Mercer

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2025 Global Marketing Compensation Survey

Submission webinar

May 2025

Nicole Aronov
Louisville KY

A business of Marsh McLennan

Agenda

1. Webinar Objectives
2. 2025 Survey Overview
    - Highlights, Benefits of Participation & Countries
    - Important Dates & Pricing for 2025
3. Data Collection
    - Survey Changes
    - Navigating Mercer Job Library
    - Navigating Mercer Data Connector
        - Participation Dashboard
        - Company Data
        - Employee Data Template
        - Job Matching Reminders
        - Validation
    - Mercer Resources & Contact Information
4. Data Results
5. Mercer Data Connector Demonstration
6. 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 2025.
- Share the Mercer Job Library positions available in the data collection campaign to ensure quality job matching.
- Knowledge sharing and Q&A.

Survey overview

2

Highlights

20 Countries Covered for 2025

5 Industry Sectors

- Advertising
- Media
- Digital Marketing
- Public Relations
- Healthcare Communications

46 Job Families / Specializations

- Account Management
- Creative
- Concept Design
- & more

Data covers: Base Pay, Allowances, STI and LTI

Benefits of participation

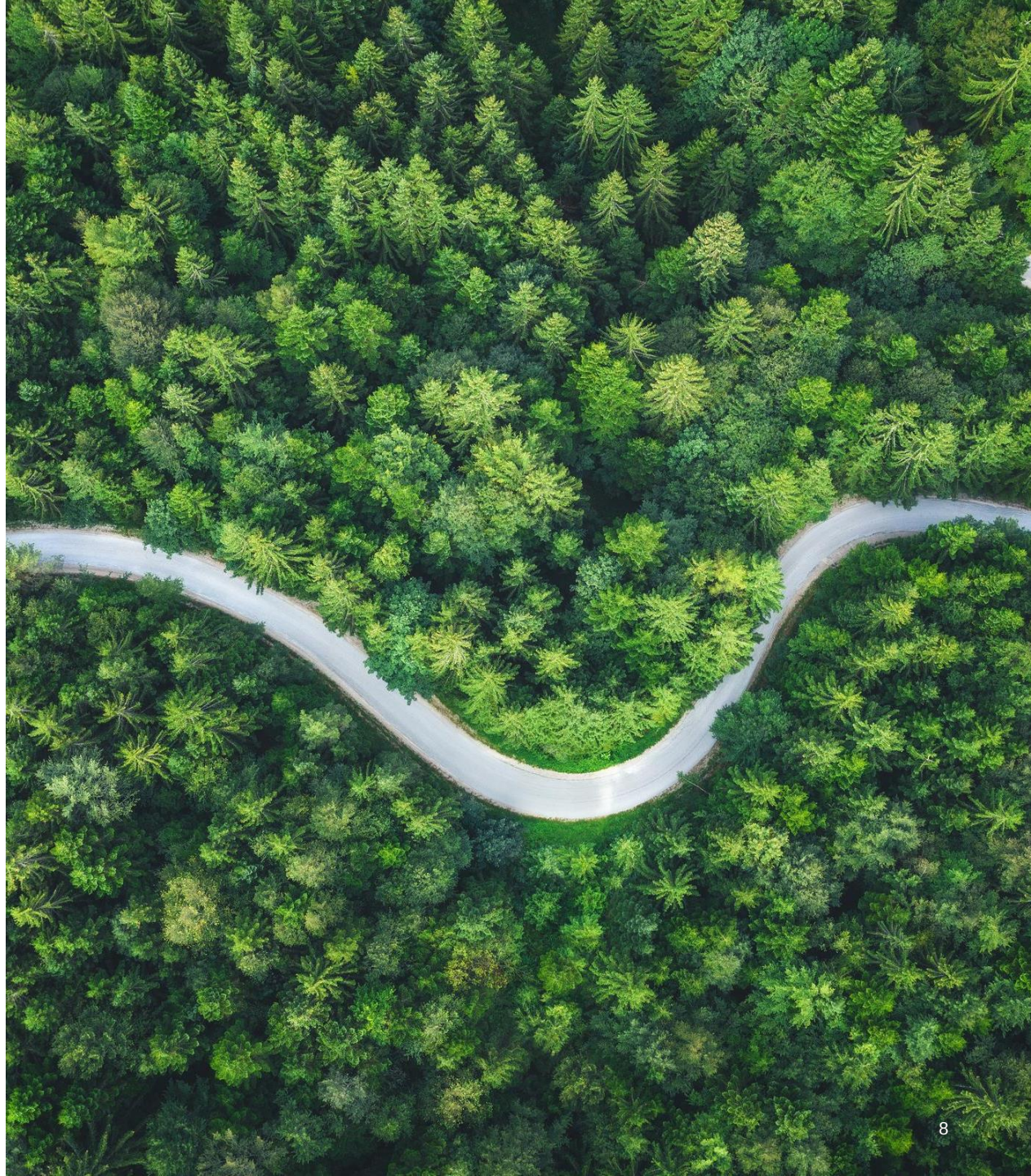
- Survey results are only available to participants.
- Market data for your industry with consistent jobs, participation, and data across 20 countries.
- Savings gained by purchasing multiple country data.
- Standard reports available in Excel and PDF.
- Ability to run your own custom cuts using Mercer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

Countries

Countries included in the survey for 2025.

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

Mercer continues to work with holding companies to assess countries to be removed and/or added to the survey in 2026 and beyond.



Important dates

Activity	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Data effective date	1							
Survey opens in Mercer Data Connector	5							
Submission webinars	13-15							
Submission deadline			31 ★					
GMS Results available							10*	
Results Meeting**								9

*Tentative Date **Mercer office in NYC.

Pricing for 2025

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).
- 2025 Pricing:

# Countries	Price Per Country (USD)
1	$3,000
2 - 5	$2,000
6 - 10	$1,800
11 - 20	$1,650

Data collection

Data collection

2025 Survey changes

Main Global Marketing job catalogue changes.

- Simplify the Global Marketing Job Matching Table and modify to emphasize specialty flags required and still reference the legacy GMS position codes.
- Add levels Team Leader (Professionals)(M2) and Specialist Professional (P4) to all specializations.
- Add levels M3, P3, P2 to General Communications and Corporate Affairs.
- Online Marketing/Advertising Analytics (Ad Agencies) specialization changing to Digital Marketing Analytics
- New job families/specializations added:
  - Advertising Production Business Affairs (Ad Agencies)
  - Color Design & Editing (Media & Entertainment)
  - Non-interactive Media Visual Effects (Media & Entertainment)

Open participation to in-house agencies and add a mandatory field in Company Data for “external” and “in-house” to refine the data.

Change Revenue Responsibility back into buckets (Less Than $15 Million, $15 Million to $50 Million, $50 Million to $150 Million, $150 Million to $500 Million and $500 Million or More) and update the Currency Converter.

Calculate Position Class by collecting industry and revenue information in Company Data plus an optional comments field for agencies to provide a range or additional context for revenue if needed.

Agencies partner with Mercer to increase participation in Latin American countries and to obtain best practices on how to age data in Argentina given high inflation.

Data collection

New jobs added for 2025

The Mercer Job Library positions below (specializations and levels) have been added to 2025 Global Marketing data collection due to recent conversations with representatives from the main holding companies.

Mercer Specialization Title	Specialization Code	Level(s)
Advertising Production Business Affairs (Ad Agencies)	CRT.04.032	**M6, M5, M4, M3, M2, P4, P3, P2, P1**
Color Design & Editing (Media & Entertainment)	CRT.02.004	**M5, M4, P4**
Non-interactive Media Visual Effects (Media & Entertainment)	CRT.02.005	**M4, P4**

Match to these positions if you have these jobs at your agency!

Data collection

Other recently added jobs

The Mercer Job Library positions below (specializations and levels) were also recently added to Global Marketing data collection.

Levels M2 and P4 have been added this year for all specializations!

Mercer Specialization Title	Specialization Code	Level(s)
Data Engineering	DAW.03.005	**ET3, M6, M5, M4, M3, M2, P4, P3, P2, P1**
Data Science	DAW.02.001	**ET3, M6, M5, M4, M3, M2, P4, P3, P2, P1**
Enterprise Data Architecture	ITC.03.002	**ET3, M6, M5, M4, M3, M2, P4, P3, P2, P1**
Software Development Engineering (High Tech)	ITC.13.015	**ET3, M6, M5, M4, M3, M2, P4, P3, P2, P1**

Match to these positions if you have these jobs at your agency!

