



ARC Weekly GA4 Report

Leadership Summary • Standardized Weekly Board Report

Report Week: May 18 – May 24, 2026

Executive Snapshot

ARC Liquor delivered a strong intent and engagement week for May 18 – May 24, 2026. Sessions rose to 382 and engaged sessions reached 379, while average engagement time improved sharply to 1m 57s. Active users softened slightly to 270, but visitor quality and action depth improved.

The standout result is shopping-path intent: click_to_shop increased to 121, while click_to_product reached 13. Total events reached 2,719, and key events reached 2,446, showing customers are continuing to use ARC pages as a pathway toward Barnet shopping activity.

ES ENGAGED SESSIONS

379

↑ 4.4%

vs May 11 – May 17, 2026

S SESSIONS

382

↑ 5.2%

vs May 11 – May 17, 2026

AE AVG ENGAGEMENT

1m 57s

↑ 35.9%

vs May 11 – May 17, 2026

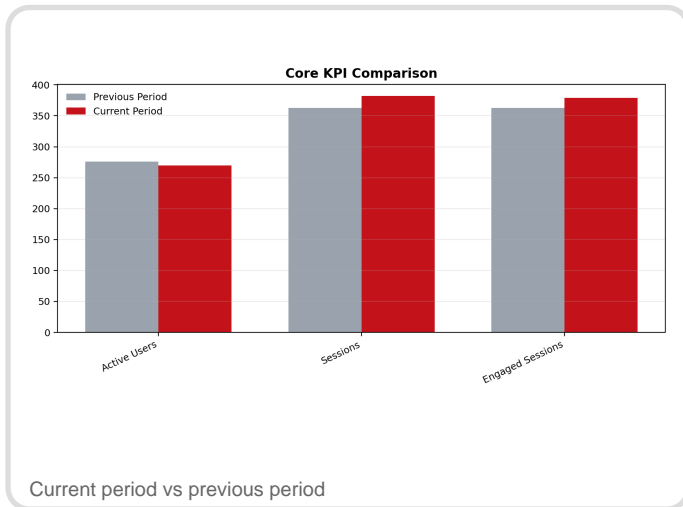
CT CLICK TO SHOP

121

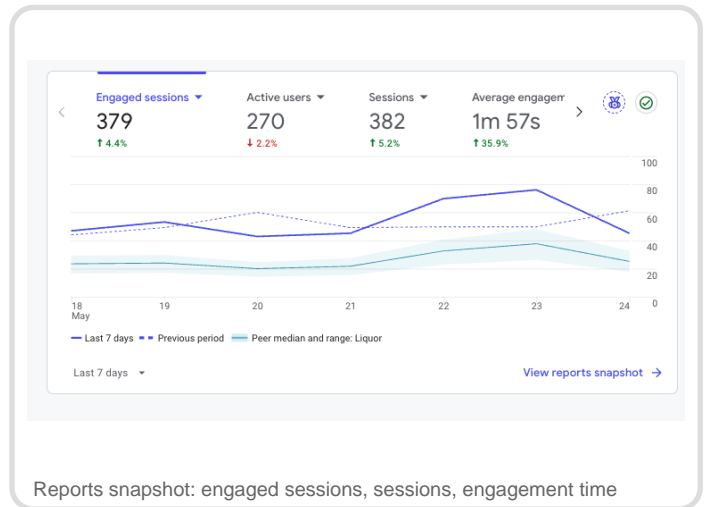
Strong

Current period

Weekly KPI Comparison



Supporting GA4 Screenshot



Leadership Notes

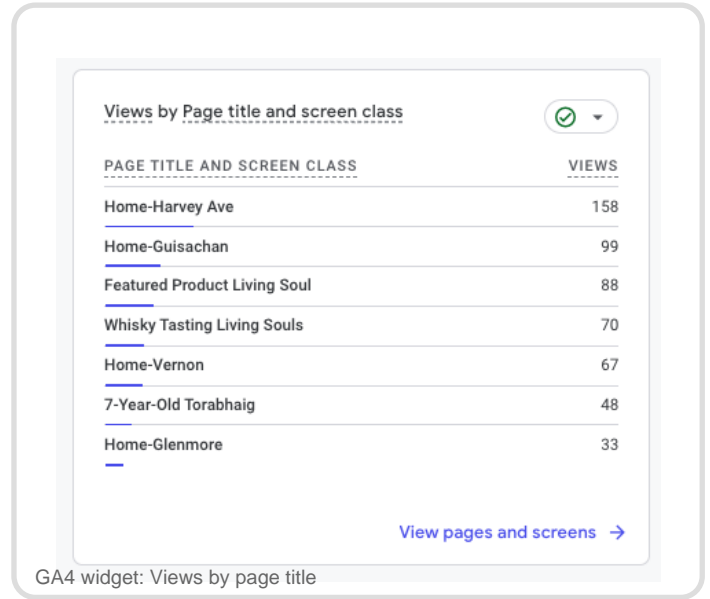
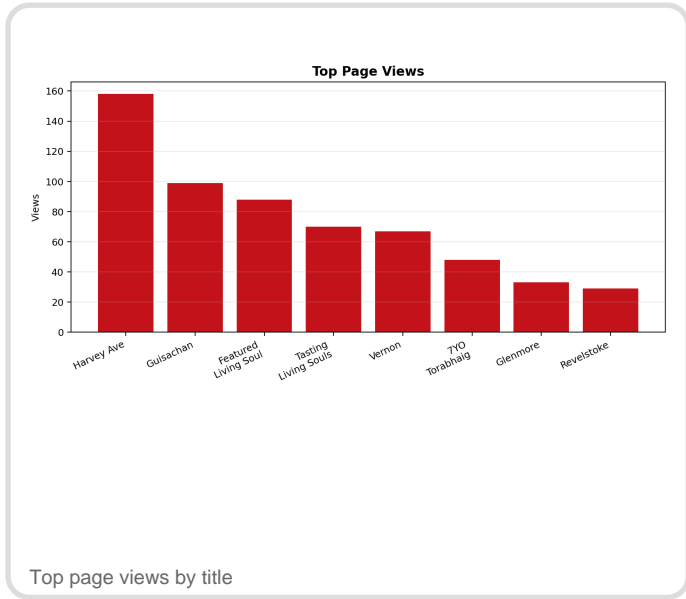
- › Sessions increased by 5.2% and engaged sessions increased by 4.4%, showing healthier visit quality even with active users down 2.2%.
- › click_to_shop reached 121, supported by 145 total click events and 13 click_to_product events.
- › Living Souls tasting content became a major story this week, with Featured Product Living Soul, Whisky Tasting Living Souls, and Torabhaig pages showing strong engagement.



