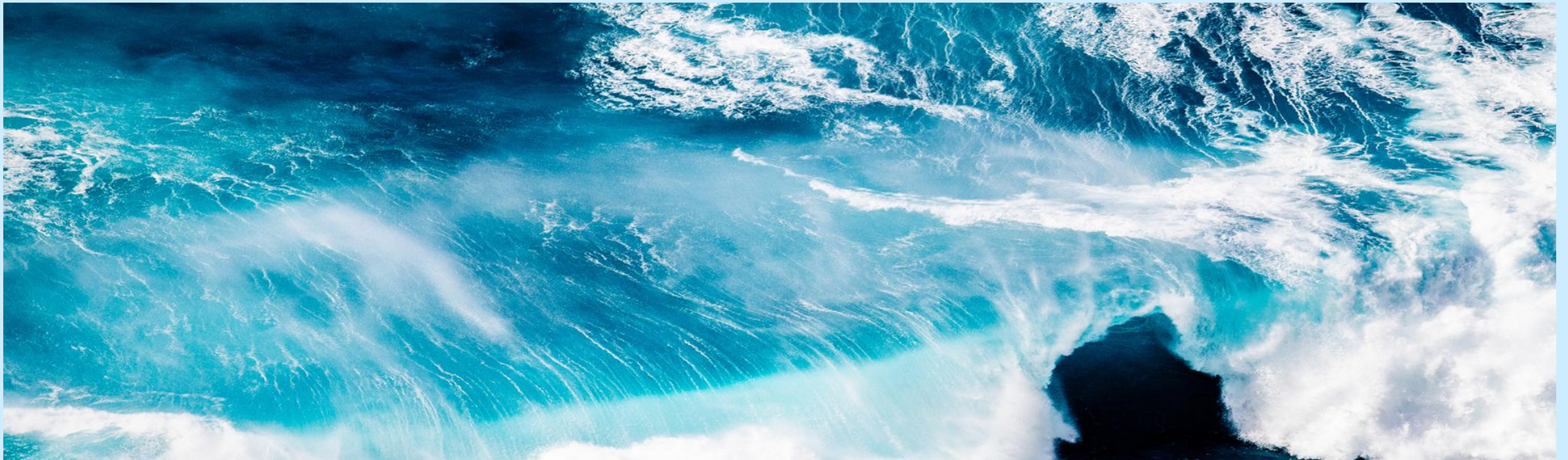


2026 Global Marketing Compensation Survey

Submission webinar

Nicole Aronov
Louisville KY



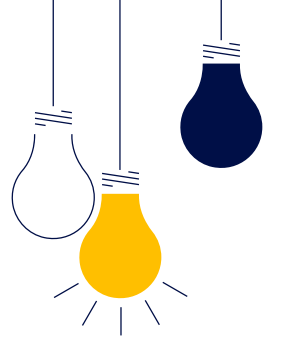
Agenda

1. Webinar Objectives
2. 2026 Survey Overview
 - Highlights, Benefits of Participation & Countries
 - Important Dates & Pricing for 2026
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

1

Webinar objectives



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

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

03 Highlight milestone dates & key changes for 2026.

04 Share the Mercer Job Library positions available in the data collection campaign to ensure quality job matching.

05 Knowledge sharing and Q&A.

Survey overview

2

Highlights

20 Countries Covered for 2026

46 Job Families / Specializations

- Account Management
- Concept Design
- Creative
- & more



5 Industry Sectors

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

Data covers: Base Pay, Allowances, STI and LTI

Benefits of participation

- 01 Survey results are only available to participants.

- 02 Market data for your industry with consistent jobs, participation, and data across 20 countries.

- 03 Savings gained by purchasing multiple country data.

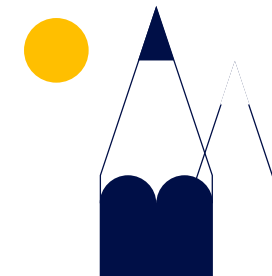
- 04 Standard reports available in Excel and PDF.

- 05 Ability to run your own custom cuts using Mercer WIN[®].



Countries

Countries included in the survey for 2026.



EMEA	Asia Pacific	Americas
France	Australia	Argentina
Germany	China	Brazil
Italy	India	Canada
The Netherlands*	Singapore	Chile
Poland*		Colombia
South Africa		Mexico
Spain		United States
United Arab Emirates		
United Kingdom		

*The Netherlands and Poland have been added to the survey for 2026 per recent survey planning discussions and polling replacing data collection for Hong Kong and Japan.

