

SALARY SURVEY

2020



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MISSION

Help make salaries more open and transparent within our discipline. There is a black box around what we made and this hurts all of us.

By making salaries more transparent, we can all make sure we're paid what we're worth based on our experience and knowledge.

■ DETAILS

This was a self-reporting survey done online. The survey data wasn't looked over by a compensation or data analysis.

I did this survey to help understand what our industry is paying us and how much we might be leaving on the table. I cleaned up all the data myself.

DUANE BROWN



Say Hello on Twitter:
@DuaneBrown

HELLO!

I'm Duane. This salary survey is my contribution to our community.

I've lived in 6 cities on 3 continents and know the struggle of salary negotiations. I hope you find this doc helpful during your next salary talk.

WE ARE: TAKE SOME RISK

Take
Some
Risk

We are a performance marketing agency located in Vancouver and Montreal, Canada. We help ecommerce, SaaS and technology brands create, manage and scale profitable PPC campaigns across North America, Europe and Australia.

Be sure to check out our new [Google Shopping](#) course. [Training](#) for in-house and agency teams is a service we provide. Being the best doesn't happen by accident.

**WELCOME
TO
YEAR
Five!**

HELLO!

I wanted to take a moment and thank everyone who helped fill out the survey, promoted it online and made sure we got as many replies as we did.

Without everyone's help, this survey wouldn't exist right now.

Thank you.

A faint, light blue world map is visible in the background of the slide, centered behind the text.

WHO TOOK THE SURVEY

THE NUMBERS

We received 857 responses from around the world.

Our top five countries were the United States, United Kingdom, Canada, Netherlands and Germany.

Australia moved to 6th place this year after being 4th for the last 4 years.

TOP 7 REGIONS WITH RESPONSES



UNITED STATES	497
UNITED KINGDOM	143
CANADA	79
NETHERLANDS	32
GERMANY	25
AUSTRALIA & NEW ZEALAND	22

GENDER



FEMALE

186

MALE

659

NON-BINARY

5

TRANSGENDER

3

PREFER NOT TO SAY

4

WHERE THEY WORK



AGENCY

465



IN-HOUSE
(CLIENT/BRAND)

306



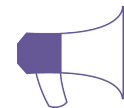
NON-PROFIT

3



SELF-EMPLOYED/
FREELANCERS

45



AD NETWORK /
TECH VENDOR

17 & 21
respectively

COMPANY SIZE

1-10 EMPLOYEES	76
11-50 EMPLOYEES	261
51-200 EMPLOYEES	199
201-500 EMPLOYEES	90
501-1,000 EMPLOYEES	61
1,001-5,000 EMPLOYEES	43
5,000+ EMPLOYEES	80
SELF-EMPLOYED/FREELANCER	47

NUMBER OF RESPONSES FOR EACH QUESTION

NUMBER OF YRS	YRS EXPERIENCE WORKING OVERALL	YRS EXPERIENCE WORKING IN PAID
UNDER A YEAR	34	52
1-2 YEARS	81	157
3-5 YEARS	264	370
6-9 YEARS	240	178
10-15 YEARS	152	79
15+ YEARS	86	21

SALARY BY COUNTRY





**UNITED
STATES**



IMPORTANT NOTES

Some people have 1-3 years experience in paid but having been working for 8-10+ years, thus they can skew salaries higher

All salaries are in the local currency for that country

Years experience is just in paid

For city & state results: only used ones with at least 15 reponses.

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHERE DO YOU WORK?	TOTAL
In-House (Client/Brand)	177
Agency	275
Self-employed/Freelancer	23
Non-Profit	2
Ad Network/ Tech Vendor	9 & 13

GENDER	TOTAL
Female	118
Male	372
Non-Binary	3
Transgender	2
Prefer Not To Say	2

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHAT PLATFORMS DO YOU WORK ON?



GOOGLE ADS
461



BING
379



FACEBOOK
327



DISPLAY
340



LINKEDIN
192



TWITTER
110



AMAZON
84



PROGRAMMATIC
109

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHAT PLATFORMS DO YOU WORK ON?



PINTEREST
81



YOUTUBE
261



QUORA
39



SNAPCHAT
50



NATIVE
92



APPLE ADS
31



REDDIT
68

COMPANY SIZE SALARY IN US

COMPANY SIZE (Employees)	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
1-10	\$29,000	\$450,000	\$83,421	\$68,000	41
11-50	\$23,000	\$450,000	\$76,326	\$65,000	142
51-200	\$24,000	\$225,000	\$77,254	\$68,000	123
201-500	\$45,000	\$285,000	\$91,767	\$75,500	51
501-1,000	\$40,000	\$208,776	\$91,116	\$77,000	36
1,001-5,000	\$45,000	\$200,000	\$95,279	\$80,000	30
5,000+	\$45,000	\$310,000	\$115,407	\$110,000	51
Self/Freelance	\$30,000	\$406,000	\$123,885	\$78,800	23

AGENCY SALARY IN US

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$35,000	\$65,000	\$49,115	\$46,350	17
1-2 YRS	\$30,000	\$90,000	\$52,281	\$50,000	52
3-5 YRS	\$38,500	\$450,000	\$71,843	\$64,000	123
6-9 YRS	\$50,000	\$250,000	\$97,816	\$92,500	49
10-15 YRS	\$50,000	\$345,000	\$117,060	\$100,000	25
15+ YRS	\$70,000	\$185,000	\$115,222	\$112,000	9

IN-HOUSE SALARY IN US

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$30,000	\$65,000	\$45,400	\$45,000	5
1-2 YRS	\$24,000	\$72,500	\$55,808	\$58,650	20
3-5 YRS	\$35,200	\$255,000	\$87,381	\$75,500	71
6-9 YRS	\$55,000	\$310,000	\$109,805	\$90,000	52
10-15 YRS	\$70,000	\$285,000	\$123,210	\$120,000	21
15+ YRS	\$62,000	\$220,000	\$134,000	\$103,000	8

