Bureau of Digital
Insights, Events & Resources for Digital Leaders

Promethean Research

Digital Services Salary Guide 2024

The latest data on salary shifts, compensation rates, benefits, and more to help you make the best decisions possible when it comes to compensating talent.

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SECTION 01

Executive Summary

The pandemic-fueled breakneck pace of salary expansion has slowed. While we still saw low-double-digit gains for Operations and Developer roles, they were significantly less than in previous years. Raises in 2023 averaged 7.7% across the board, and the outlook for raises in 2024 is muted at 4.5%.

While the total amount of employee turnover remained relatively stable, the reasons behind it have shifted. We've seen a complete reversal from primarily voluntary turnover to predominantly involuntary turnover.

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Remote work has fully taken hold and is now the standard for the industry. Over two-thirds of employees are working remotely and another 30% are working in a hybrid arrangement. Those remote employees tend to be more experienced and thus drive average salaries higher for remote companies.

After rising dramatically in our 2022 Digital Services Salary Guide, non-salary compensation (bonuses and profit sharing) has declined across all roles. This was used as a key retention tool in 2021/2022 but was cut as agency sales stagnated in 2023 and layoffs increased.

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Expected employee hours (billable and non-billable) are up two hours/week from our 2022 Digital Services Salary Guide. We saw a slight rise in the percentage of employees receiving unlimited PTO, but time-off varied widely based on role. Benefit levels remained fairly steady, but in another sign of tighter agency belts, stipends (other than education) shrank.

Owner compensation has grown since our 2022 Digital Services Salary Guide. Firm size is still positively correlated with overall owner compensation (excluding Large agencies). While owner compensation grew, overall benefit levels shrank slightly. Owners are working more hours, and their billable-to-non-billable ratio has remained constant.

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SECTION 02

Introduction

About This Research

This report is a joint project between the Bureau of Digital and Promethean Research. The objectives of our Digital Services Salary Survey were to understand how digital service firms compensate their employees and owners.

The survey was open to the Bureau of Digital community, Promethean Research's audience, Parallax's, Upsourced Accounting's, and SAGA's audiences, and the broader digital services community during November and December 2023. This report is the result of the compiled responses from digital service firms based in the United States and Canada. Canadian dollar-denominated salaries and benefit values have been converted to USD at a rate of .75:1. It is based on 1,350 individual employee salaries and 104 individual owner salaries from 67 digital service companies. Self-reported agency, owner, and employee compensation data was collected digitally.

This research was sponsored by Parallax. Promotional Partners include Unsourced and the Small Agency Growth Alliance.

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Bureau of Digital

Founded in 2012, the Bureau of Digital brings together leaders from all corners of digital, to connect, share and learn together. With professionals from agencies, in-house teams, product shops and many of the world's largest brands, the Bureau of Digital is a diverse, peer-based community and support network. Providing insights, events and resources, the Bureau helps teams and organizations to evolve and grow, while collaborating within the Bureau community to help shape the future of digital.

Learn more



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About The Author

Nicholas Petroski is the founder of Promethean Research.

Since 2015, he has helped over 100 digital agency owners better understand their industry and chart more effective paths to success.

Before cofounding Promethean, Nick worked as an equity analyst at a Wall Street firm covering the enterprise software and semiconductor industries.

You can find him backpacking around the Midwest or making elaborate firewood in his woodshop when he's not in the office.

If you have any questions about this guide, or if you'd like to chat about the digital agency industry, feel free to reach out:



Chat with Nick

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SECTION 03

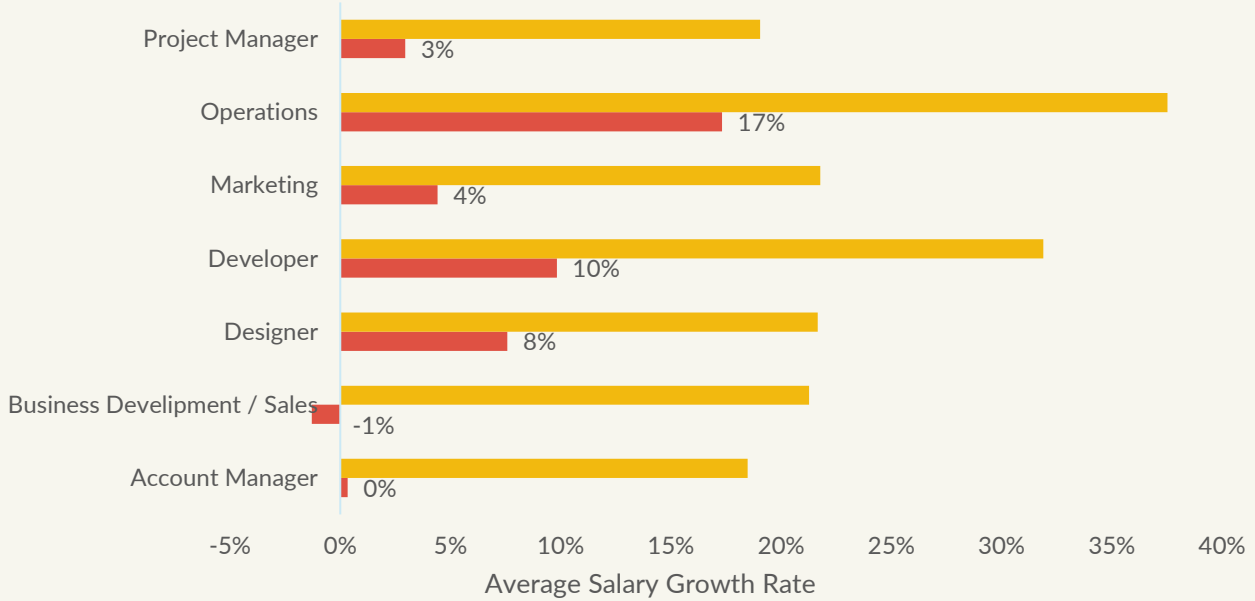
Market Dynamics

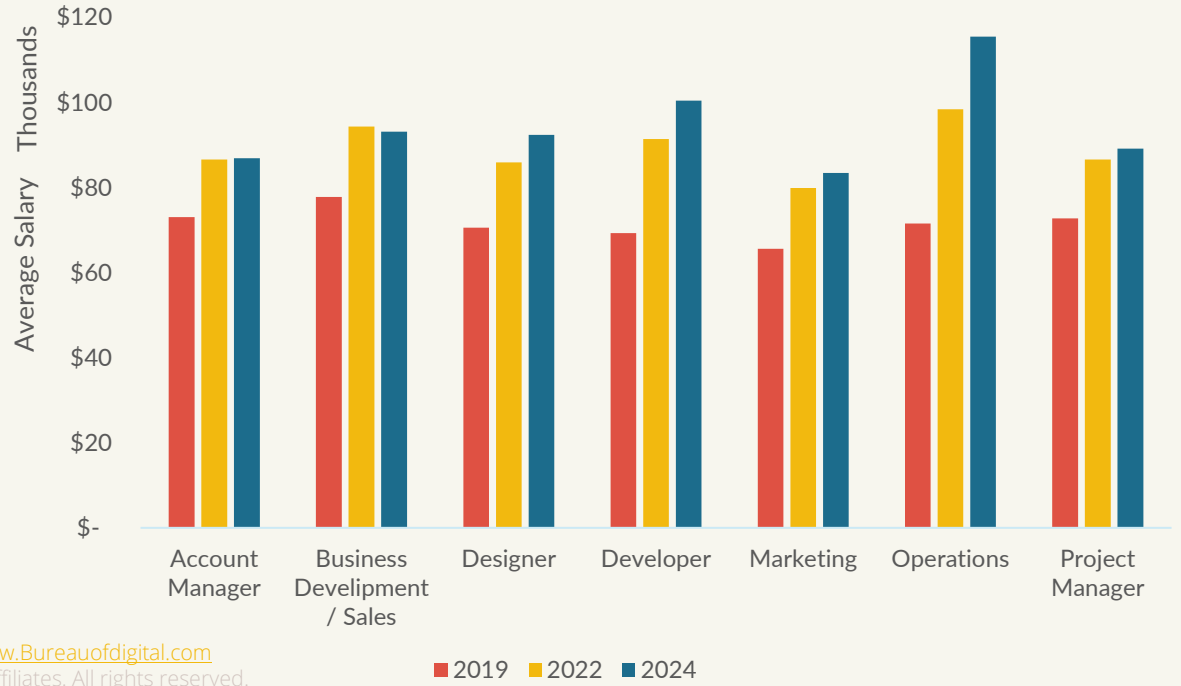
Salary Trends

The rapid salary growth that occurred during the pandemic has cooled.

While we still saw low-double-digit gains for Operations and Developer roles, they were significantly less than previous years.

Account Manager and Business Development / Sales salaries have stagnated or declined slightly since our last checks.





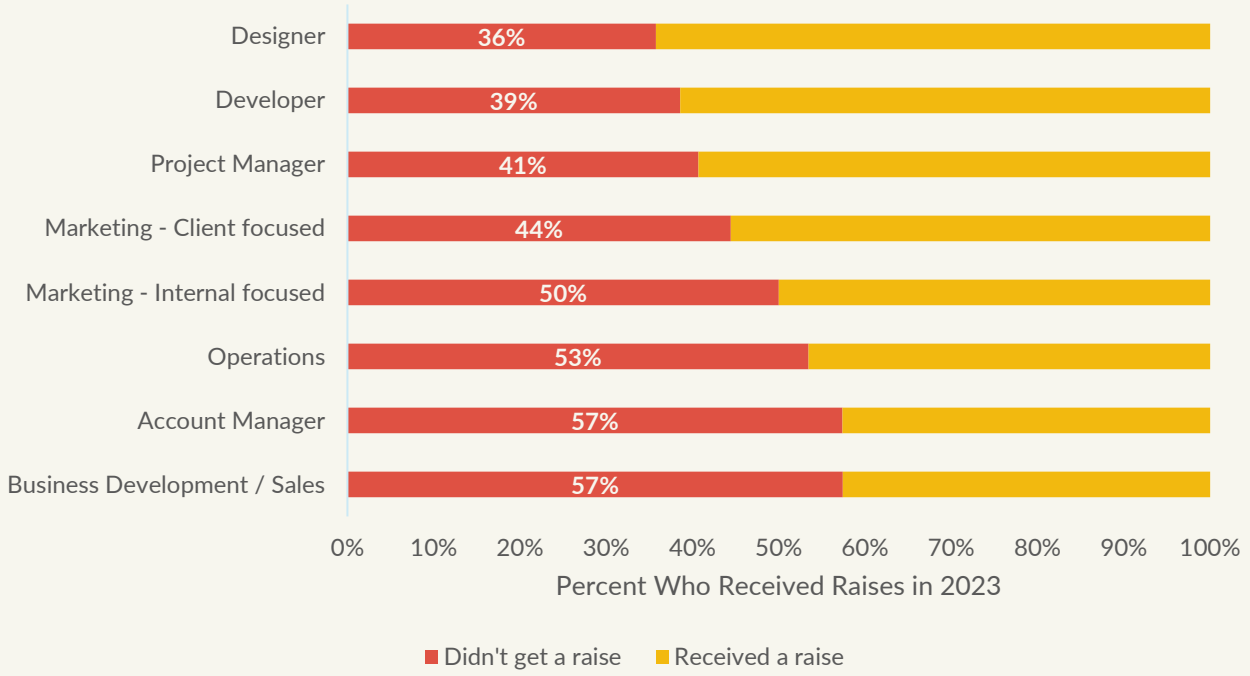
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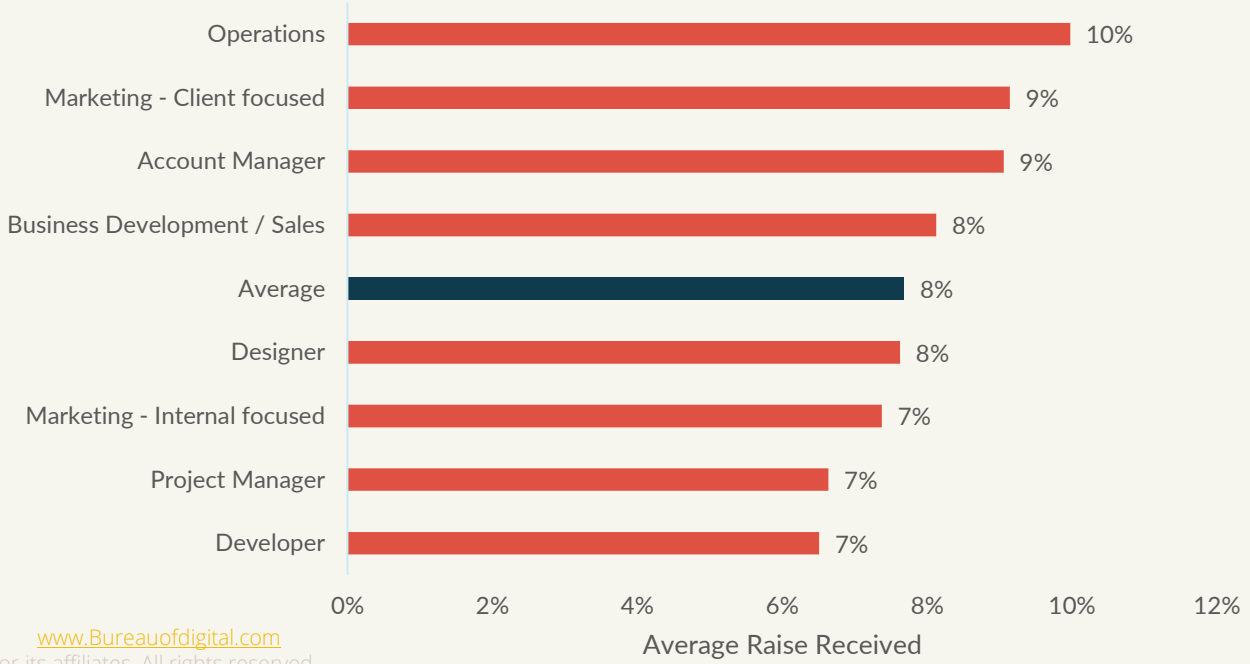
Raises in 2023