Data collection

Mercer Job Library – Mapping table

To assist agencies with job matching and navigating the Mercer Job Library codes, Mercer has created a job mapping table, which compares the 2025 codes to the codes in 2024 along with the legacy codes.

Mercer

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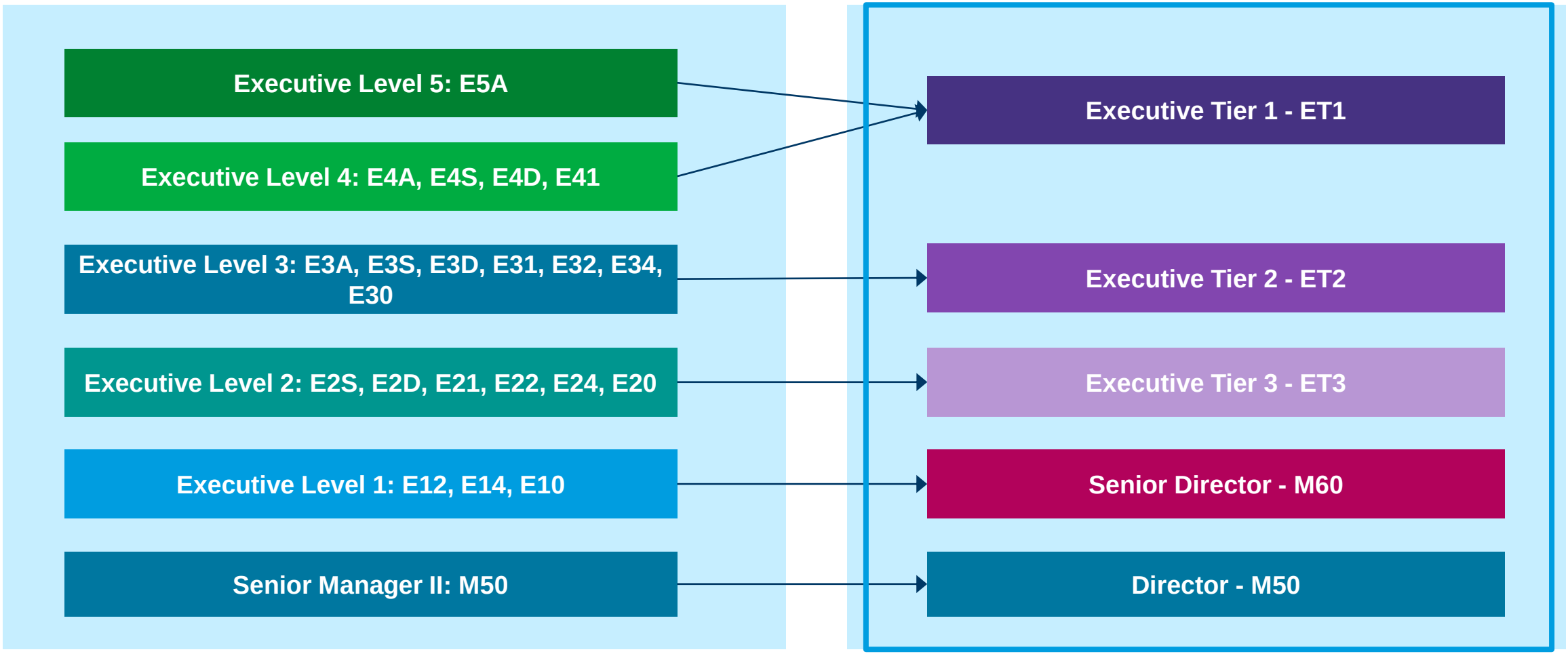
Global Marketing Survey Mapping to Mercer Job Library

Specialty Flag	Legacy GMS Job Cod	Legacy GMS Job Title	2025 Library Job Co	2025 Library Job Title
Practice Area (PR employees only)	150-2	Practice Leader	SMP.05.011.M40	Ad Agency Practice Area Management (Media) - Senior Manager (M4)
Global Leader	290-0	Global Account Leader	SMP.09.024.ET3	Account Management (Ad Agencies) - Executive Tier 3 (ET3)
Global Leader	295-0	Global Creative Leader	CRT.04.005.ET3	Advertising Creative (Ad Agencies) - Executive Tier 3 (ET3)
Practice Area (PR employees only)	300-0	Top Account Management Executive	SMP.09.024.ET2	Account Management (Ad Agencies) - Executive Tier 2 (ET2)
Practice Area (PR employees only)	300-0	Top Account Management Executive	SMP.09.024.ET3	Account Management (Ad Agencies) - Executive Tier 3 (ET3)
Practice Area (PR employees only)	300-0	Top Account Management Executive	SMP.09.024.M60	Account Management (Ad Agencies) - Senior Director (M6)
Practice Area (PR employees only)	300-1	Account Management Executive	SMP.09.024.ET3	Account Management (Ad Agencies) - Executive Tier 3 (ET3)
Practice Area (PR employees only)	300-1	Account Management Executive	SMP.09.024.M60	Account Management (Ad Agencies) - Senior Director (M6)
Practice Area (PR employees only)	300-1	Account Management Executive	SMP.09.024.M50	Account Management (Ad Agencies) - Director (M5)
Practice Area (PR employees only)	300-2	Account Management Director	SMP.09.024.M40	Account Management (Ad Agencies) - Senior Manager (M4)
Practice Area (PR employees only)	300-3	Account Management Manager	SMP.09.024.M30	Account Management (Ad Agencies) - Manager (M3)
Practice Area (PR employees only)	NEW	--	SMP.09.024.M20	Account Management (Ad Agencies) - Team Leader (Professionals) (M2)
Practice Area (PR employees only)	NEW	--	SMP.09.024.P40	Account Management (Ad Agencies) - Specialist Professional (P4)
Practice Area (PR employees only)	300-4	Account Management Professional - Experienced	SMP.09.024.P30	Account Management (Ad Agencies) - Senior Professional (P3)
Practice Area (PR employees only)	300-5	Account Management Professional - Intermediate	SMP.09.024.P20	Account Management (Ad Agencies) - Experienced Professional (P2)
Practice Area (PR employees only)	300-6	Account Management Professional - Entry	SMP.09.024.P10	Account Management (Ad Agencies) - Entry Professional (P1)
Creative	NEW	--	CRT.04.005.M20	Advertising Creative (Ad Agencies) - Team Leader (Professionals) (M2)
Creative	NEW	--	CRT.04.005.P40	Advertising Creative (Ad Agencies) - Specialist Professional (P4)
Creative	310-4	Creative Professional - Experienced	CRT.04.005.P30	Advertising Creative (Ad Agencies) - Senior Professional (P3)
Creative	310-5	Creative Professional - Intermediate	CRT.04.005.P20	Advertising Creative (Ad Agencies) - Experienced Professional (P2)
Creative	310-6	Creative Professional - Entry	CRT.04.005.P10	Advertising Creative (Ad Agencies) - Entry Professional (P1)
Data/Statistical Analytics/Digital Operations and Planning	400-0	Top Data/Statistical Analytics Executive	DAW.07.001.ET2	General Data Analytics - Executive Tier 2 (ET2)
Data/Statistical Analytics/Digital Operations and Planning	400-0	Top Data/Statistical Analytics Executive	DAW.07.001.ET3	General Data Analytics - Executive Tier 3 (ET3)
Data/Statistical Analytics/Digital Operations and Planning	400-0	Top Data/Statistical Analytics Executive	DAW.07.006.M60	Digital Marketing Analytics - Senior Director (M6)

Introduction | Legacy to 2025 Mapping | 2024 to 2025 Direct Mapping | Legacy GMS Job Codes | 2025 Survey Job C

Data collection

Recent Mercer Job Library executive framework changes. No further changes to the framework for 2025!



Executive data submitted in 2024 is automatically pre-populated to 2025 job codes!

