



ARC Weekly GA4 Report

Leadership Summary • Standardized Weekly Board Report

Report Week: Jun 1 - Jun 7, 2026

Executive Snapshot

ARC Liquor saw a mixed but strategically useful week for Jun 1 - Jun 7, 2026. Active Users increased to 302 (+19.8%) and New Users increased to 279 (+21.8%), showing stronger reach and new visitor discovery compared with the previous Monday-Sunday period.

The softer side of the week was activity depth: Sessions were 346 (down about 10.1%), Views fell to 720 (-16.0%), and click_to_shop declined to 69. The positive story is that Google/GBP-tagged landing pages are now appearing in the reporting, giving ARC more store-specific visibility.

AU ACTIVE USERS

302

↑ 19.8%

vs May 25-May 31

NU NEW USERS

279

↑ 21.8%

vs May 25-May 31

S SESSIONS

346

↓ 10.1%

vs May 25-May 31

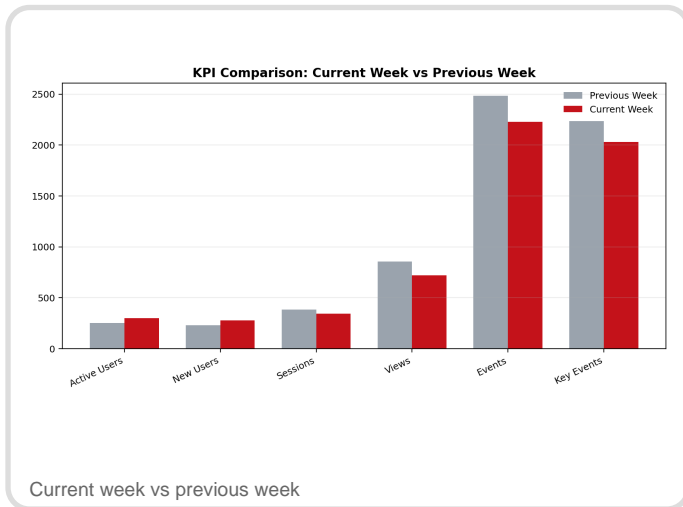
CT CLICK TO SHOP

69

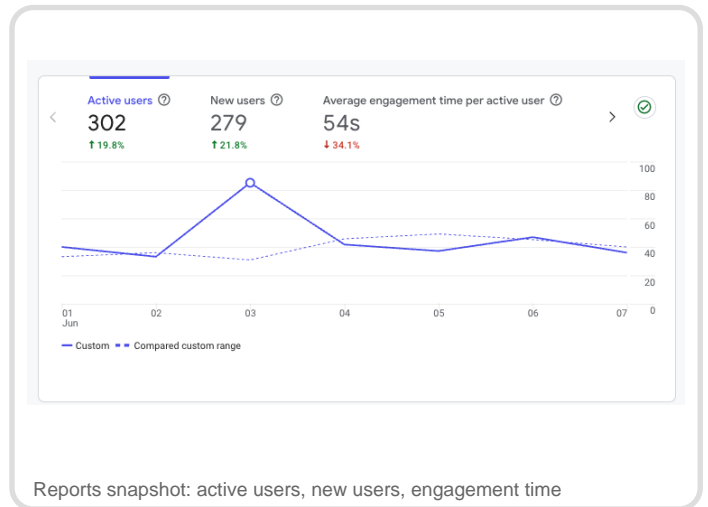
↓ 33.7%

vs May 25-May 31

Weekly KPI Comparison



Supporting GA4 Screenshot



Leadership Notes

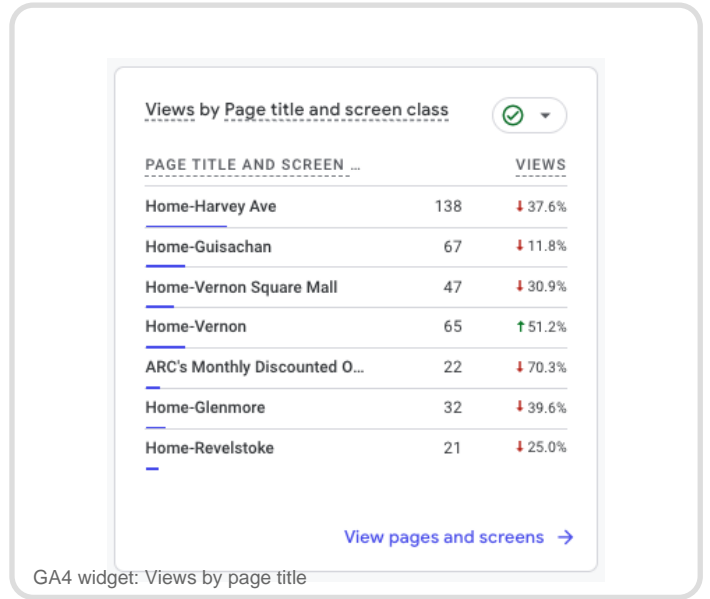
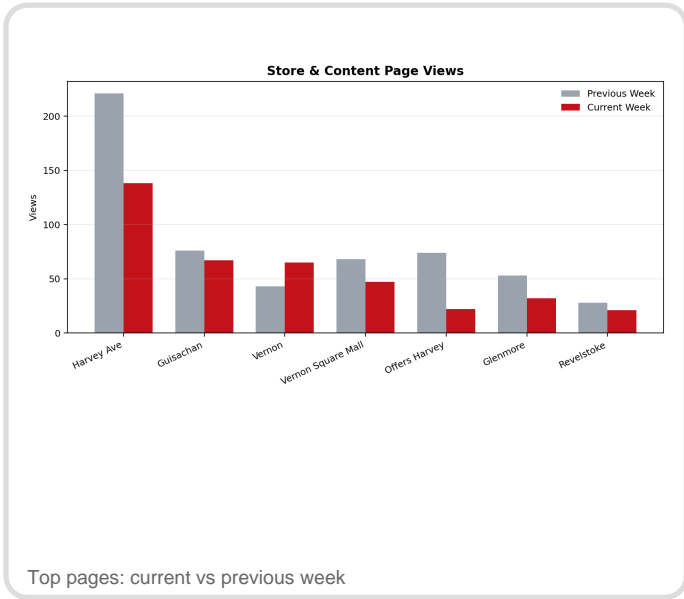
- › Reach improved: Active Users were up 19.8% and New Users were up 21.8%, which is a positive audience-growth signal.
- › Intent softened: click_to_shop fell to 69, down 33.7% versus the previous week, so this should be watched closely next week.
- › The new GBP/UTM tracking structure is now visible in reporting, including store-specific tagged pages for Harvey, Guisachan, Glenmore, and Vernon Square Mall.