Important dates

Activity	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Data effective date	1							
Survey opens in Mercer Data Connector	4							
Submission webinars	7 & 12							
Submission deadline			31 ★					
GMS Results available							9*	
Results & Planning Meeting								Week of 7

*Tentative Date

Pricing for 2026

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).
- 2026 Pricing:

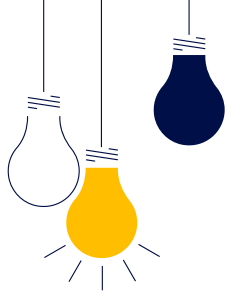
# Countries	Price Per Country (USD)
1	\$3,300
2–5	\$2,200
6–10	\$2,000
11–20	\$1,850

Data collection

3

Data collection

2026 Survey changes



Market replacements

The Netherlands and Poland were added to data collection due to recent interest and discussions. Countries Hong Kong and Japan were removed given lack of data in recent years.

Data collection

Added actual specialization code in the refinement headings of the Employee Data template.

Job Match Meeting

Mercer will schedule a job match meeting with the global contacts in April to discuss changes and job matching questions such as “how should we match specific PR communications jobs?”

Publication

The “Detailed Report – Grouped by PC” report will be removed for all countries.

Order Form

Global Marketing participants will have the opportunity to select GMS results in the Order Form section of the Global Marketing campaign in Mercer Data Connector. While the price will list \$3,300 for one country, an accompanying note will display the following information: Multi-country participation/purchase pricing opportunities available (2-5 countries = \$2,200 USD/country; 6-10 countries = \$2,000 USD/country; 11-20 countries = \$1,850 USD/country). If your agency is owned by a holding company survey sponsor (WPP, Publicis or Omnicom/IPG) please do not place an order.

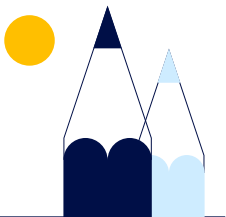
Data collection

Recently added jobs

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

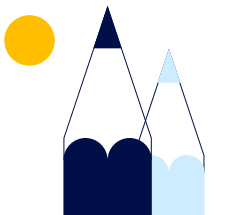
Other recently added jobs

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

Levels M2 and P4 were added last 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!

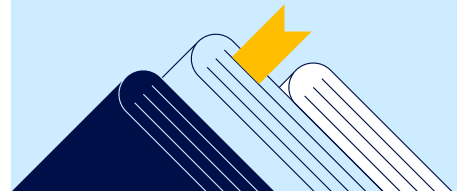


Data collection

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 2026 codes to legacy codes along with refinements for each specialization.

