

2022 Global Marketing Compensation Survey

Submission Webinar

May 2022

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Agenda

- Webinar Objectives
- 2022 Survey Overview
 - Highlights, Benefits of Participation & Countries
 - Important Dates & Pricing for 2022
- Data Collection
 - Navigating Mercer Data Connector
 - Participation Dashboard
 - Employee Data Template
 - Job Matching Reminders
 - Validation
 - Mercer Resources & Contact Information
- Data Results
- Questions & Answers

Webinar Objectives

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Webinar Objectives

Outline and provide a better understanding of the overall survey process.

Improve understanding of the data submission process in Mercer Data Connector.

Highlight milestone dates & key changes for 2022.

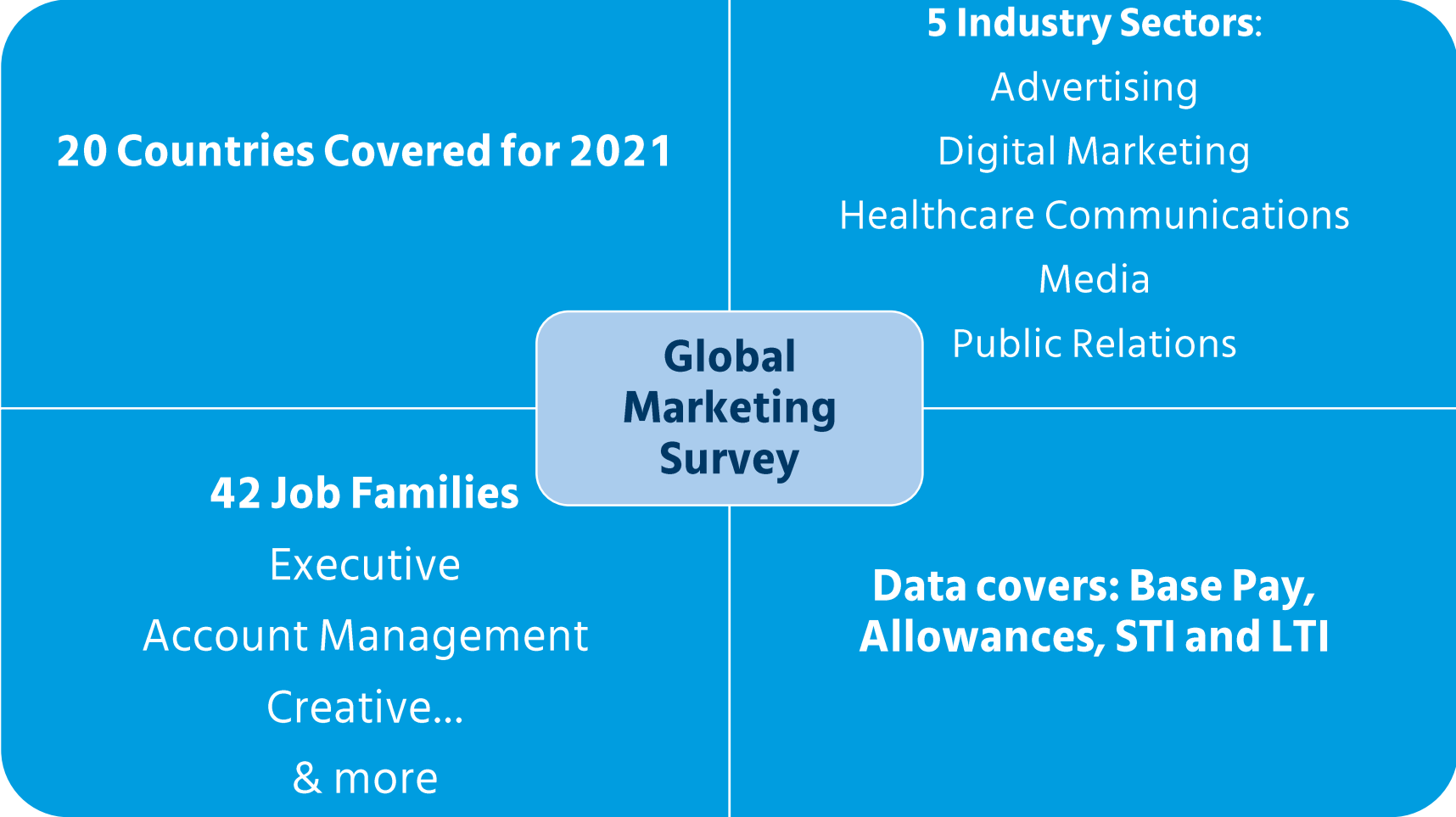
Cover the data validation process in Mercer Data Connector to ensure quality data.

