

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%	Increase email CVR to 8.5% by the end of Q4
	CTR**	2%	1.5%	Increase email CTR to 2.2% by the end of Q4
Social Media	CVR	4%	3.33%	Increase social media CVR to 4.2% by the end of Q4
	CTR	1.1%	1%	Increase social media CTR to 1.5% by the end of Q4