

Activity Exemplar: Set performance goals

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Performance goals](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



Activity Exemplar_ Performance goals
DOCX File



Assessment of Exemplar

Compare the exemplar to your completed performance goals template. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Review each calculation:

Conversion rates are calculated using the following formula:
Conversions / Total Clicks x 100 = Conversion Rate Percentage

Therefore, Baba’s Q3 conversion rates are calculated using the following equations:

- E-mail: $90 / 1,200 \times 100 = 7.5\%$
- Social media: $30 / 900 \times 100 = 3.33\%$

Click-through rates are calculated using the following formula:

Total Clicks / Total Impressions x 100 = Click-through Rate Percentage

Therefore, Baba’s Q3 click-through rates are calculated using the following equations:

- E-mail: $1,200 / 80,000 \times 100 = 1.5\%$
- Social media: $900 / 90,000 \times 100 = 1\%$

Let’s review the criteria for Q4 performance goals:

- Each performance goal includes conversion rate or click-through rate—metrics that are **relevant** to both the business goal of increasing revenue and the marketing goals of increasing conversion and click-through rates.
- Each performance goal indicates the desired increase to either the conversion or click-through rate, so it’s clear how the goal will be **measured**.
- Each performance goal targets an **attainable** increase to conversion and click-through rates , based on both industry benchmarks and Q3 performance data (for example, a 0.5 to 1.2 percentage point increase).

Note that your performance goals may differ somewhat from those in the exemplar. The performance goals you wrote are acceptable if they are relevant, measurable, and attainable.

Note also that your Q4 performance goals need not add up to the desired percentage point increase across all channels. Because you were asked to set goals for two out of possibly many other channels, your performance goals can contribute toward a combined marketing goal without necessarily satisfying it. For instance, for CTR in the exemplar, the Q4 performance goals for email and social media are increases of 0.8 and 0.6 percentage points, respectively. Adding these results in a combined 1.4 percentage point increase, but this is less than the five percentage points specified in the marketing goal for all channels. Other channels would presumably contribute and make up the difference to meet the overall marketing goal.

Mark as completed