Knowledge sharing and Q&A.

Survey Overview



Highlights



Benefits of Participation

- Survey results are only available to participants.
- Market data for your industry with consistent jobs, participation, and data across 20 countries.
- Savings gained by purchasing multiple country data.
- Standard reports available in Excel and PDF.
- Ability to run your own custom cuts using Mercer WIN[®].



Countries

- Countries included in the survey for 2022.

EMEA	Asia Pacific	Americas
France	Australia	Argentina
Germany	China	Brazil
Italy	Hong Kong	Canada
South Africa	India	Chile
Spain	Japan	Columbia
United Arab Emirates	Singapore	Mexico
United Kingdom		United States

- Highlighted countries have been recently re-added for 2022.
- Mercer will work with holding companies to assess countries to be re-established in the survey in 2023 and beyond.

Important Dates

Activity	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Data effective date	1							
Survey opens in Mercer Data Connector	4							
Submission webinars	18-19							
Submission deadline			15					
GMS Results available							Early	
Results Meeting								TBD*

*Conference details pending.

Pricing for 2022

Global purchase by holding company; one price:

- All agencies are allowed to use the data, even if they didn't participate.
- 50 local data users (multiple countries for each user) and 10 global data users (all countries).

Country purchase by agency; priced by number of countries:

- Access only to countries purchased. Only purchasing agency allowed to access the data.
- One user per country (multiple countries for each user) and two global users (only countries purchased).

- 2022 Pricing:

# Countries	Price Per Country (USD)
1	\$2,700
2 - 5	\$1,800
6 - 10	\$1,600
11 - 20	\$1,450

Data Collection

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Data Collection

Survey Changes – Mercer Data Connector

- Global Marketing data submission has moved to Mercer Data Connector for 2022 data collection. This is the main change for 2022.
 - Main agency representatives are notified via email when the MDC tool is open for Global Marketing or when they receive access and can click on a link to access the survey or access this link in the My Participation section in iMercer accounts.
 - Agency representatives can delegate access if needed.
 - Agency representatives must upload, validate and submit data in the MDC tool by **July 15**. (No separate data validation file to review).
 - No deadline extensions.
 - Formatting differences.

Data Collection

Navigating Mercer Data Connector – Participation Dashboard

- After entering MDC, launch the campaign for 2022 Global Marketing (GMS) Data Collection and you will see the original Questionnaire tabs have been replaced by tiles.

The screenshot displays the Mercer Data Connector interface for the 2022 Global Marketing (GMS) Data Collection campaign. The top navigation bar includes the Mercer Data Connector logo, a 'SUBMIT DATA' button, an 'ORDER PRODUCTS' button, and icons for settings, notifications, and user profile. The breadcrumb trail shows '2022 Global Marketing (GMS) Data Collection' with a 'Back' link. The main content area features four tiles representing different data collection stages:

- Company Data:** IN PROGRESS (0 out of 35 Completed), CONTINUE >
- Employee Data:** IN PROGRESS (1 out of 35 Completed), CONTINUE >
- Order Products:** NOT STARTED, ORDER >
- Submit Data to Mercer:** IN PROGRESS (1 out of 35 Submitted), SUBMIT >

The footer contains the Mercer logo, a 'Resource Center | Glossary | Contact Us' link, and a cookie consent banner: 'We use cookies to improve your experience. By using our site, you agree that we can place cookies on your device. Please see our [Privacy Statement](#) for details.' A pink information icon is also present in the bottom right corner.