Store & Content Page Performance

Store pages, Living Souls tasting content, and Vernon Square Mall activity

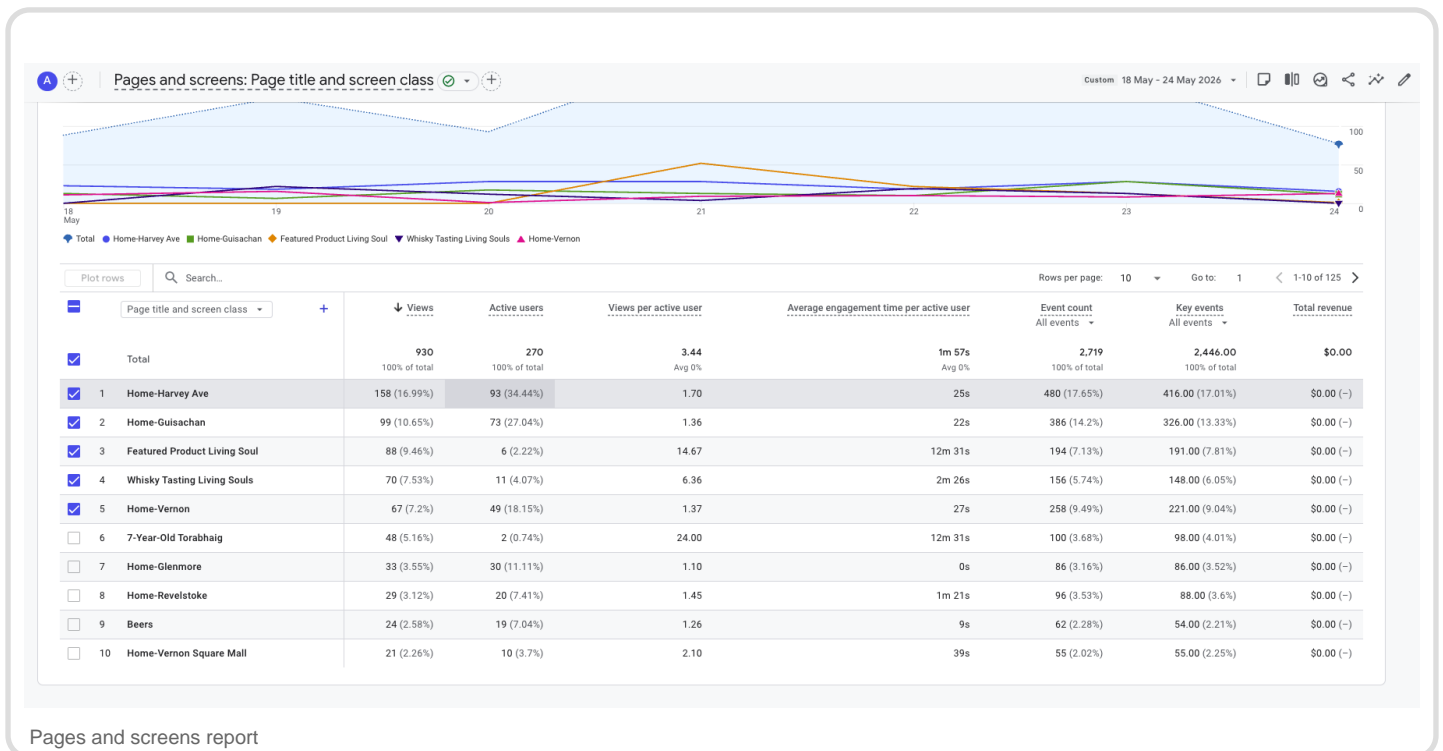
Top Page Views



Page Highlights

- › Harvey remained the top store page with 158 views, followed by Guisachan at 99 and Vernon at 67.
- › Living Souls campaign pages performed very well: Featured Product Living Soul had 88 views and the Whisky Tasting page had 70 views.
- › Vernon Square Mall generated 21 views and remains worth watching as the new store presence develops.

