

DIGITAL REPUBLIC

Market Leader in Data Driven Digital Recruitment

2024 Salary Guide - US Edition

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Welcome to Digital Republic Talent 2024 Salary Guide, here is what you can expect to find:



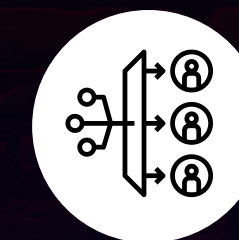
Introduction & Methodology

Providing an overview of the salary guide and explaining the data collection process for accurate market analysis.



Data Science

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.



CDP

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.



Directors Comments, Market Overview & Employee Insights

In-depth analysis of industry trends and expert insights. Including the digital market sentiment and the impact of AI on the job market.



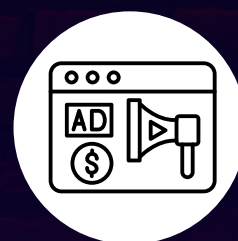
Digital Analytics

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.



Cloud Computing

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Programmatic

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.

SALARY GUIDE INTRODUCTION

Welcome to Digital Republic Talent's 2024 Salary Guide.

It has been six months since our last salary guide, and we are excited to present an updated overview of average salaries for the most common job titles in the following markets: Cloud Computing, Data Science, Digital Analytics, Programmatic, and CDP. Discover our comprehensive data collection process in the methodology section, providing accurate and up-to-date salary information

For this edition, we focused on the following cities during our data collection: New York, Los Angeles, San Francisco, Chicago, and Austin.

In addition to average annual salary figures and average hourly contract rate, we provide an analysis of hiring trends and valuable insights into popular workplace topics such as hybrid working and the most sought-after incentives.

By utilizing these resources, we aim to provide you with the most accurate and up-to-date salary information in the industry. We hope that this guide proves valuable in your understanding of the current market landscape and assists you in making informed decisions regarding compensation.

SALARY GUIDE METHODOLOGY

Our methodology involved surveys, internal analysis, online sources, and data consolidation to ensure accurate salary insights. This page provides an overview of our data collection and analysis process for a reliable salary guide.



Independent Survey

We conducted an independent survey that reached out to individuals across the United Kingdom and the United States. This survey allowed us to gather valuable data on salary trends and preferences directly from the workforce, ensuring a diverse and representative sample.



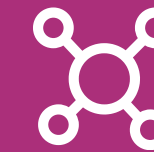
Internal Analysis

We leveraged our expertise and resources at DRT to analyze all our placements and screens. This internal analysis provided us with real-world data on the salaries offered and accepted by candidates, giving us insights into the current market rates.



Online Source Analysis

We conducted a thorough analysis of various online sources, including job boards and recruitment websites. By examining roles advertised and their associated compensation, we gained a broader understanding of salary trends and industry benchmarks.



Data Consolidation

We meticulously compiled and consolidated the data obtained from the survey, internal analysis, and online sources. This involved organizing and categorizing the salary information based on job titles and geographic locations, allowing us to present comprehensive and accurate salary ranges.

SALARY GUIDE DIRECTOR'S COMMENTS

RICHARD MANSO, MANAGING DIRECTOR

Welcome to our fourth market salary survey! As always, I wanted to take the opportunity to express my gratitude to the operations and sales teams involved in helping us put together what is for us a large undertaking which involves taking significant amounts of data from various sources to bring together insight that will hopefully be useful to our general audience. It is a painstaking process which involves taking data collected in periods from quantitative and qualitative research conducted through our clients and candidates and we also use external data sources to help cross-reference our findings and aggregate what we present to you in its completed form.

It is fair to say that the job market within digital, media and marketing technology has been under significant pressure in the last year due to major macroeconomic events including conflicts in Ukraine and the Middle East and of course the rise in the cost of living and higher interest rates. We have also seen many technology giants make strategic decisions to drive down costs through redundancies, slower investments and pressure on suppliers which has also had a big effect on the job market. One of the big drivers of the digital economy is investment from the private equity market which has also slowed and affected the investment in the sector.

Employers have also seen less demand for their products and services which has also pushed down sales numbers and profit margins, once again, creating the need to drive down costs. The result is that we have seen pretty large rounds of layoffs across the boards, less hiring in general and longer lead times for practitioners within the industry to find new employment. On average, we have seen the length of time to find employment increase by four weeks from the information surveyed in the period.

It's not all doom and gloom though and some employers have taken the opportunity to secure great talent they may not have had access to normally. We have also seen the market pivot towards new and interesting areas in AI and Machine Learning which has created new jobs and opportunities for people to take their careers in different directions through cross-training.

The freelance market has also remained pretty steady as employers unwilling to make long-term commitments seek more flexible resources based on projects and specific pieces of work which is not unusual in uncertain job climates.

Sentiment suggests that the market will stabilise in the next 6 to 12 months with a steady improvement in market conditions and a steady gravitation towards new market areas in Data Science, Machine Learning and AI.

