

MarketingOps.com  
Marketing Operations  
Salary Benchmark  
Report

2017 Edition

# MarketingOps.com

A trade association and community for  
marketing operations professionals.

JOIN FOR FREE

MarketingOps.com is a global organization exclusively serving the marketing operations industry and professionals engaged in it. Our purpose is to educate, support, connect, and represent the growing marketing operations ecosystem. For membership, please visit <http://marketingops.com>.

This report was compiled by Dave Rigotti, co-founder and Executive Chairperson of MarketingOps.com.

A special thank you to all those who contributed their salary information to make this report possible and Brian Hansford, Gary Katz, Kristen Malkovich, and Michelle McCabe for reviewing draft versions.

## Methodology

This survey ran from May - June 2017. Primary promotion was through the marketingops.com community with 88 people participating in the survey. The "Expected Compensation" components of this report was compiled by adding base salary and a manipulated variable salary. The survey asked "What is the likelihood you'll receive your full variable compensation" with a range of 1 - 5 which was used to adjust total potential variable compensation to expected variable compensation.

## Introduction

I'm incredibly excited to unveil the first of many reports from MarketingOps.com. Our plan is to release this compensation benchmark report yearly and you can already [submit your information for the 2018 version](#).

The marketing operations industry appears strong and healthy with the average salary for a Marketing Operations Manager of just over \$90,000 which is approximately 11% higher than the national average for Marketing Managers.

In addition, the survey found steady compensation increases commensurate with seniority and experience. An area of interest is that the average expected compensation for those that do NOT specialize in a particular marketing automation platform was higher than those who do, and upon further study of the data, these tend to be more senior level professionals. Our assumption is they are running marketing operations a bit more and doing marketing operations a bit less, so do not have or need as much specialized skills.

The top market for highest average compensation is San Francisco followed very closely by Portland, which was a bit of a surprise to me and some of those who reviewed the report as well.

If you have feedback for future versions, please email [hello@marketingops.com](mailto:hello@marketingops.com).

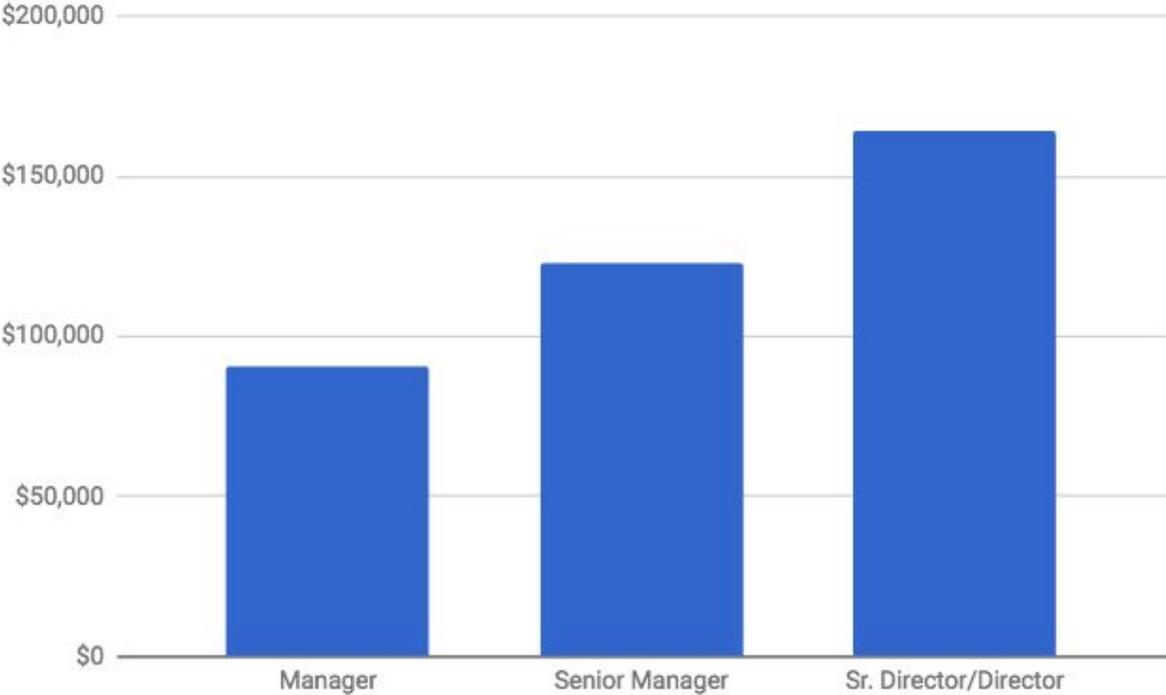
Thanks,  
Dave Rigotti  
Chairperson, MarketingOps.com