SELF-EMPLOYED/FREELANCER SALARY

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$00	\$00	\$00	\$00	0
1-2 YRS	\$45,000	\$45,000	\$45,000	\$45,000	1
3-5 YRS	\$23,000	\$406,000	\$107,802	\$74,422	9
6-9 YRS	\$62,500	\$245,000	\$122,004	\$90,525	6
10-15 YRS	\$70,000	\$267,000	\$139,800	\$145,000	5
15+ YRS	\$00	\$00	\$00	\$00	0

FEMALE SALARY IN US

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$35,000	\$65,000	\$47,725	\$45,000	6
1-2 YRS	\$29,000	\$80,000	\$53,167	\$50,000	24
3-5 YRS	\$30,000	\$130,000	\$68,281	\$65,000	48
6-9 YRS	\$60,000	\$175,000	\$92,804	\$80,000	26
10-15 YRS	\$50,000	\$150,000	\$95,200	\$72,000	10
15+ YRS	\$62,000	\$225,000	\$147,250	\$117,000	4



MALE SALARY IN US

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$30,000	\$65,000	\$48,453	\$45,000	19
1-2 YRS	\$24,000	\$120,000	\$54,535	\$54,000	50
3-5 YRS	\$23,000	\$450,000	\$82,652	\$70,000	169
6-9 YRS	\$50,000	\$310,000	\$109,834	\$95,000	82
10-15 YRS	\$69,000	\$345,000	\$127,861	\$120,000	44
15+ YRS	\$70,000	\$450,000	\$146,333	\$112,000	15



UNITED STATES

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$30,000	\$65,000	\$48,278	\$45,000	25
1-2 YRS	\$24,000	\$120,000	\$54,062	\$53,000	77
3-5 YRS	\$23,000	\$450,000	\$79,540	\$67,000	211
6-9 YRS	\$50,000	\$310,000	\$106,305	\$94,000	111
10-15 YRS	\$50,000	\$345,000	\$121,813	\$111,000	54
15+ YRS	\$62,000	\$450,000	\$146,526	\$117,000	19

CALIFORNIA

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$40,000	\$60,000	\$56,000	\$60,000	5
1-2 YRS	\$30,000	\$120,000	\$61,017	\$55,000	9
3-5 YRS	\$50,000	\$406,000	\$119,833	\$110,000	28
6-9 YRS	\$80,000	\$310,000	\$143,908	\$135,000	21
10-15 YRS	\$70,000	\$285,000	\$137,182	\$132,000	11
15+ YRS	\$112,000	\$225,000	\$171,500	\$174,000	4

COLORADO

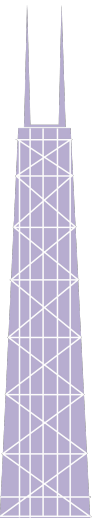
YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$00	\$00	\$00	\$00	0
1-2 YRS	\$45,000	\$60,000	\$52,500	\$45,000	2
3-5 YRS	\$46,000	\$100,000	\$66,950	\$62,446	11
6-9 YRS	\$92,000	\$120,000	\$102,250	\$94,000	6
10-15 YRS	\$72,500	\$145,000	\$105,417	\$100,000	6
15+ YRS	\$00	\$00	\$00	\$00	0

FLORIDA STATE

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$30,000	\$65,000	\$47,500	\$30,000	2
1-2 YRS	\$36,000	\$50,000	\$43,200	\$44,000	5
3-5 YRS	\$38,500	\$150,000	\$71,027	\$65,000	11
6-9 YRS	\$55,000	\$159,000	\$82,335	\$65,000	10
10-15 YRS	\$78,000	\$105,000	\$89,333	\$85,000	3
15+ YRS	\$80,000	\$99,000	\$91,000	\$94,000	3

ILLINOIS

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$48,000	\$48,000	\$48,000	\$48,000	1
1-2 YRS	\$50,000	\$65,000	\$56,667	\$55,000	3
3-5 YRS	\$67,000	\$97,250	\$74,950	\$67,500	5
6-9 YRS	\$70,000	\$140,000	\$102,600	\$95,000	5
10-15 YRS	\$115,000	\$217,000	\$166,000	\$115,000	2
15+ YRS	\$62,000	\$185,000	\$123,500	\$62,000	2



NEW YORK STATE

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$55,000	\$55,000	\$55,000	\$55,000	1
1-2 YRS	\$29,000	\$86,000	\$61,500	\$59,000	6
3-5 YRS	\$46,000	\$125,000	\$87,982	\$85,000	22
6-9 YRS	\$50,000	\$245,000	\$126,556	\$106,000	9
10-15 YRS	\$74,000	\$180,000	\$128,167	\$123,000	6
15+ YRS	\$00	\$00	\$00	\$00	0

PENNSYLVANIA

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$44,000	\$45,000	\$44,500	\$44,000	2
1-2 YRS	\$30,000	\$72,000	\$50,429	\$48,000	7
3-5 YRS	\$47,000	\$107,000	\$62,900	\$55,000	10
6-9 YRS	\$73,000	\$150,000	\$95,000	\$77,000	6
10-15 YRS	\$65,000	\$120,000	\$92,500	\$65,000	2
15+ YRS	\$00	\$00	\$00	\$00	0

TEXAS

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$35,000	\$35,000	\$35,000	\$35,000	1
1-2 YRS	\$42,500	\$65,000	\$55,214	\$60,000	7
3-5 YRS	\$50,000	\$175,000	\$75,605	\$65,000	26
6-9 YRS	\$70,000	\$117,000	\$86,714	\$75,000	7
10-15 YRS	\$85,000	\$150,000	\$114,667	\$110,000	6
15+ YRS	\$93,000	\$93,000	\$93,000	\$93,000	1

Utah

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$00	\$00	\$00	\$00	0
1-2 YRS	\$41,000	\$45,000	\$43,000	\$41,000	2
3-5 YRS	\$48,500	\$105,000	\$68,001	\$64,000	10
6-9 YRS	\$85,000	\$135,000	\$106,000	\$98,000	3
10-15 YRS	\$91,000	\$133,000	\$112,000	\$91,000	2
15+ YRS	\$00	\$00	\$00	\$00	0