Data collection

Navigating Mercer Data Connector – Overview

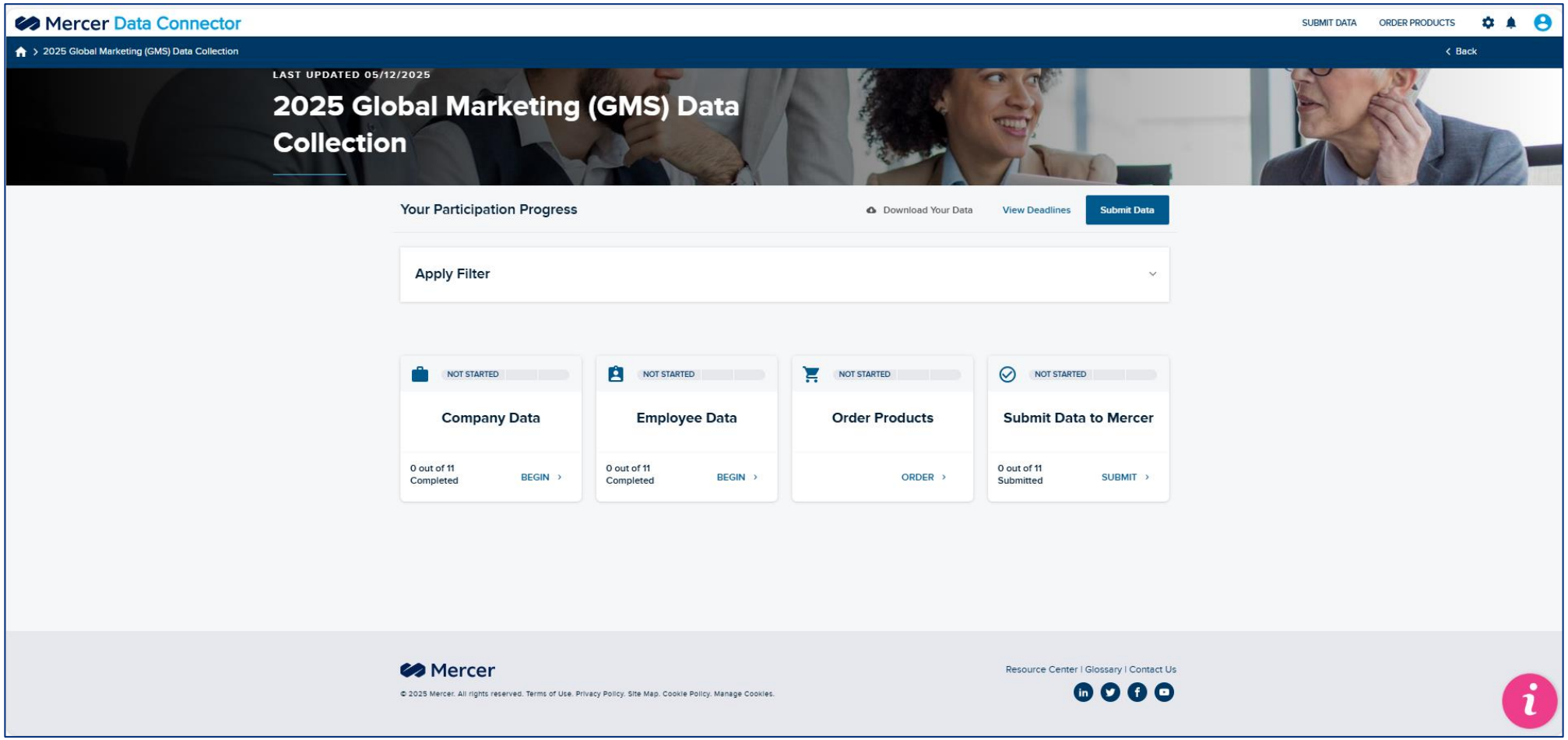
Data for 2025 Global Marketing will be submitted in the Mercer Data Connector (MDC) tool.

- 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 31. (No separate data validation file to review).
- No deadline extensions.

Data collection

Navigating Mercer Data Connector – Participation dashboard

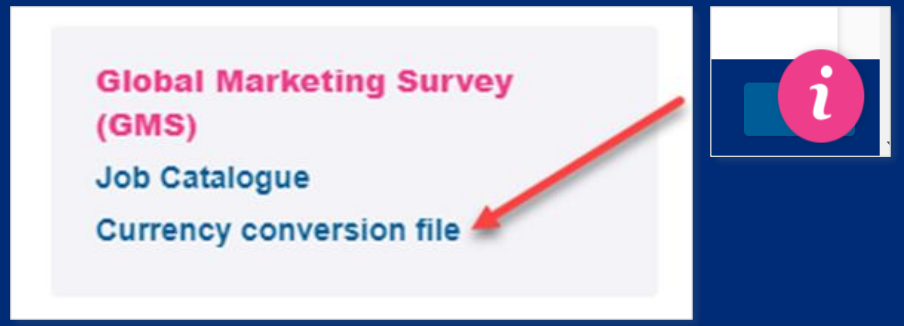
After entering MDC, launch the campaign for 2025 Global Marketing (GMS) Data Collection and you will see the following tiles and can monitor your progress.



Data collection

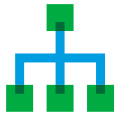
Navigating Mercer Data Connector – Steps

- Enter organization information in the **Company Data** tile. Check to make sure all agencies/countries you intend to submit data for are listed in the campaign and delegate access if needed.
- Enter **Employee Data** information. In the Employee Data tile download an excel file template, which will be pre-populated with any data submitted from 2024. Update that file with incumbent information and upload to the tool.
- Validate your data by responding to the validation questions. After validation, please hit the **Submit Data** button! No need to enter information in the **Order** tile since Mercer will follow up separately after data collection.
- To access resources including the 2025 GMS job catalogue (with job mapping table) and currency conversion file please click on the information icon on the bottom right.



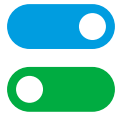
Data collection

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.)

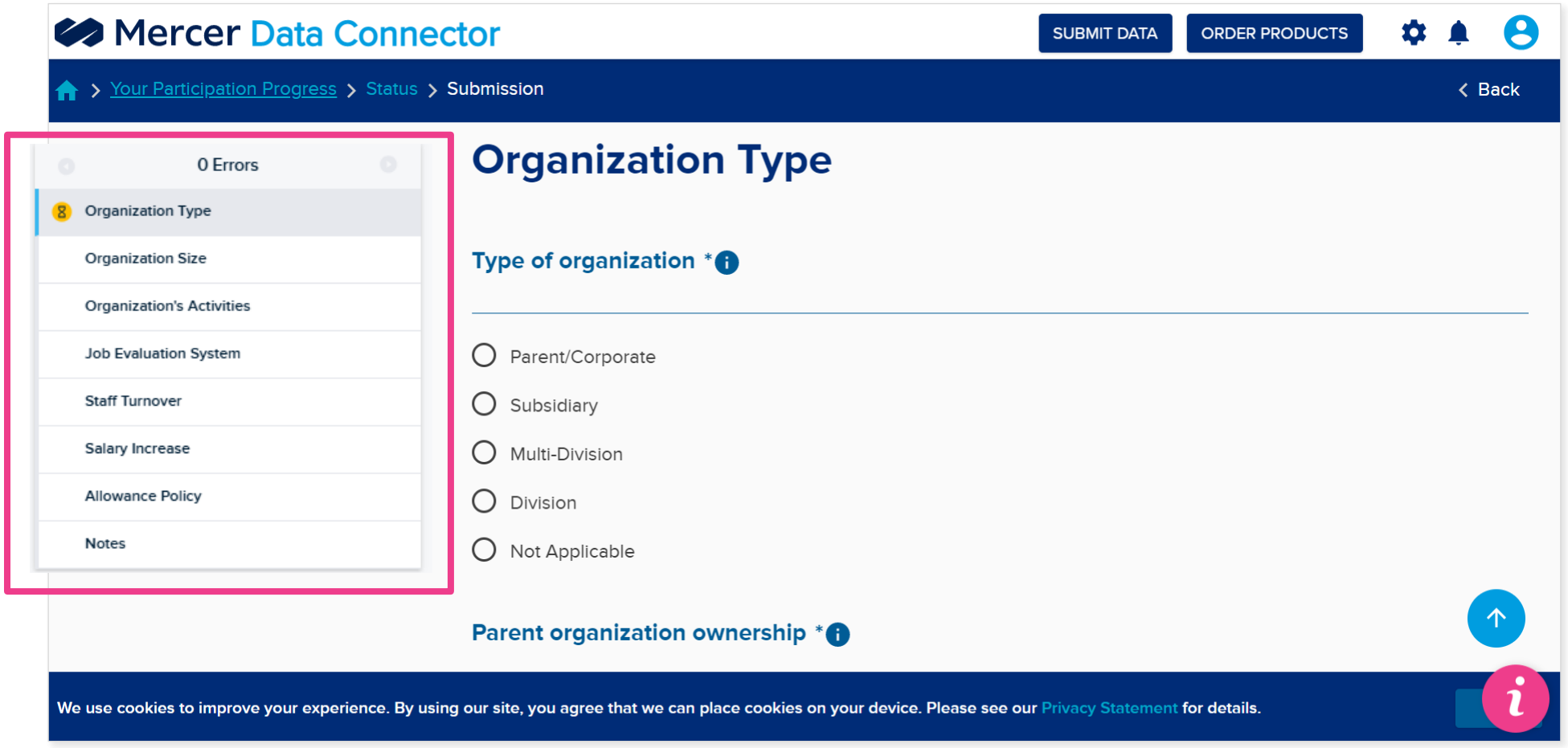


Adding Users – Steps

- 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**.
- Managing Users - Mercer Data Connector - Compensation & Benefits Surveys Resources Center