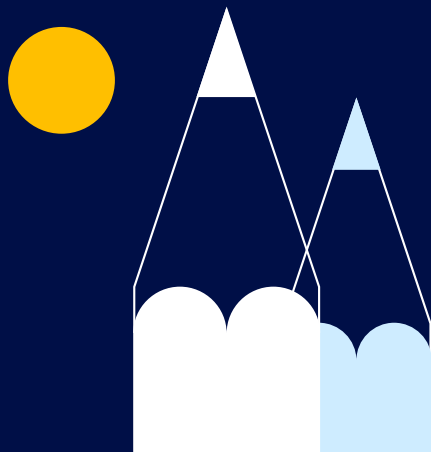
MERCER A MARSH BUSINESS		Global Marketing Survey Mapping to Mercer Job Library			
Specialty Flag	Legacy GMS Job Code	Legacy GMS Job Title	2026 Library Job Code	2026 Library Job Title	
Data/Statistical Analytics/Digital Operations and Planning	400-0	Top Data/Statistical Analytics Executive	DAW.07.001.ET2	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)	
Data/Statistical Analytics/Digital Operations and Planning	400-1	Data/Statistical Analytics Executive	DAW.07.001.ET3	General Data Analytics - Executive Tier 3 (ET3)	
Data/Statistical Analytics/Digital Operations and Planning	400-1	Data/Statistical Analytics Executive	DAW.07.006.M60	Digital Marketing Analytics - Senior Director (M6)	
Data/Statistical Analytics/Digital Operations and Planning	400-1	Data/Statistical Analytics Executive	DAW.07.006.M50	Digital Marketing Analytics - Director (M5)	
Data/Statistical Analytics/Digital Operations and Planning	400-2	Data/Statistical Analytics Director	DAW.07.006.M40	Digital Marketing Analytics - Senior Manager (M4)	
Data/Statistical Analytics/Digital Operations and Planning	400-3	Data/Statistical Analytics Manager	DAW.07.006.M30	Digital Marketing Analytics - Manager (M3)	
Data/Statistical Analytics/Digital Operations and Planning	NEW	--	DAW.07.006.M20	Digital Marketing Analytics - Team Leader (Professionals) (M2)	
Data/Statistical Analytics/Digital Operations and Planning	NEW	--	DAW.07.006.P40	Digital Marketing Analytics - Specialist Professional (P4)	
Data/Statistical Analytics/Digital Operations and Planning	400-4	Data/Statistical Analytics Professional - Experienced	DAW.07.006.P30	Digital Marketing Analytics - Senior Professional (P3)	
Data/Statistical Analytics/Digital Operations and Planning	400-5	Data/Statistical Analytics Professional - Intermediate	DAW.07.006.P20	Digital Marketing Analytics - Experienced Professional (P2)	
Data/Statistical Analytics/Digital Operations and Planning	400-6	Data/Statistical Analytics Professional - Entry	DAW.07.006.P10	Digital Marketing Analytics - Entry Professional (P1)	
Buying Activity	450-0	Top National Broadcast Buying Executive	SMP.05.012.ET2	Media Buying (Ad Agencies) - Executive Tier 2 (ET2)	
Buying Activity	450-0	Top National Broadcast Buying Executive	SMP.05.012.ET3	Media Buying (Ad Agencies) - Executive Tier 3 (ET3)	
Buying Activity	450-0	Top National Broadcast Buying Executive	SMP.05.012.M60	Media Buying (Ad Agencies) - Senior Director (M6)	
Buying Activity	450-1	National Broadcast Buying Executive	SMP.05.012.ET3	Media Buying (Ad Agencies) - Executive Tier 3 (ET3)	
Buying Activity	450-1	National Broadcast Buying Executive	SMP.05.012.M60	Media Buying (Ad Agencies) - Senior Director (M6)	
Buying Activity	450-1	National Broadcast Buying Executive	SMP.05.012.M50	Media Buying (Ad Agencies) - Director (M5)	
Buying Activity	450-2	National Broadcast Buying Director	SMP.05.012.M40	Media Buying (Ad Agencies) - Senior Manager (M4)	
Buying Activity	450-3	National Broadcast Buying Manager	SMP.05.012.M30	Media Buying (Ad Agencies) - Manager (M3)	
Buying Activity	450-4	National Broadcast Buying Professional - Experienced	SMP.05.012.P30	Media Buying (Ad Agencies) - Senior Professional (P3)	
Buying Activity	450-5	National Broadcast Buying Professional - Intermediate	SMP.05.012.P20	Media Buying (Ad Agencies) - Experienced Professional (P2)	
Buying Activity	450-6	National Broadcast Buying Professional - Entry	SMP.05.012.P10	Media Buying (Ad Agencies) - Entry Professional (P1)	
Buying Activity	460-0	Top Regional Broadcast Buying Executive	SMP.05.012.ET2	Media Buying (Ad Agencies) - Executive Tier 2 (ET2)	
Buying Activity	460-0	Top Regional Broadcast Buying Executive	SMP.05.012.ET3	Media Buying (Ad Agencies) - Executive Tier 3 (ET3)	
Buying Activity	460-0	Top Regional Broadcast Buying Executive	SMP.05.012.M60	Media Buying (Ad Agencies) - Senior Director (M6)	
Buying Activity	460-1	Regional Broadcast Buying Executive	SMP.05.012.ET3	Media Buying (Ad Agencies) - Executive Tier 3 (ET3)	
Buying Activity	460-1	Regional Broadcast Buying Executive	SMP.05.012.M60	Media Buying (Ad Agencies) - Senior Director (M6)	
Buying Activity	460-1	Regional Broadcast Buying Executive	SMP.05.012.M50	Media Buying (Ad Agencies) - Director (M5)	
Buying Activity	460-2	Regional Broadcast Buying Director	SMP.05.012.M40	Media Buying (Ad Agencies) - Senior Manager (M4)	
Buying Activity	460-3	Regional Broadcast Buying Manager	SMP.05.012.M30	Media Buying (Ad Agencies) - Manager (M3)	
Buying Activity	460-4	Regional Broadcast Buying Professional - Experienced	SMP.05.012.P30	Media Buying (Ad Agencies) - Senior Professional (P3)	
Buying Activity	460-5	Regional Broadcast Buying Professional - Intermediate	SMP.05.012.P20	Media Buying (Ad Agencies) - Experienced Professional (P2)	
Buying Activity	460-6	Regional Broadcast Buying Professional - Entry	SMP.05.012.P10	Media Buying (Ad Agencies) - Entry Professional (P1)	
Buying Activity	490-0	Top Print Buying Executive	SMP.05.012.ET2	Media Buying (Ad Agencies) - Executive Tier 2 (ET2)	
Buying Activity	490-0	Top Print Buying Executive	SMP.05.012.ET3	Media Buying (Ad Agencies) - Executive Tier 3 (ET3)	
Buying Activity	490-0	Top Print Buying Executive	SMP.05.012.M60	Media Buying (Ad Agencies) - Senior Director (M6)	
Buying Activity	490-1	Print Buying Executive	SMP.05.012.ET3	Media Buying (Ad Agencies) - Executive Tier 3 (ET3)	
Buying Activity	490-1	Print Buying Executive	SMP.05.012.M60	Media Buying (Ad Agencies) - Senior Director (M6)	
Buying Activity	490-1	Print Buying Executive	SMP.05.012.M50	Media Buying (Ad Agencies) - Director (M5)	
Buying Activity	490-2	Print Buying Director	SMP.05.012.M40	Media Buying (Ad Agencies) - Senior Manager (M4)	
Buying Activity	490-3	Print Buying Manager	SMP.05.012.M30	Media Buying (Ad Agencies) - Manager (M3)	
Buying Activity	NEW	--	SMP.05.012.M20	Media Buying (Ad Agencies) - Team Leader (Professionals) (M2)	
Buying Activity	NEW	--	SMP.05.012.P40	Media Buying (Ad Agencies) - Specialist Professional (P4)	
Buying Activity	490-4	Print Buying Professional - Experienced	SMP.05.012.P30	Media Buying (Ad Agencies) - Senior Professional (P3)	
Buying Activity	490-5	Print Buying Professional - Intermediate	SMP.05.012.P20	Media Buying (Ad Agencies) - Experienced Professional (P2)	