Washington State

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$32,000	\$32,000	\$32,000	\$32,000	1
1-2 YRS	\$45,000	\$70,000	\$56,707	\$55,120	3
3-5 YRS	\$49,000	\$205,000	\$93,250	\$72,500	10
6-9 YRS	\$80,000	\$165,000	\$117,488	\$117,417	7
10-15 YRS	\$345,000	\$345,000	\$345,000	\$345,000	1
15+ YRS	\$00	\$00	\$00	\$00	0

AUSTIN

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$00	\$00	\$00	\$00	0
1-2 YRS	\$42,500	\$64,000	\$49,125	\$45,000	4
3-5 YRS	\$50,000	\$175,000	\$78,765	\$65,000	16
6-9 YRS	\$70,000	\$117,000	\$90,500	\$77,000	4
10-15 YRS	\$110,000	\$125,000	\$117,500	\$110,000	2
15+ YRS	\$00	\$00	\$00	\$00	0

DENVER

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$00	\$00	\$00	\$00	0
1-2 YRS	\$45,000	\$60,000	\$52,500	\$45,000	2
3-5 YRS	\$55,000	\$84,000	\$63,574	\$60,000	6
6-9 YRS	\$92,000	\$120,000	\$99,700	\$94,000	5
10-15 YRS	\$72,500	\$145,000	\$105,417	\$100,000	6
15+ YRS	\$00	\$00	\$00	\$00	0

LOS ANGELES

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$60,000	\$65,000	\$62,500	\$60,000	2
1-2 YRS	\$43,000	\$120,000	\$81,500	\$43,000	2
3-5 YRS	\$50,000	\$255,000	\$108,417	\$60,000	6
6-9 YRS	\$80,000	\$200,000	\$128,143	\$108,000	7
10-15 YRS	\$130,000	\$132,000	\$131,000	\$130,000	2
15+ YRS	\$00	\$00	\$00	\$00	0

NEW YORK CITY

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$55,000	\$55,000	\$55,000	\$55,000	1
1-2 YRS	\$29,000	\$86,000	\$64,800	\$70,000	5
3-5 YRS	\$65,000	\$125,000	\$91,380	\$90,000	20
6-9 YRS	\$50,000	\$245,000	\$126,556	\$106,000	9
10-15 YRS	\$123,000	\$180,000	\$144,667	\$131,000	3
15+ YRS	\$00	\$00	\$00	\$00	0

SAN DIEGO

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$40,000	\$40,000	\$40,000	\$40,000	1
1-2 YRS	\$45,000	\$70,000	\$56,707	\$55,120	3
3-5 YRS	\$58,500	\$208,777	\$99,055	\$68,000	5
6-9 YRS	\$85,000	\$165,000	\$117,393	\$96,120	4
10-15 YRS	\$132,000	\$132,000	\$132,000	\$132,000	1
15+ YRS	\$112,000	\$112,000	\$112,000	\$112,000	1

SAN FRANCISCO

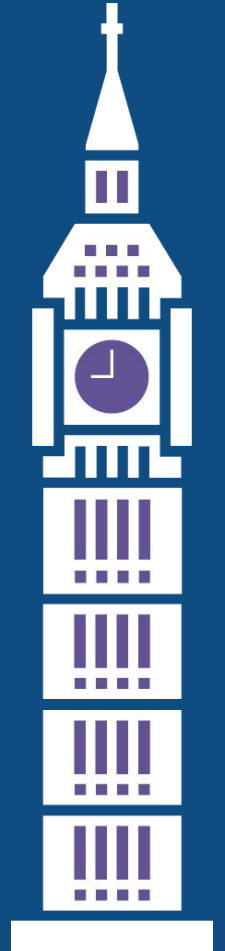
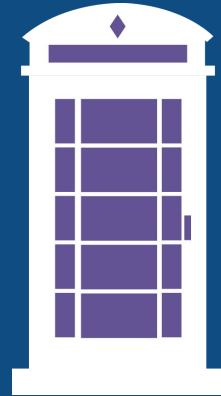
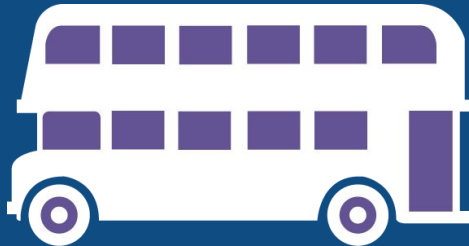
YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$00	\$00	\$00	\$00	0
1-2 YRS	\$00	\$00	\$00	\$00	0
3-5 YRS	\$87,550	\$406,000	\$144,713	\$120,000	12
6-9 YRS	\$92,500	\$205,000	\$153,643	\$149,000	7
10-15 YRS	\$70,000	\$70,000	\$70,000	\$70,000	1
15+ YRS	\$225,000	\$225,000	\$225,000	\$225,000	1

SEATTLE

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$00	\$00	\$00	\$00	0
1-2 YRS	\$45,000	\$70,000	\$57,500	\$45,000	2
3-5 YRS	\$49,000	\$205,000	\$98,688	\$72,500	8
6-9 YRS	\$80,000	\$105,000	\$117,500	110,000	6
10-15 YRS	\$345,000	\$345,000	\$345,000	\$345,000	1
15+ YRS	\$00	\$00	\$00	\$00	0



UNITED KINGDOM



IMPORTANT NOTES

Some people have 1-3 years experience in paid but have been working for 8-10+ years, thus they can skew salaries higher

All salaries are in the local currency for that country

Years experience is just in paid

For city results: only used cities that had at least 10 reponses

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHERE DO YOU WORK?	TOTAL
In-House (Client/Brand)	44
Agency	81
Self-employed/Freelancer	11
Other	0
Non-Profit	0
Ad Network / Tech Vendor	3 / 4

GENDER	TOTAL
Female	21
Male	120
Non-Binary	2
Transgender	0
Prefer Not To Say	0

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHAT PLATFORMS DO YOU WORK ON?



GOOGLE ADS

139



BING

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FACEBOOK

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TWITTER

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AMAZON

27



PROGRAMMATIC

18

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHAT PLATFORMS DO YOU WORK ON?