2024 will likely be challenging for all parties operating in the ecosystem but there are also other reasons to be optimistic if you are an employer who is seeing the cost of resources come down in line with slowing inflation or an employee who will definitely notice more opportunities appear as we move through 2024 and confidence slowly return.

I do hope you find the survey insightful, interesting and even useful in making decisions about your career or even hiring. Next time around we will be enhancing the data we present you to reflect some of the new areas we will be operating in, so please watch this space!



SALARY GUIDE MARKETS OVERVIEW



Cloud Computing

The adoption of cloud technologies continues to soar, driven by its scalability, flexibility, and cost-effectiveness. Hybrid cloud solutions gained momentum, offering a blend of public and private cloud environments to meet diverse business needs. The rise of edge computing has also been notable, enabling real-time processing and reducing latency for applications and devices at the network's edge.



Data Science

Data science has continued to evolve with a focus on AI and machine learning. Advanced algorithms and models are being developed to extract valuable insights from vast datasets, enabling businesses to make data-driven decisions. Ethical considerations and responsible AI practices have gained prominence, emphasizing the importance of transparency, fairness, and accountability in data science applications.



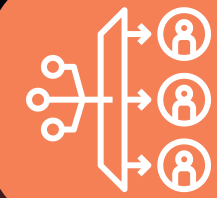
Digital Analytics

The field of digital analytics has seen advancements in tracking and analyzing customer behavior across various digital channels. Privacy regulations have necessitated a more responsible and privacy-centric approach to data collection and analysis. Personalization and customer segmentation techniques have improved, enabling businesses to deliver tailored experiences and optimize marketing strategies.



Programmatic

Programmatic advertising continues to transform the digital advertising landscape. Artificial intelligence and automation have enhanced targeting capabilities, optimizing ad placements and reaching relevant audiences. Privacy-focused initiatives and the increasing demand for transparency have influenced the industry, leading to enhanced data privacy practices and stricter regulations.



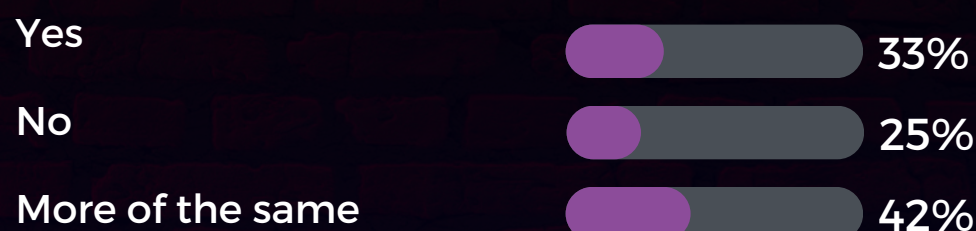
CDP

The Customer Data Platform (CDP) market is witnessing significant growth and evolution as businesses increasingly recognize the importance of unified customer data. Key trends in the market include a rising demand for personalized customer experiences, stringent data privacy regulations driving CDP adoption, and integration with other marketing technologies.

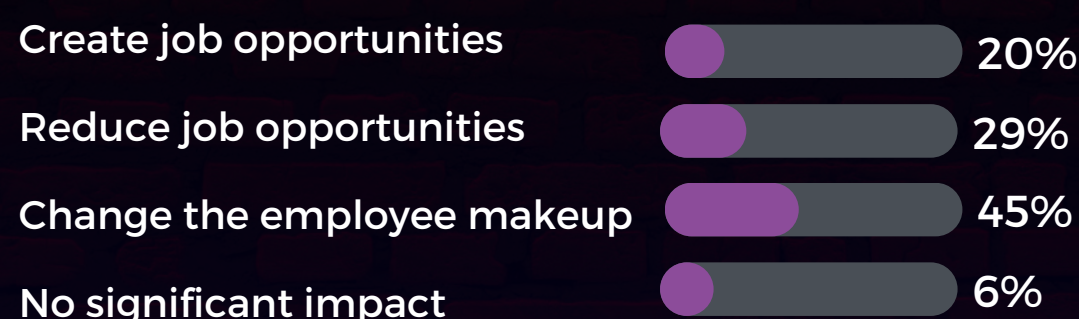
SALARY GUIDE INSIGHTS

Measuring digital market sentiment & The impact of AI on the job market

Will 2024 mark a better year in terms of the fortunes of the sector?



How do you think the advent of AI is likely to impact the job market in the next five years?



What will be the key area of growth in the AI ecosystem in the next five years?



