| **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% |  |  |
| CTR\*\* | 2% |  |  |
| Social Media | CVR | 4% |  |  |
| CTR | 1.1% |  |  |

\*CVR = Conversion rate

\*\*CTR = Click-through rate