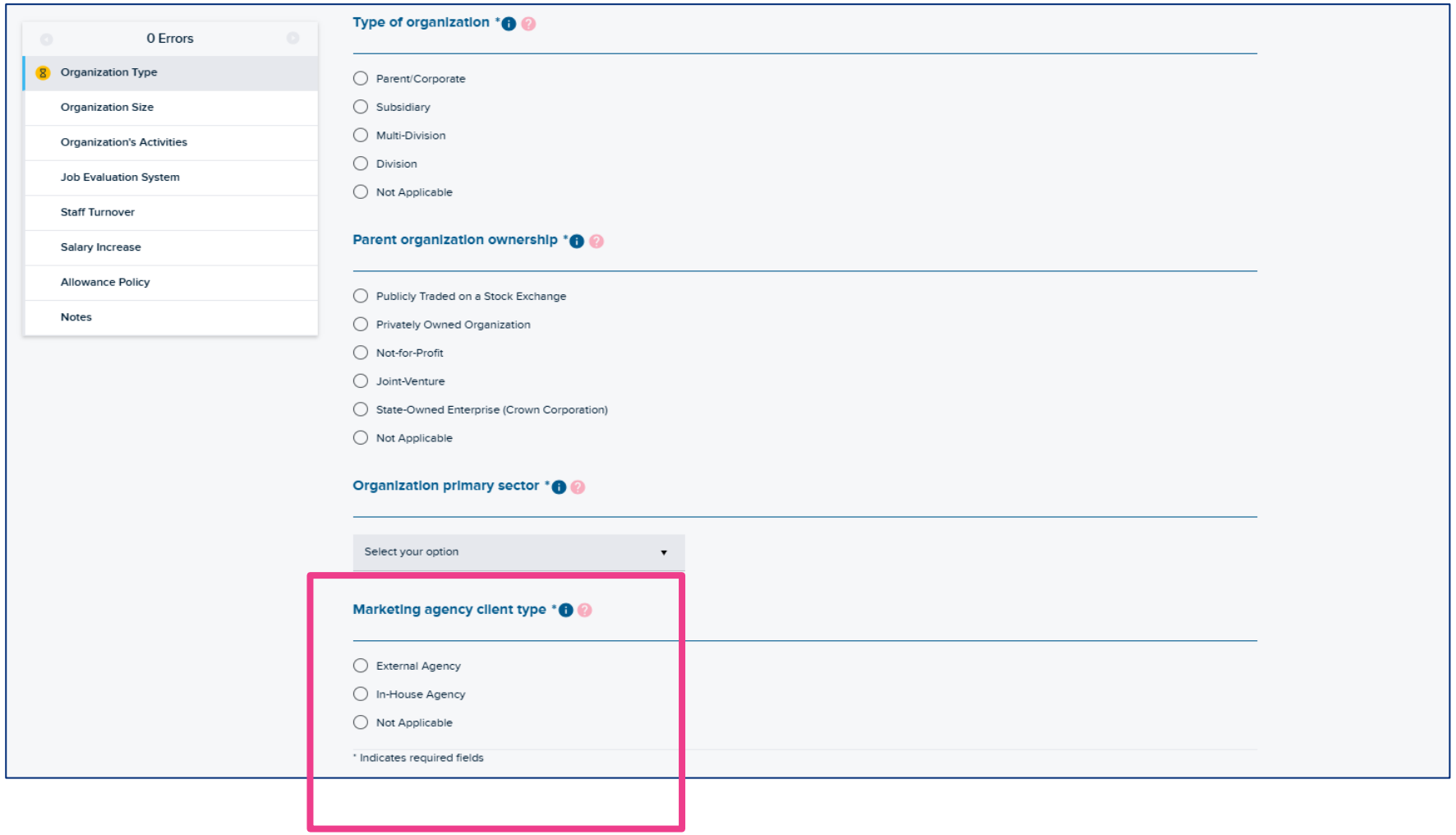
Data collection

Navigating Mercer Data Connector – Company data



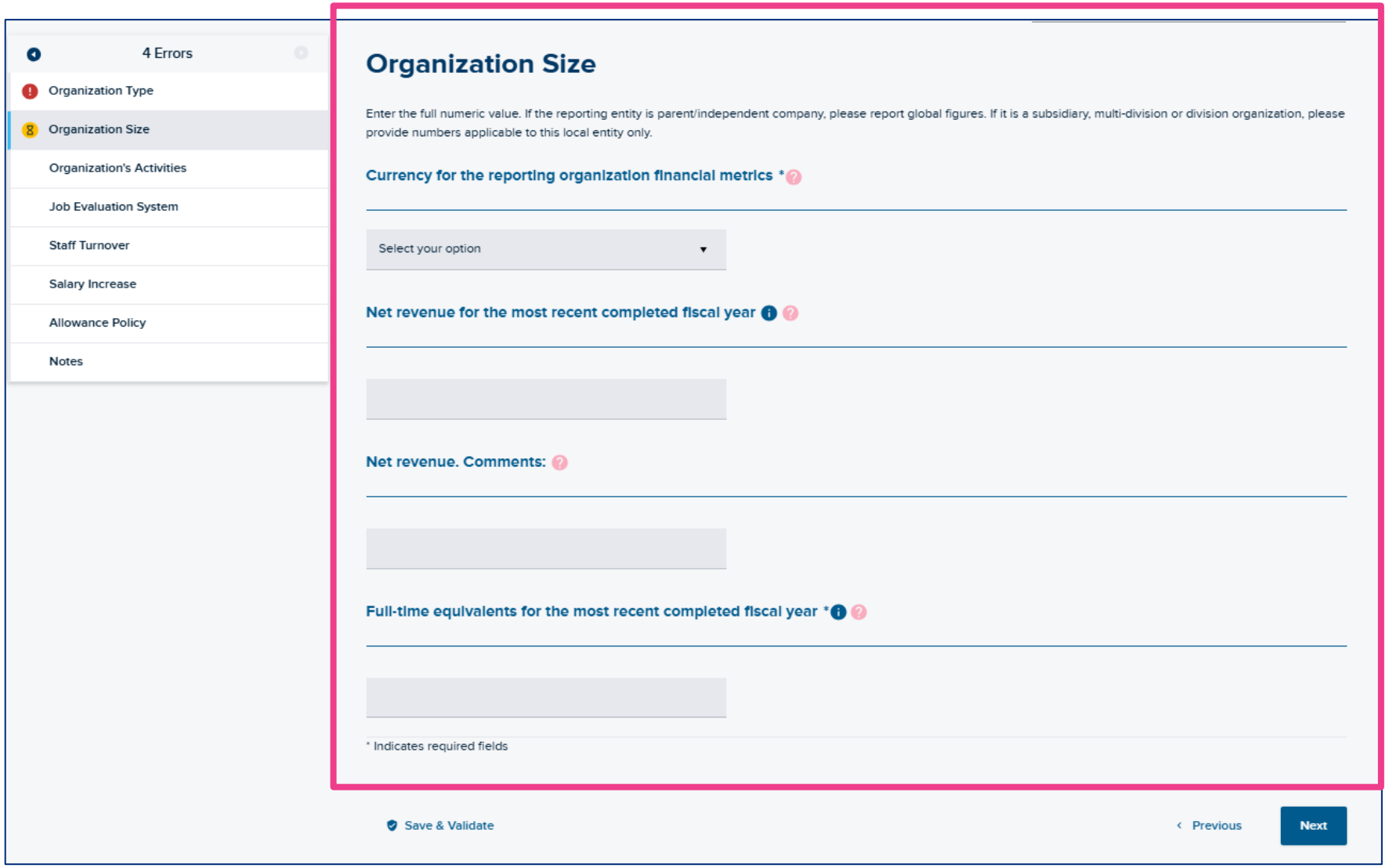
Data collection

Navigating Mercer Data Connector – Additional questions in Company data



Data collection

Navigating Mercer Data Connector – Additional questions in Company data

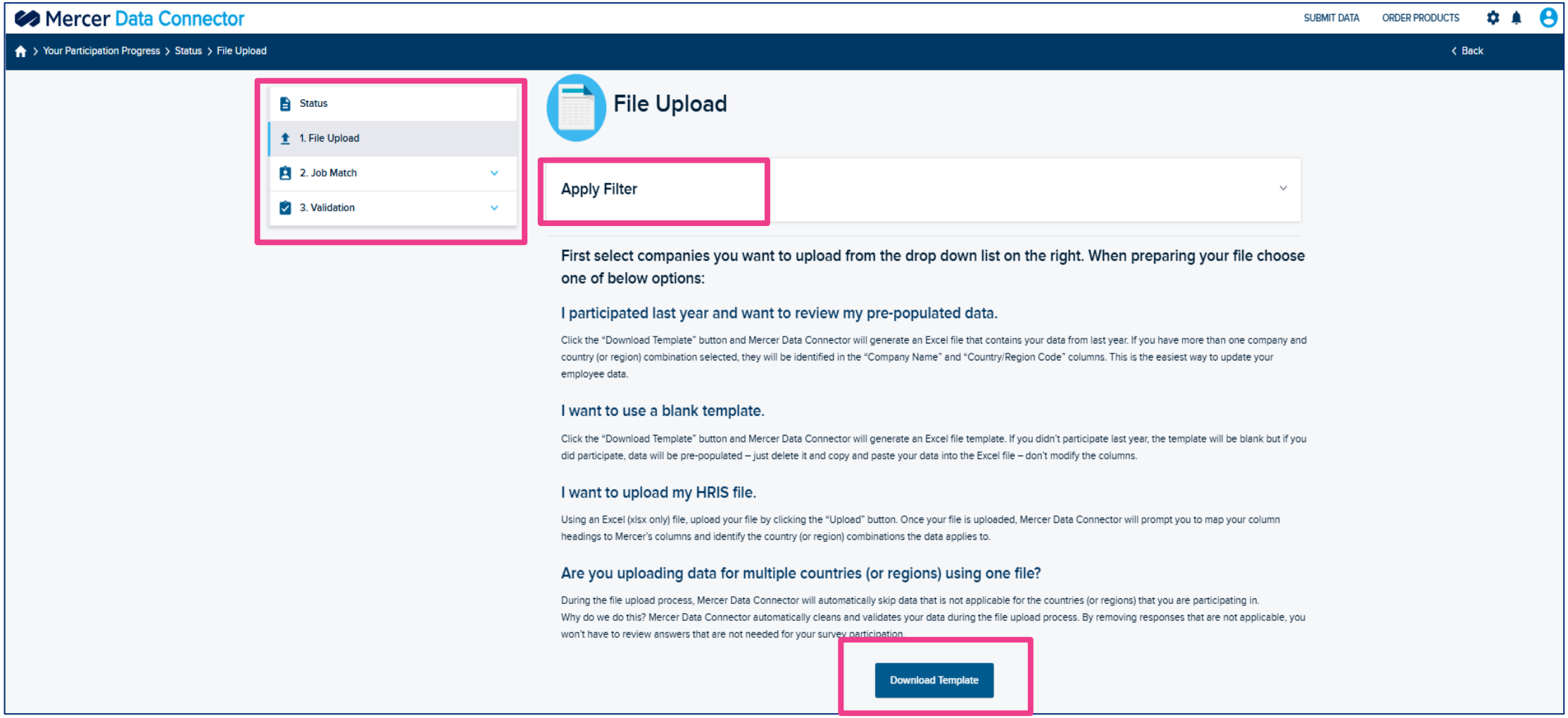