Data collection

Navigating Mercer Data Connector –
Overview

Data for 2026 Global Marketing will
be submitted in the Mercer Data
Connector (MDC) tool.



01 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.

02 Agency representatives can delegate access if needed.

03 Agency representatives must upload, validate and submit data in the MDC tool by July 31. (No separate data validation file to review).

04 No deadline extensions.

Data collection

Navigating Mercer Data Connector – Participation dashboard

After entering MDC, launch the campaign for 2026 Global Marketing (GMS) Data Collection and you will see the following tiles and can monitor your progress.

New for 2026: Please populate the **Order Products** tile!

The screenshot displays the Mercer Data Connector interface for the 2026 Global Marketing (GMS) Data Collection campaign. The page features a dark blue header with the Mercer logo and navigation links for 'SUBMIT DATA' and 'ORDER PRODUCTS'. Below the header, a banner image shows a group of people in a meeting, with the text '2026 Global Marketing (GMS) Data Collection' and 'LAST UPDATED 05/05/2026'. The main content area is titled 'Your Participation Progress' and includes a 'Download Your Data' link, a 'View Deadlines' link, and a 'Submit Data' button. A search bar labeled 'Apply Filter' is positioned below these links. The dashboard is divided into four progress tiles: 'Company Data' (0 out of 542 Completed, BEGIN >), 'Employee Data' (0 out of 542 Completed, BEGIN >), 'Order Products' (NOT STARTED, ORDER >), and 'Submit Data to Mercer' (0 out of 542 Submitted, SUBMIT >). The footer contains the Mercer logo, copyright information, and social media links.

Data collection

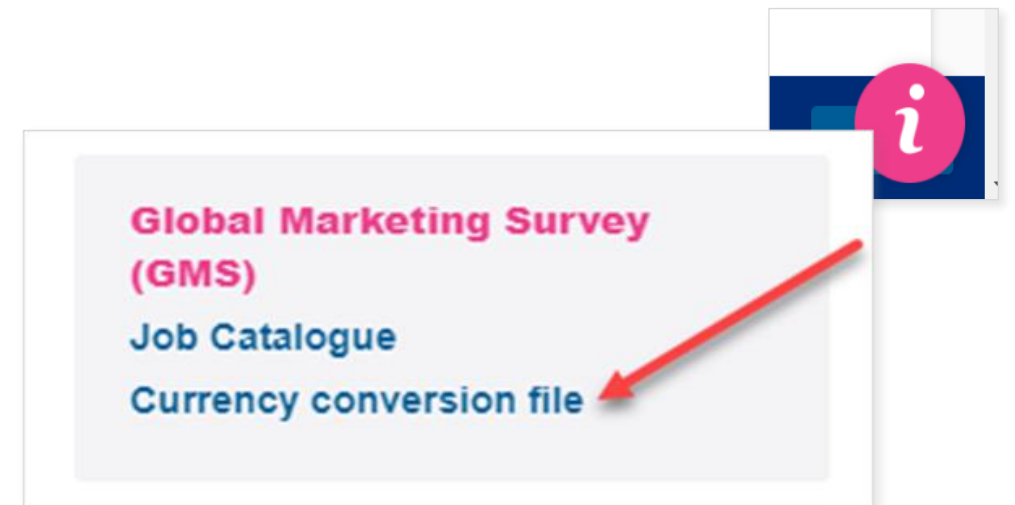
Navigating Mercer Data Connector – Steps

01 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. Also, please enter information in the **Order Products** tile.

