

2024 AdTech Salary Report

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

Plus commission & bonus information

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Overview

As one big Tech CEO put it, 2023 was indeed the ‘year of efficiency’. After the enormous growth post-pandemic the Ad Tech space hit some fairly strong turbulence in 2023.

As the wide-spread lay-offs impacted the industry, we saw an influx of candidates looking for work leading to a correction in salary expectations, despite high inflation. Many employees not impacted by lay-offs took a ‘wait and see’ approach to moving.

The winners of 2023 were undoubtedly the companies who were profitable or close to profitability, who continued to grow despite the headwinds.

As for 2024, we have already seen a much improved hiring market with many companies moving from efficiency to growth, albeit not at the levels of 2021/22. Employees are feeling more confident each month that the risk of making a move has been diminished. Security has again become the key requirement for many employees when deciding on staying in their current company or looking for a move and if they do decide to move then flexibility, company culture and progression opportunities are still absolutely vital.

“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	£80,000	£90,000	£110,000	100%
US	\$120,000	\$150,000	\$165,000	100%
France	€70,000	€80,000	€100,000	100%
Germany	€70,000	€80,000	€100,000	100%

Sales Manager - Agencies

	Low	Mid	High	Bonus
UK	£55,000	£65,000	£75,000	50-100%
US	\$100,000	\$110,000	\$120,000	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	£90,000	£100,000	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	£110,000	£120,000	£130,000	50-100%
US	\$160,000	\$180,000	\$200,000	50-100%
France	€100,000	€110,000	€120,000	40-75%
Germany	€100,000	€110,000	€120,000	50-80%

VP Sales

	Low	Mid	High	Bonus
UK	£130,000	£150,000	£185,000	50-100%
US	\$200,000	\$230,000	\$260,000	50-100%
France	€120,000	€135,000	€150,000	40-75%
Germany	€120,000	€135,000	€150,000	50-80%

Market Observations

After a highly turbulent 2023 with large amounts of lay-offs across the sector, the seemingly ever rising salaries in ad tech have now plateaued and in some cases have dropped from the highs of 2022.

For the most part the regular news of new lay-offs have tailed off but there are clearly going to be some bumps in the road in 2024, however we expect confidence to continue to rise as the year goes on.

With the search for ad dollars as competitive as ever, ad tech companies and publishers will continue to look for the best salespeople throughout the year. There will be a continued premium on salaries for candidates who understand advertising and who have sold SaaS. As always, candidates well connected across the digital media agencies and direct advertisers will be highly sought after.

Now that there has been a correction in salaries from the 2022 highs we expect salaries to remain relatively flat for most of the year with the possibility of some rises as we move into Q4 when we expect to see more candidate scarcity.

Account Management / Ad Operations

Programmatic Trader / Ad Ops

	Low	Mid	High	Bonus
UK	£35,000	£42,500	£55,000	10-20%
US	\$60,000	\$80,000	\$100,000	10-20%
France	€35,000	€40,000	€55,000	10-20%
Germany	€35,000	€40,000	€55,000	10-20%

Campaign Analyst

	Low	Mid	High	Bonus
UK	£35,000	£42,500	£55,000	10-20%
US	\$60,000	\$80,000	\$100,000	10-20%
France	€35,000	€40,000	€55,000	10-20%
Germany	€35,000	€40,000	€55,000	10-20%

Account Manager (Campaign Management & Optimisation Focus)

	Low	Mid	High	Bonus
UK	£40,000	£45,000	£55,000	25-50%
US	\$90,000	\$105,000	\$120,000	10-25%
France	€40,000	€45,000	€55,000	10-20%
Germany	€38,000	€42,500	€50,000	10-20%

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

	Low	Mid	High	Bonus
UK	£55,000	£70,000	£80,000	25-50%
US	\$120,000	\$135,000	\$150,000	30-50%
France	€50,000	€60,000	€70,000	20-40%
Germany	€50,000	€60,000	€70,000	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	£60,000	£70,000	£80,000	25-50%
US	\$120,000	\$135,000	\$155,000	30-50%
France	€55,000	€65,000	€75,000	20-40%
Germany	€55,000	€65,000	€75,000	20-40%

Account Management / Ad Operations

Director of Account Management / Customer Success

	Low	Mid	High	Bonus
UK	£85,000	£97,500	£110,000	25-30%
US	\$155,000	\$165,000	\$175,000	30-50%
France	€75,000	€90,000	€105,000	20-40%
Germany	€72,500	€87,500	€100,000	20-40%

VP of Account Management / Customer Success

	Low	Mid	High	Bonus
UK	£120,000	£130,000	£140,000	25-30%
US	\$175,000	\$187,500	\$200,000	30-50%
France	€110,000	€120,000	€130,000	20-40%
Germany	€110,000	€120,000	€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

As 2023 started the signs of a tough year ahead were clear to see. Client spend was down and client-retention and success of campaigns was vital for most ad tech vendors, agencies and publishers.

Salaries within account management and customer success saw a 10-15% reduction from the height of mid-2022 with many companies readdressing their budgets for hiring. We saw a lack of leadership roles across the sector with most hiring at the mid-level range.

On a positive note, we did continue to see growth in more technical specialisms within AdTech in 2023, with Solutions Consultants, Technical Account Managers, Product Managers and Implementation Managers the most sought after. Salaries stayed flat in this discipline for 2023.

As we move into 2024 we are expecting a small salary rise of between 5-8% in Ad Tech Account Management / Ad ops.

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	£120,000	£130,000	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 were subdued in 2023 and one of the disciplines hardest hit by the weak market.

While some companies lived to the mantra that when the market is flat it's a good idea to spend on marketing, others scaled back their offering and there was a noticeable lack of growth in this sector.

Salaries saw a small decline in 2023 but with renewed confidence in the sector in 2024 we expect a steady 3-5% rise in salaries in 2024.

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 did not decrease in 2023 but instead stayed flat.

Opportunities for remote working continued apace for Technical candidates in 2023 and a rise in companies adopting Employer of Record (EOR) companies made it a lot easier to hire candidates in any location.

We expect the shortage of talent to continue into 2024, but with salaries staying in line with 2023.