# Survey Results

## How does compensation compare across job levels?

For the first chart, we look at the expected compensation by reported job level. As with all the expected compensation charts in this report, it includes base salary plus expected variable compensation. Here's the distribution:

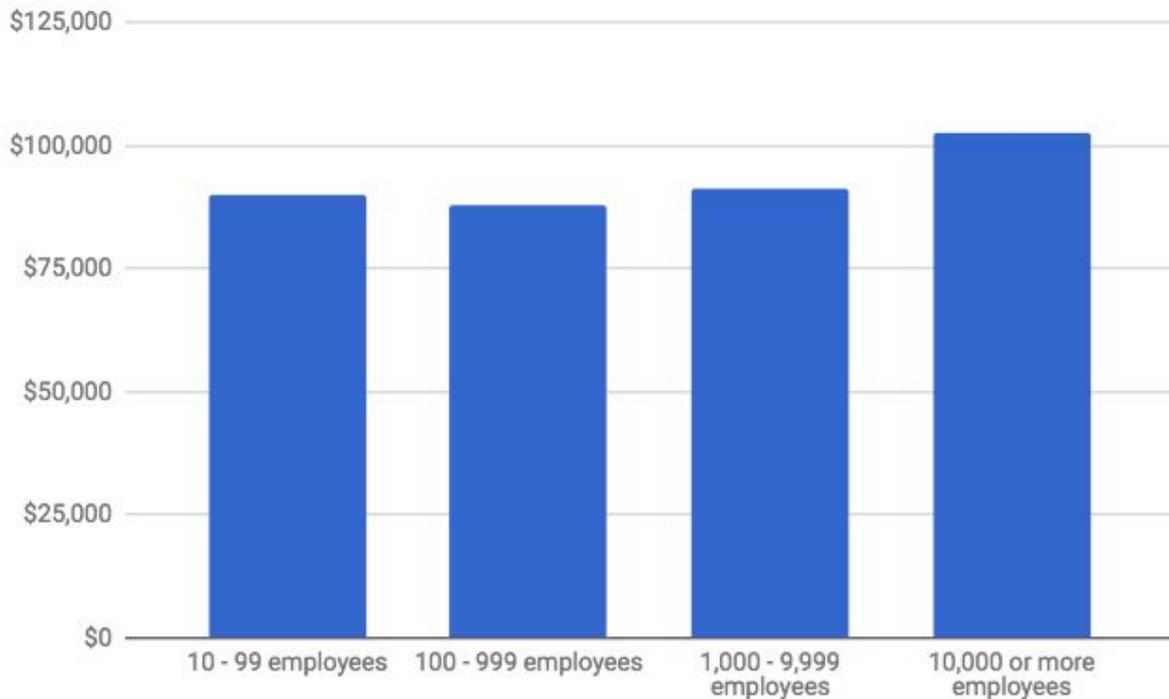
- Manager: \$90,732
- Senior Manager: \$122,855
- Sr. Director / Director: \$163,974



As you might expect, the pay increases with more senior job titles, at approximately 33% more than the previous level.

Drilling into the Manager level, we see that expected compensation is quite similar for most company sizes, except for enterprises where expected compensation is a bit higher than other email bands.