Data collection

Navigating Mercer Data Connector – Additional questions in Company data

Data collection

Navigating Mercer Data Connector – Employee data

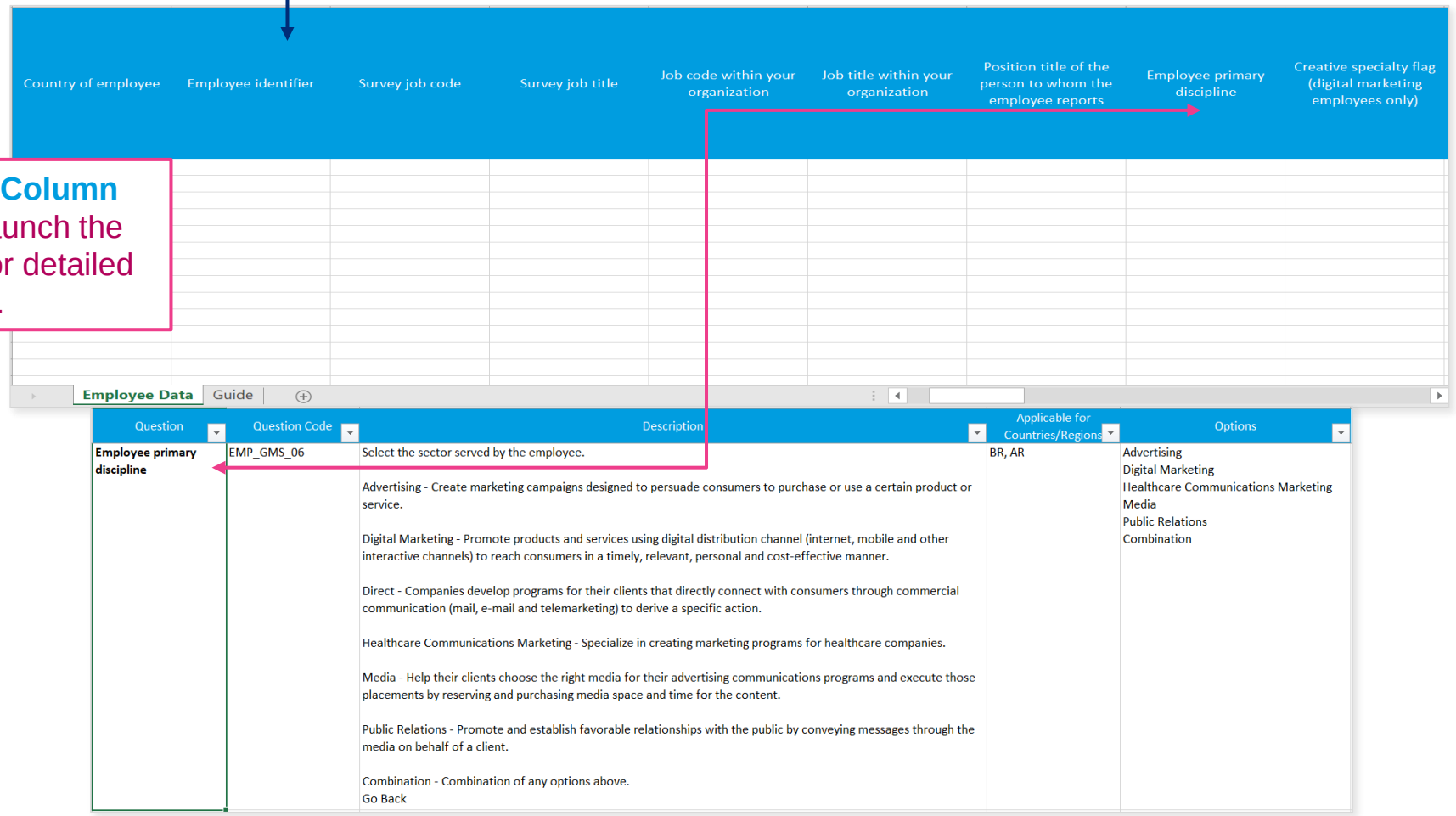


Data collection

Navigating Mercer Data Connector – Employee data template

Interactive Guide

Click on the **Column Header** to launch the **Guide** tab for detailed descriptions.