Detailed GA4 Screenshot





Traffic Acquisition

Organic Search, Referral, Direct, Unassigned, and AI Assistant channels

OS ORGANIC SEARCH

250

sessions

R REFERRAL

64

sessions

D DIRECT

60

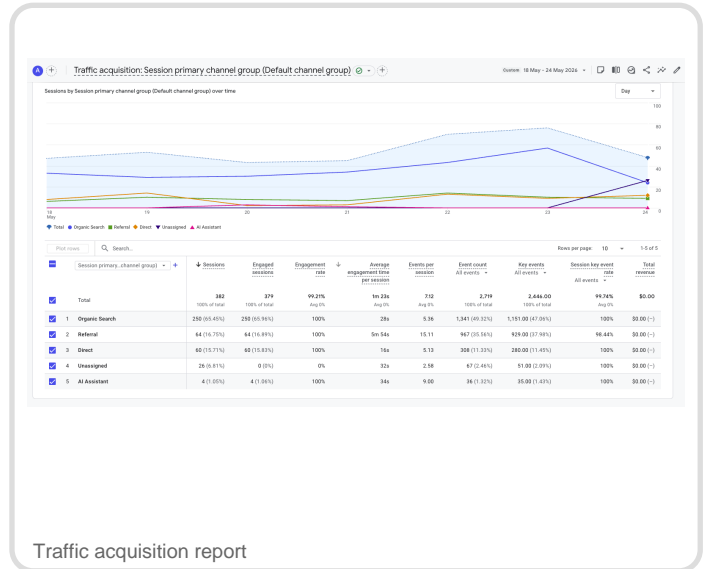
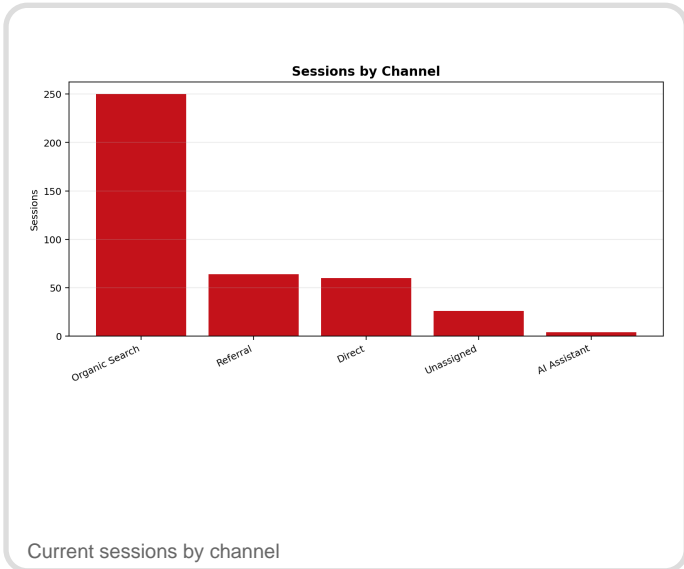
sessions

