Objective	Goal	КРІ	Due Date	Responsi- bility	Reporting Period	Reported To	Notes
TastyTee Co. will get most of our business through digital initiatives			Within 2 years	Everyone	Annually	Senior Exec. Team	
	TastyTee Co. will grow dig- ital revenues by 5X over the next year		1 year	Marketing	Quarterly	VP, Marketing; Chief Commer- cial Officer	Excluding revenues from retail distribution, even through digital sources
		Website Visitors		Outbound team	Monthly	Director, Digital	
		Digital sales		Laura, Ecommerce Analyst	Weekly	Director, Dig- ital; Director, Ecommerce	
		Average order size		Laura, Ecommerce Analyst	Weekly	Director, Dig- ital; Director, Ecommerce	