PINTEREST
16



YOUTUBE
68



QUORA
9



SNAPCHAT
26



NATIVE
10



APPLE ADS
8



REDDIT
12

COMPANY SIZE SALARY IN UK

COMPANY SIZE (Employees)	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
1-10	£12,000	£125,500	£39,591	£30,000	11
11-50	£16,500	£85,000	£34,622	£30,000	43
51-200	£18,000	£60,000	£32,365	£31,000	29
201-500	£23,560	£75,000	£35,327	£35,000	17
501-1,000	£19,000	£62,000	£38,077	£35,500	13
1,001-5,000	£22,725	£65,000	£35,346	£34,000	7
5,000+	£10,000	£50,000	£32,182	£32,000	11
Self/Freelance	£10,000	£100,000	£48,125	£38,000	12

AGENCY SALARY IN UK

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	£18,000	£30,000	£22,438	£22,000	8
1-2 YRS	£10,000	£33,000	£23,765	£23,000	22
3-5 YRS	£21,000	£125,000	£38,197	£35,000	33
6-9 YRS	£34,000	£51,000	£42,115	£44,000	13
10-15 YRS	£12,000	£75,000	£42,000	£45,000	5
15+ YRS	£00	£00	£00	£00	0

IN-HOUSE SALARY IN UK

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	£19,000	£32,500	£24,000	£21,000	4
1-2 YRS	£22,000	£65,000	£33,246	£26,000	7
3-5 YRS	£20,000	£75,000	£37,523	£34,000	24
6-9 YRS	£30,000	£62,000	£39,911	£36,000	9
10-15 YRS	£00	£00	£00	£00	0
15+ YRS	£00	£00	£00	£00	0

FEMALE SALARY IN UK

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	£18,000	£19,000	£18,500	£18,000	2
1-2 YRS	£18,330	£32,000	£24,382	£24,500	8
3-5 YRS	£24,000	£43,500	£36,300	£36,000	5
6-9 YRS	£32,000	£45,000	£37,000	£35,000	4
10-15 YRS	£50,000	£65,000	£57,500	£50,000	2
15+ YRS	£00	£00	£00	£00	0



MALE SALARY IN UK

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	£10,000	£32,500	£22,591	£22,000	11
1-2 YRS	£10,000	£65,000	£26,932	£24,000	22
3-5 YRS	£12,000	£125,000	£38,742	£34,000	58
6-9 YRS	£25,000	£62,000	£40,986	£40,000	21
10-15 YRS	£12,000	£100,000	£57,000	£50,300	8
15+ YRS	£00	£00	£00	£00	0



UNITED KINGDOM

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	£10,000	£32,500	£21,962	£22,000	13
1-2 YRS	£10,000	£65,000	£26,115	£24,500	31
3-5 YRS	£12,000	£125,000	£38,571	£35,000	64
6-9 YRS	£25,000	£62,000	£40,438	£38,700	25
10-15 YRS	£12,000	£100,000	£56,500	£57,000	10
15+ YRS	£00	£00	£00	£00	0



ENGLAND

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	£10,000	£32,500	£22,083	£22,000	12
1-2 YRS	£10,000	£65,000	£26,466	£25,000	27
3-5 YRS	£12,000	£75,000	£37,233	£35,000	56
6-9 YRS	£25,000	£62,000	£40,816	£38,700	23
10-15 YRS	£12,000	£100,000	£54,125	£50,000	8
15+ YRS	£00	£00	£00	£00	0

SCOTLAND

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	£00	£00	£00	£00	0
1-2 YRS	£22,725	£28,200	£24,828	£23,560	3
3-5 YRS	£21,000	£43,500	£28,917	£27,000	6
6-9 YRS	£30,000	£40,000	£35,000	£30,000	2
10-15 YRS	£57,000	£57,000	£57,000	£57,000	1
15+ YRS	£00	£00	£00	£00	0

LEEDS

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	£16,000	£20,000	£18,000	£18,000	3
1-2 YRS	£18,330	£27,250	£22,860	£23,000	3
3-5 YRS	£35,000	£40,000	£37,500	£35,000	2
6-9 YRS	£35,000	£48,000	£40,875	£35,500	4
10-15 YRS	£65,000	£65,000	£65,000	£65,000	1
15+ YRS	£00	£00	£00	£00	0

LONDON

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	£22,000	£30,000	£24,000	£22,000	4
1-2 YRS	£23,000	£65,000	£34,875	£30,000	8
3-5 YRS	£20,000	£75,000	£45,738	£44,000	21
6-9 YRS	£38,700	£62,000	£49,117	£46,000	6
10-15 YRS	£00	£00	£00	£00	0
15+ YRS	£00	£00	£00	£00	0



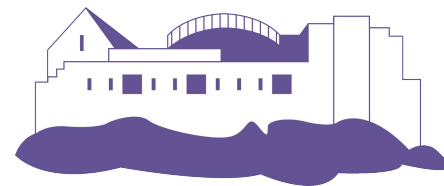
MANCHESTER

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	£00	£00	£00	£00	0
1-2 YRS	£20,500	£26,000	£23,750	£24,000	4
3-5 YRS	£29,000	£40,000	£34,125	£32,500	4
6-9 YRS	£38,000	£50,000	£44,333	£45,000	3
10-15 YRS	£00	£00	£00	£00	0
15+ YRS	£00	£00	£00	£00	0

NON-LONDON

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	£10,000	£32,500	£21,056	£21,000	9
1-2 YRS	£10,000	£32,000	£23,068	£23,000	23
3-5 YRS	£12,000	£125,000	£35,071	£27,000	43
6-9 YRS	£25,000	£50,000	£37,579	£35,500	19
10-15 YRS	£12,000	£100,000	£56,500	£57,000	10
15+ YRS	£00	£00	£00	£00	0

All salaries in the UK but does not include London.