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	Employee primary discipline	Creative specialty flag (digital marketing employees only)

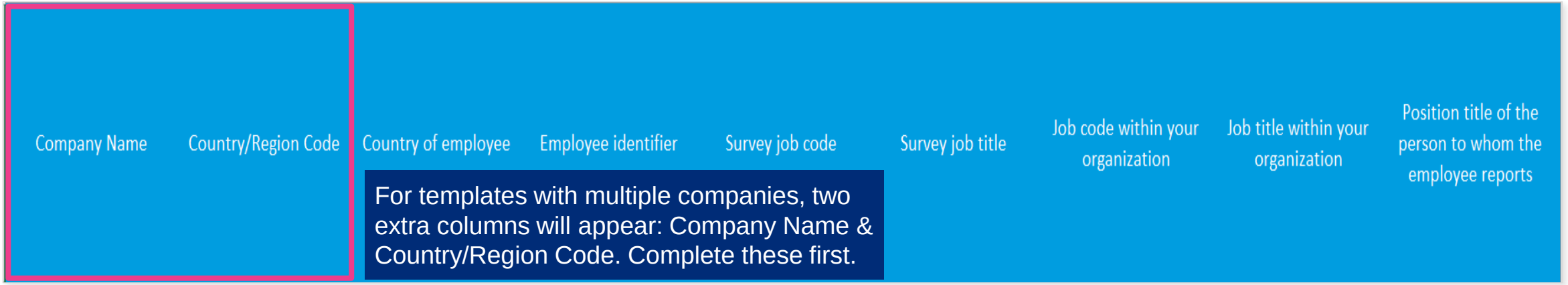
Employee Data | Guide

Question	Question Code	Description	Applicable for Countries/Regions	Options
Employee primary discipline	EMP_GMS_06	Select the sector served by the employee. Advertising - Create marketing campaigns designed to persuade consumers to purchase or use a certain product or service. Digital Marketing - Promote products and services using digital distribution channel (internet, mobile and other interactive channels) to reach consumers in a timely, relevant, personal and cost-effective manner. Direct - Companies develop programs for their clients that directly connect with consumers through commercial communication (mail, e-mail and telemarketing) to derive a specific action. Healthcare Communications Marketing - Specialize in creating marketing programs for healthcare companies. Media - Help their clients choose the right media for their advertising communications programs and execute those placements by reserving and purchasing media space and time for the content. Public Relations - Promote and establish favorable relationships with the public by conveying messages through the media on behalf of a client. Combination - Combination of any options above. Go Back	BR, AR	Advertising Digital Marketing Healthcare Communications Marketing Media Public Relations Combination

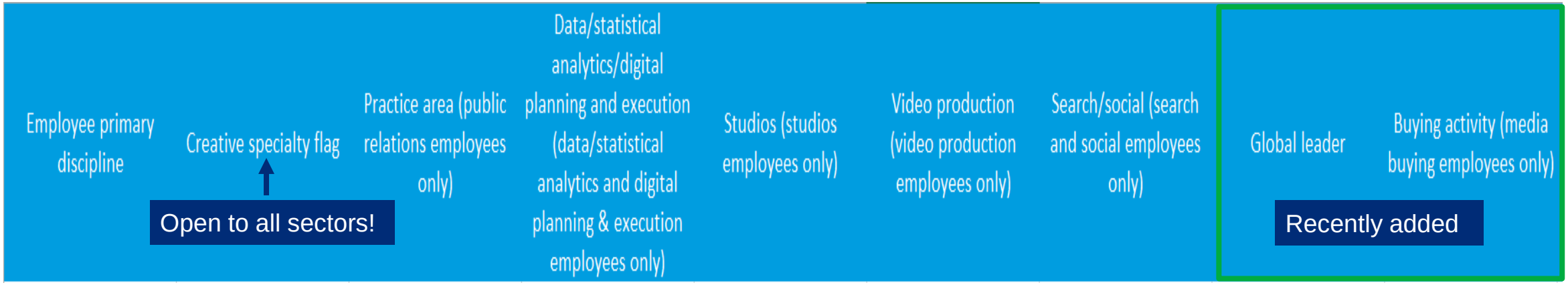
Data collection

Employee data template – Job codes & specialty refinements

Employee job code matching & titles:



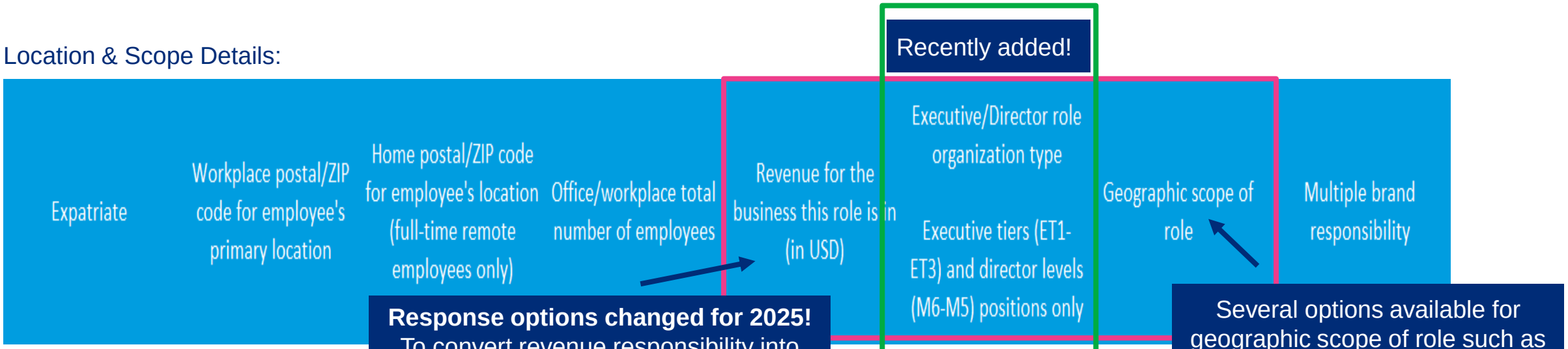
Specific job family refinement flags:



Data collection

Employee data template – Location, scope & pay

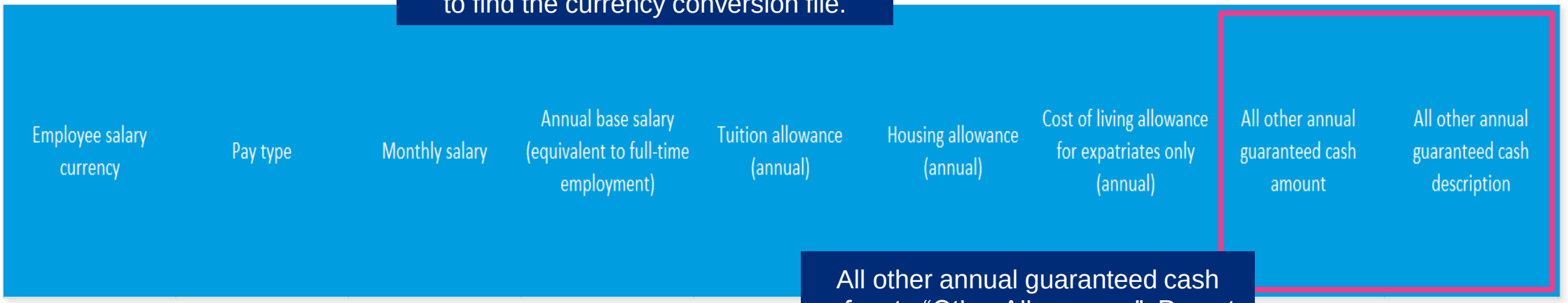
Location & Scope Details:



Response options changed for 2025! To convert revenue responsibility into USD and range click the information icon to find the currency conversion file.

Several options available for geographic scope of role such as multi-regional and multi-country.

Base Pay & Allowances:



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

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)

