

2023 AdTech Salary Report

Insight into salaries across the UK, US, French & German AdTech markets

Plus commission & bonus information

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Overview

Following a year of post-pandemic growth across the AdTech sector, 2022 presented an interesting set of challenges for companies looking to attract and hire the market's best talent.

In many cases, the demand for talent outweighed its availability and companies were forced to contend with a competitive, candidate-driven market and talent pool that could be more selective when it came to their next move.

Additionally, the impact of the "Great Resignation" and mass layoffs across a number of high-profile technology businesses in H2 dominated the headlines and led to more talent hitting the market and looking for roles.

As for 2023, many of the conversations around what prospective employees are looking for will remain the same. Flexibility, company culture and progression opportunities have become as important as earning potential for candidates, especially amongst the younger generation of talent entering the workforce.

Of course, the salaries and bonuses on offer remain hugely important and the results indicate this changing market and greater competition for candidates have driven salaries up across the specialisms covered in the report.

“Flexibility, company culture and progression opportunities have become as important for candidates as earning potential”

We've compiled the following salaries and bonuses from our clients' current salary budgets and our own in-depth knowledge of the candidate market in recent months.

In doing so, we've highlighted the salaries we'd expect to see for Commercial, Account Management / Ad Operations, Marketing and Technical roles in the UK, US, French and German markets in 2023.

For more information on any of the salaries in this report, or to find out how Grey Matter can help with your growth plans, get in touch via info@greymatterrecruitment.co.uk.

Commercial

Sales Account Executive / Sales Director SaaS (IC Role)

	Low	Mid	High	Bonus
UK	£90,000	£110,000	£130,000	100%
US	\$150,000	\$167,500	\$185,000	100%
France	€90,000	€105,000	€120,000	100%
Germany	€90,000	€105,000	€120,000	100%

Sales Manager - Agencies

	Low	Mid	High	Bonus
UK	£55,000	£65,000	£75,000	50-100%
US	\$100,000	\$115,000	\$130,000	50-100%
France	€50,000	€55,000	€60,000	40-75%
Germany	€50,000	€55,000	€60,000	50-80%

Sales Director - Agencies (IC Role)

	Low	Mid	High	Bonus
UK	£80,000	£95,000	£110,000	50-100%
US	\$130,000	\$145,000	\$160,000	50-100%
France	€80,000	€90,000	€100,000	40-75%
Germany	€80,000	€90,000	€100,000	50-80%

Sales Director - Agencies (Leadership Role)

	Low	Mid	High	Bonus
UK	£120,000	£130,000	£140,000	50-100%
US	\$175,000	\$197,500	\$220,000	50-100%
France	€110,000	€120,000	€130,000	40-75%
Germany	€110,000	€120,000	€130,000	50-80%

VP Sales

	Low	Mid	High	Bonus
UK	£150,000	£175,000	£200,000	50-100%
US	\$240,000	\$262,500	\$285,000	50-100%
France	€130,000	€145,000	€160,000	40-75%
Germany	€130,000	€140,000	€150,000	50-80%

Market Observations

As vendors and publishers continue to evolve their products and focus on a SaaS sell direct to brands, finding salespeople who understand a complex, more technical and longer sales process, and how AdTech works continues to be a challenge. This has led to a continued rise in salaries, even with the macro-economic climate taken into account, as companies seek to attract top talent.

While many have continued to focus on selling direct to brands, the need for well connected and knowledgeable Agency Sales talent will always be highly sought after.

Salaries seemed to break new ceilings month on month during H1, but we saw the curve flatten due H2's macro-economic environment. Regarding bonuses, there's been an interesting move in Europe away from the base salary + 50% OTE to the structure more familiar in SaaS and in the US e.g. base + 100% OTE.

In 2023, we're expecting salaries to stay relatively flat, with more emphasis on commission potential.

Account Management / Ad Operations

Programmatic Trader / Ad Ops

	Low	Mid	High	Bonus
UK	£40,000	£50,000	£60,000	10-20%
US	\$60,000	\$80,000	\$100,000	10-20%
France	€40,000	€50,000	€60,000	10-20%
Germany	€40,000	€50,000	€60,000	10-20%

Campaign Analyst

	Low	Mid	High	Bonus
UK	£40,000	£50,000	£60,000	10-20%
US	\$60,000	\$80,000	\$100,000	10-20%
France	€40,000	€50,000	€60,000	10-20%
Germany	€40,000	€50,000	€60,000	10-20%

Account Manager (Campaign Management & Optimisation Focus)

	Low	Mid	High	Bonus
UK	£45,000	£50,000	£55,000	25-50%
US	\$90,000	\$105,000	\$120,000	10-25%
France	€45,000	€50,000	€65,000	10-20%
Germany	€42,500	€47,500	€52,500	10-20%

Senior Account Manager / Account Director (Campaign Management & Optimisation Focus)

	Low	Mid	High	Bonus
UK	£60,000	£72,500	£85,000	25-50%
US	\$120,000	\$135,000	\$150,000	30-50%
France	€60,000	€70,000	€80,000	20-40%
Germany	€60,000	€70,000	€80,000	20-40%

Account Manager (Client Retention & Upsell / Cross Sell)

	Low	Mid	High	Bonus
UK	£50,000	£55,000	£60,000	25-50%
US	\$100,000	\$110,000	\$120,000	30-50%
France	€50,000	€55,000	€60,000	20-40%
Germany	€50,000	€55,000	€60,000	20-40%

