

# **Marketing Metrics in Successful SMEs: A Survey of Native Firms in Puerto Rico**

## **Abstract**

Increasing debate centers on the marketing manager's inability to account for the contribution to marketing. This has led to a deterioration of the position of marketing within the company. Marketers can use metrics to manage key areas of marketing performance. This article explores the use of different types of marketing metrics by a sample of marketing executives from successful Puerto Rican small and medium sized enterprises (SMEs). The results show that the development of tools to measure the effectiveness of different marketing activities and strategies is an important function for the marketing manager. Also, most marketing executives reported that they were effective matching marketing activities with the expected financial results, and paying close attention to the financial results of the strategies or marketing activities undertaken by the company. Marketing metrics related to financial aspects are the most frequently used by SMEs in Puerto Rico.

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