U UNASSIGNED

26

sessions

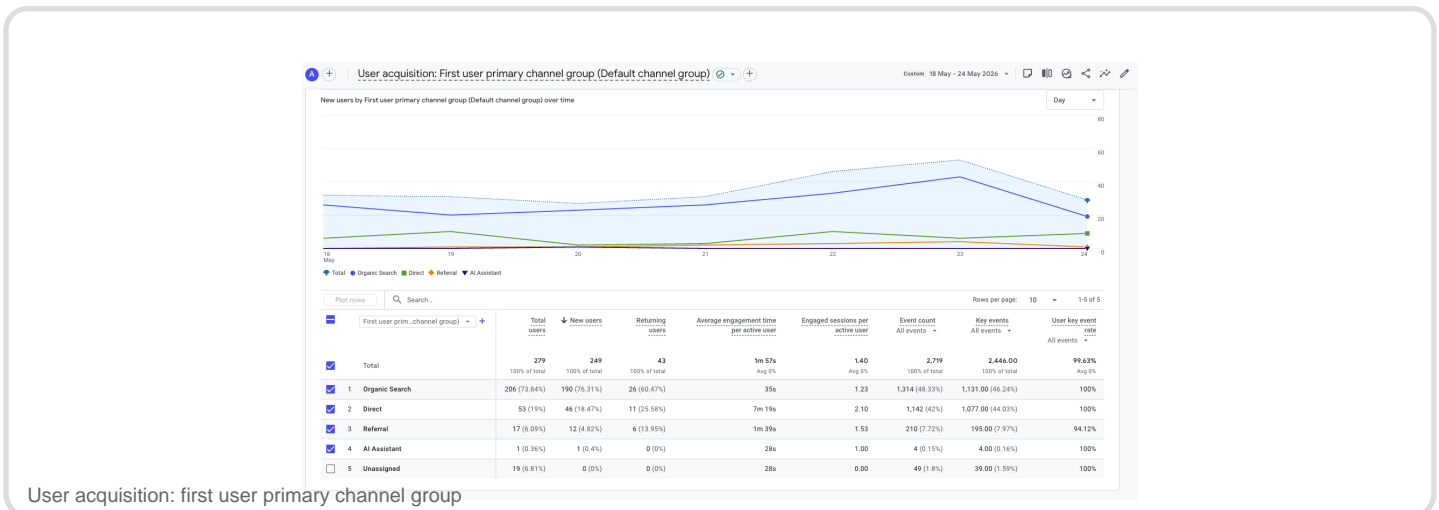
Sessions by Channel



Acquisition Highlights

- Organic Search remains the lead acquisition channel, delivering 250 sessions and 1,151 key events.
- Referral traffic was unusually strong this week with 64 sessions and long average engagement, likely influenced by campaign/event activity.
- AI Assistant now appears as a measurable channel, small in volume but useful to monitor as the bot ecosystem grows.

User Acquisition Screenshot





Events & Intent Tracking

Measured behaviour, shopping-path clicks, and proof-of-impact signals

EC EVENT COUNT

2,719

current period

C CLICKS

145

current period

CT CLICK TO SHOP

121

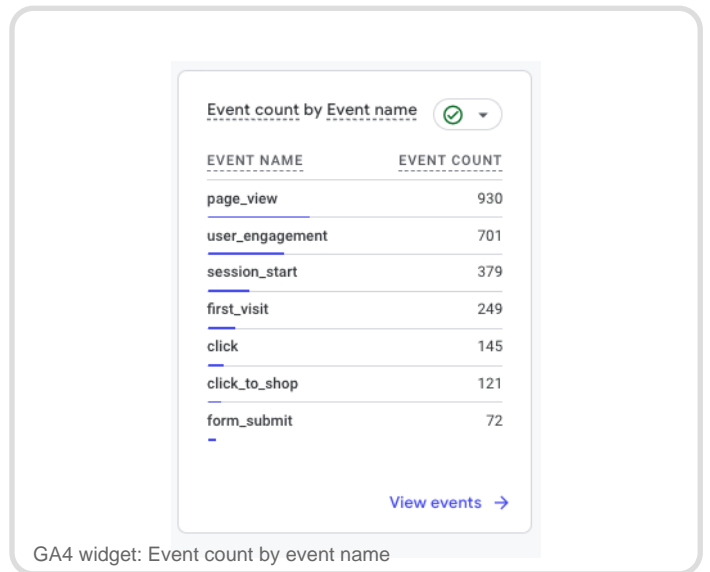
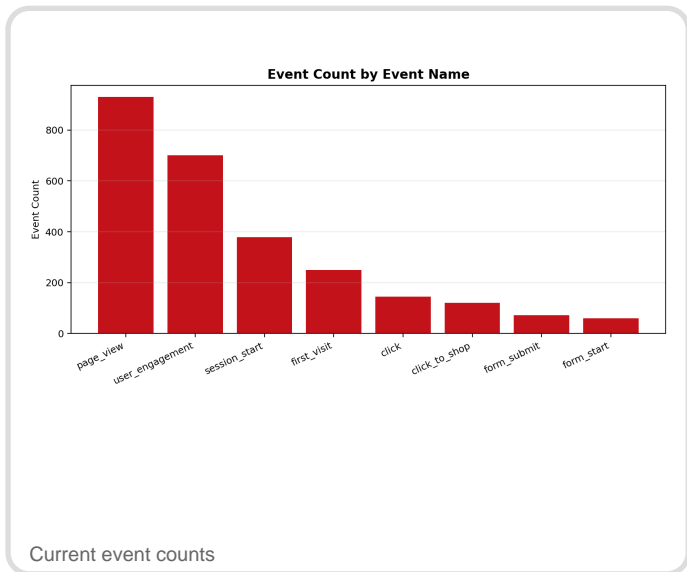
current period

CT CLICK TO PRODUCT

13

current period

Events by Name



Intent Tracking Notes

- › click_to_shop reached 121, the strongest proof-of-impact metric for movement from ARC into Barnet.
- › click_to_product reached 13; lower volume, but this is a higher-intent product-level action.
- › Form submissions reached 72, showing users are still taking direct action beyond browsing and shopping clicks.

Detailed GA4 Screenshot

