

How will 2025 compare?

2023 and 2024 Marketing Compensation Metrics Survey

Providing comparison reports to inform marketers and business developers about salary and compensation trends

2023



Median Salary Earned in 2023:

\$86,266 (n=930)

Bonus/Incentives Earned:



72%
were eligible
to receive a
bonus

Median income
from bonuses:
\$5,000

2024



Median Salary Earned in 2024:

\$91,728 (n=1,026)

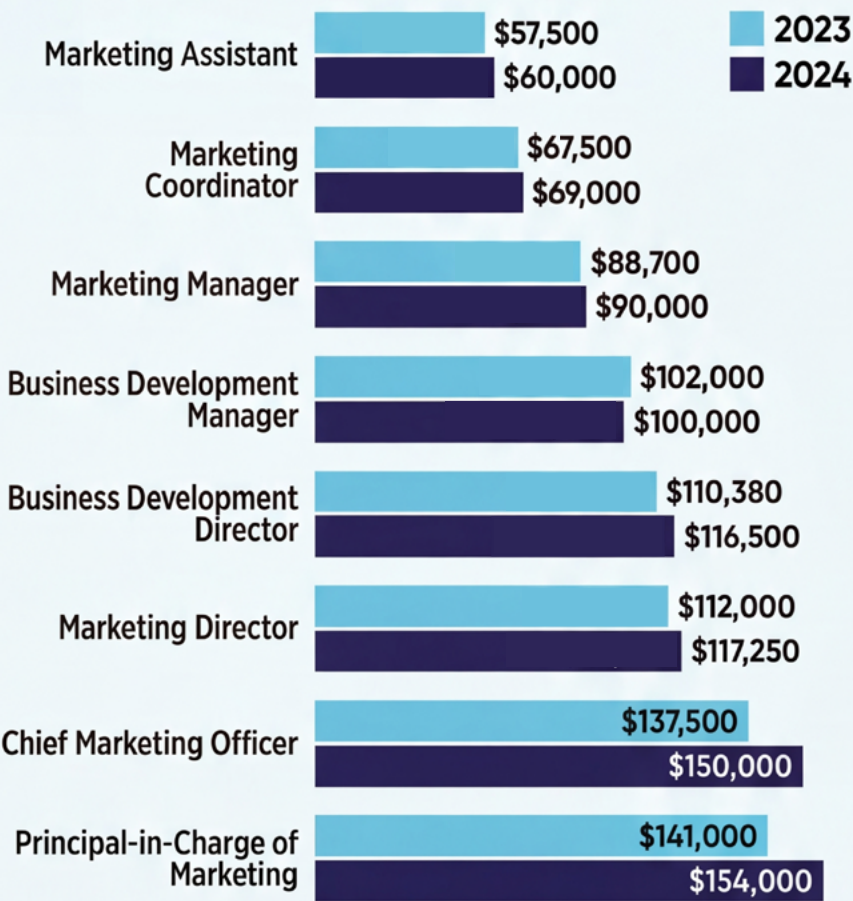
Bonus/Incentives Earned:



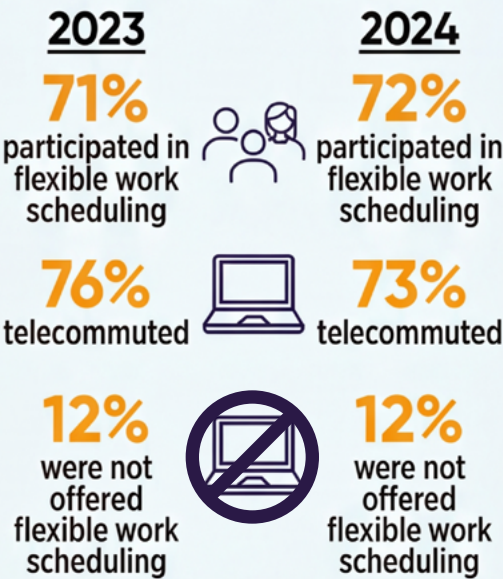
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Median Salary by Job Function:



Alternate Work Arrangements:



Median hours worked in a week:



Data may be filtered based on: state or region, role/responsibility, years in profession, education level, type of firm, and more. The "n" under Median Salary Earned indicates the number of people who were included in the calculation.

Education and Training Provided by Firms:

2023

- 90%** paid for professional association memberships
- 70%** provided educational assistance
- 41%** reimbursed for tuition expenses



2024

- 88%** paid for professional association memberships
- 71%** provided educational assistance
- 40%** reimbursed for tuition expenses

Learn more at sm^{ps}.org/salary-survey