CANADA



IMPORTANT NOTES

Some people have 1-3 years experience in paid but have been working for 8-10+ years, thus they can skew salaries higher

All salaries are in the local currency for that country

Years experience is just in paid

For city & province results: only used ones that had at least 10 reponses

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHERE DO YOU WORK?	TOTAL
In-House (Client/Brand)	29
Agency	46
Self-employed/Freelancer	4
Other	0
Non-Profit	0
Ad Network / Tech Vendor	0 / 0

GENDER	TOTAL
Female	18
Male	60
Non-Binary	0
Transgender	0
Prefer Not To Say	1

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHAT PLATFORMS DO YOU WORK ON?



GOOGLE ADS

76



BING

57



FACEBOOK

65



DISPLAY

56



LINKEDIN

36



TWITTER

20



AMAZON

21



PROGRAMMATIC

20

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHAT PLATFORMS DO YOU WORK ON?



PINTEREST
15



YOUTUBE
42



QUORA
7



SNAPCHAT
7



NATIVE
16



APPLE ADS
12



REDDIT
14

COMPANY SIZE SALARY IN CANADA

COMPANY SIZE (Employees)	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
1-10	\$40,000	\$85,000	\$62,917	\$65,000	12
11-50	\$40,000	\$110,000	\$64,301	\$55,000	26
51-200	\$50,000	\$95,000	\$69,032	\$66,951	14
201-500	\$60,000	\$148,000	\$90,556	\$85,000	9
501-1,000	\$50,000	\$90,000	\$75,000	\$85,000	3
1,001-5,000	\$55,000	\$90,000	\$73,667	\$76,000	3
5,000+	\$35,000	\$120,000	\$77,750	\$72,500	8
Self/Freelance	\$40,000	\$225,000	\$101,664	\$40,000	4

AGENCY SALARY IN CANADA

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$40,000	\$40,000	\$40,000	\$40,000	1
1-2 YRS	\$35,000	\$65,000	\$51,906	\$50,000	8
3-5 YRS	\$40,000	\$110,000	\$63,149	\$61,000	22
6-9 YRS	\$50,000	\$115,000	\$82,056	\$85,000	9
10-15 YRS	\$65,000	\$135,000	\$94,833	\$91,000	6
15+ YRS	\$00	\$00	\$00	\$00	0

IN-HOUSE SALARY IN CANADA

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$40,000	\$43,000	\$41,500	\$40,000	2
1-2 YRS	\$50,000	\$62,000	\$56,750	\$55,000	4
3-5 YRS	\$50,000	\$85,000	\$65,977	\$65,000	11
6-9 YRS	\$55,000	\$95,000	\$81,813	90,000	8
10-15 YRS	\$72,000	\$148,000	\$108,500	\$94,000	4
15+ YRS	\$00	\$00	\$00	\$00	0

FEMALE SALARY IN CANADA

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$00	\$00	\$00	\$00	0
1-2 YRS	\$44,000	\$60,000	\$54,250	\$55,000	4
3-5 YRS	\$40,000	\$100,000	\$62,686	\$55,000	8
6-9 YRS	\$50,000	\$225,000	\$115,000	\$90,000	4
10-15 YRS	\$72,000	\$91,000	\$81,500	\$72,000	2
15+ YRS	\$00	\$00	\$00	\$00	0



MALE SALARY IN CANADA

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$40,000	\$43,000	\$41,000	\$40,000	3
1-2 YRS	\$35,000	\$65,000	\$51,694	\$50,000	9
3-5 YRS	\$50,000	\$110,000	\$65,977	\$65,000	26
6-9 YRS	\$40,000	\$115,000	\$79,867	\$78,000	15
10-15 YRS	\$65,000	\$135,000	\$98,857	\$95,000	7
15+ YRS	\$00	\$00	\$00	\$00	0



CANADA

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$40,000	\$43,000	\$41,000	\$40,000	3
1-2 YRS	\$35,000	\$65,000	\$52,481	\$55,000	13
3-5 YRS	\$40,000	\$110,000	\$65,196	\$65,000	34
6-9 YRS	\$40,000	\$225,000	\$87,263	\$85,000	19
10-15 YRS	\$65,000	\$148,000	\$100,300	\$94,000	10
15+ YRS	\$00	\$00	\$00	\$00	0



BRITISH COLUMBIA

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$00	\$00	\$00	\$00	0
1-2 YRS	\$45,000	\$62,000	\$52,333	\$50,000	3
3-5 YRS	\$40,000	\$100,000	\$66,400	\$65,000	10
6-9 YRS	\$40,000	\$115,000	\$76,167	\$73,500	3
10-15 YRS	\$85,000	\$91,000	\$88,000	\$85,000	2
15+ YRS	\$00	\$00	\$00	\$00	0

ONTARIO

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$43,000	\$43,000	\$43,000	\$43,000	1
1-2 YRS	\$35,000	\$60,000	\$48,667	\$50,000	6
3-5 YRS	\$50,000	\$110,000	\$66,538	\$65,000	12
6-9 YRS	\$50,000	\$98,000	\$79,682	\$85,000	11
10-15 YRS	\$94,000	\$148,000	\$124,250	\$120,000	4
15+ YRS	\$00	\$00	\$00	\$00	0

QUEBEC

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$40,000	\$40,000	\$40,000	\$40,000	1
1-2 YRS	\$55,000	\$55,000	\$55,000	\$55,000	1
3-5 YRS	\$50,000	\$101,657	\$63,212	\$59,000	9
6-9 YRS	\$65,000	\$75,000	\$70,000	\$65,000	2
10-15 YRS	\$65,000	\$98,000	\$78,333	\$72,000	3
15+ YRS	\$00	\$00	\$00	\$00	0

MONTREAL

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$00	\$00	\$00	\$00	0
1-2 YRS	\$55,000	\$55,000	\$55,000	\$55,000	1
3-5 YRS	\$50,000	\$101,657	\$64,770	\$59,000	8
6-9 YRS	\$65,000	\$75,000	\$70,000	\$65,000	2
10-15 YRS	\$65,000	\$98,000	\$78,333	\$72,000	3
15+ YRS	\$00	\$00	\$00	\$00	0

