	Form intent before submission
click_to_product	7	Product-level shopping intent

Report wording

More visitors are taking measurable actions. Page views, clicks, form activity, and click_to_shop events show that ARC's website is supporting both store discovery and shopping intent.

Screenshot reference

GA4 Events report: event count by event name and key events.

6) Intent Tracking (ARC → Barnet)

Barnet click events (May 12-May 18)

- click_to_shop: 107

Digital System Progress

Product Finder pages, store-location pages, and conversational assistant improvements are being aligned to improve product discovery and reduce friction between browsing and online pickup.

Operational quality-control focus

- ✓ Store-specific Product Finder pages support product discovery
- ✓ Chat assistants are being refined for accurate availability answers
- ✓ Low-stock caution messaging helps reduce over-promising
- ✓ Store pages and Barnet links work together as one digital pathway

- **click_to_product: 7**
- **High-level read:** Shopping-path activity remains measurable and leadership-relevant.

Interpretation

click_to_shop remains the most important weekly proof-of-impact metric because it shows customers moving from ARC's website into the Barnet shopping pathway.

Screenshot reference

GA4 Events table: `click_to_shop` and `click_to_product` rows.

7) Recommended Next Steps

- **Keep monitoring click_to_shop:** this remains the clearest weekly proof-of-impact metric.
- **Keep strengthening store pages:** Harvey, Guisachan, Vernon, Glenmore, Vernon Square Mall, and Revelstoke should remain the core location hubs.
- **Support the Vernon Square Mall rollout:** the page is showing good early depth and should remain tied into store content and Product Finder support.
- **Continue Product Finder alignment:** these pages support browsing, assistant fallback, and store-specific discovery.
- **Improve AI attribution clarity:** the AI Assistant channel is likely under-attributed and should be monitored through cleaner event/UTM tracking.

In Summary

May 12-May 18 was a positive progress week for ARC Liquor's website. Active users reached **280**, sessions reached **364**, engaged sessions reached **360**, and total events reached **2,573**. The standout business signal was **107 click_to_shop** events, while average engagement time improved to **1m 31s**. The story for leadership is simple: ARC's digital system is attracting more visitors, holding attention longer, and generating measurable shopping-path activity.

Download the PDF report

Prepared for ARC Liquor leadership • GA4 Property: ARC Liquor Stores • Reporting window: May 12-May 18, 2026 • Comparison: May 05-May 11

You can view the graphs and read our report in more detail from the PDF formatted document.

[Click to download this report](#)

GA4 Glossary (quick reference)

A 30-second guide to the core metrics used in this report.

Active users

Unique people who visited during the reporting window.

New users

First-time visitors in the reporting window.

Sessions

Total visits. One person can have multiple sessions, such as returning later in the week.

Engaged sessions

Sessions where the visitor showed meaningful engagement, such as staying longer, viewing multiple pages, or triggering an important event.

Views

Total page views, including repeat views by the same user.

Average engagement time per active user

Average time users actively engaged with the site in the reporting window.

Event count

Total tracked interactions, including page views, scrolls, clicks, form actions, shopping clicks, and other GA4 events.

Key events

Events marked as important in GA4. These are used to measure high-intent actions and conversion-style behaviour.

Intent Tracking (ARC → Barnet)

These events show measurable next-step behaviour toward shopping or calling.

click_to_shop

Outbound click from ARC into a store's Barnet site. This is the strongest weekly shopping-intent signal.

click_to_product

Outbound click to a specific Barnet product page. Usually lower volume, but higher intent.

click_to_call

Tap or click on a phone number. This is a high-intent action, especially on mobile.

Event parameters captured (for reporting)

- **store** — which location: Harvey / Guisachan / Glenmore / Revelstoke / Vernon
- **page_path** — which ARC page the click happened on
- **link_text** — what button or link was clicked, such as “Shop” or “Buy”

- **link_url** — exact destination URL, usually the Barnet store link