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| **Baba’s Restaurant Goals for Q4** | | | | |
| **Business Goal:**   * By the end of Q4, increase annual revenue by 10% over 2020.   **Marketing Goals:**   * By the end of Q4, increase the conversion rate for all channels by 2% over Q3. * By the end of Q4, increase website traffic by 5% over Q3. | | | | |
| **Media Channel** | **KPIs** | **Industry Benchmarks** | **Q3 Performance** | **Q4 Performance Goals** |
| Email | CVR\* | 8.3% | 7.5% | By the end of Q4, increase conversion rate by 1.2%. |
| CTR\*\* | 2% | 1.5% | By the end of Q4, increase click-through rate by .8%. |
| Social Media | CVR | 4% | 3% | By the end of Q4, increase conversion rate by 1%. |
| CTR | 1.1% | 1% | By the end of Q4, increase click-through rate by .5%. |

\*CVR = Conversion rate

\*\*CTR = Click-through rate