Data Collection

Navigating Mercer Data Connector – Steps

- Enter organization information in the **Company Data** tile and order products in the **Order** tile.
- In the Company Data tile, be sure to list all agencies you intend to submit data for and delegate access if needed.
- Enter **Employee Data** information. In the Employee Data tile download an excel file template. Update that file with incumbent information as you would the incumbent data tab and then upload the file to the tool.
- Validate your data by responding to the validation questions. After validation, please hit the **Submit Data** button!
- To access resources including the 2022 GMS job catalogue and currency conversion file please click on the information icon on the bottom right.



Data Collection

Navigating Mercer Data Connector – Adding Companies & Users

Adding Companies – Steps

- Click the **Gear** Icon on the top right. Click **Companies**.
- Click **Add Company** button to create new company from scratch or use the **Copy** option to copy and modify details of existing company.
- Click **Edit** to modify existing company details. Use the **Delete** button to remove a company permanently. (This will also remove any data you submitted for that entity.)

Adding Users – Steps

- Click the **Gear** icon. Select **User Access**.
- Click **Add User** or use the **Copy** function to copy an existing user setup as a start for new user.
- Complete the **User information**. Select User Access: **Administrator** or **Delegate**.
- [Video Demonstration: Managing Users - Mercer Data Connector - Compensation & Benefits Surveys Resources Center.](#)

Data Collection

Navigating Mercer Data Connector – Company Data

The screenshot displays the Mercer Data Connector interface. At the top left is the Mercer logo and the text "Mercer Data Connector". To the right are buttons for "SUBMIT DATA" and "ORDER PRODUCTS", along with icons for settings, notifications, and a user profile. Below the header is a breadcrumb trail: "Home > Your Participation Progress > Status > Submission", with a "Back" link on the right. A sidebar on the left shows a list of items: "0 Errors", "Organization Type" (highlighted with a red rounded rectangle), "Salary Increase", "Allowance Policy", and "Notes". The main content area is titled "Organization Type" and contains a form field labeled "Type of organization * i". Below this field are five radio button options: "Parent/Corporate", "Subsidiary", "Multi-Division", "Division", and "Not Applicable". At the bottom of the form area is another field labeled "Parent organization ownership * i" and a blue circular button with an upward arrow. A footer at the bottom of the page contains a cookie notice: "We use cookies to improve your experience. By using our site, you agree that we can place cookies on your device. Please see our Privacy Statement for details." and a pink circular information icon.

Data Collection

Navigating Mercer Data Connector – Employee Data

MERCER DATACONNECTOR SUBMIT DATA ORDER PRODUCTS Settings Notifications User

[Home](#) > [Your Participation Progress](#) > [Status](#) > [File Upload](#) < Back

2020 DEMO CAMPAIGN

Employee Data

- Status
- File Upload**
- Job Match
- Validation

File Upload

Choose Your Company

2020 MDC Business Review Canada Retail (CA) X

To update or share your employee data, you'll need to prepare your file using one of these options. First "Choose Your Company(jes)" from the drop down list and then click the blue button below.

I participated last year and want to review my pre-populated data.

Click the "Download Template" button, and Mercer Data Connector will generate an Excel file that contains your data from last year. If you have more than one company/country combination selected, they will be identified in the "Company Name" and "Country Code" columns. This is the easiest way to update your employee data.

I want to use a blank template.

Click the "Download Template" button, and Mercer Data Connector will generate an Excel file template. If you didn't participate last year, the template will be blank but if you did participate, data will be pre-populated – just delete it and copy and paste your data into the Excel file – don't modify the columns.

I want to upload my HRIS file.

Using an Excel (xlsx only) file, upload your file by clicking the "Upload" button. Once your file is uploaded, Mercer Data Connector will prompt you to map your column headings to Mercer's columns and identify the country/combination the data applies to.