02 Enter **Employee Data** information. In the Employee Data tile download an excel file template, which will be pre-populated with any data submitted from 2025. Update that file with incumbent information and upload to the tool.

03 Validate your data by responding to the validation questions. After validation, please hit the **Submit Data** button!

04 To access resources including the 2026 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


SUBMIT DATAORDER PRODUCTS

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


0 Errors



- 8 Organization Type
- Organization Size
- Organization's Activities
- Job Evaluation System
- Staff Turnover
- Salary Increase
- Allowance Policy
- Notes

Organization Type

Type of organization * 

- Parent/Corporate
- Subsidiary
- Multi-Division
- Division
- Not Applicable

Parent organization ownership * 



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Data collection

Navigating Mercer Data Connector – Recent questions added in Company data

0 Errors

- Organization Type
- Organization Size
- Organization's Activities
- Job Evaluation System
- Staff Turnover
- Salary Increase
- Allowance Policy
- Notes

Type of organization * ⓘ ?

Parent/Corporate

Subsidiary

Multi-Division

Division

Not Applicable

Parent organization ownership * ⓘ ?

Publicly Traded on a Stock Exchange

Privately Owned Organization

Not-for-Profit

Joint-Venture

State-Owned Enterprise (Crown Corporation)

Not Applicable

Organization primary sector * ⓘ ?

Select your option ▼

Marketing agency client type * ⓘ ?

External Agency

In-House Agency

Not Applicable

* Indicates required fields

Data collection

Navigating Mercer Data Connector – Recent questions added in Company data

4 Errors

- Organization Type
- Organization Size**
- Organization's Activities
- Job Evaluation System
- Staff Turnover
- Salary Increase
- Allowance Policy
- Notes

Organization Size

Enter the full numeric value. If the reporting entity is parent/independent company, please report global figures. If it is a subsidiary, multi-division or division organization, please provide numbers applicable to this local entity only.

Currency for the reporting organization financial metrics * ?

Select your option

Net revenue for the most recent completed fiscal year i ?

Net revenue. Comments: ?

Full-time equivalents for the most recent completed fiscal year * i ?

* Indicates required fields

Save & Validate

< Previous **Next**

Data collection

Navigating Mercer Data Connector – Recent questions added in Company data

6 Errors

- Organization Type
- Organization Size
- Organization's Activities**
- Job Evaluation System
- Staff Turnover
- Salary Increase
- Allowance Policy
- Notes

Organization's Activities

Organization's activities, excluding outsourced activities (local entity) - products organization ⓘ ?

- Basic Research and Development
- Applied Research and Development
- Engineering
- Procurement/Inbound Logistic
- Production
- Application/Assembly
- Marketing
- Sales
- Distribution
- Service

Organization's activities, excluding outsourced activities (local entity) - services organization ⓘ ?

- Idea and Concept Origination
- Generate Application
- Apply Solutions
- Marketing
- Sales
- Distribution
- Customer Service

* Indicates required fields

Data collection

Navigating Mercer Data Connector – Order products

New for 2026!

Please enter user information in the **Order Products** tile and select Global Marketing under each region.

Select “Salary Surveys”, “Industry Surveys”, “Marketing” to locate each country for GMS.

1 Add Primary user and Order form 2 Billing information 3 Submission

Get access to data as soon as it is available by placing your order now.

Who will be the primary user of the data? ⓘ

Name: Nicole Aronov Email Address: nicole.aronov@mercer.com

Address: Phone Number: ⓘ

+ Add More Users

Place Your Order for Survey Products Cart: 0 Items




United States Canada EMEA Latin America APAC

Contact us at – 1 800 333 3070 (Monday through Friday – 8AM to 5PM EST)

Product name	Currency	Participant Price	Additional Users ⓘ
The Automotive Personnel Forum Survey	USD	○ 8,050	
> Best-Seller!			
> Policies & Practices			
▼ Salary Surveys			
▼ Industry Surveys			
▼ Marketing			
United States Global Marketing Survey *see Information ⓘ	USD	○ 3,300	


Data collection

Navigating Mercer Data Connector – Employee data



Mercer Data Connector SUBMIT DATA ORDER PRODUCTS   

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

File Upload

Apply Filter 

Status

- 1. File Upload
- 2. Job Match 
- 3. Validation 

First select companies you want to upload from the drop down list on the right. When preparing your file choose one of below options:

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 and country (or region) combination selected, they will be identified in the "Company Name" and "Country/Region 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 (or region) combinations the data applies to.

Are you uploading data for multiple countries (or regions) using one file?

During the file upload process, Mercer Data Connector will automatically skip data that is not applicable for the countries (or regions) that you are participating in. Why do we do this? Mercer Data Connector automatically cleans and validates your data during the file upload process. By removing responses that are not applicable, you won't have to review answers that are not needed for your survey participation.

