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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 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%**  **(**90 / 1200 x 100) | By the end of Q4, increase the conversion rate to 8.7% |
| CTR\*\* | 2% | **1.5%**  **(**1,200 / 80,000 x 100) | By the end of Q4, increase the click-through rate to 2.3% |
| Social Media | CVR | 4% | **3.33%**  (30 / 900 x 100) | By the end of Q4, increase the conversion rate to 4.1% |
| CTR | 1.1% | **1%**  (900 / 90,000 x 100) | By the end of Q4, increase the click-through rate to 1.6% |

\*CVR = Conversion rate

Conversions / Total Clicks x 100 = Conversion Rate Percentage

\*\*CTR = Click-through rate

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