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

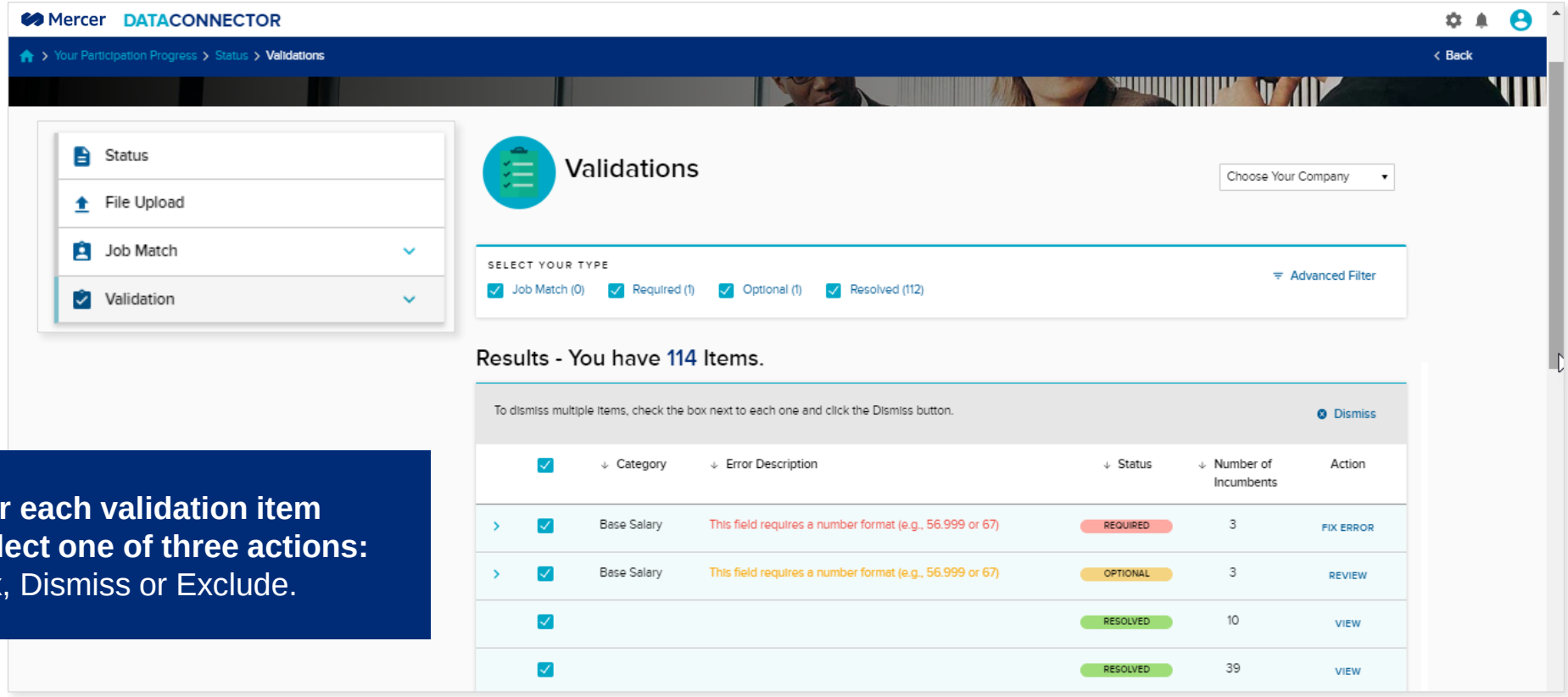
- All duties described may not be performed
  - Good match represents at least 80% of benchmark position
- If major responsibilities in job description are not a part of your position (or vice-versa), another match may be more appropriate

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.

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

Data collection

Navigating Mercer Data Connector – Validations

There are three actions to take when presented with an audit:

Fix the error: The tool is user friendly, and you can address any corrections though this without redoing the incumbent submission.

Dismiss: This accepts the entry as is and Mercer may take further action if required.

Exclude: This omits the entire line of data from being included in the submission. ***Use with caution.***

Be sure to understand the difference between Dismiss and Exclude

Data collection

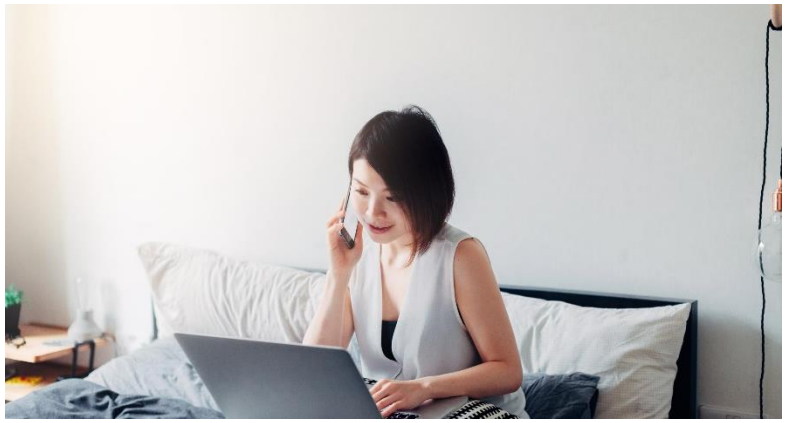
Mercer resources & contact information

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

Asia Pacific

Client Solutions Asia

client.solutions.asia@mercer.com

EMEA

Veronika Karandashova

veronika.karandashova@mercer.com

For help with specific survey questions:

Survey Lead

Nicole Aronov

502 938 8307

nicole.aronov@mercer.com

Survey Advisors

Mark Bowling

mark.bowling@mercer.com

Bill Strobl

bill.strobl@mercer.com

Data results

4

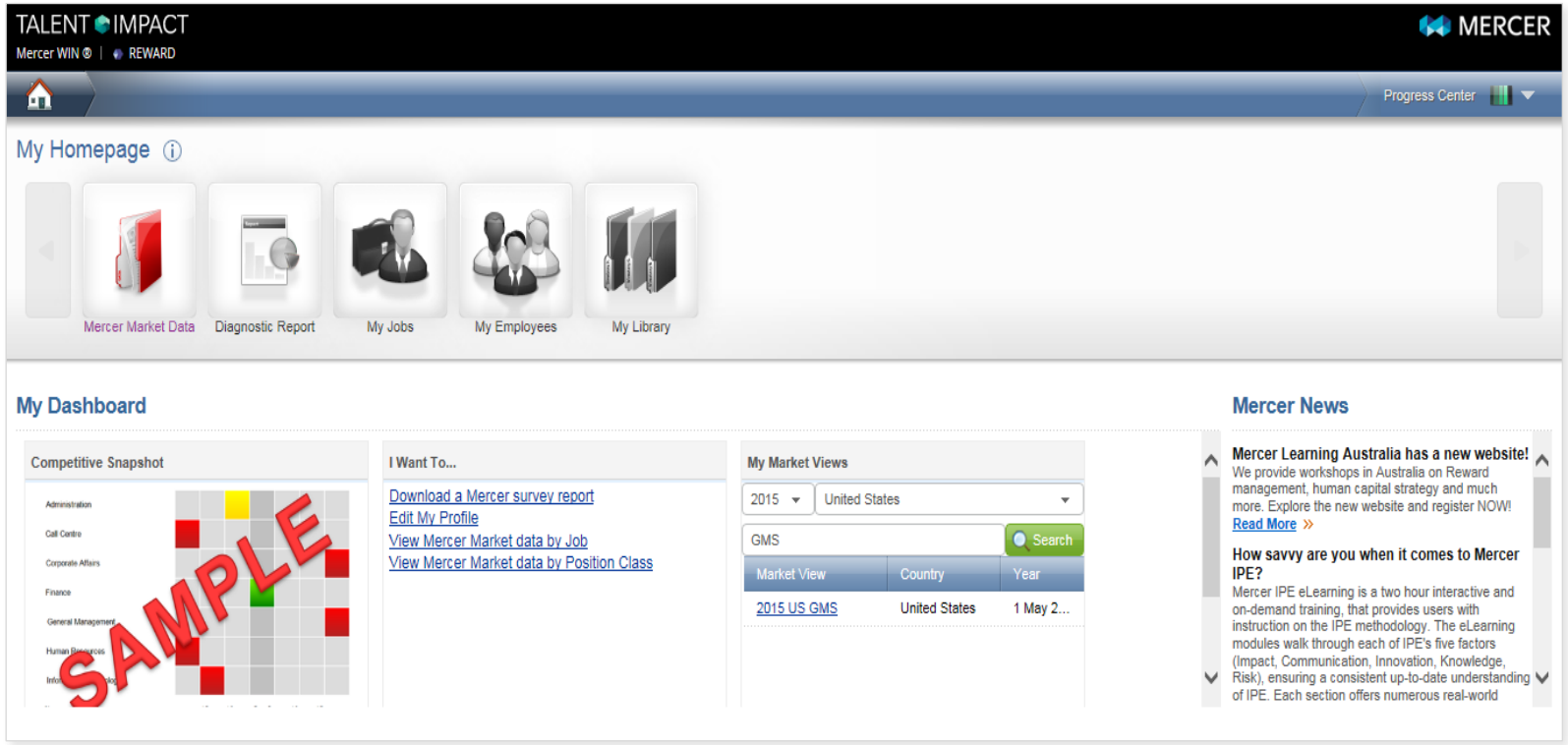
Data integrity

All data is confidential and reported aggregately to protect participant confidentiality

Statistic	# Organizations	# Observations	# Holding Companies
Average or Mean	3 (4 – CA, 5 – US)	3 (4 – CA, 5 – US)	2
10th Percentile	5	10	2
25th Percentile	5	5	2
50th Percentile or Median	4 (5 – US)	4 (5 – US)	2
75th Percentile	5	5	2
90th Percentile	5	10	2