Download Template

Data collection

Navigating Mercer Data Connector – Employee data template

Interactive Guide

The screenshot shows a spreadsheet interface with a blue header row containing the following column names: 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, and Creative specialty flag (digital marketing employees only). A callout box with a red border and white background is positioned over the 'Employee primary discipline' column header, containing the text: 'Click on the Column Header to launch the Guide tab for detailed descriptions.' A red arrow points from the callout box to the 'Employee primary discipline' column header in the spreadsheet below.

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

The screenshot shows the 'Employee Data' Guide tab. The table has the following columns: Question, Question Code, Description, Applicable for Countries/Regions, and Options. The 'Employee primary discipline' row is highlighted with a green border. A red arrow points from the 'Employee primary discipline' column header in the spreadsheet above to the 'Employee primary discipline' row in this 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:

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
		For templates with multiple companies, two extra columns will appear: Company Name & Country/Region Code. Complete these first.						

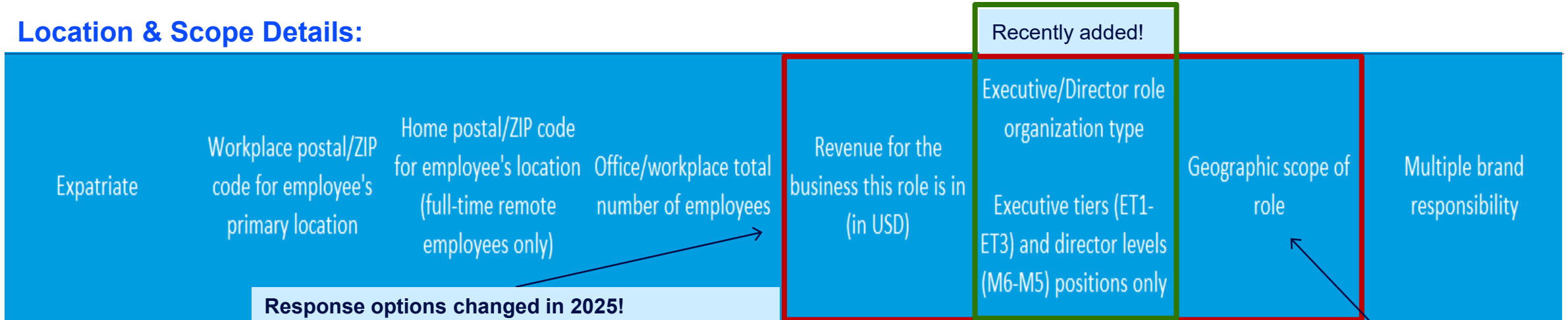
Specific job family refinement flags:

Employee primary discipline	Creative specialty flag (CRT.04.005 specialization)	Practice area (public relations employees only) (SMP.05.011 or SMP.09.024 specializations)	Data/statistical analytics/digital planning and execution (data/statistical analytics and digital planning & execution employees only) (DAW.07.001, DAW.07.006 or SMP.05.010 specializations)	Studios (studios employees only) (CRT.06.081 specialization)	Video production (video production employees only) (CRT.06.057 specialization)	Search/social (search and social employees only) (SMP.04.070 or SMP.04.065 specializations)	Global leader (SMP.09.024.ET3 or CRT.04.005.ET3 only)	Buying activity (media buying employees only) (SMP.05.012 specialization)
	Open to all sectors!							
					Specific specialization codes recently added to headings.			

Data collection

Employee data template – Location, scope & pay

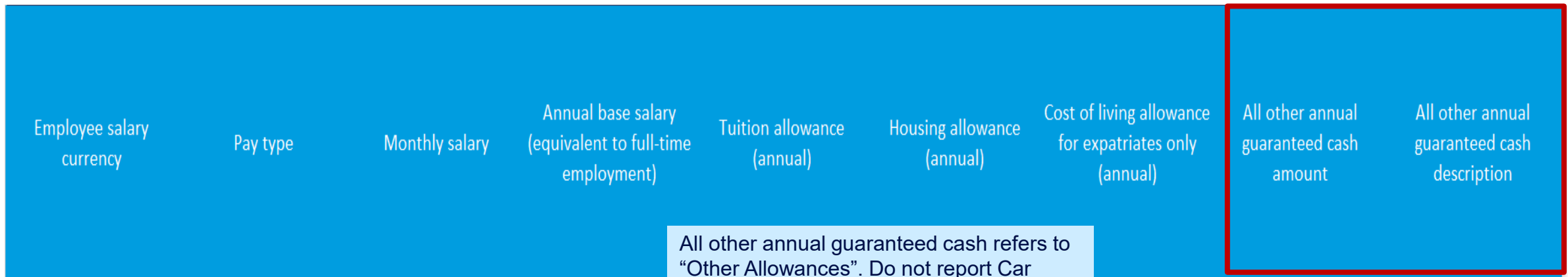
Location & Scope Details:



Response options changed in 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

Location & Scope Details:

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.