Download Template

Data Collection

Employee Data Template – Job Codes & Specialty Refinements

Employee job code matching & titles:

Company Name	Country/Region Code	Country of employee	Employee identifier	Survey job code	Survey job title	Job code within your organization	Job title within your organization	Position title of the person to whom the employee reports
<div style="border: 2px solid red; border-radius: 15px; padding: 5px;"> For templates with multiple companies, two extra columns will appear: Company Name & Country/Region Code. Complete these first. </div>								

Specific job family refinement flags:

Employee primary discipline	Creative specialty flag (digital marketing employees only)	Practice area (public relations employees only)	Data/statistical analytics/digital planning and execution (only for Data/Statistical Analytics (400) and Digital Planning & Execution (500) job families)	Studios (only for the Studios (580) job family)	Video production (only for the Video Production (590) job family)	Search/social (only for the Search (600) and Social (610) job families)

Data Collection

Employee Data Template – Location, Scope & Pay

Location & Scope Details:

Expatriate	Workplace postal/ZIP code for employee's primary location	Office/workplace total number of employees	Geographic scope of role	Revenue responsibility (in USD) (top executive positions only)	Multiple brand responsibility
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More options available for geographic scope of role such as multi-regional and multi-country.

To convert revenue responsibility into USD click the information icon to find the currency conversion file.

Base Pay & Allowances:

Employee salary currency	Pay type	Monthly salary	Annual base salary (equivalent to full-time employment)	Tuition allowance (annual)	Housing allowance (annual)	Cost of living allowance for expatriates only (annual)	All other annual guaranteed cash amount	All other annual guaranteed cash description
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All other annual guaranteed cash refers to "Other Allowances". Do not report Car Allowance in these fields.

Data Collection

Employee Data Template – Short & Long-term Incentives

STI & LTI values:

Short-term incentive (variable bonus) eligibility	Short-term incentive (target) as percentage of base salary	Short-term incentive (variable bonus) amount (actual) (annual)	Long-term incentive eligibility	Long-term incentive received	Long-term incentive maximum as a percentage of base	Long-term incentive target as a percentage of base	Actual LTI value awarded
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LTI Plan Types & Car Allowance:

Stock/share options (11)	Share appreciation rights (SARs) (12)	Restricted shares/share units (21)	Performance shares/share units (22)	Performance cash units (31)	Long-term cash (32)	Car allowance (annual)
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Please note Car Allowance is located following LTI plan types.

Data Collection

Job Matching Reminders

Matching Your Jobs

- Use your resources to understand your jobs
 - Line managers, peers, and Mercer
- Each incumbent should be matched to only one position
- Match on job content
 - Not job title
 - Not the incumbent in the job

A Good Match

- All duties described may not be performed
 - Good match represents at least 80% of benchmark position
- If major responsibilities in job description are not a part of your position (or vice-versa), another match may be more appropriate

Hybrid Jobs

- Some jobs are too unique to match (e.g. incumbent spends 50% in marketing, 50% in IT)
- Contains 60% or more job content, otherwise exclude

Data Collection

Navigating Mercer Data Connector – Validations

For each validation item select one of three actions: Fix, Dismiss or Exclude.

<input checked="" type="checkbox"/>	Category	Error Description	Status	Number of Incumbents	Action
<input checked="" type="checkbox"/>	Base Salary	This field requires a number format (e.g., 56.999 or 67)	REQUIRED	3	FIX ERROR
<input checked="" type="checkbox"/>	Base Salary	This field requires a number format (e.g., 56.999 or 67)	OPTIONAL	3	REVIEW
<input checked="" type="checkbox"/>			RESOLVED	10	VIEW
<input checked="" type="checkbox"/>			RESOLVED	39	VIEW

After all sections are complete, select Submit Data to Mercer.