Just over half the employees in our survey received a raise in 2023. The average raise was 7.7%.

Employees in Operations-roles saw the highest salary increases, with an average raise of 10%.

While Developers were some of the most likely to receive a raise, the average amount was the lowest of all the roles at 6.5%.



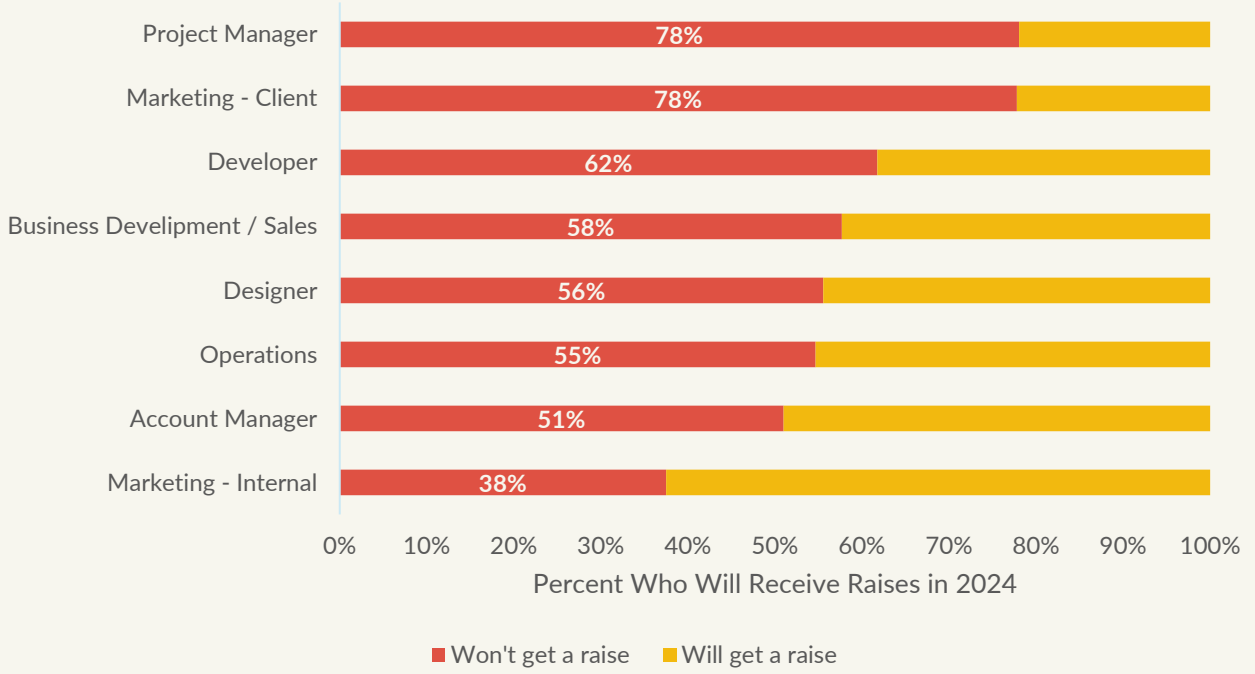


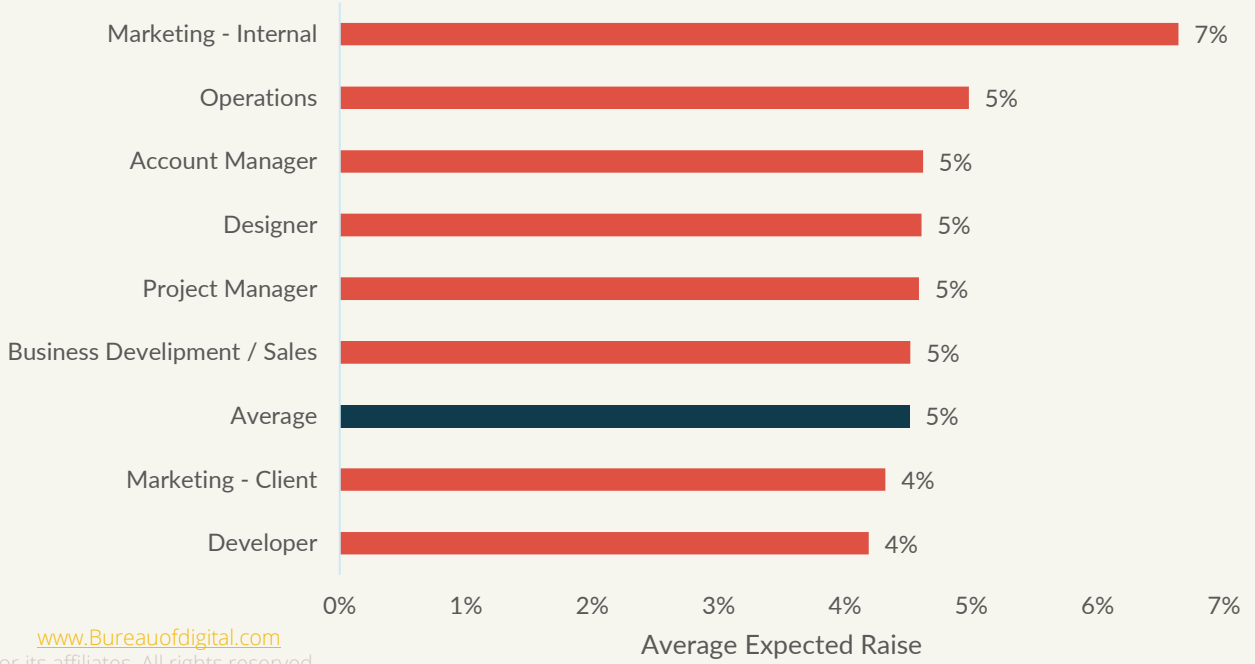
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Fewer & Smaller Raises in 2024

While 56% of employees got a raise last year, only 39% are expected to receive a raise in 2024.

The average expected raise of 4.5% is also significantly lower than the 7.7% average in 2023.





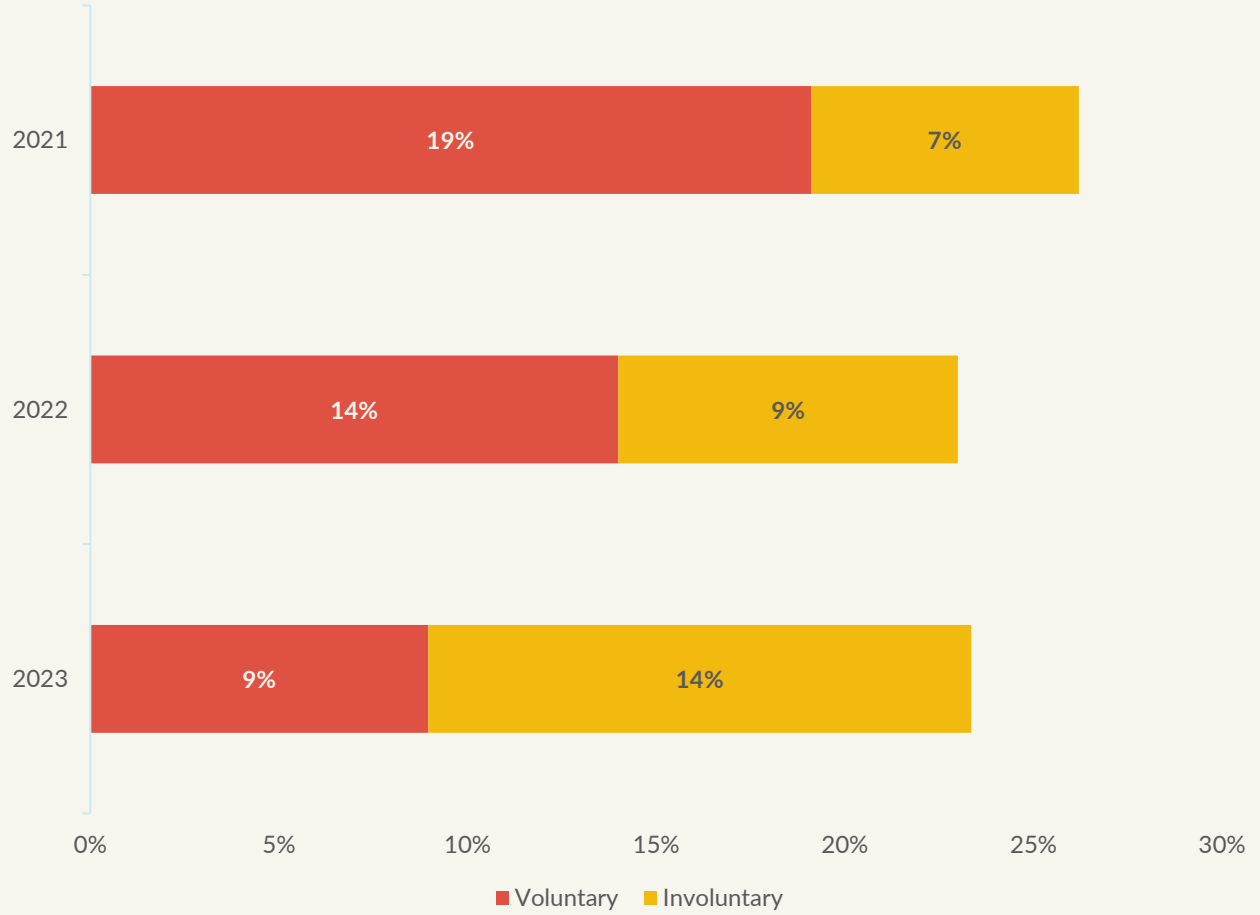
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Steady Turnover But For New Reasons

Total employee turnover rates for 2023 remained flat from 2022 at 23%, down from 26% in 2021.

During that timeframe, the type of turnover has shifted from being primarily voluntary (19%) to being primarily involuntary (14%). Voluntary turnover is when the employee chooses to leave, takes an internal transfer, or retires, while involuntary turnover is the result of terminations or layoffs.