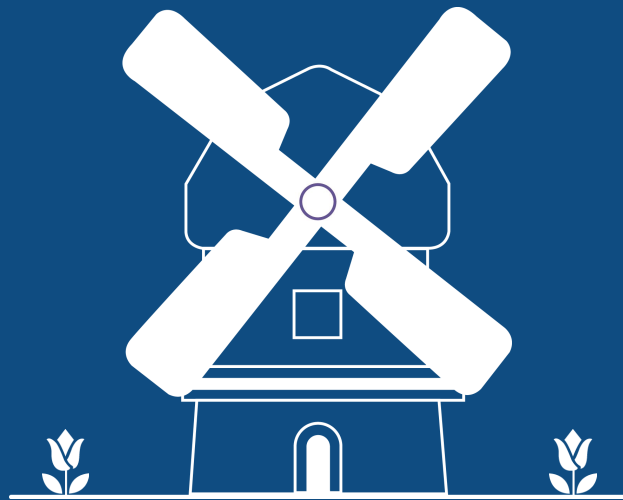
TORONTO

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$00	\$00	\$00	\$00	0
1-2 YRS	\$35,000	\$60,000	\$48,400	\$50,000	5
3-5 YRS	\$50,000	\$110,000	\$69,438	\$65,000	8
6-9 YRS	\$67,000	\$98,000	\$83,750	\$85,000	4
10-15 YRS	\$94,000	\$148,000	\$124,250	\$120,000	4
15+ YRS	\$00	\$00	\$00	\$00	0

VANCOUVER

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$00	\$00	\$00	\$00	0
1-2 YRS	\$50,000	\$62,000	\$56,000	\$50,000	2
3-5 YRS	\$55,000	\$110,000	\$69,800	\$65,000	5
6-9 YRS	\$40,000	\$115,000	\$76,167	\$73,500	3
10-15 YRS	\$91,000	\$91,000	\$91,000	\$91,000	1
15+ YRS	\$00	\$00	\$00	\$00	0

EUROPE



IMPORTANT NOTES

Some people have 1-3 years experience in paid but have been working for 8-10+ years, thus they can skew salaries higher

All salaries are in EURO. Only did countries that use EURO as their main currency.

Years experience is just in paid

For city & country results: only used ones with at least 10 reponses



DEMOGRAPHICS + OTHER DATA

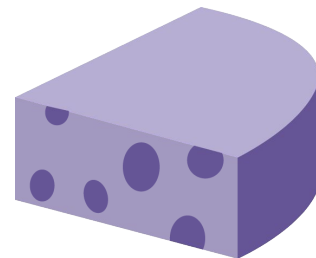
NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHERE DO YOU WORK? TOTAL

In-House (Client/Brand)	42
Agency	43
Self-employed/Freelancer	5
Other	0
Non-Profit	1
Ad Network / Tech Vendor	3 / 2

GENDER TOTAL

Female	18
Male	77
Non-Binary	0
Transgender	1
Prefer Not To Say	0



DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHAT PLATFORMS DO YOU WORK ON?



GOOGLE ADS
90



BING
64



FACEBOOK
55



DISPLAY
64



LINKEDIN
37



TWITTER
10



AMAZON
14



PROGRAMMATIC
16

DEMOGRAPHICS + OTHER DATA

WHAT PLATFORMS DO YOU WORK ON?



PINTEREST
11



YOUTUBE
38



QUORA
1



SNAPCHAT
8



NATIVE
13



APPLE ADS
3



REDDIT
3

COMPANY SIZE SALARY IN EUROPE

COMPANY SIZE (employees)	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
1-10	€22,400	€173,500	€48,385	€28,000	7
11-50	€12,600	€112,000	€45,087	€37,200	36
51-200	€11,200	€75,000	€43,835	€45,600	26
201-500	€30,000	€50,400	€40,489	€40,000	9
501-1,000	€25,000	€55,000	€40,833	€40,000	6
1,001-5,000	€26,600	€39,000	€32,800	€26,600	2
5,000+	€18,000	€61,000	€44,800	€55,000	5
Self/Freelance	€40,000	€65,300	€52,060	€50,000	5

AGENCY SALARY IN EUROPE

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	€16,800	€30,600	€25,850	€26,000	4
1-2 YRS	€12,600	€65,300	€30,810	€28,000	10
3-5 YRS	€18,000	€55,000	€37,249	€36,000	22
6-9 YRS	€43,800	€112,000	€67,023	€55,000	7
10-15 YRS	€00	€00	€00	€00	0
15+ YRS	€00	€00	€00	€00	0

IN-HOUSE SALARY IN EUROPE

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	€00	€00	€00	€00	0
1-2 YRS	€18,000	€63,000	€38,060	€34,800	10
3-5 YRS	€30,000	€67,000	€46,328	€45,600	20
6-9 YRS	€30,000	€78,000	€48,753	€48,000	8
10-15 YRS	€51,840	€102,000	€76,920	€51,840	2
15+ YRS	€61,000	€75,000	€68,000	€61,000	2

FEMALE SALARY IN EUROPE

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	€26,000	€30,600	€28,300	€26,000	2
1-2 YRS	€12,600	€40,000	€29,900	€33,000	4
3-5 YRS	€26,000	€58,000	€40,580	€35,000	10
6-9 YRS	€30,000	€50,025	€40,013	€30,000	2
10-15 YRS	€00	€00	€00	€00	0
15+ YRS	€00	€00	€00	€00	0

MALE SALARY IN EUROPE

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	€16,800	€40,000	€28,933	€30,000	3
1-2 YRS	€18,000	€65,300	€37,005	€32,795	21
3-5 YRS	€11,200	€173,500	€45,145	€40,000	34
6-9 YRS	€36,000	€112,000	€58,226	€49,000	14
10-15 YRS	€51,840	€102,000	€72,947	€65,000	3
15+ YRS	€61,000	€75,000	€68,000	€61,000	2

EUROPE

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	€16,800	€40,000	€28,680	€30,000	5
1-2 YRS	€12,600	€65,300	€35,868	€33,000	25
3-5 YRS	€11,200	€173,500	€43,794	€40,000	45
6-9 YRS	€30,000	€112,000	€55,949	€49,000	16
10-15 YRS	€51,840	€102,000	€72,947	€65,000	3
15+ YRS	€61,000	€75,000	€68,000	€61,000	2



