

Baba's Restaurant Goals for Q4				
Business Goal: <ul style="list-style-type: none"> By the end of Q4, increase annual revenue by 10% over 2020. Marketing Goals: <ul style="list-style-type: none"> 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%	Increase email CVR by 1% (to 8.5%) by the end of Q4.
	CTR**	2%	1.5%	Increase email CTR by 4% (to 5.5%) by the end of Q4.
Social Media	CVR	4%	3.3%	Increase social media CVR by 1% (to 4.3%) by the end of Q4.
	CTR	1.1%	1%	Increase social media CTR by 1% (to 2%) by the end of Q4.

*CVR = Conversion rate

**CTR = Click-through rate

Baba's Q3 Performance Data:

- Email:
 - Conversions: 90
 - Clicks: 1,200
 - Impressions: 80,000
- Social Media:
 - Conversions: 30
 - Clicks: 900
 - Impressions: 90,000