In 2021, the job market for agency positions (specifically developer-related) was extremely competitive. Agencies were competing with well-funded startups and large tech companies for talent, which drove massive gains in average salaries. During the second half of 2022, the market began to cool, but many shops were still staffing up to handle the demand. We believe that the rise in involuntary turnover in 2023 was primarily due to slowing sales pipelines and poor fits that were brought on during the 2020-2022 timeframe.



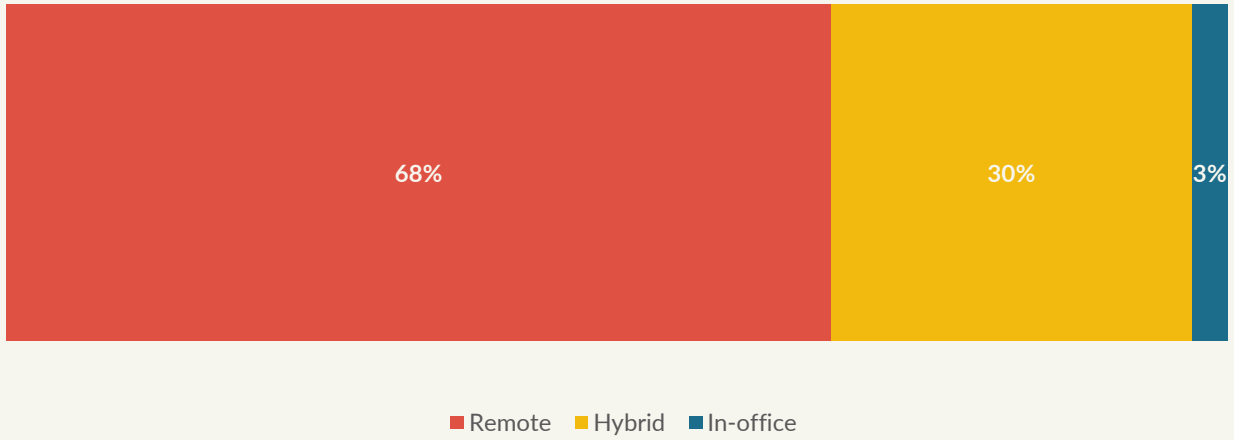
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Where is Everyone?

Not at the office, apparently.

Remote work has fully taken hold and is now the standard for the industry. Only a third of the employees in our survey go into an office, even part-time.

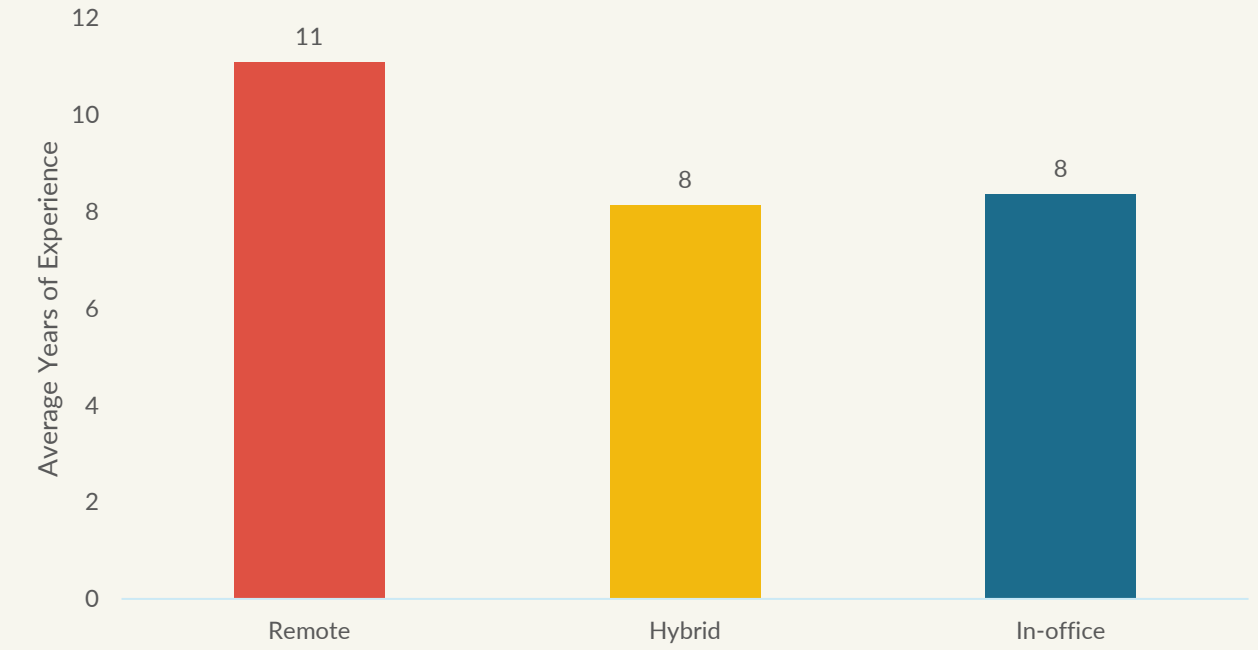
Two-thirds of the employees in our survey worked remotely, just under a third in a hybrid environment, and only 3% full-time in an office.

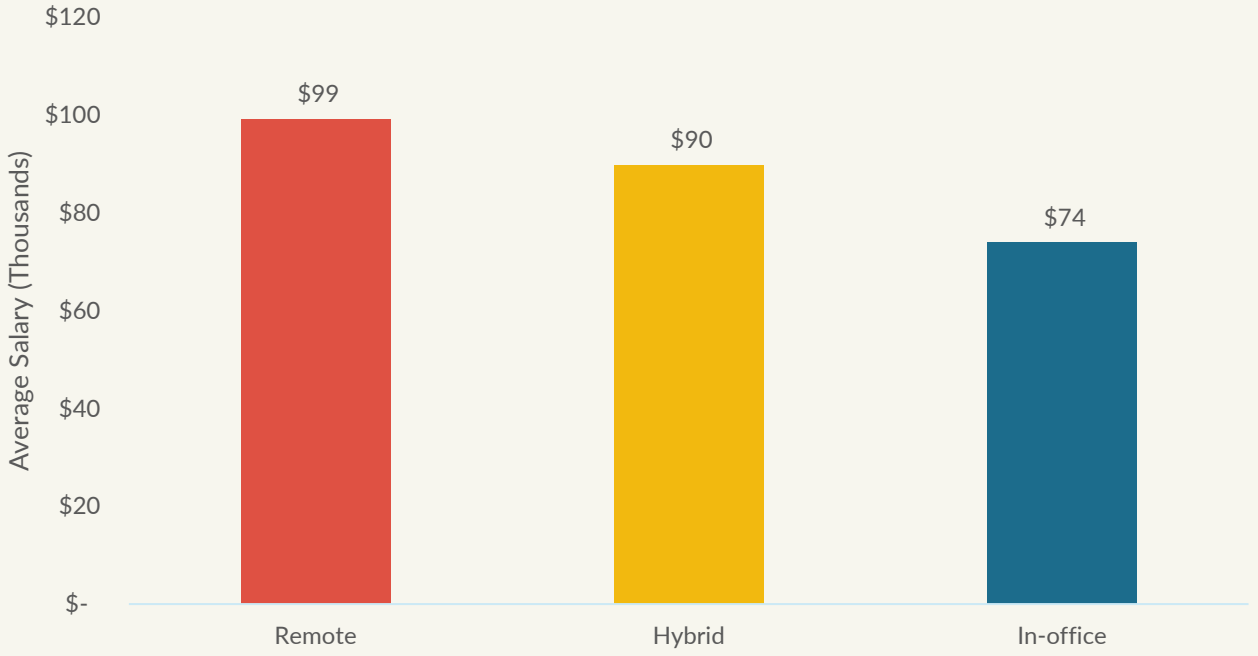


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More Experience, Higher Salaries

Employees at remote agencies tend to have more experience than their hybrid or in-office counterparts. This results in higher average salary levels for remote employees.





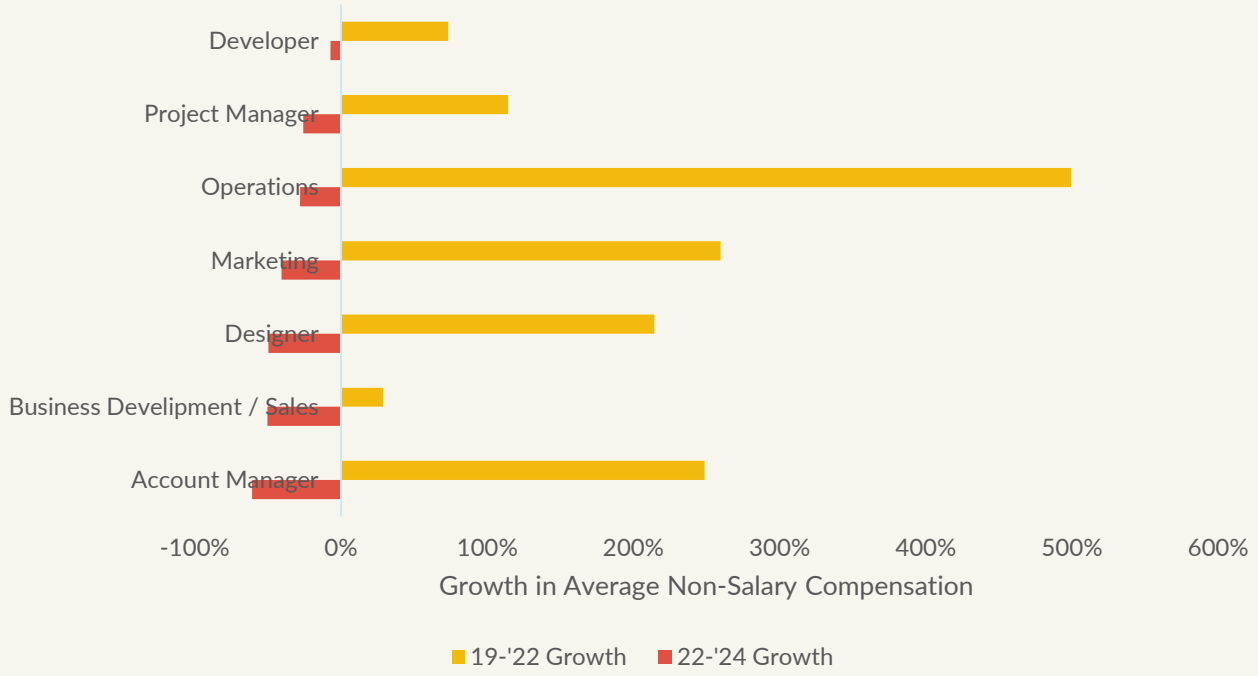
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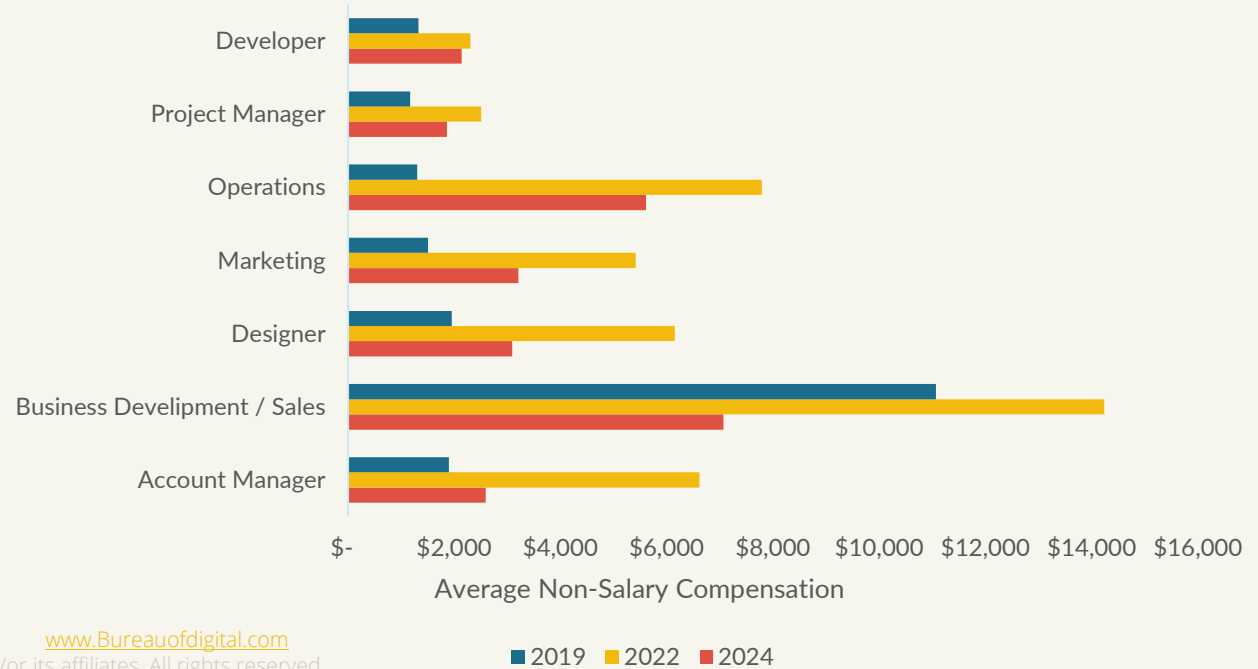
Non-Salary Comp. Retreating

After the dramatic rise during the 2019-2022 period, non-salary compensation, consisting of things like bonuses and profit sharing, declined across the board over the last two years. These are the most flexible components of compensation and are often tied to overall agency performance.

