

2016 US SMALL AND MEDIUM BUSINESS (SMB) GROWTH AND METRICS SURVEY

Business Metrics

ARE COMPANIES DATA-DRIVEN?



Less than a quarter (23%) strongly believe that their business is data-driven

HOW OFTEN DO BUSINESSES MONITOR KEY METRICS?

70% of companies don't have daily insight into their company's key metrics

Only 14% of businesses monitor key metrics in real-time

WHAT HAPPENS WHEN BUSINESSES MONITOR KEY METRICS REGULARLY?

2x Companies that monitored data in real-time were **2x as likely to meet their growth goals** compared to those who don't

50% **50% of companies that tracked their data in real-time met all their goals** in the last 12 months compared to only 24% of companies who did not track in real-time

92% **92% of companies that tracked their metrics in real-time met some or all their goals** in the last 12 months compared to 64% of companies who did not track in real-time

Leadership

DO LEADERS HAVE A CLEAR UNDERSTANDING OF KEY METRICS FOR GROWTH?

91% of leaders believe their business has a clear understanding of the key metrics which will lead to growth

Of the 9% that do not have a clear understanding of the key metrics for growth, **95% of them had less than 10 employees**

WHICH LEADERS ARE MOST LIKELY TO MONITOR KEY METRICS IN REAL-TIME?

Younger leaders are more likely to monitor business metrics in real-time (33% were under 35 years old, 58% were under 45 years old)

Only 13% of companies who monitor data in real-time had leaders 55 or older

Employees

HOW ARE LEADERS SHARING COMPANY PERFORMANCE METRICS WITH EMPLOYEES?

6%
OF COMPANIES

never share key metrics with their employees

80%
OF COMPANIES

who don't share metrics with employees had leaders that were 45 years or older, 100% had less than 100 employees and 66% had less than \$1M in revenue

THE REMAINING
94%

of companies do share metrics with 18% in real-time, 3% hourly, 22% daily, 14% weekly, 17% monthly, 12% quarterly and 5% annually