Data Collection

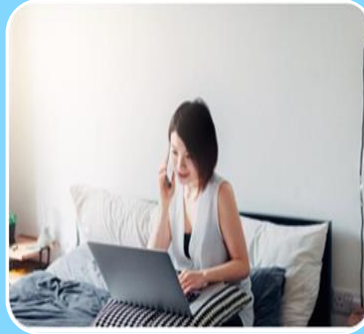
Mercer Resources & Contact Information



Find all the information you need on Mercer Data Connector including FAQs, videos, upcoming training courses, and more:

[Mercer Resources Center](#)
resources.mercer.com

For information about Global Marketing visit
www.imercer.com/gms



For help with Mercer Data Connector access and technical issues:

Americas

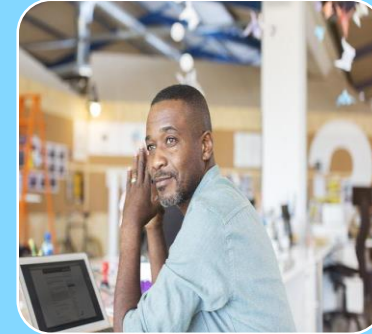
Mercer Contact Center
800 333 3070
surveys@mercer.com

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Data Results

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Data Integrity

All data is confidential and reported aggregately to protect participant confidentiality

Statistic	# Organizations	# Observations	# Holding Companies
Average or Mean	3	3	2
10 th Percentile	5	10	2
25 th Percentile	5	5	2
50 th Percentile or Median	4	4	2
75 th Percentile	5	5	2
90 th Percentile	5	10	2

Access to Results

- Participants access survey results via Mercer WIN®.
- Mercer publishes the survey results and all associated report files.
- Search and summarize Mercer Market Data.
- Access multiple Mercer surveys and refinements in one view.
- Combine jobs and age data.
- Print and export results as you desire.

The screenshot displays the Mercer WIN user interface. At the top, there is a navigation bar with the 'TALENT IMPACT' logo on the left and the 'MERCER' logo on the right. Below the navigation bar, there is a 'My Homepage' section with five icons: 'Mercer Market Data', 'Diagnostic Report', 'My Jobs', 'My Employees', and 'My Library'. The main content area is titled 'My Dashboard' and is divided into several sections. On the left, there is a 'Competitive Snapshot' section with a grid of colored squares. In the center, there is a 'I Want To...' section with links for 'Download a Mercer survey report', 'Edit My Profile', 'View Mercer Market data by Job', and 'View Mercer Market data by Position Class'. On the right, there is a 'My Market Views' section with a dropdown menu for '2015' and 'United States', a search bar, and a table with columns for 'Market View', 'Country', and 'Year'. The table contains one row: '2015 US GMS', 'United States', and '1 May 2...'. On the far right, there is a 'Mercer News' section with a headline 'Mercer Learning Australia has a new website!' and a sub-headline 'How savvy are you when it comes to Mercer IPE?'. A large red 'SAMPLE' watermark is overlaid on the dashboard content.

Access to Results

Visit the Mercer WIN Homepage

http://www.imercer.com/content/Mercer_WIN_homepage.aspx for:

- Training demos/webcasts
- Quick reference guides
- FAQs
- System requirements
- Questions:
 - globalmarketing@mercer.com
 - Customer Service Representative 800 333 3070 or surveys@mercer.com

The screenshot shows the Mercer WIN homepage. At the top, there is a navigation bar with the Mercer logo, a welcome message, and links for LOGIN / REGISTER, CHANGE LOCATION, and UNITED STATES. Below this is a secondary navigation bar with links for REWARDS, GLOBAL MOBILITY, WORKFORCE SOLUTIONS, TECHNOLOGY SOLUTIONS, EVENTS/TRAINING, and SERVICES, along with a search bar. The main content area is titled 'MERCER WIN | CORE' and features a large banner with the text 'Get to know Mercer WIN | Core, the new standard in workforce data and analysis.' Below the banner are three promotional tiles: '30-day FREE trial' for Mercer WIN | Advanced, 'See Mercer WIN in Action' with a search interface, and 'Start Training' with a photo of people working.

Questions & Answers



welcome to

brighter