The most significant declines were experienced by employees in Account Management roles. They saw their non-salary comp. fall by an average of 61% over the last two years. Conversely, Developers only saw their non-salary comp. drop by 7%.

Of those who received some type of non-salary comp., Employees in Business Development / Sales roles receive the highest portion of their total compensation from non-salary sources at 15%, followed by employees in Operations at 11%.





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SECTION 04

Compensation Tables

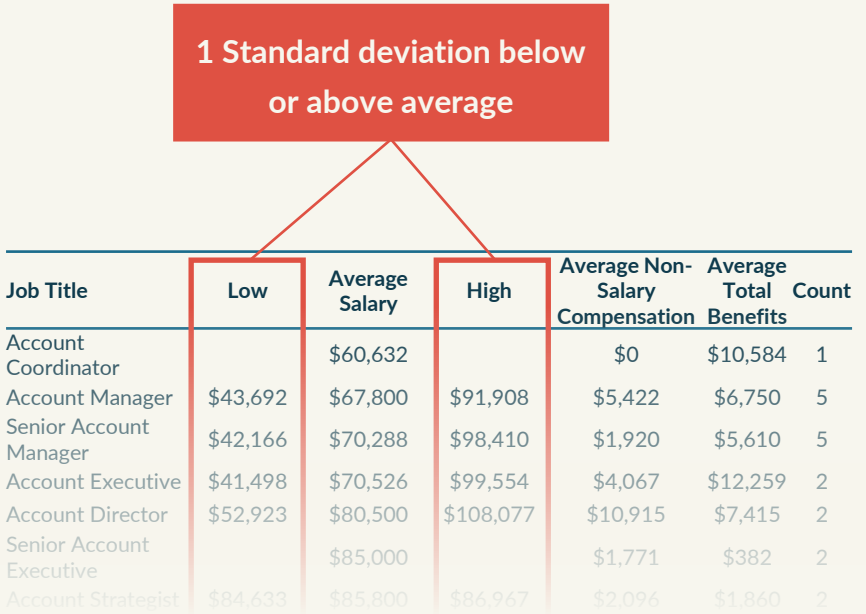
Using This Guide – Compensation Tables

All data in these tables are from full-time, U.S.-based employees. The Average Salary column shows the average salary compensation by position with a High and a Low, which represent one standard deviation from the mean. These will be blank when we only have one entry for a given job title.

The Average Non-Salary Compensation column is a combination of profit-sharing, bonuses, options, and any other non-salary cash compensation.

The Average Total Benefits column is a combination of the total value of any benefits paid, including any insurance, health spending, education/conference/technology stipends, and any other benefits provided by their firm.

The Count column displays the number of entries we received for the specific job title.



Job Title	Low	Average Salary	High	Average Non-Salary Compensation	Average Total Benefits	Count
Account Coordinator		$60,632		$0	$10,584	1
Account Manager	$43,692	$67,800	$91,908	$5,422	$6,750	5
Senior Account Manager	$42,166	$70,288	$98,410	$1,920	$5,610	5
Account Executive	$41,498	$70,526	$99,554	$4,067	$12,259	2
Account Director	$52,923	$80,500	$108,077	$10,915	$7,415	2
Senior Account Executive		$85,000		$1,771	$382	2
Account Strategist	$84,633	$85,800	$86,967	$2,096	$1,860	2

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Account Management

Account Managers

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Client Coordinator	$45,000	$45,000	$45,000	$0	$0	2
Engagement Assistant	$37,929	$45,000	$52,071	$0	$9,541	2
Client Strategist		$55,000		$0	$13,000	1
Client Manager	$45,730	$55,833	$65,937	$0	$0	3
Account Coordinator	$46,257	$62,389	$78,521	$3,457	$5,348	9
Engagement Manager		$65,000		$0	$10,341	1
Account Executive	$44,200	$65,171	$86,142	$0	$7,586	2
Account Manager	$54,103	$72,551	$90,999	$1,856	$4,737	26
Senior Account Strategist		$74,250		$0	$13,578	1
Senior Account Manager	$59,569	$79,917	$100,265	$1,418	$2,182	6
Account Service	$54,564	$80,267	$105,969	$2,000	$1,620	12
Client Success Manager	$78,755	$89,001	$99,247	$0	$6,030	5
Account Supervisor	$84,679	$89,857	$95,035	$1,060	$1,871	8

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Account Management

Directors

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Associate Account Director	$78,665	$105,292	$131,919	$2,768	$5,701	3
Account Director	$76,503	$105,714	$134,926	$3,678	$2,530	14
Engagement Director		$108,000		$20,000	$12,061	1
Director of Client Services	$61,231	$111,536	$161,841	$1,422	$9,262	3
Director of Accounts	$85,902	$113,625	$141,348	$3,949	$14,434	4
Account Strategist	$98,173	$118,625	$139,077	$2,957	$8,870	4
Client Director		$118,750		$0	$0	1
Director of Client Success		$120,000		$13,100	$9,030	1
Group Account Director	$111,893	$122,500	$133,107	$0	$14,599	2

Vice Presidents & Leadership

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Chief Delivery Officer		$77,747		$942	$4,415	1
Vice President, Account Services		$117,430		$0	$25,938	1
Vice President of Client Services		$158,000		$637	$14,311	1
Chief Client Officer		$260,100		$51,000	$14,340	1

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Business Development & Sales

BDRs / Associates

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Business Development Associate		$39,248		$0	$1,905	1
Strategy Coordinator		$43,646		$0	$4,443	1
Senior Business Development Director		$52,666		$435	$2,459	1
Sales Specialist		$56,120		$1,200	$8,870	1
Business Strategist		$56,250		$0	$5,215	1
Business Development Representative	$50,678	$56,938	$63,197	$1,249	$9,237	4
Client Growth Consultant		$60,000		$666	$5,349	1
Growth Systems Strategist		$63,525		$0	$0	1
Sales Associate		$63,989		$4,083	$10,481	1

Sales Reps. & Managers

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Creative Services Lead		$65,000		$1,412	$4,122	1
Sales Representative	$63,964	$67,500	$71,036	$0	$7,098	2
Global ADR Manager		$68,688		$13,105	$13,468	1
Public Relations Director		$70,000		$0	$3,953	1
Client Success Manager		$70,000		$0	$16,364	1
Business Development & Marketing Manager	$59,802	$74,563	$89,323	$6,375	$3,899	2
Producer		$75,000		$5,554	$0	1
Client Engagement & Philanthropy Manager		$75,000		$13,973	$9,387	1
Business Development Manager	$51,716	$80,000	$108,284	$0	$11,154	2
Senior Business Development Manager		$80,000		$0	$0	1
Sr Business Strategist & Team Lead		$82,500		$0	$5,256	1
Sales & Marketing Manager		$84,000		$637	$11,911	1
Senior Account Executive		$91,000		$1,820	$10,246	1
Senior Account Management		$93,000		$11,973	$9,758	1
Technical Account Executive		$99,880		$0	$23,795	1

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Business Development & Sales

Directors

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Director of Business Solutions		$75,500		$0	$0	1
Director of Sales	$81,586	$83,000	$84,414	$0	$10,375	2
Director of Client Strategy	$60,294	$86,775	$113,256	$1,950	$2,167	4
Director of Growth	$83,964	$87,500	$91,036	$1,924	$15,195	2
Director of Client Success	$67,429	$89,531	$111,633	$0	$4,701	3
Head of Revenue		$100,000		$55,000	$5,285	1
Director of Business Development	$92,357	$115,297	$138,237	$26,145	$13,934	6
Client Engagement Director		$160,408		$42,973	$11,114	1
Director, Growth and Strategy		$170,000		$3,400	$68,100	1

Vice Presidents & Leadership

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Vice President of Market Insights		$124,291		$0	$12,031	1
Senior Partner Manager		$125,000		$42,973	$10,417	1
Vice President		$180,000		$0	$20,538	1
Chief Sales Officer		$200,000		$0	$2,770	1
Vice President of Strategy		$214,000		$12,624	$8,870	1
Chief Revenue Officer		$250,000		$4,757	$8,199	1

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Design

Designers

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Junior Designer	$37,226	$48,028	$58,829	$508	$4,180	11
Designer	$50,585	$64,796	$79,006	$1,304	$4,654	51
Multimedia Artist/Video Editor	$80,000	$80,000	$80,000	$6,476	$0	2
Video Designer	$74,381	$80,083	$85,786	$13,013	$11,770	3
Motion Designer	$79,172	$82,000	$84,828	$2,500	$6,064	2
Animator	$70,858	$85,000	$99,142	$0	$0	2
Senior Designer	$78,637	$96,959	$115,280	$3,454	$7,295	49

UX /UI Group

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Senior Experience Designer		$52,914		$454	$4,415	1
Senior UI UX Designer		$54,550		$0	$4,675	1
Senior UX & Design Lead		$62,798		$0	$2,459	1
UX Architect		$77,276		$1,973	$10,568	1
UX Designer	$66,061	$77,629	$89,196	$4,674	$9,215	8
Senior UX Designer	$69,682	$87,299	$104,917	$2,895	$8,416	5
Senior UI Designer	$87,153	$88,917	$90,680	$0	$23,357	3
Interaction Designer	$56,867	$89,960	$123,053	$600	$4,435	2
UI UX Designer	$65,091	$91,832	$118,573	$783	$8,785	7
Lead UX/UI Design Strategist		$95,082		$0	$10,960	1
Lead, User Experience Design		$121,000		$872	$15,047	1
Senior UX Architect	$117,093	$121,725	$126,357	$5,028	$10,543	2

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Design

Directors

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Associate Art Director		$65,000		$0	$0	1
Senior Graphic Designer / Art Director		$90,000		$0	$10,774	1
Art Director	$72,927	$92,225	$111,523	$2,831	$5,447	10
Design Director	$60,815	$94,621	$128,427	$159	$9,286	4
Associate Design Director	$98,964	$102,500	$106,036	$0	$23,900	2
Associate Creative Director	$87,808	$104,704	$121,599	$5,331	$5,763	9
Director of Postproduction		$105,000		$24,904	$0	1
Director of Design		$110,114		$9,507	$22,603	1
Senior Art Director	$61,881	$113,500	$165,119	$1,500	$6,303	2
Group Creative Director		$116,000		$0	$16,735	1
Director of User Experience	$77,198	$117,880	$158,562	$3,227	$12,536	4
Senior Art Director		$125,000		$0	$4,918	1
User Experience Director		$125,483		$5,607	$10,427	1
Creative Director	$94,255	$127,395	$160,535	$4,421	$6,632	21
Design Director II	$145,000	$145,000	$145,000	$11,344	$7,503	4
Senior Creative Director	$146,597	$163,235	$179,873	$12,500	$17,830	2
Director of Design and Production		$171,200		$11,804	$8,870	1

