

Baba's Restaurant Goals for Q4				
<p>Business Goal:</p> <ul style="list-style-type: none"> <li>By the end of Q4, increase annual revenue by 10% over 2020.</li> </ul> <p>Marketing Goals:</p> <ul style="list-style-type: none"> <li>By the end of Q4, increase the combined CVR from all marketing channels by 2% (two percentage points) above the CVR in Q3.</li> <li>By the end of Q4, increase the combined CTR from all marketing channels by 5% (five percentage points) above the CTR in Q3.</li> </ul>				
Media Channel	KPIs	Industry Benchmarks	Q3 Performance	Q4 Performance Goals
Email	CVR*	8.3%	7.5%	By the end of Q4, increasing CVR to 8.5%
	CTR**	2%	1.5%	By the end of Q4, increase the click-through rate to 2.3%.
Social Media	CVR	4%	3.33%	By the end of Q4, Increase CVR to 4.1%
	CTR	1.1%	1%	By the end of Q4, increase the click-through rate to 1.6%.

\*CVR = Conversion rate

\*\*CTR = Click-through rate

Baba's Q3 Performance Data:

- Email:
  - Conversions: 90
  - Clicks: 1,200
  - Impressions: 80,000
- Social Media:
  - Conversions: 30
  - Clicks: 900
  - Impressions: 90,000

Food and Drink Industry Benchmarks\*:

- Email marketing:
  - Conversion rate (CVR) = 8.3%
  - Click-through rate (CTR) = 2%
- Social media marketing:
  - Conversion rate (CVR) = 4%
  - Click-through rate (CTR) = 1.1%