BELGIUM

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	€00	€00	€00	€00	0
1-2 YRS	€28,800	€65,300	€40,525	€34,000	4
3-5 YRS	€26,000	€40,000	€31,820	€29,500	5
6-9 YRS	€36,000	€36,000	€36,000	€36,000	1
10-15 YRS	€00	€00	€00	€00	0
15+ YRS	€00	€00	€00	€00	0

GERMANY

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	€00	€00	€00	€00	0
1-2 YRS	€34,800	€58,000	€45,160	€43,000	5
3-5 YRS	€30,000	€67,000	€49,412	€50,000	17
6-9 YRS	€59,000	€80,000	€69,500	€59,000	2
10-15 YRS	€00	€00	€00	€00	0
15+ YRS	€75,000	€75,000	€75,000	€75,000	1

NETHERLANDS

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	€00	€00	€00	€00	0
1-2 YRS	€26,000	€63,000	€36,724	€32,795	8
3-5 YRS	€30,600	€48,000	€39,394	€39,000	11
6-9 YRS	€36,000	€80,000	€52,519	€48,000	10
10-15 YRS	€51,840	€102,000	€72,946	€65,000	3
15+ YRS	€00	€00	€00	€00	0

AMSTERDAM

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	€00	€00	€00	€00	0
1-2 YRS	€28,000	€33,000	€30,333	€30,000	3
3-5 YRS	€44,000	€48,000	€46,000	€44,000	2
6-9 YRS	€45,360	€80,000	€57,597	€50,025	4
10-15 YRS	€65,000	€65,000	€65,000	€65,000	1
15+ YRS	€00	€00	€00	€00	0

BERLIN

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	€00	€00	€00	€00	0
1-2 YRS	€40,000	€50,000	€45,000	€40,000	2
3-5 YRS	€45,600	€65,000	€53,111	€54,000	9
6-9 YRS	€59,000	€80,000	€69,500	€59,000	2
10-15 YRS	€00	€00	€00	€00	0
15+ YRS	€75,000	€75,000	€75,000	€75,000	1

AUSTRALIA & NEW ZEALAND



IMPORTANT NOTES

Some people have 1-3 years experience in paid but have been working for 8-10+ years, thus they can skew salaries higher

Converted NZD salaries into AUD, so we can get more responses for this part of the world.

Years experience is just in paid

For city results: only used cities that had at least 10 reponses

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHERE DO YOU WORK?	TOTAL
In-House (Client/Brand)	6
Agency	14
Self-employed/Freelancer	0
Other	0
Non-Profit	0
Ad Network / Tech Vendor	1 / 1

GENDER	TOTAL
Female	3
Male	19
Non-Binary	0
Transgender	0
Prefer Not To Say	0

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHAT PLATFORMS DO YOU WORK ON?



GOOGLE ADS

19



BING

12



FACEBOOK

18



DISPLAY

15



LINKEDIN

8



TWITTER

1



AMAZON

0



PROGRAMMATIC

8

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHAT PLATFORMS DO YOU WORK ON?



PINTEREST

0



YOUTUBE

11



QUORA

0



SNAPCHAT

2



NATIVE

7



APPLE ADS

2



REDDIT

2

COMPANY SIZE SALARY IN AUS & NZ

COMPANY SIZE (Employees)	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
1-10	\$50,000	\$87,000	\$69,250	\$70,000	4
11-50	\$29,307	\$85,000	\$59,228	\$75,000	7
51-200	\$52,541	\$78,500	\$67,014	\$70,000	3
201-500	\$55,000	\$110,000	\$83,333	\$85,000	3
501-1,000	\$240,000	\$240,000	\$240,000	\$240,000	1
1,001-5,000	\$185,000	\$185,000	\$185,000	\$185,000	1
5,000+	\$57,000	\$190,000	\$102,667	\$61,000	3
Self/Freelance	\$00	\$00	\$00	\$00	0

AGENCY SALARY IN AUS & NZ

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$50,000	\$50,000	\$50,000	\$50,000	1
1-2 YRS	\$52,541	\$70,000	\$50,424	\$57,000	6
3-5 YRS	\$29,307	\$85,000	\$59,634	\$59,228	4
6-9 YRS	\$78,500	\$80,000	\$79,250	\$78,500	2
10-15 YRS	\$70,000	\$70,000	\$70,000	\$70,000	1
15+ YRS	\$00	\$00	\$00	\$00	0



IN-HOUSE SALARY IN AUS & NZ

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$42,988	\$42,988	\$42,988	\$42,988	1
1-2 YRS	\$61,000	\$240,000	\$150,500	\$61,000	2
3-5 YRS	\$87,000	\$87,000	\$87,000	\$87,000	1
6-9 YRS	\$85,000	\$85,000	\$85,000	\$85,000	1
10-15 YRS	\$185,000	\$185,000	\$185,000	\$185,000	1
15+ YRS	\$00	\$00	\$00	\$00	0

FEMALE SALARY IN AUS & NZ

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$0	\$0	\$0	\$0	0
1-2 YRS	\$57,000	\$57,000	\$57,000	\$57,000	1
3-5 YRS	\$190,000	\$190,000	\$190,000	\$190,000	1
6-9 YRS	\$78,500	\$78,500	\$78,500	\$78,500	1
10-15 YRS	\$0	\$0	\$0	\$0	0
15+ YRS	\$0	\$0	\$0	\$0	0



MALE SALARY IN AUS & NZ

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$42,988	\$50,000	\$46,494	\$42,988	2
1-2 YRS	\$52,541	\$240,000	\$86,649	\$61,000	7
3-5 YRS	\$29,307	\$87,000	\$65,107	\$65,000	5
6-9 YRS	\$80,000	\$110,000	\$91,667	\$85,000	3
10-15 YRS	\$70,000	\$185,000	\$127,500	\$70,000	2
15+ YRS	\$0	\$0	\$0	\$0	0



AUSTRALIA & NEW ZEALAND

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	\$42,988	\$50,000	\$46,494	\$42,988	2
1-2 YRS	\$52,542	\$240,000	\$82,943	\$58,000	8
3-5 YRS	\$29,307	\$190,000	\$85,923	\$65,000	6
6-9 YRS	\$78,500	\$110,000	\$88,375	\$80,000	4
10-15 YRS	\$70,000	\$185,000	\$127,500	\$70,000	2
15+ YRS	\$00	\$00	\$00	\$00	0



Nordic Region



IMPORTANT NOTES

Some people have 1-3 years experience in paid but have been working for 8-10+ years, thus they can skew salaries higher

Converted NOK & DKK salaries into SEK, so we can get more responses for this part of the world. I kept Finland with European results as their currency is the EURO.