Leadership

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Design Lead		$115,000		$0	$8,009	1
Chief Creative Officer		$144,950		$0	$25,598	1
Principal Designer III		$175,000		$12,375	$480	1
Chief Design Officer		$180,000		$872	$16,547	1
Partner/Head of Design		$190,000		$15,000	$480	1

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Development

Architects

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Front End Architect		$87,000		$0	$13,300	1
Platform Architect		$87,000		$0	$13,359	1
Information Architect	$88,550	$93,500	$98,450	$2,362	$9,253	2
Technical Architect	$120,357	$126,983	$133,610	$1,721	$11,548	9
Accessibility & Front End Architect		$127,450		$637	$12,927	1
DevOps Architect		$132,650		$637	$13,546	1
Senior Technical Architect		$137,375		$0	$25,295	1
Principal Software Architect	$136,213	$138,900	$141,587	$872	$15,047	2

Developers

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Intermediate Front End Developer	$40,540	$44,414	$48,288	$387	$3,111	3
Junior Developer	$42,003	$54,493	$66,983	$77	$6,341	4
Associate Web Developer		$60,000		$0	$13,150	1
Full-Stack Developer		$62,000		$0	$0	1
Application Developer	$57,929	$65,000	$72,071	$0	$0	2
Developer	$53,408	$80,372	$107,336	$652	$9,564	79
Front End Developer	$66,504	$84,872	$103,241	$675	$12,273	16
Senior Developer & Team Lead	$47,139	$88,139	$129,138	$0	$10,364	3
Senior Back End Developer	$89,172	$92,000	$94,828	$2,190	$11,443	2
Senior Front End Developer	$71,076	$92,116	$113,156	$357	$9,966	9
Senior Full Stack Developer	$60,653	$93,499	$126,344	$691	$9,394	3
Developer Team Leader		$94,128		$0	$5,000	1
Senior Developer	$80,503	$102,106	$123,709	$1,402	$10,283	45
Senior User Experience Developer	$97,125	$105,233	$113,342	$872	$13,547	3
Lead Front End Developer		$129,000		$2,973	$10,499	1
Developer and Team Manager		$140,360		$0	$13,761	1

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Development

Engineers

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Associate Software Engineer	$65,447	$68,333	$71,220	$0	$4,810	3
Associate Web Engineer	$79,783	$85,768	$91,753	$0	$11,435	2
Quality Assurance Engineer	$79,992	$90,797	$101,601	$800	$9,789	6
Front End Engineer	$82,053	$91,100	$100,147	$0	$0	4
Software Engineer	$71,276	$108,339	$145,402	$6,419	$8,809	27
Lead Engineer	$101,763	$110,213	$118,662	$0	$19,504	8
Senior Software Engineer	$101,071	$111,330	$121,590	$3,694	$7,852	9
Full Stack Engineer		$115,000		$0	$5,999	1
Senior DevOps Engineer	$107,126	$116,938	$126,749	$0	$10,628	2
Lead Software Engineer	$99,615	$118,000	$136,385	$2,360	$11,326	2
Senior Web Engineer	$92,033	$118,165	$144,297	$0	$7,423	4
Web Engineer	$104,193	$118,882	$133,570	$1,000	$10,333	4
Software Engineering Manager	$109,838	$122,500	$135,162	$1,667	$6,125	3
Lead Quality Assurance Engineer		$125,000		$1,200	$8,870	1
Staff Engineer	$117,161	$130,674	$144,188	$11,555	$8,624	4
Senior Staff Engineer	$132,000	$132,000	$132,000	$0	$8,140	2
Senior Engineering Manager		$132,080		$0	$0	1
Engineering Manager	$117,004	$129,667	$142,329	$1,667	$6,125	3
Principal Software Engineer	$143,760	$158,035	$172,309	$16,121	$8,501	6
Principal Engineering Manager		$160,000		$0	$8,324	1
Distinguished Engineer		$170,000		$0	$8,856	1

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Development

Directors

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Director of Web Services		$71,185		$0	$5,537	1
Director of Technology	$56,774	$105,380	$153,986	$0	$97,978	2
Support Director		$119,100		$637	$13,011	1
Director of Front-End Engineering		$125,746		$5,000	$1,274	1
Director of UX Development		$126,500		$872	$15,047	1
Director of Product		$131,000		$0	$25,040	1
Director of Studio		$132,825		$0	$13,248	1
Director of Engineering Development		$145,200		$872	$15,047	1
Associate Director of Engineering		$150,000		$3,000	$12,606	1
Director of Digital Strategy		$150,000		$0	$7,894	1
Director of Development Operations		$154,000		$872	$15,047	1
Director of Engineering	$132,826	$158,585	$184,345	$1,200	$9,834	3
Director of Architecture		$160,000		$0	$520	1

Leadership

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Vice President of Engineering	$60,062	$130,320	$200,578	$0	$11,558	2
Chief Technology Officer	$78,127	$136,913	$195,699	$10,823	$10,066	3
Executive Vice President of Technology		$150,000		$90,422	$10,932	1
Vice President Product	$157,268	$159,000	$160,732	$12,050	$13,464	3
Head of Product		$170,000		$3,400	$55,700	1

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Project Management

Project Managers

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Support Manager		$46,592		$0	$4,799	1
Junior Digital Project Manager		$47,000		$2,937	$0	1
Project Coordinator	$54,004	$59,675	$65,346	$3,334	$5,772	6
Project Lead		$60,000		$5,400	$1,891	1
Senior Project Lead	$67,886	$69,129	$70,372	$7,150	$10,878	2
Project Manager	$56,798	$76,425	$96,053	$1,775	$7,810	52
Manager of Project Management		$77,344		$0	$13,670	1
Lead project Producer		$80,000		$4,000	$31,950	1
Product Owner		$85,000		$0	$898	1
Agile Process Leader	$89,845	$90,375	$90,905	$872	$13,547	2
PM Practice Manager		$92,500		$2,500	$5,173	1
Digital Project Manager	$78,104	$93,538	$108,972	$1,236	$7,973	11
Senior Project Manager	$69,951	$95,127	$120,303	$1,920	$5,099	17
Technical Project Manager	$95,034	$103,478	$111,922	$556	$14,901	9
Senior Digital Project Manager	$108,959	$109,100	$109,241	$0	$0	2
Product Manager		$111,000		$0	$20,744	1
Lead Project Manager	$107,929	$115,000	$122,071	$2,300	$11,206	2
Principal Agile Process Leader		$116,600		$872	$15,047	1
Senior Technical Project Manager	$108,414	$116,764	$125,114	$0	$12,332	5
Agile Process Manager		$125,000		$1,200	$8,870	1
Technical PM Director	$125,000	$125,000	$125,000	$319	$14,679	2
Desing Program Manager		$125,000		$4,125	$7,515	1
Senior Product Manager	$128,700	$128,700	$128,700	$872	$13,547	3
Senior Product Owner		$129,000		$0	$8,206	1

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Project Management

Directors

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Program Director	$63,459	$81,400	$99,341	$0	$877	3
Associate Director of Project Management	$74,202	$82,642	$91,082	$3,239	$9,614	2
Project Director, Management Lead		$88,000		$493	$12,128	1
Director of Delivery + Talent Development		$96,500		$0	$14,245	1
Director of Project Management	$103,642	$124,548	$145,454	$3,540	$12,277	8
Director of Agile		$128,150		$872	$15,047	1
Project Director		$132,500		$5,000	$0	1
Director of Delivery		$150,000		$0	$9,247	1

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Marketing (Client)

Copywriting, Content & SEO

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Junior Copywriter		$45,000		$2,937	$0	1
Editor		$48,300		$0	$8,610	1
Social Media and Content Creator		$58,850		$500	$9,141	1
Digital Content Manager		$65,000		$3,000	$12,100	1
Digital Content Marketing Manager		$67,500		$0	$0	1
Copywriter	$45,408	$69,531	$93,655	$3,011	$4,322	7
SEO specialist		$70,000		$0	$4,735	1
Lead Copywriter		$73,000		$2,000	$0	1
Content Strategist	$43,352	$74,379	$105,406	$1,126	$7,405	9
Manager of Content + Creative Marketing		$76,500		$0	$13,645	1
Senior Search Manager		$80,400		$0	$11,770	1
Senior SEO Specialist		$90,000		$0	$13,459	1
Copy Supervisor		$93,098		$0	$14,505	1
Senior Content Strategist	$83,377	$94,286	$105,195	$0	$21,262	4
Senior Copywriter		$100,000		$0	$0	1
Technical Search Marketing Manager		$100,587		$0	$14,368	1
Manager of Search Marketing		$106,500		$0	$14,545	1

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Marketing (Client)

Social & Paid Media

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Creative Media Associate	$47,586	$49,000	$50,414	$0	$4,909	2
Digital Media Buyer	$32,958	$57,000	$81,042	$3,875	$4,922	2
Junior Digital/Media Project Manager		$47,000		$2,291	$0	1
Paid Media Analyst		$50,000		$0	$12,850	1
Media Specialist	$42,722	$50,500	$58,278	$0	$9,761	2
Paid Digital Media Coordinator		$55,000		$0	$0	1
Social Media and Content Creator		$58,850		$500	$9,141	1
Paid Media Specialist	$52,983	$60,317	$67,651	$6,799	$11,149	12
Senior Paid Media Specialist	$61,030	$63,870	$66,710	$8,450	$12,141	4
Media Planner		$65,000		$0	$0	1
Social Media Specialist	$63,964	$67,500	$71,036	$0	$0	2
Global Paid Social Specialist		$68,000		$1,201	$0	1
Media Strategist		$70,000		$0	$10,541	1
Paid Digital Media Manager		$70,000		$0	$0	1
Social Media Manager		$75,000		$0	$0	1
Paid Media Strategist	$71,617	$76,182	$80,748	$4,372	$8,300	3
Paid Media Manager	$75,172	$76,533	$77,895	$13,647	$11,770	3
Digital Media Manager		$80,408		$0	$7,974	1
Senior Paid Media Manager	$80,071	$85,750	$91,429	$10,738	$11,770	4
Paid Search Strategist	$78,845	$89,350	$99,855	$2,611	$9,774	4
Media Manager		$95,084		$0	$26,285	1
Media Lead		$110,000		$12,300	$6,012	1

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Marketing (Client)

Directors

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Content Director	$25,503	$75,000	$124,497	$0	$0	2
Director of Content		$78,000		$4,200	$10,300	1
Director of Public Relations	$77,925	$88,333	$98,742	$4,917	$5,829	3
Associate Director, Influencer Marketing		$99,750		$0	$14,814	1
Associate Creative Director, Copy		$100,000		$11,000	$10,573	1
Director of Account Services		$100,000		$6,000	$3,000	1
Director of Paid Media		$100,000		$19,900	$11,770	1
Media Director	$99,834	$100,400	$100,966	$5,000	$5,887	2
Director of Brand Communications		$100,605		$0	$11,163	1
Global Director of Marketplaces		$108,000		$0	$0	1
Director of Digital Strategy		$108,500		$0	$14,605	1
Director of Group Accounts		$110,000		$0	$0	1
Associate Media Director	$103,713	$110,838	$117,962	$6,104	$12,389	2
Global Director of Customer Success		$113,400		$0	$1,982	1
Strategy Director	$113,553	$118,150	$122,747	$13,930	$11,789	4
Digital Marketing Director		$120,000		$0	$0	1
Paid Digital Media Director		$120,000		$0	$0	1
Client Marketing Director		$125,000		$2,973	$10,417	1
Director of Performance Marketing		$125,500		$0	$8,052	1
Director of Search		$126,960		$27,986	$11,770	1
Director of Strategy	$103,299	$129,143	$154,988	$10,200	$7,212	5
Director of Ecommerce		$135,000		$2,700	$12,006	1
Paid Media Director		$152,250		$0	$3,641	1
Director of Media		$165,000		$9,586	$16,307	1

