| **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 combined CVR from all marketing channels by 2% (two percentage points) above the CVR in Q3. * By the end of Q4, increase the combined CTR from all marketing channels by 5% (five percentage points) above the CTR in Q3. | | | | |
| **Media Channel** | **KPIs** | **Industry Benchmarks** | **Q3 Performance** | **Q4 Performance Goals** |
| Email | CVR\* | 8.3% | 7.5% | Improve email marketing CVR by .8% to meet industry standard by the end of Q4 |
| CTR\*\* | 2% | 1.5% | Improve email marketing CTR by .5% to meet industry standard by the end of Q4 |
| Social Media | CVR | 4% | 3.3% | Improve social media marketing CVR by .7% to meet industry standard by the end of Q4 |
| CTR | 1.1% | 1% | Improve social media marketing CTR by .1% to meet industry standard by the end of Q4 |

\*CVR = Conversion rate

\*\*CTR = Click-through rate