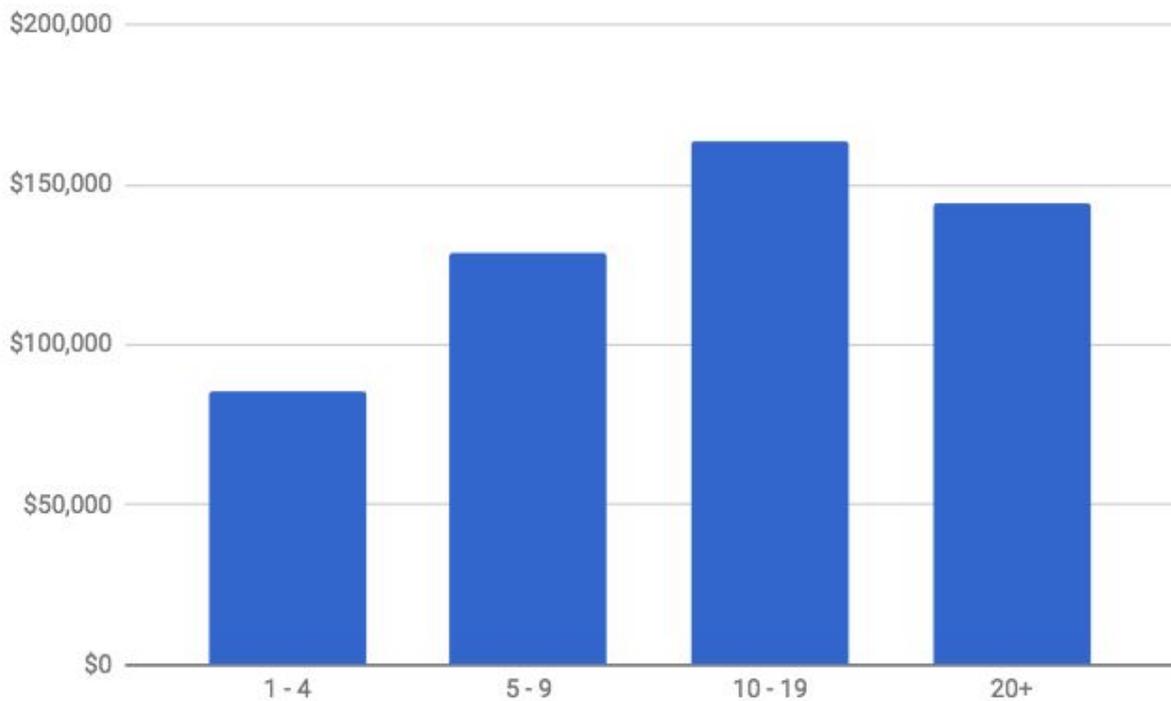
- 10 - 99 employees: \$89,920
- 100 - 999 employees: \$88,031
- 1,000 - 9,999 employees: \$91,400
- 10,000 or more employees: \$102,736



### **Does years of experience mean higher expected compensation?**

Next, we compare the expected compensation by years of experience in marketing operations. Similarly to the job level, we see that more experience generally means higher expected compensation.

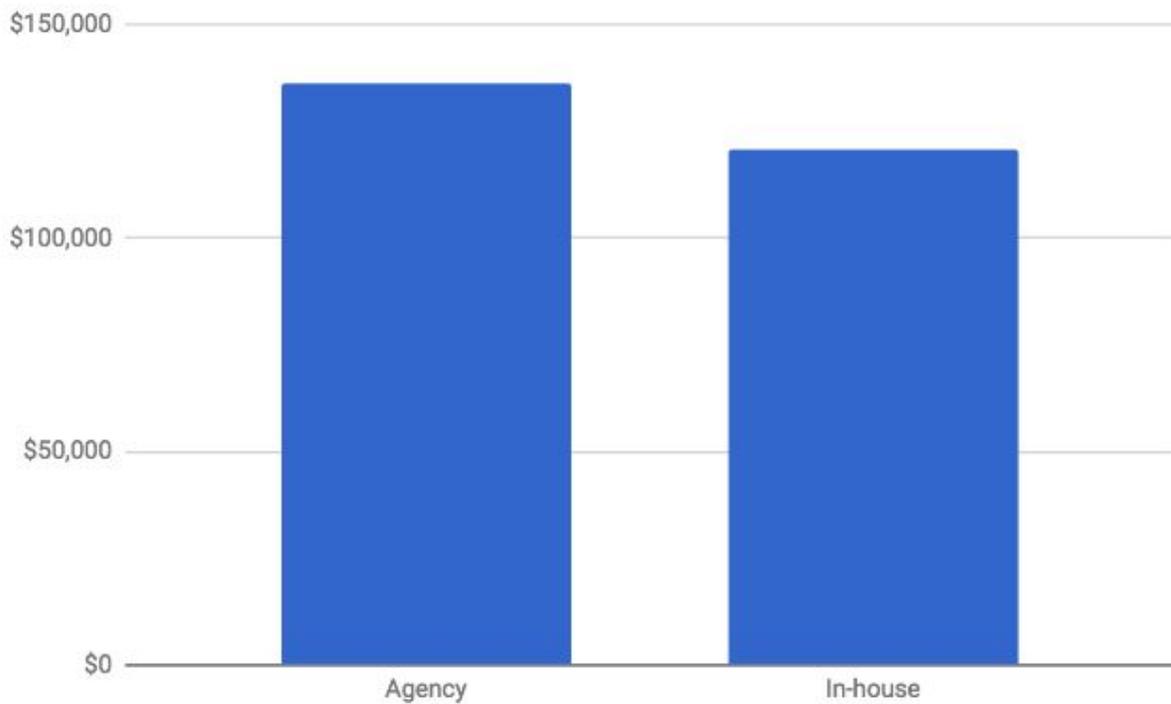
- 1 - 4 years: \$85,476
- 5 - 9 years: \$128,952
- 10 - 19 years: \$163,639
- 20+ years: \$143,968