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Marketing (Client)

Leadership

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Vice President Integrated Marketing		$105,000		$0	$38,094	1
Vice President Digital Marketing		$122,000		$8,500	$12,100	1
Vice President of Services		$124,200		$0	$1,982	1
Vice President, Media		$135,000		$21,420	$0	1
Vice President of Search & Display		$200,000		$35,000	$11,770	1
Vice President Production		$200,000		$0	$0	1

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Marketing (Internal)

Marketers

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Digital Marketing Apprentice		$31,200		$0	$0	1
Marketing Apprentice		$31,200		$0	$0	1
Advertising Technician	$38,964	$42,500	$46,036	$0	$0	2
Digital Marketing Manager		$50,000		$500	$1,627	1
Marketing & Communications Team Lead		$55,000		$695	$4,122	1
Marketing Coordinator	$47,559	$67,179	$86,800	$1,263	$12,215	3
Senior Content Manager		$72,000		$0	$599	1
Marketing Operations Manager		$73,000		$2,973	$6,041	1
Marketing Manager	$76,982	$78,750	$80,518	$1,250	$2,474	2
Brand Manager		$80,000		$0	$0	1
Advertising Analyst		$80,000		$0	$0	1
Admin - Marketing		$81,165		$0	$11,393	1
Senior Media Buyer		$84,000		$0	$3,425	1
Senior Events and Marketing Manager		$85,000		$2,973	$9,593	1
Digital Marketing Strategist		$93,600		$1,200	$8,870	1
Marketing Strategist		$102,000		$0	$23,880	1
Head of Influencer Marketing		$154,350		$500	$6,048	1

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Marketing (Internal)

Leadership

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Vice President, Brand Experience		$105,900		$0	$11,357	1
Director of Marketing	$89,398	$117,904	$146,409	$1,317	$16,266	8
Chief Experience Officer		$180,000		$872	$4,667	1
Chief Marketing Officer		$260,100		$19,000	$11,942	1

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Operations

Associates

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Administrative Assistant	$14,988	$32,100	$49,212	$0	$17,066	2
Human Resources Specialist		$45,000		$0	$0	1
Office Manager	$34,388	$51,562	$68,736	$526	$7,167	8
Human Resources Coordinator		$55,000		$58	$10,836	1
Senior People & Operations		$56,250		$0	$4,200	1
Accounts Payable/Receivable Manager		$60,000		$0	$7,474	1
Accounting Assistant		$60,000		$0	$22,200	1
Operations Manager	$48,016	$60,381	$72,747	$3,094	$4,948	6
People & Culture Manager		$61,425		$0	$1,187	1
Executive Assistant	$42,630	$61,875	$81,120	$1,550	$8,293	4
Bookkeeper		$62,400		$2,230	$9,127	1
Studio Manager	$62,586	$64,000	$65,414	$4,308	$0	2
Controller	$15,503	$65,000	$114,497	$0	$260	2
Financial Controller		$66,000		$9,720	$11,770	1
Technical Support Specialist		$68,500		$10,925	$11,770	1
Recruiting Manager		$72,000		$0	$0	1
Human Resources Operations Manager		$72,500		$1,450	$9,506	1
Human Resources & Office Manager		$73,000		$2,500	$4,880	1
Accountant	$69,063	$79,167	$89,270	$3,333	$14,405	3
Senior Human Resources Manager		$80,000		$0	$0	1
Benefits & Administration Manager		$84,300		$637	$11,892	1
Practice Leader	$73,834	$84,319	$94,805	$0	$9,900	3
IT Manager		$90,000		$1,200	$8,870	1
Community & Culture Manager		$95,000		$8,250	$7,006	1
Administrative Manager		$96,900		$0	$23,676	1
Senior Operations Manager	$71,460	$101,769	$132,077	$3,794	$11,522	2

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Operations

Directors

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Creative Operations Director		$125,000		$15,000	$9,023	1
Director	$61,987	$96,904	$131,822	$0	$15,028	6
Director of Operations	$92,846	$112,302	$131,758	$6,653	$7,556	9
Director of Enrollment Strategy		$150,010		$19,507	$6,818	1
Director of Finance		$120,000		$2,400	$47,600	1
Director of Human Resources		$131,350		$0	$25,054	1
Director of People & Culture	$130,657	$131,444	$132,230	$2,389	$2,532	2
Director of Strategy		$180,000		$3,600	$13,806	1
Director of Talent		$126,000		$0	$24,840	1
Director of Talent Support		$96,500		$1,200	$8,870	1
Executive Director		$180,000		$0	$3,859	1
Finance/Content Director		$105,000		$6,493	$0	1
Managing Director	$98,138	$178,523	$258,908	$50,250	$2,560	6

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Operations

Leadership

Job Title	Low	Average Salary	High	Average Non-salary Comp.	Average Benefits	Count
Vice President, Client Services		$60,000		$0	$0	1
Vice President, Communications		$60,000		$0	$0	1
Chief of Staff		$80,000		$0	$0	1
Vice President	$68,986	$98,708	$128,430	$2,250	$6,976	4
Vice President of Employee Experience		$134,039		$0	$12,389	1
Chief Operating Officer	$78,212	$139,451	$200,691	$5,468	$12,763	10
Executive Vice President of Operations		$140,000		$90,422	$10,726	1
Vice President of Operations	$107,128	$140,402	$173,675	$0	$14,717	5
Vice President of Product Delivery		$150,000		$18,905	$13,885	1
Vice President of Accounting and Finance		$170,000		$0	$18,316	1
President	$128,894	$176,710	$224,526	$174	$19,537	5
Managing Director	$98,138	$178,523	$258,908	$50,250	$2,560	6
Chief People Officer		$180,000		$3,600	$13,806	1
Head of Strategy		$181,000		$3,620	$56,440	1
Administrator	$161,373	$184,000	$206,627	$0	$15,507	2
Managing Partner	$176,502	$188,446	$200,390	$872	$16,547	2
Vice President of Production and Experience		$200,000		$0	$8,724	1
Partner, Head of Client Services		$210,000		$0	$8,400	1
Chief Executive Officer	$156,403	$211,556	$266,710	$7,083	$24,438	9
Chief Financial Officer	$204,464	$231,033	$257,602	$15,700	$17,414	3
General Manager		$257,568		$0	$16,918	1

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SECTION 05

Experience, Hours & PTO

Experience

To provide greater clarity into how compensation changes based on experience, we have grouped the salaries in our survey into experience bands:

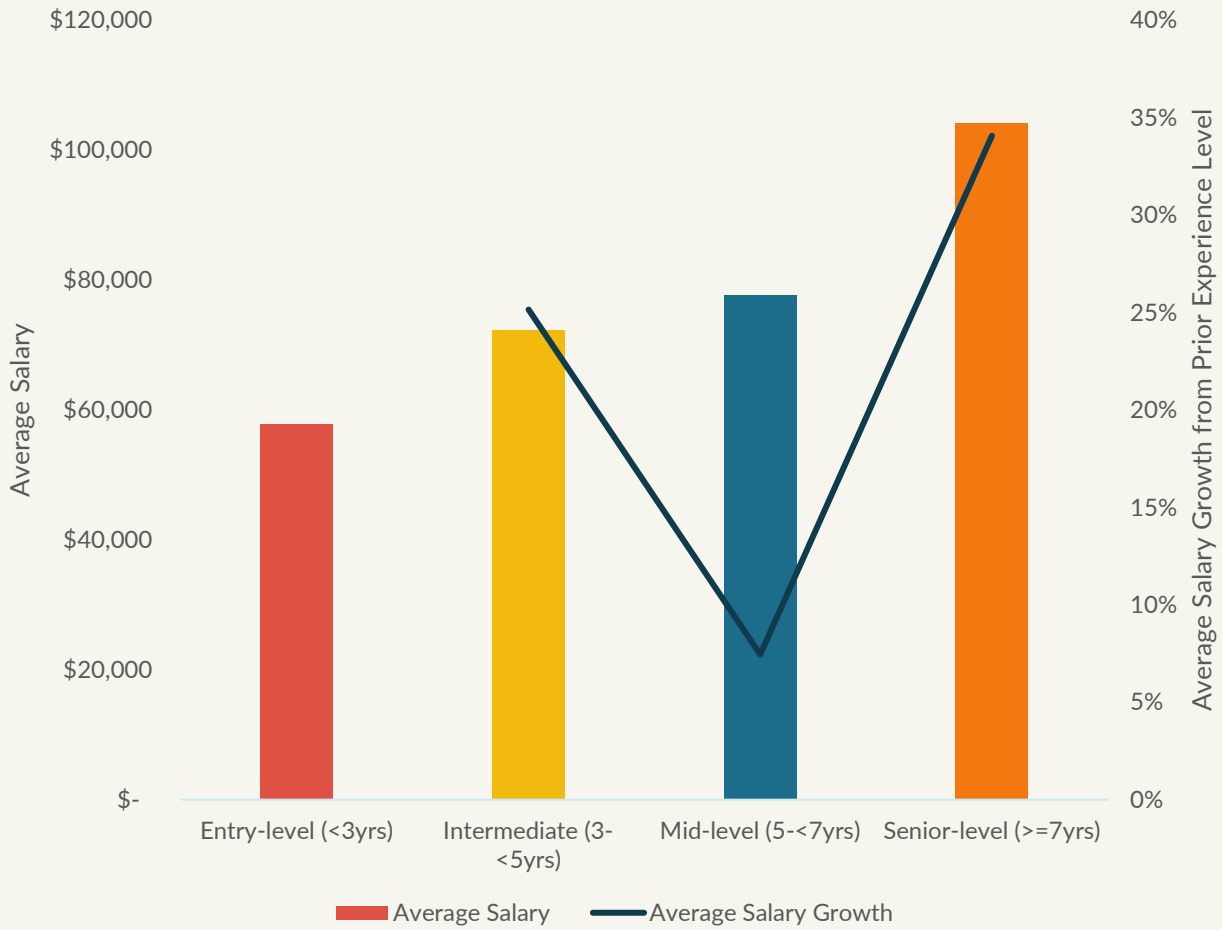
Entry-level (<3yrs)

Intermediate (3-<5yrs)

Mid-level (5-<7yrs)

Senior-level (>=7yrs)