Access to results

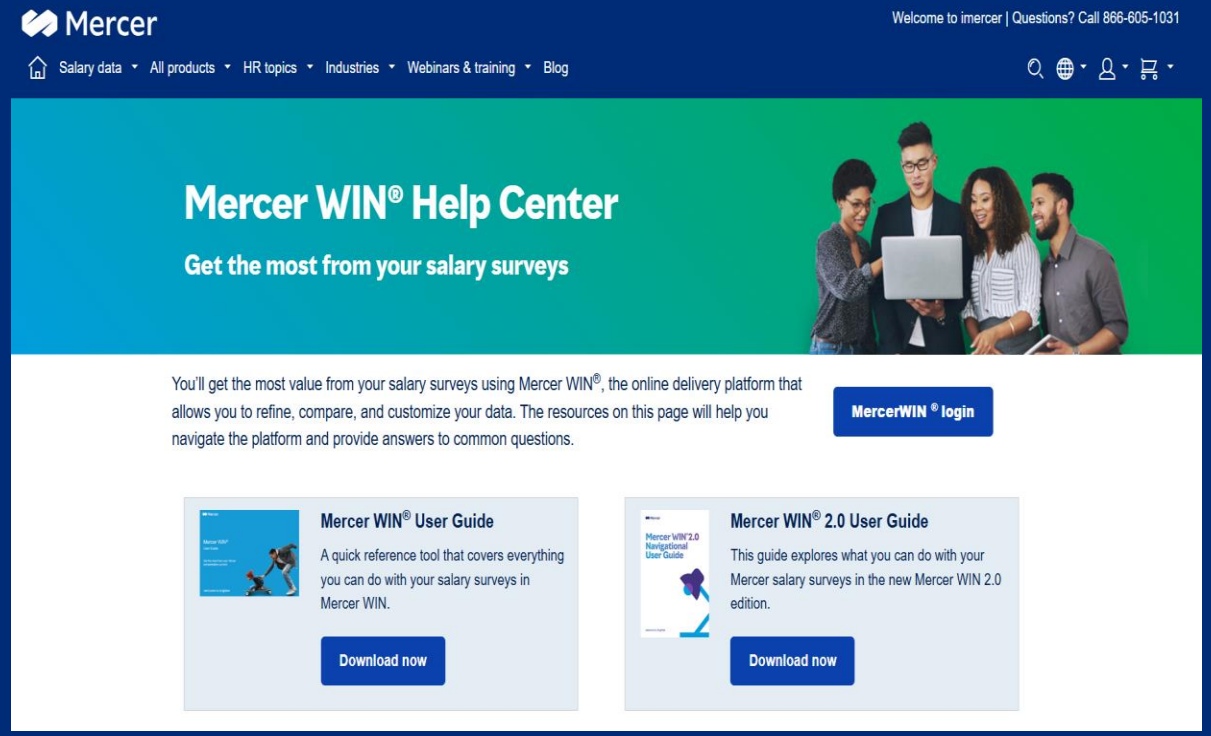
- Participants access survey results via Mercer WIN®.
- Mercer publishes the survey results and all associated report files.
- Search and summarize Mercer Market Data.
- Access multiple Mercer surveys and refinements in one view.
- Create peer groups.
- Combine jobs and age data.
- Print and export results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



Access to results

Visit the Mercer WIN Homepage
https://www.imercer.com/imercercontent/mercer-win for:

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



Mercer data connector demonstration

Questions & answers

Appendix

6

Data collection

2024 Survey changes

Main Global Marketing job catalogue changes.

- Only positions in scope for Global Marketing are included in the Global Marketing campaign job matching tool.
- Director (M40) and Entry (P10) levels added to User Experience Design.
- New job families/positions added to the campaign:
  - Data Engineering
  - Data Science
  - Enterprise Data Architecture
  - Software Development Engineering

Turnover questions added to the Company Data section.

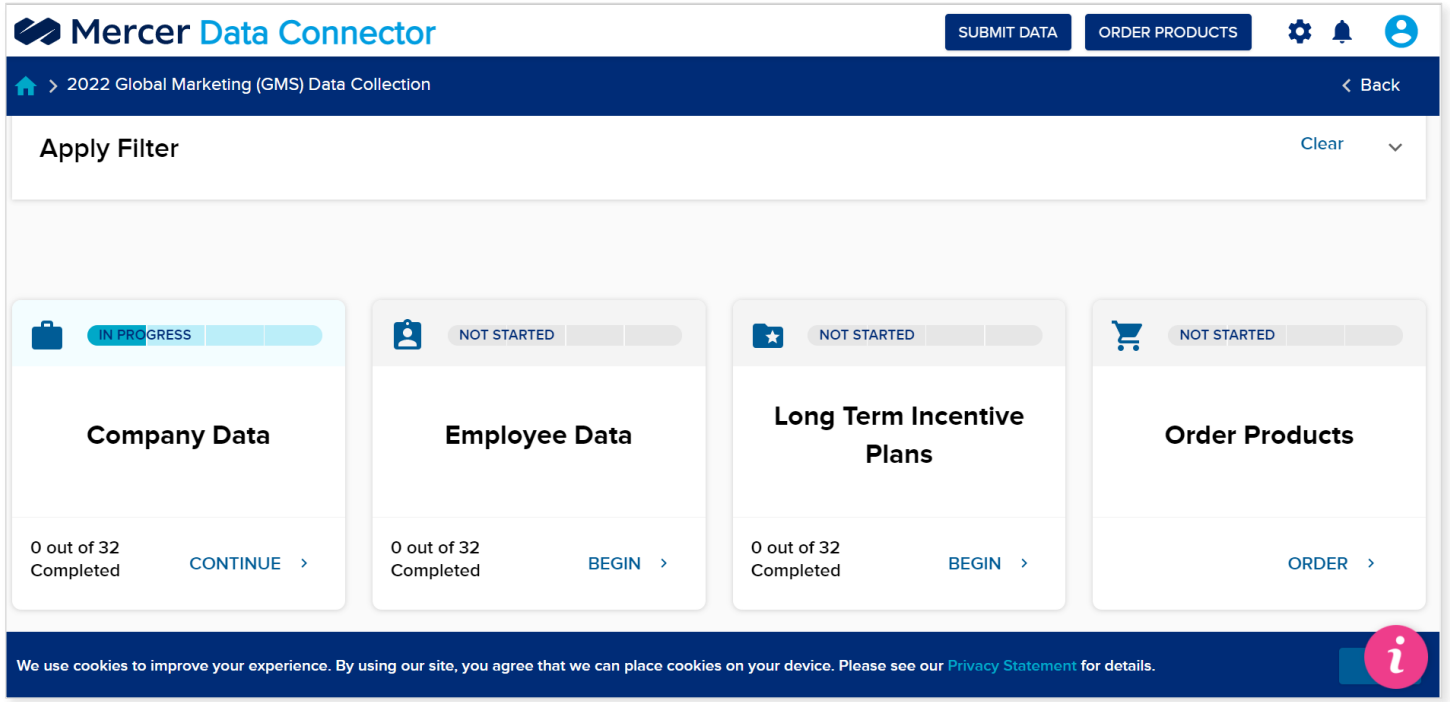
Specialty flag added for buying activity for Media buying positions. Creative flag added for all sectors and not just digital.

Executive framework changes in Mercer Job Library, specialty flag guidance and legacy codes from 2022 included in job matching booklet.

Global Account Leader and Global Creative Leader mapping changes from level P50 to ET3 and Global leader specialty flag added.

Mercer Data Connector (MDC)

- MDC tool will be further enhanced and customized for Global Marketing.
- 20 countries in scope for 2025.
- Users can upload data for various markets/agencies and delegate access.
- Real-time validation.
- Data pre-population from 2024.
- Easy to navigate progress via Participation Switchboard.



Mercer Job Library (MJL)

Global Marketing Survey positions transitioned to Mercer Job Library.

Single catalogue

Based on “**nature of work**” across Mercer’s thousands of surveys; supports emerging and mature markets, large and small companies, and different industries.

Clear relationship between jobs

Allows Mercer to provide appropriate alternatives, through the **data roll-ups**, when insufficient data exists.

Across all countries

Simplifies and **standardizes** our global and regional surveys and the market data for our multi-national clients.

Mercer WIN enhancements

Online platform is more intuitive. Improved, browser-like filters and helpful fly-outs.

Special thanks to our agency contacts for providing input to the mapping to MJL and new positions for 2025!

MJL benefits for global marketing

- Underpinned by universal and cutting-edge job sizing and nature of work research to help align and standardize positions across markets.
- Global catalogue with ad-agency positions that align to Global Marketing positions.
- Offers levels for different career tracks: Para-Professional, Professional, Management and Executive (P1, P2, P3, M1, M2, etc.)
- Aligns with leveling methodology of other surveys, such as TRS, and offers core job and combined job statistics in survey results.

Mercer

A business of Marsh McLennan

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