**Is there a difference between in-house vs agency professionals for expected compensation?**

Next, we compare the expected compensation across all levels for in-house and agency marketing operations professionals. Those who work at an agency are paid slightly more than in house:

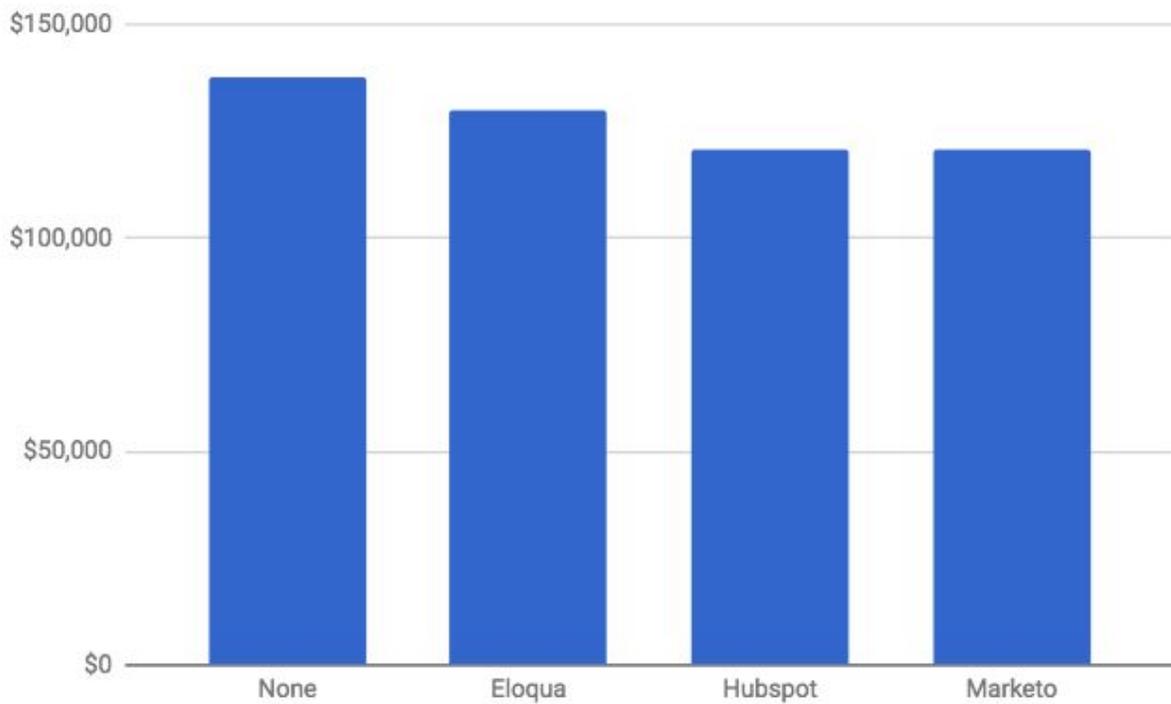
- Agency: \$136,400
- In-house: \$120,595



### **Does specializing in a marketing automation system mean higher expected compensation?**

Next, we compare the expected compensation by the what marketing automation system they specialize in servicing. Eloqua specialization slightly edged out Marketo and Hubspot, which also tends to be for larger organizations, which may account for the difference. Interestingly, those that did not specialize had a slightly higher salary. These professionals tend to be more senior and therefore need less specific technology skills.