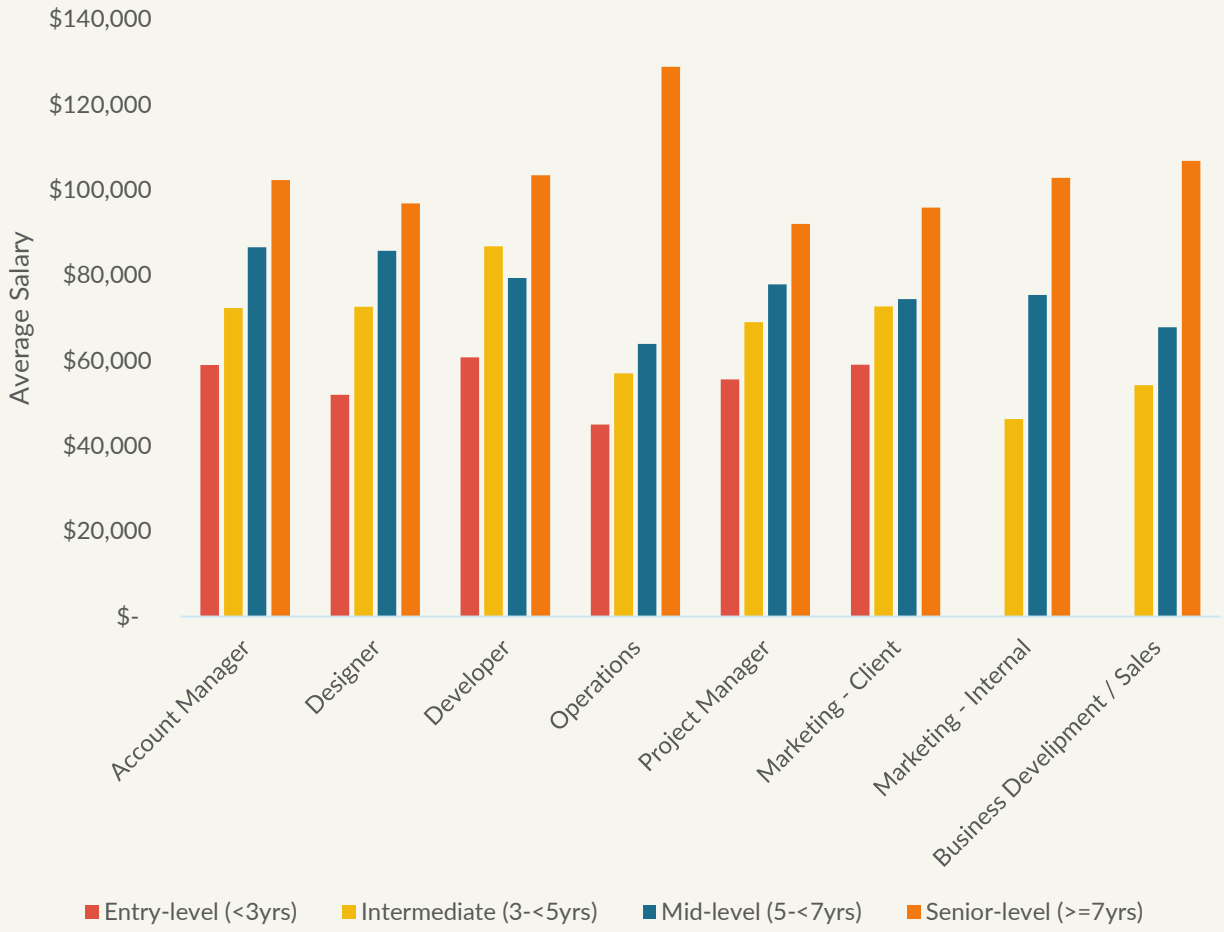
When moving from Entry-level to Intermediate, expect a 25% salary increase, a 7% increase moving from Intermediate to Mid-level, and a 34% increase moving from Mid-level to Senior-level.



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Experience

As we found in prior surveys, the positive correlation between experience and compensation only holds until ~10 years of experience. After that, experience is a poor predictor of appropriate compensation.



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Billable Hours

The average employee is expected to bill 25.7 hours per week and work another 14 hours on non-billable tasks for a total expected weekly commitment of 39.7 hours. This is up 2hrs/week from our 2022 Digital Services Salary Guide.

This distribution of billable to non-billable hours is still highly dependent on the position type. Business Development / Sales employees and internally focused marketers are expected to bill the fewest hours weekly, with many not being required to bill any at all. Production employees (Designers, Developers, and client-focused marketers) are expected to bill the most, around 30hrs/week.

Position Type	Billable	Non-billable
Account Manager	25.5	14.2
Designer	31.4	9.6
Developer	29.3	9.5
Operations	10.1	29.4
Project Manager	26.0	13.6
Marketing - Client	29.1	10.3
Marketing - Internal	9.7	29.1
Business Develipment / Sales	7.8	30.5
Average	25.7	14.0

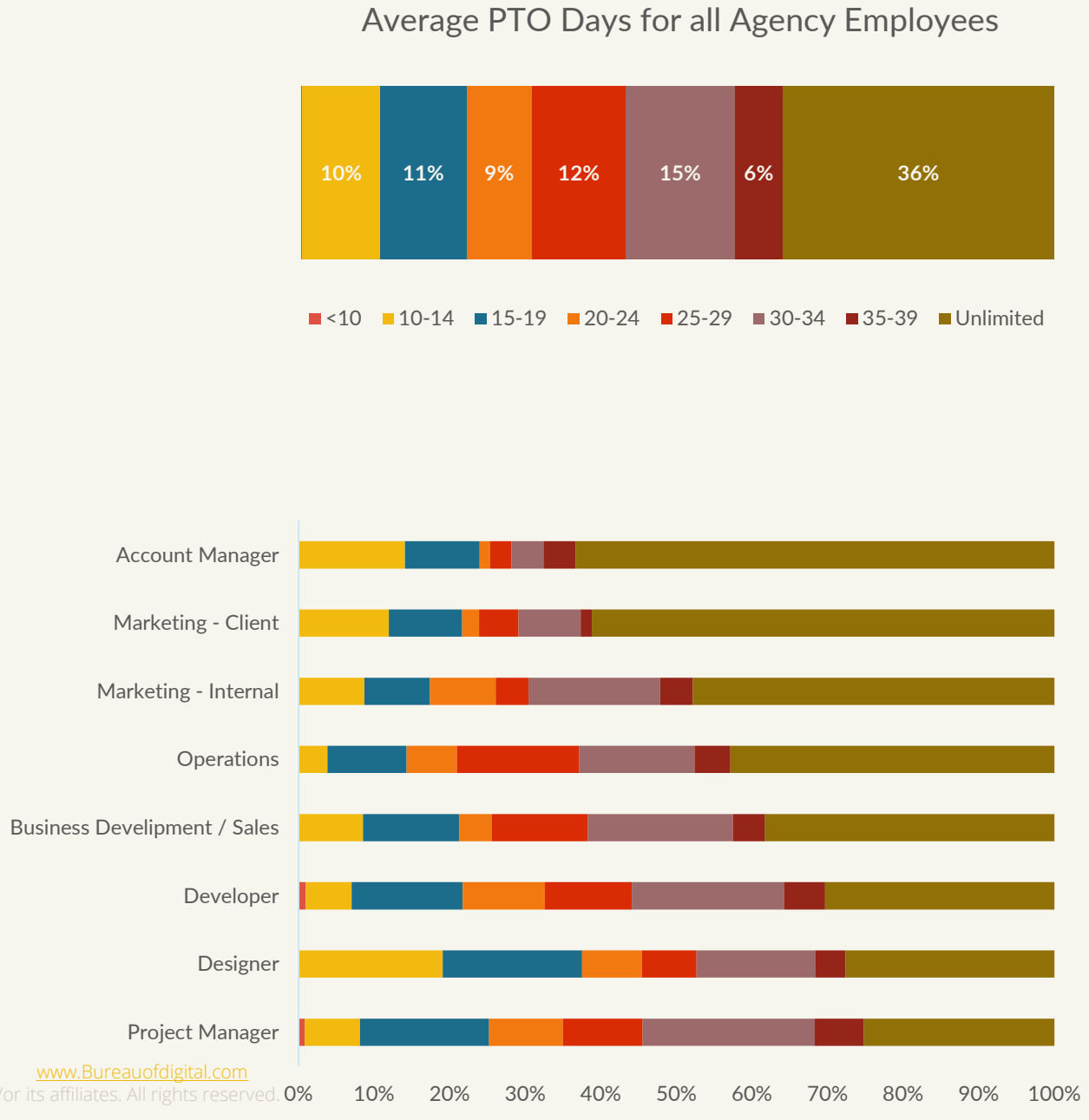
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Paid Time Off (PTO)

Thirty-six percent of agency employees have unlimited PTO days, slightly more than the 31% we saw in 2022.

When examining PTO by their role, we find that Account Managers and Marketing (Client) employees tend to receive the most unlimited PTO. Almost two-thirds of them receive unlimited PTO. This is up dramatically from our 2022 survey when only 46% and 22%, respectively, received unlimited PTO.

Project Managers are the least likely to receive unlimited PTO at 25%.



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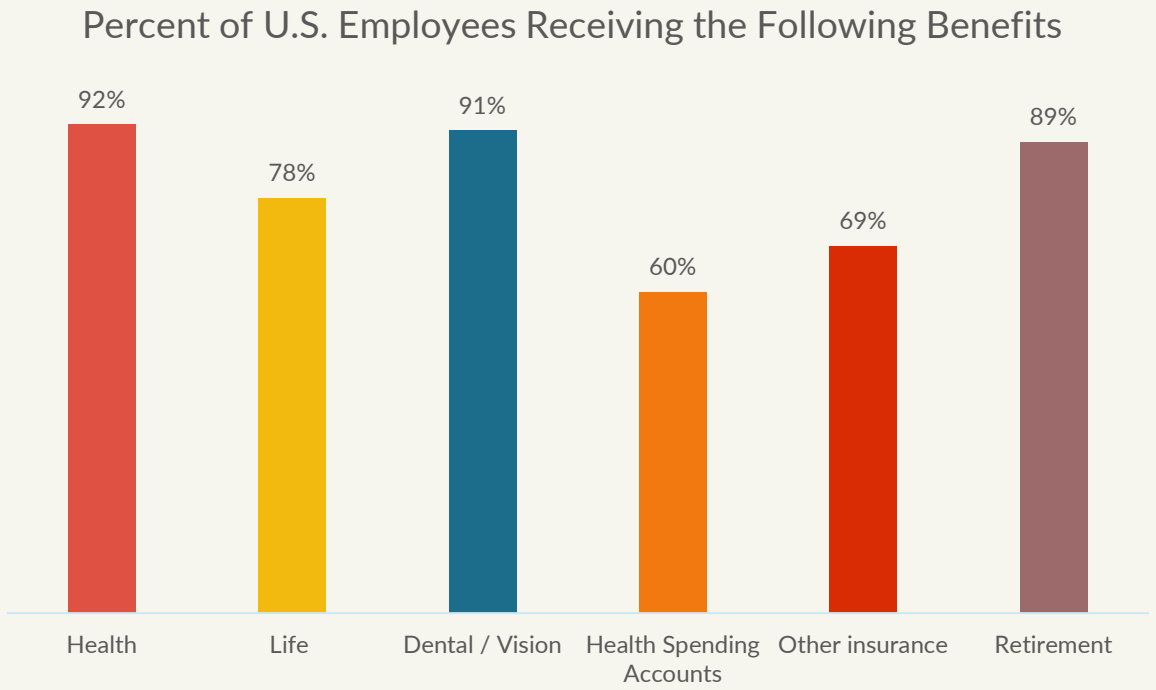
SECTION 06

Benefits

Benefits – Insurance & Retirement

This chart shows the percentage of full-time agency employees in the United States who receive the associated benefits.

The table below shows the average benefit amounts paid per employee by position type.



Position Type	Health	Life	Dental / Vision	Health Spending Accounts	Other insurance	Retirement
Account Manager	$4,111	$268	$282	$47	$73	$1,611
Designer	$6,004	$226	$434	$608	$121	$2,295
Developer	$5,603	$296	$479	$132	$104	$2,927
Operations	$7,012	$356	$539	$201	$129	$3,379
Project Manager	$5,695	$327	$477	$273	$158	$2,253
Marketing - Client	$6,045	$464	$364	$323	$115	$1,672
Marketing - Internal	$5,011	$197	$369	$0	$102	$2,036
Business Develipment / Sales	$6,572	$183	$328	$57	$73	$1,849
Average	**$5,818**	**$310**	**$436**	**$246**	**$113**	**$2,438**

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Benefits – Other

The first table shows the total percentage of firms offering childcare, gym benefits, or wellness programs. While Childcare and Wellness Programs are offered to a similar percentage of employees as in 2022, Gym Memberships are offered about half as often today.

The second table shows the average stipend amounts paid per employee by position type.

Stipends, in general, have fallen 10% since 2022.

Education Stipends are up 27%, Conference Stipends are down 54%, Tech Stipends are down 24%, and Home Office Stipends are down 21%. Other Benefits rose 20%.