Category	Error Description	Status	Number of Incumbents	Action
Base Salary	This field requires a number format (e.g., 56,999 or 67)	REQUIRED	3	FIX ERROR
Base Salary	This field requires a number format (e.g., 56,999 or 67)	OPTIONAL	3	REVIEW
		RESOLVED	10	VIEW
		RESOLVED	39	VIEW

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 Leads

Nicole Aronov

nicole.aronov@mercer.com

Tonya Hall

tonya.hall@mercer.com

Survey Advisors

Mark Bowling

mark.bowling@mercer.com

Bill Strobl

bill.strobl@mercer.com

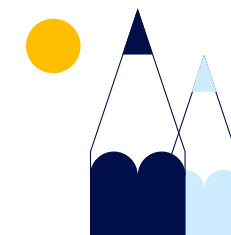
Data results

4

Data integrity

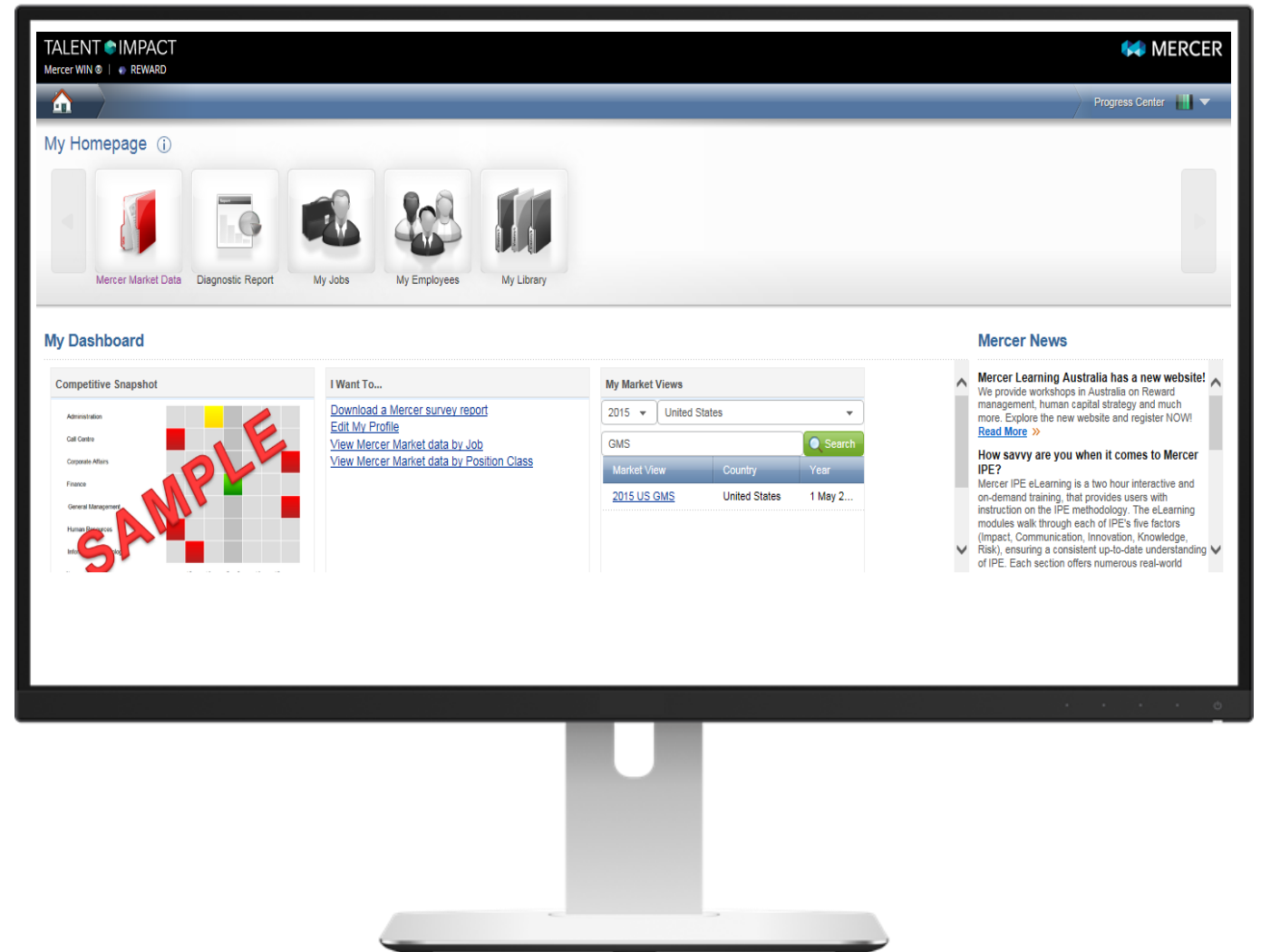
All data is confidential and reported aggregately to protect participant confidentiality