Store Page Performance

Location page views, offer pages, and GBP-tagged landing page visibility

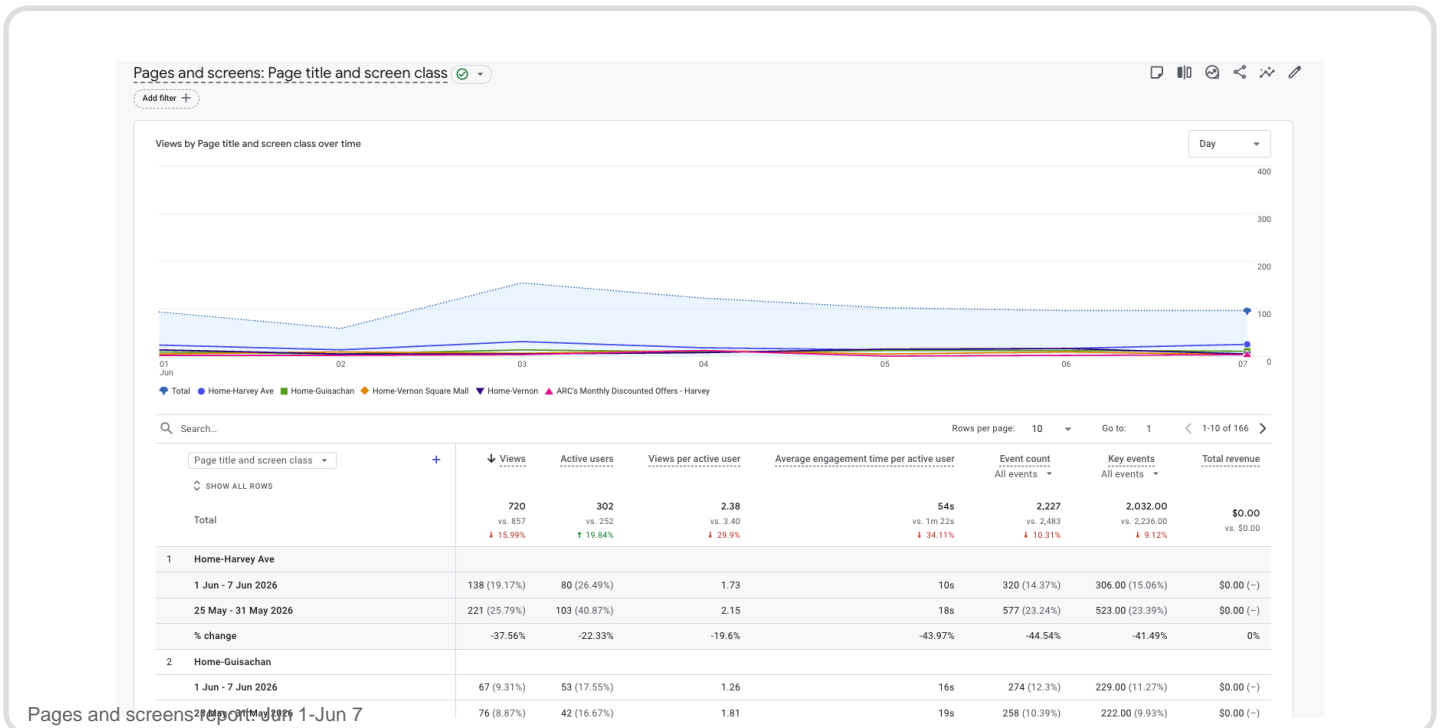
Store & Content Page Views



Store Highlights

- Harvey remained the top store page with 138 views, while Guisachan produced 67 views and Vernon improved strongly to 65 views.
- Vernon Square Mall generated 47 views and remains an important new-location signal after the GBP website button was connected.
- The new UTM tracking is starting to separate GBP-tagged landing pages, giving ARC cleaner location-level reporting from Google profile activity.

