

Mercer Global Marketing Compensation Survey

Optimize your compensation strategy to attract top talent





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)
- 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.

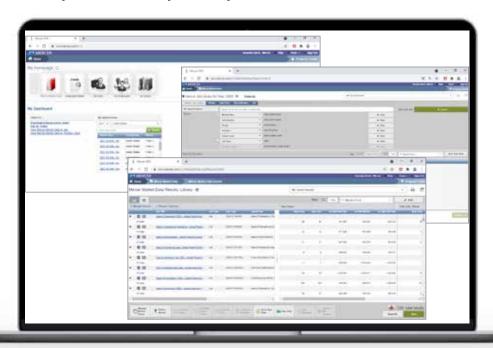


Pricing

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@mercer.com to learn more or to ask about becoming a participant/purchaser.

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Sample report

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