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

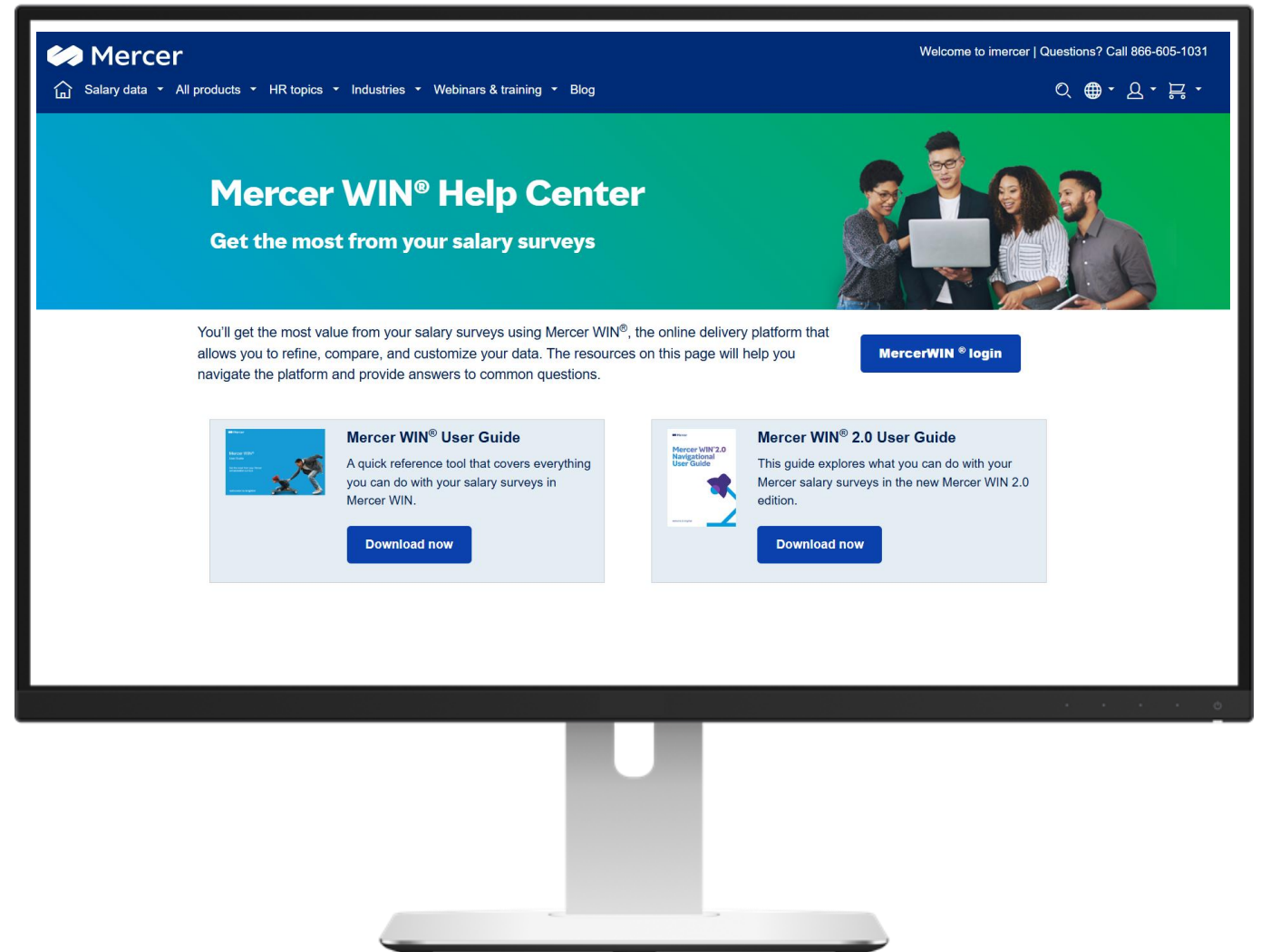
 Quick reference guides

 FAQs

 System requirements

Questions:

- Customer Service Representative 800 333 3070 or surveys@mercer.com
- globalmarketing@mercer.com



Mercer data connector demonstration

5

Questions & answers



Appendix

6

Data collection

2024 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

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.

We are leaders in risk, strategy and people. One company, with four global businesses, united by a shared purpose to build the confidence to thrive through the power of perspective.