Detailed GA4 Screenshot





Traffic Acquisition & GBP Visibility

Organic Search, Direct, Referral, and UTM-tagged Google profile landing pages

OS ORGANIC SEARCH

226

↓ 9.6%

vs May 25-May 31

D DIRECT

74

↑ 23.3%

vs May 25-May 31

R REFERRAL

37

↓ 42.2%

vs May 25-May 31

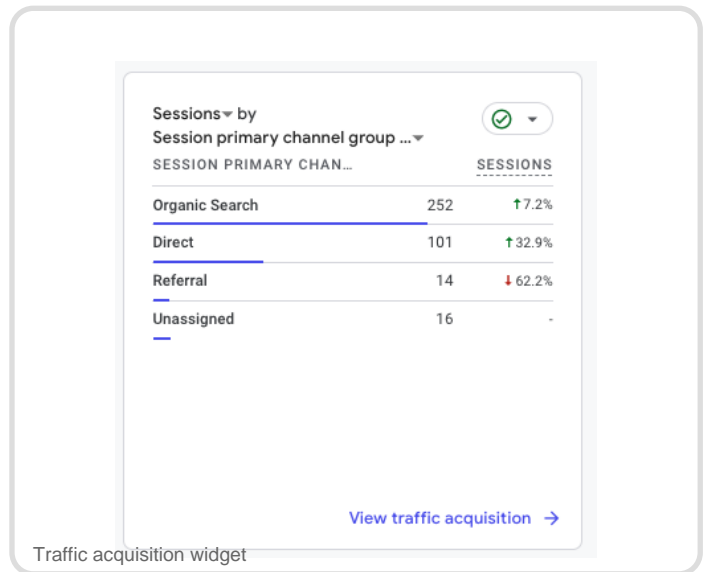
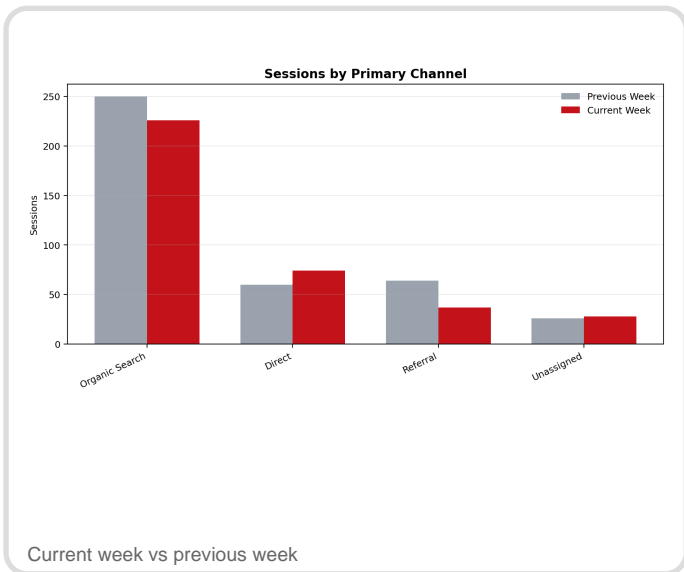
U UNASSIGNED

28

↑ 7.7%

vs May 25-May 31

Sessions by Primary Channel

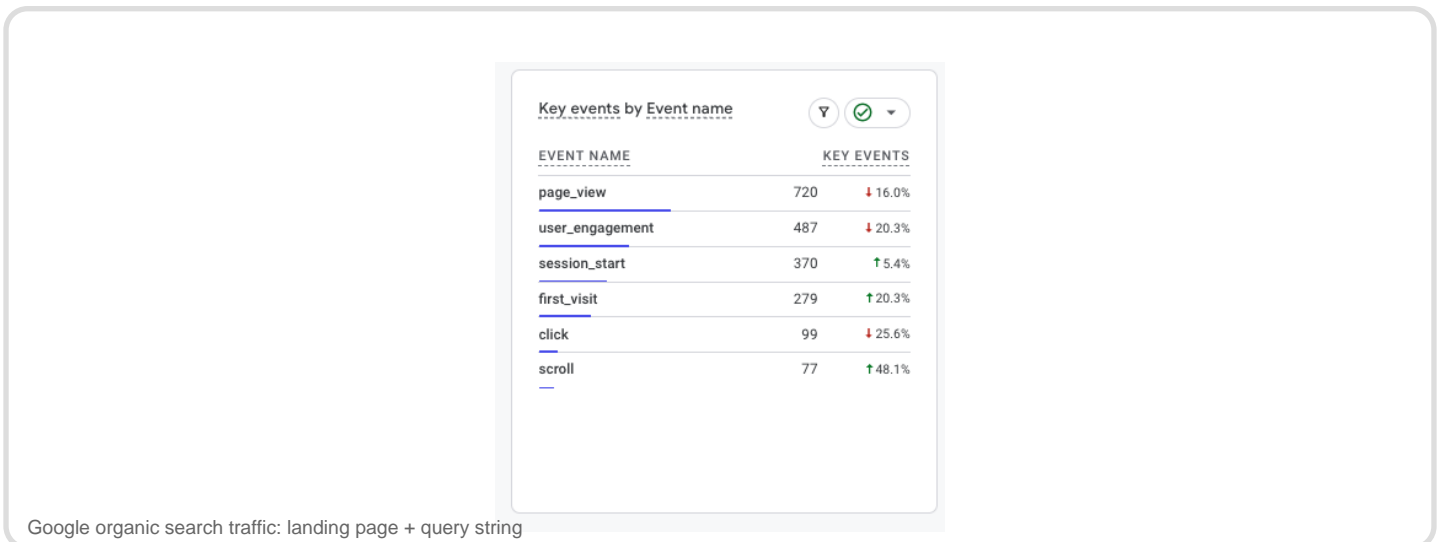


Acquisition & Tracking Highlights

- Organic Search remained the main traffic driver with 226 sessions in the traffic acquisition table, and Search reporting also showed 216 Organic Google clicks.
- Direct traffic improved to 74 sessions, while Referral softened to 37 sessions. Unassigned activity remains worth monitoring as tagging improves.