Senior Account Manager / Account Director (Client Retention & Upsell / Cross Sell)

	Low	Mid	High	Bonus
UK	£65,000	£75,000	£85,000	25-50%
US	\$130,000	\$145,000	\$160,000	30-50%
France	€65,000	€72,500	€80,000	20-40%
Germany	€65,000	€72,500	€80,000	20-40%

Account Management / Ad Operations

Director of Account Management / Customer Success

	Low	Mid	High	Bonus
UK	£90,000	£102,500	£115,000	25-30%
US	\$165,000	\$175,000	\$185,000	30-50%
France	€85,000	€97,500	€110,000	20-40%
Germany	€85,000	€97,500	€120,000	20-40%

VP of Account Management / Customer Success

	Low	Mid	High	Bonus
UK	£120,000	£132,500	£145,000	25-30%
US	\$185,000	\$197,500	\$210,000	30-50%
France	€115,000	€122,500	€130,000	20-40%
Germany	€115,000	€122,500	€130,000	20-40%

Solutions Consultant

	Low	Mid	High	Bonus
UK	£60,000	£80,000	£100,000	10-30%
US	\$100,000	\$125,000	\$150,000	10-30%
France	€60,000	€80,000	€100,000	10-30%
Germany	€60,000	€80,000	€100,000	10-30%

Technical Account Manager

	Low	Mid	High	Bonus
UK	£50,000	£65,000	£80,000	10-20%
US	\$100,000	\$125,000	\$150,000	10-20%
France	€50,000	€65,000	€80,000	10-20%
Germany	€50,000	€65,000	€80,000	10-20%

Implementation Manager

	Low	Mid	High	Bonus
UK	£50,000	£65,000	£80,000	10-20%
US	\$100,000	\$125,000	\$150,000	10-20%
France	€50,000	€65,000	€80,000	10-20%
Germany	€50,000	€65,000	€80,000	10-20%

Market Observations

With huge growth for many companies in 2021, the need for people who have hands-on AdTech skills delivering campaigns as well as more commercially focused talent continued to be in high demand throughout 2022. This was clearly reflected in the 15-20% increase in pay over the previous 12 months in order to attract and secure the best people in the market.

As changes in the macro-economic environment became more obvious in summer 2022, companies turned to client retention as a focus over client acquisition. As such, Account Management and Customer Success opportunities remained steady.

We continued to see significant growth in more technical specialisms within AdTech in 2022, with Solutions Consultants, Technical Account Managers and Implementation Managers being the most sought after. Salaries have continued to rise in this discipline with a 10-15% pay increase the result of the demand.

Entering Q4, Mid-Level candidates were a priority for clients, and we expect to see more Senior hires in 'post-sales' vacancies in 2023.

Marketing

Marketing Manager

	Low	Mid	High	Bonus
UK	£50,000	£60,000	£70,000	15-25%
US	\$90,000	\$105,000	\$120,000	15-25%
France	€50,000	€57,500	€65,000	15-25%
Germany	€50,000	€57,500	€65,000	15-25%

Director of Marketing

	Low	Mid	High	Bonus
UK	£80,000	£90,000	£100,000	15-25%
US	\$100,000	\$120,000	\$140,000	15-25%
France	€60,000	€70,000	€80,000	15-25%
Germany	€60,000	€70,000	€80,000	15-25%

VP Marketing

	Low	Mid	High	Bonus
UK	£110,000	£125,000	£140,000	15-25%
US	\$170,000	\$185,000	\$200,000	15-25%
France	€100,000	€110,000	€120,000	15-25%
Germany	€95,000	€107,500	€120,000	15-25%

Market Observations

Marketing vacancies in AdTech have not seen as significant growth as some of the other job disciplines in 2022, however the demand has still been high.

With such a strong H1, many companies were driven to new revenue highs through inbound leads with marketing teams functioning well to help drive outbound leads.

Rather than large-scale growth in the marketing discipline we saw companies grow more steadily and hire experienced marketers who were real experts in the AdTech space.

Salaries in marketing stayed relatively flat in 2022 with a more modest 5-10% increase.

We expect new marketing opportunities to stay relatively flat in early 2023 with more significant growth going into Q2.

Technical

Software Engineer

	Low	Mid	High	Bonus
UK	£60,000	£70,000	£80,000	10-20%
US	\$100,000	\$120,000	\$140,000	10-20%
France	€60,000	€70,000	€80,000	10-20%
Germany	€60,000	€70,000	€80,000	10-20%

Senior / Lead Software Engineer

	Low	Mid	High	Bonus
UK	£80,000	£100,000	£120,000	10-20%
US	\$120,000	\$150,000	\$180,000	10-20%
France	€80,000	€100,000	€120,000	10-20%
Germany	€80,000	€100,000	€120,000	10-20%

Market Observations

The biggest candidate shortages across all technology sectors, including AdTech, continue to appear amongst technical professionals. As a result, salaries climbed steadily throughout 2022, with some skillsets seeing a 20% increase as businesses sought to meet the demands and attract candidates.

With the current macro-economic having an impact on the location of Engineers and Developers, the demands for technical skills in the UK, US, France and Germany has significantly risen. Many of the top candidates are seeing up to 30 or 40 opportunities presented to them when active in the job market.

We expect the shortage of talent to continue into 2023, but with a more modest rise in salaries at around 5-10%.