Position Type	Childcare	Gym Memberships	Wellness Programs
Account Manager	0%	3%	21%
Designer	1%	11%	23%
Developer	1%	9%	22%
Operations	3%	12%	37%
Project Manager	2%	10%	20%
Marketing - Client	3%	15%	37%
Marketing - Internal	0%	14%	25%
Business Develipment / Sales	2%	14%	24%
Average	2%	11%	26%

Position Type	Education Stipend	Conference Stipend	Technology Stipend	Home Office Stipend	Other Benefits
Account Manager	$373	$323	$278	$217	$170
Designer	$831	$300	$295	$370	$350
Developer	$1,172	$282	$508	$332	$292
Operations	$930	$215	$389	$266	$749
Project Manager	$1,093	$322	$346	$358	$225
Marketing - Client	$512	$153	$297	$393	$228
Marketing - Internal	$989	$170	$426	$117	$181
Business Develipment / Sales	$653	$103	$164	$221	$186
Grand Total	**$911**	**$255**	**$381**	**$321**	**$326**

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SECTION 07

Owner Compensation

Owner Salaries, Draws & Bonuses

We received owner compensation data from 104 owners covering 67 agencies headquartered in the United States and Canada.

The average combined compensation for an owner in this survey was $267k, up from $242k in 2022. Similar to 2022, half of the compensation came from Salary, while the other half was comprised of dividends, withdrawals, bonuses, or other cash compensation.

Firm size correlated with greater compensation until agencies grew above 50 full-time employees. Studio shop owners took home an average of $192k, Small shop owners earned $305k, Medium shop owners $335k, and Large agency owners received an average of $226k.

Company Size	Salary	Dividends or Withdrawals	Other Cash Compensation	Bonuses	Count
Large (>=50 employees)	$188,106	$37,500	$0	$697	10
Medium (25-49 employees)	$149,956	$175,318	$1,136	$9,008	30
Small (10-24 employees)	$138,386	$147,692	$12,936	$5,594	31
Studio (<10 employees)	$95,649	$89,857	$985	$5,217	33
Average	**$132,944**	**$123,645**	**$4,511**	**$5,599**	**104**

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Owner Benefits

Owners of any company size received average combined benefits of around $17k, down from $20k in 2022.

Company Size	Health	Life	Dental / Vision	Health Spending Accounts	Other insurance	Retirement
Large (>=50 employees)	$5,030	$114	$576	$0	$0	$3,795
Medium (25-49 employees)	$14,043	$670	$749	$198	$103	$1,896
Small (10-24 employees)	$12,172	$2,179	$903	$688	$1,025	$5,175
Studio (<10 employees)	$7,589	$763	$461	$143	$461	$5,560
Grand Total	$10,431	$1,068	$677	$313	$468	$4,238

Company Size	Education Stipend	Conference Stipend	Technology Stipend	Home Office Stipend	Other Benefits
Large (>=50 employees)	$3,556	$0	$0	$533	$1,067
Medium (25-49 employees)	$296	$0	$148	$422	$337
Small (10-24 employees)	$120	$610	$487	$169	$168
Studio (<10 employees)	$514	$447	$621	$403	$143
Grand Total	**$661**	**$317**	**$343**	**$349**	**$328**

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Owner Billable vs. Non-Billable Hours

Overall, both the billable and non-billable hours owners are working have risen slightly since 2022. Owners are now expected to bill an average of 10 hours each week while working another 31 that are non-billable. This is up from 9 hours billable and 28 hours non-billable in 2022.

When evaluating this by agency size, we find that Studio agency owners are expected to bill 2-3x more hours each week than their larger counterparts.

Company Size	Billable	Non-billable
Large (>=50 employees)	6	36
Medium (25-49 employees)	9	34
Small (10-24 employees)	5	30
Studio (<10 employees)	17	25
Grand Total	**10**	**31**

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SECTION 08

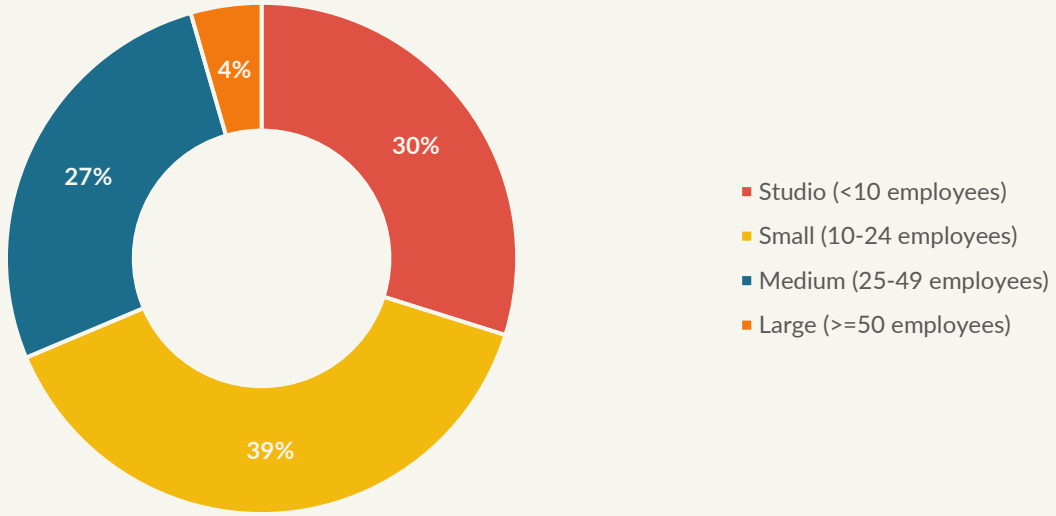
Demographics

Sizes & Roles

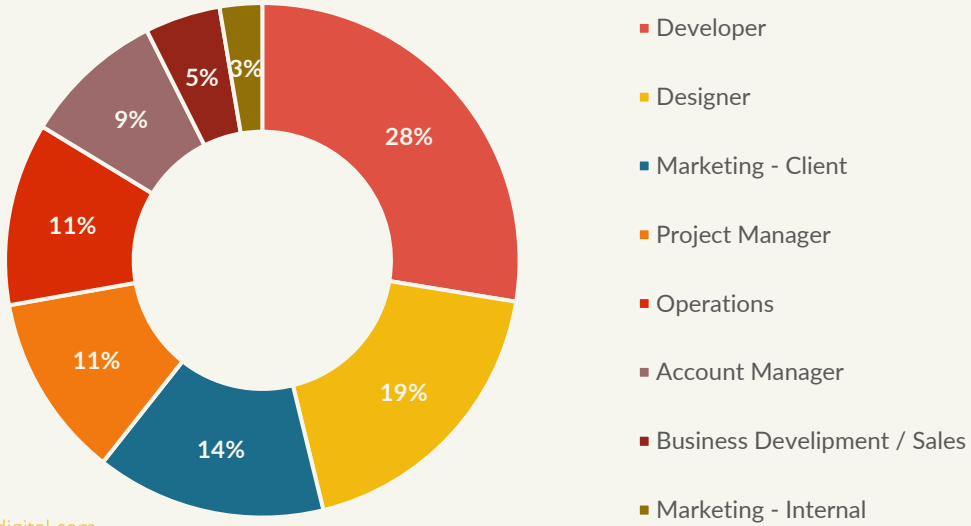
We received a good distribution of responses from agencies with fewer than 50 full-time employees and 4% from agencies with more than 50 full-time employees.

Responses by role were also well distributed with respect to the percentage of each at a typical agency.

Surveyed Agency Sizes



Surveyed Role Distribution



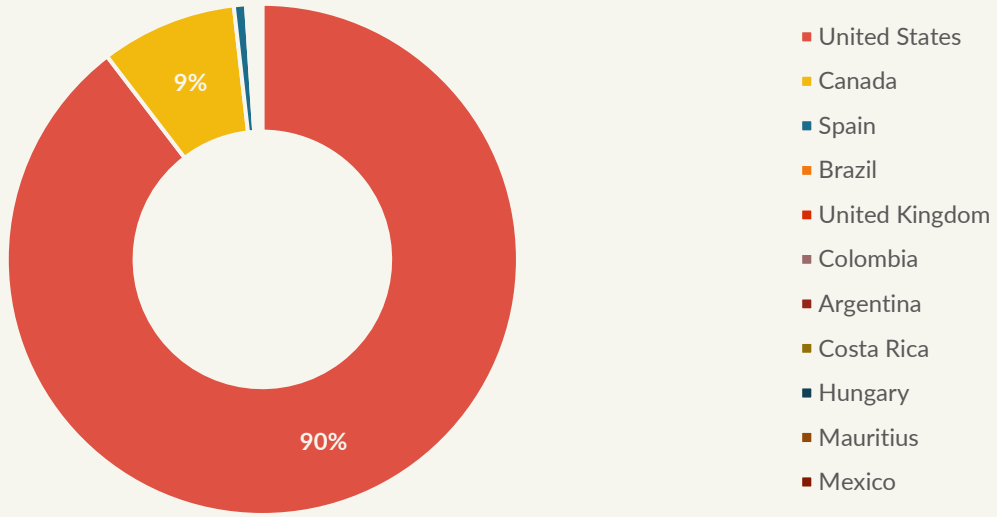
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Location & Experience

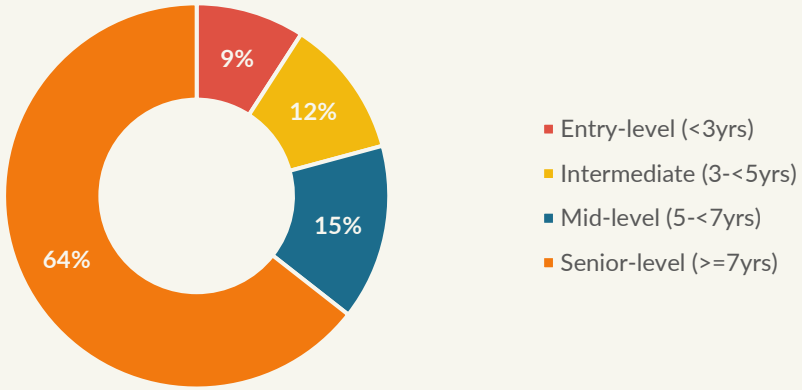
The vast majority of employees represented in our survey were from the United States, 9% were located in Canada, and less than 1% were located in another country.

Experience-wise, two-thirds of the employees were considered Senior-level (>=7yrs of experience).

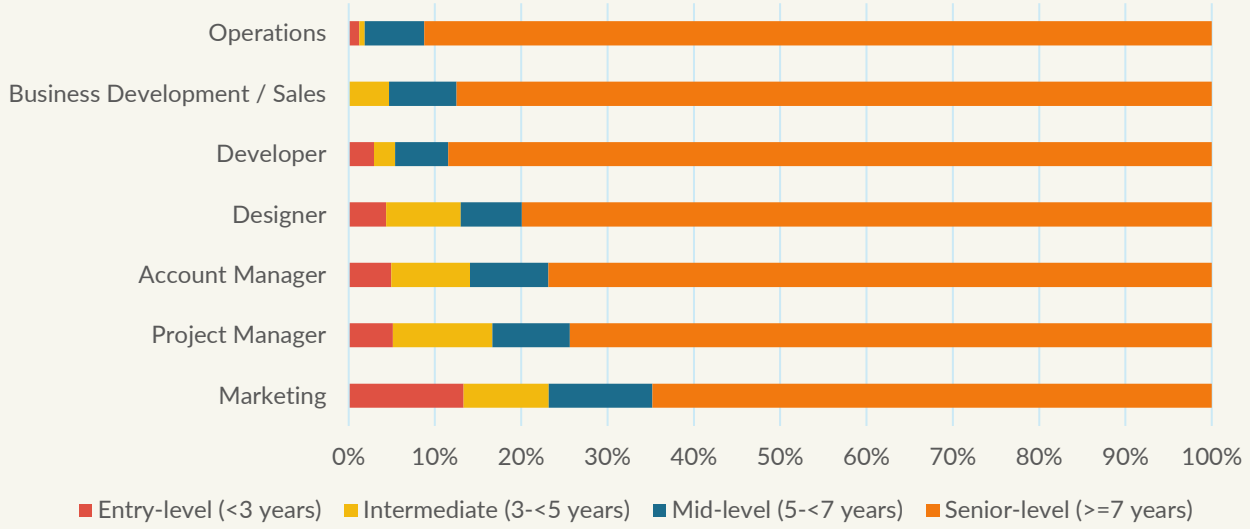
Employee Location



Employee Experience Levels



Experience Level by Role



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Thank you to everyone who participated in this year's survey!

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