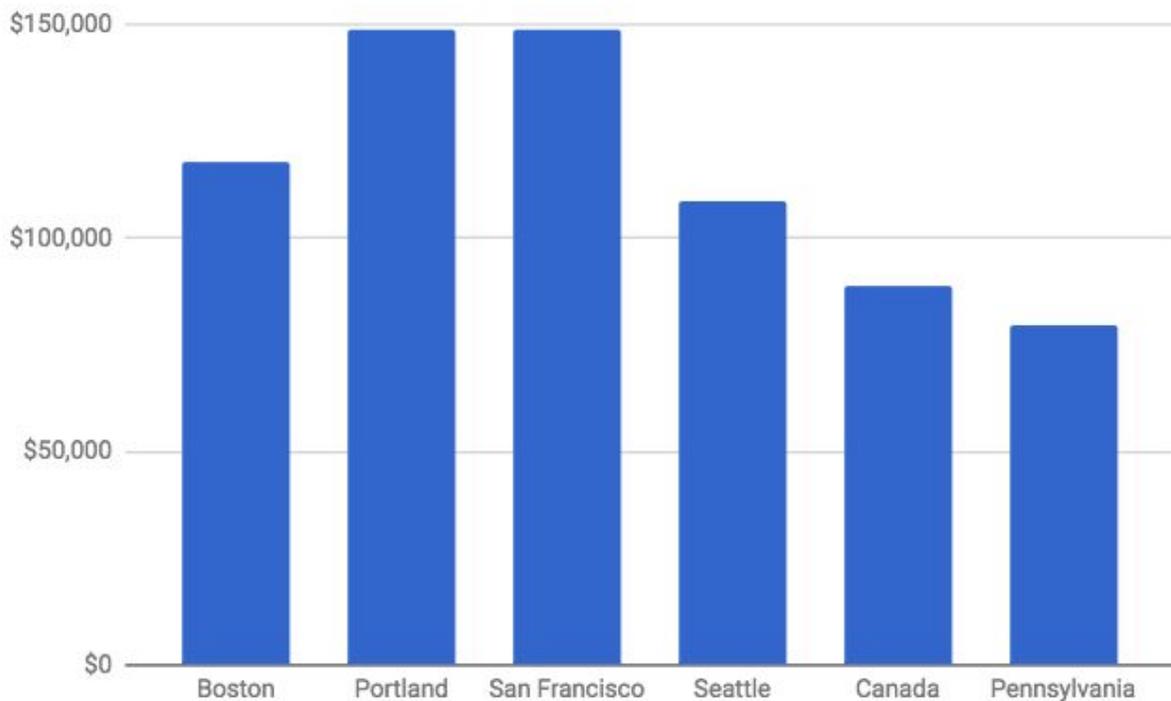
- None: \$137,637
- Eloqua: \$129,956
- Hubspot: \$120,579
- Marketo: \$120,523



### **How does expected compensation compare across cities and regions?**

Compensation varies across regions and a number of people from similar locations and luckily 5 or more people took the survey from 6 geographic regions. Here's the expected compensation for each:

- Boston: \$117,886
- Portland: \$148,800
- San Francisco: \$148,994
- Seattle: \$108,875
- Canada: \$89,000
- Pennsylvania: \$79,600



In addition to regional differences for compensation, the survey respondents also varied slightly across the regions. Here is the average years of experience in marketing operations for the respondents of each region:

- Boston: 8.1 years
- Portland: 7.0 years
- San Francisco: 6.0 years
- Seattle: 4.9 years
- Canada: 4.6 years
- Pennsylvania: 6.3 years

Thanks for reading the 2017 version of the MarketingOps.com Marketing Operations Salary Benchmark Report. Be sure to [join the MarketingOps.com community](#) and take the 2018 benchmark report survey [here](#).