GBP-tagged landing pages are now visible: Harvey, Guisachan, Glenmore, and Vernon Square Mall all appeared as UTM-tagged landing page rows.

Organic Search / Landing Page Screenshot





Events, Intent Tracking & Digital System Progress

Customer actions, shopping-path clicks, and Product Finder/chat bot quality control

PV PAGE VIEWS

720

↓ 16.0%

vs May 25-May 31

C CLICKS

99

↓ 25.6%

vs May 25-May 31

CT CLICK TO SHOP

69

↓ 33.7%

vs May 25-May 31

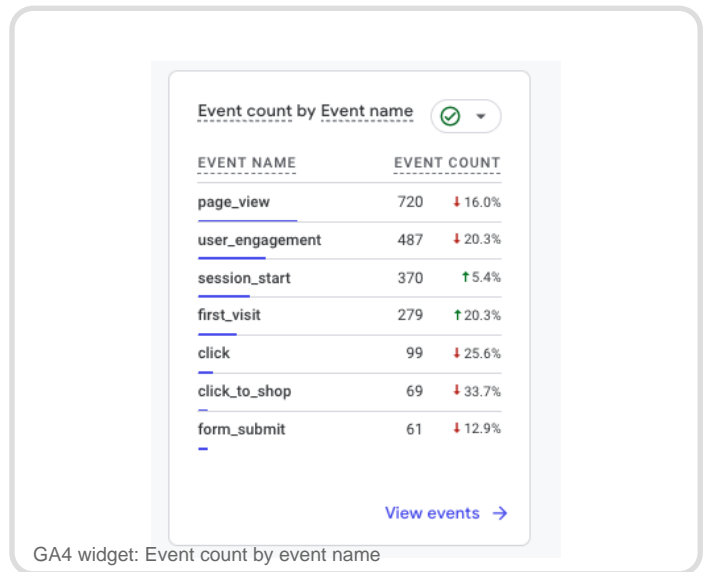
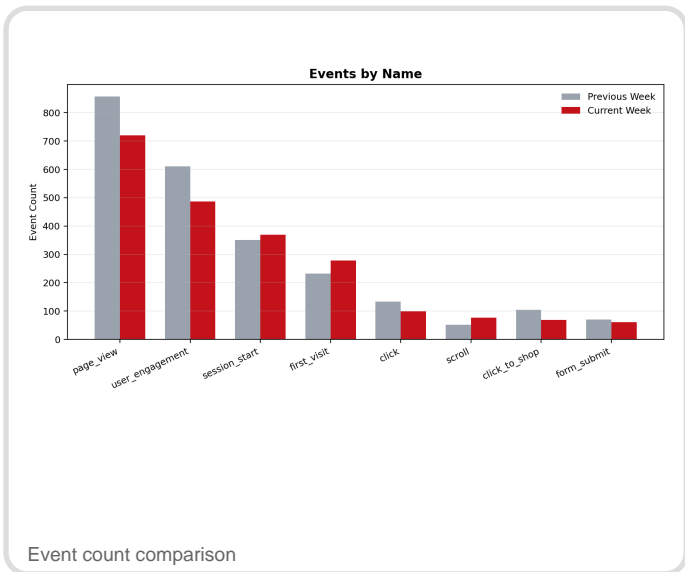
FS FORM SUBMITS

61

↓ 12.9%

vs May 25-May 31

Event Activity



Intent & Quality-Control Notes

- › click_to_shop declined to 69, down 33.7%, but it remains the key proof-of-impact metric for ARC-to-Barnet shopping intent.
- › Scroll activity increased to 77, up 48.1%, while form_submit held meaningful volume at 61.
- › Each store now has a Product Finder page, and chat bots are aligned with Product Finder, e-commerce links, store phone numbers, estimated guide pricing, and low-stock caution messaging.

Detailed Events Screenshot

