

# Mercer Global Marketing Compensation Survey

## Optimize your compensation strategy to attract top talent

Attract and retain top talent for your agency using the Mercer Global Marketing Compensation Survey. Compare your strategy against those of your competitors with compensation data collected for more than 1,000 positions from over 300 organizations. Streamline your budgeting process with salary information across 20 countries and five key marketing segments.



1,190 positions published

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### Top 20 positions from our most matched job families

- Account Management (Ad Agencies & High Tech) – Manager (M3)
- Advertising Creative (Ad Agencies) – Senior Professional (P3)
- Advertising Media Planning & Strategy – Senior Manager (M4)
- Advertising/Marketing Project Management (Ad Agencies) – Senior Professional (P3)
- Client Finance Management: Advertising/Marketing (Ad Agencies) – Manager (M3)
- Data Science – Senior Professional (P3)
- Digital Advertising Concept Design (High Tech, Media & Entertainment) – Senior Professional (P3)
- Digital Media Planning (Ad Agencies) – Manager (M3)
- Digital Media Strategy (Ad Agencies) – Manager (M3)
- Film/Show/Program: Video Content Design & Editing (Media) – Senior Professional (P3)
- General Advertising Production – Senior Professional (P3)
- IT Consulting: Solution Delivery Management (High Tech & Professional Services) – Manager (M3)
- Media Buying (Ad Agencies) – Experienced Professional (P2)
- Media Campaign Operations (Ad Agencies) – Manager (M3)
- Online Marketing/Advertising Analytics (Ad Agencies) – Manager (M3)
- Online/Digital Advertising – Manager (M3))
- Search Engine Marketing – Manager (M3)
- Social Media Marketing – Manager (M3)
- Software Development Engineering (High Tech) – Senior Professional (P3)
- User Experience Design (UXD) – Senior Professional (P3)



## Position families analyzed

- Account management
- Broadcast buying
- Creative
- Digital strategy
- Interactive design centers
- Media planning
- Media research
- Production
- Project management
- Research/planning
- Top management



## Data collected

- Comp 1 – Base salary
- Comp 2 – Guaranteed allowances
- Comp 3 – Short-term incentive eligibility, targets, and amounts
- Comp 4 – Long-term incentive eligibility, targets, and amounts
- Organization information



## Data analyzed

- Country
- Expatriates
- Metropolitan area (US, China, & UK)
- Geographic scope of role (global, multi-regional, regional, multi-country or in-country)
- Revenue (executive & upper management positions)

## Survey Sectors

- **Advertising** – Create marketing campaigns designed to persuade consumers to purchase or use a certain product or service.
- **Healthcare communications marketing** – Specialize in creating marketing programs for healthcare companies.
- **Public relations** – These companies work on promoting and establishing favorable relationships with the public by conveying messages through the media on behalf of a client.
- **Digital marketing** – Promote products and services using digital distribution channels (internet, mobile, and other interactive channels) to reach consumers in a timely, relevant, personal, and cost-effective manner.
- **Media** – Assist clients in choosing the right media for advertising and communications programs, and execute those placements by reserving and purchasing media space and time for the content.



## Countries

### Asia Pacific

- Australia
- China
- Hong Kong
- India
- Japan
- Singapore

### Americas

- Argentina
- Brazil
- Canada
- Chile
- Colombia
- Mexico
- United States

### EMEA

- France
- Germany
- Italy
- South Africa
- Spain
- United Arab Emirates
- United Kingdom



## 302 organizations submitting data

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Mercer builds surveys using employee data collected from companies. The act of submitting data to a survey is known as survey participation and your agency is then viewed as a participant that is entitled to receive these great benefits:

- Access to the survey results.
- A discount for submitting data in and purchasing multiple countries.
- The ability to compare your data to peer agencies that you select.



**Survey schedule** Participation runs from May to July with results published in November.



## Pricing

This survey is available to participating organizations only and is sold by country. The price for survey results is \$3,000 USD per country. Discounts are available for agencies that participate in more than one country. Please contact us at [surveys@mercercor.com](mailto:surveys@mercercor.com) to learn more or to ask about becoming a participant/purchaser.

## Mercer WIN®

Survey results are published in Mercer WIN offering you simplified, single-point access to a broad range of data and analytics. Customize your analysis with ease.



## Sample report

[<<View the sample report>>](#)

## Contact us to order or for more information

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