Years experience is just in paid

For Nordic results: I combined data for Norway, Denmark and Sweden together. Also converted 2 USD salaries into SEK.

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHERE DO YOU WORK?	TOTAL
In-House (Client/Brand)	8
Agency	5
Self-employed/Freelancer	2
Other	0
Non-Profit	0
Ad Network / Tech Vendor	1 / 1

GENDER	TOTAL
Female	6
Male	10
Non-Binary	0
Transgender	0
Prefer Not To Say	1

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHAT PLATFORMS DO YOU WORK ON?



GOOGLE ADS

16



BING

11



FACEBOOK

11



DISPLAY

12



LINKEDIN

3



TWITTER

1



AMAZON

0



PROGRAMMATIC

2

DEMOGRAPHICS + OTHER DATA

NUMBERS ARE TOTAL RESPONDENTS WHO ANSWERED THE QUESTION

WHAT PLATFORMS DO YOU WORK ON?



PINTEREST

0



YOUTUBE

7



QUORA

0



SNAPCHAT

3



NATIVE

0



APPLE ADS

2



REDDIT

0

COMPANY SIZE SALARY IN NORDIC

COMPANY SIZE (Employees)	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
1-10	27,600 kr*	27,600 kr	27,600 kr	27,600 kr	1
11-50	324,000 kr	610,329 kr	471,917 kr	462,830 kr	6
51-200	425,746 kr	1,021,790 kr	617,445 kr	456,000 kr	4
201-500	420,000 kr	420,000 kr	420,000 kr	420,000 kr	1
501-1,000	480,000 kr	642,000 kr	561,000 kr	480,000 kr	2
1,001-5,000	00 kr	00 kr	00 kr	00 kr	0
5,000+	60,734 kr*	491,367 kr	276,051 kr	60,734 kr	2
Self/Freelance	325,000 kr	325,000 kr	325,000 kr	325,000 kr	1

* Wasn't sure if these people missed a zero in their salary but kept them in still.

AGENCY SALARY IN NORDIC

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	27,600 kr*	27,600 kr	27,600 kr	27,600 kr	1
1-2 YRS	432,361 kr	432,361 kr	432,361 kr	432,361 kr	1
3-5 YRS	456,000 kr	610,392 kr	530,493 kr	525,086 kr	3
6-9 YRS	00 kr	00 kr	00 kr	00 kr	0
10-15 YRS	00 kr	00 kr	00 kr	00 kr	0
15+ YRS	00 kr	00 kr	00 kr	00 kr	0

* Wasn't sure if these people missed a zero in their salary but kept them in still.

IN-HOUSE SALARY IN NORDIC

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	425,746 kr	425,746 kr	425,746 kr	425,746 kr	1
1-2 YRS	00 kr	00 kr	00 kr	00 kr	0
3-5 YRS	60,734 kr*	566,242 kr	403,036 kr	476,835 kr	5
6-9 YRS	642,000 kr	1,021,790 kr	831,895 kr	642,000 kr	2
10-15 YRS	00 kr	00 kr	00 kr	00 kr	0
15+ YRS	00 kr	00 kr	00 kr	00 kr	0

* Wasn't sure if these people missed a zero in their salary but kept them in still.

FEMALE SALARY IN NORDIC

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	27,600 kr*	324,000 kr	175,800 kr	27,600 kr*	2
1-2 YRS	462,820 kr	462,820 kr	462,820 kr	462,820 kr	1
3-5 YRS	476,830 kr	480,000 kr	478,418 kr	476,830 kr	2
6-9 YRS	642,000 kr	642,000 kr	642,000 kr	642,000 kr	1
10-15 YRS	00 kr	00 kr	00 kr	00 kr	0
15+ YRS	00 kr	00 kr	00 kr	00 kr	0

* Wasn't sure if these people missed a zero in their salary but kept them in still.



MALE SALARY IN NORDIC

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	425,746 kr	425,746 kr	425,746 kr	425,746 kr	1
1-2 YRS	432,361 kr	432,361 kr	432,361 kr	432,361 kr	1
3-5 YRS	60,734 kr*	610,392 kr	445,637 kr	491,367 kr	6
6-9 YRS	325,000 kr	1,021,790 kr	673,395 kr	325,000 kr	2
10-15 YRS	00 kr	00 kr	00 kr	00 kr	0
15+ YRS	00 kr	00 kr	00 kr	00 kr	0

* Wasn't sure if these people missed a zero in their salary but kept them in still.



NORDIC Region

YRS EXPS. IN PAID	MIN SALARY	MAX SALARY	AVERAGE	MEDIAN	# OF RESPONSES
UNDER 1 YR	27,600 kr*	425,746 kr	259,115 kr	324,000 kr	3
1-2 YRS	432,361 kr	462,830 kr	447,596 kr	432,361 kr	2
3-5 YRS	60,734 kr*	610,392 kr	454,073 kr	480,000 kr	9
6-9 YRS	325,000 kr	1,021,790 kr	662,930 kr	642,000 kr	3
10-15 YRS	00 kr	00 kr	00 kr	00 kr	0
15+ YRS	00 kr	00 kr	00 kr	00 kr	0

* Wasn't sure if these people missed a zero in their salary but kept them in still.

Thank You!

Please Share With Your Network



The End