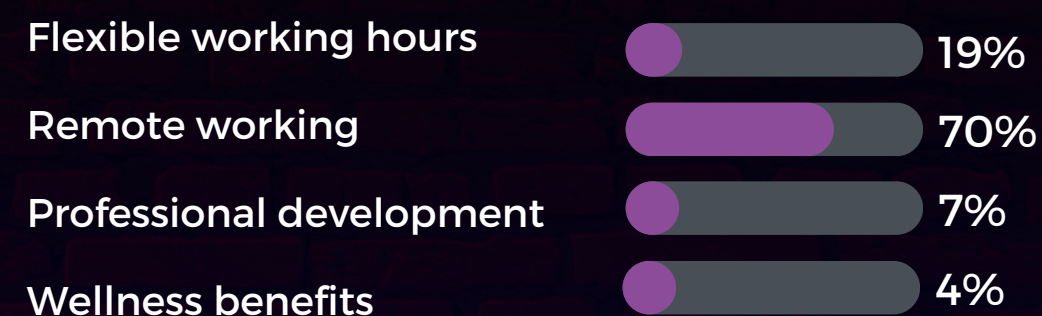
Throughout the course of last year, we conducted a series of polls to gather valuable insights from professionals like you. Let's dive into the results and discover the collective perspectives on various topics and industry trends. In terms of the prospects of the digital sector in 2024, the majority of respondents (42%) foresee a continuation of the current state, suggesting a belief that 2024 will bring more of the same conditions without significant shifts. A significant portion of respondents (33%) express optimism, believing that 2024 will bring positive changes and improvements to the sector, while 25% anticipate that the fortunes of the sector may not improve in the coming year. These diverse opinions highlight the community's uncertainty and varied expectations, with the industry set for both positive developments and challenges.

Moreover, the poll results suggest a nuanced view of how AI will impact the job market in the next five years with the majority of respondents (45%) expecting AI to bring changes in the employee makeup. This suggests an acknowledgement that while some jobs may be transformed or displaced, new roles and skill sets will likely emerge, necessitating adaptations in the composition of the workforce. Lastly, the majority of responses (45%) indicate that Security/Governance is foreseen as the key area of growth in the AI ecosystem over the next five years. This suggests a heightened awareness and emphasis on addressing security concerns and establishing effective governance frameworks within the AI landscape. A significant portion of respondents (38%) also suggest a strong belief in the ongoing evolution and innovation of AI technologies.

SALARY GUIDE INSIGHTS

Exploring Work Preferences & Motivation Factors in Today's Market

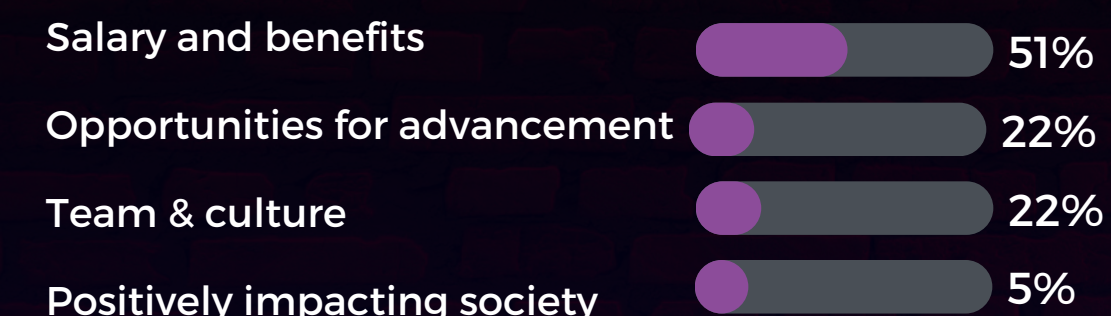
What's the biggest perk your company can provide?



What is the best day of the week to work from home?



What motivates you most in your job?



In a series of recent polls, employees shared their insights, providing a comprehensive view of what they are seeking in the current job market. When asked about their work preferences, remote working emerged as the most sought-after perk, with 70% of respondents expressing a strong desire for flexible work arrangements. This signifies the growing importance of workplace flexibility and the desire for a better work-life balance. Additionally, the poll results indicate a clear preference for working from home on Fridays, with 53% of respondents choosing this day. Mondays also received significant support, with 28%. The limited inclination for Wednesdays (12%) suggests a preference for either an extended weekend or a smooth transition into the workweek.

Moreover, the polls revealed that employees find motivation primarily through salary and benefits (51%), followed by opportunities for advancement and a supportive team and culture (22% each). A smaller segment (5%) indicated that positively impacting society motivates them. These findings underscore the need for organizations to prioritize flexible work options, transparent salary review processes, competitive compensation packages, growth opportunities, and a positive work environment to attract and retain top talent and foster employee satisfaction and motivation.

SALARY GUIDE **DATA SCIENCE**

DATA SCIENCE NEW YORK 2024

PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$87,900	\$120,500	\$167,300
Senior Data Scientist	\$117,100	\$147,300	\$193,200
Data Science Manager	\$141,500	\$173,000	\$205,600
Data Analyst (Python/SQL)	\$61,400	\$83,700	\$118,100
Advanced Analytics Manager	\$104,200	\$146,800	\$183,600
Machine Learning Engineer	\$111,000	\$157,700	\$207,200
Head of Data Science	\$150,000	\$186,000	\$245,000
Data Science Director	\$172,400	\$208,000	\$280,000
VP of Data Science	\$230,000	\$270,000	\$305,000
Chief Data Scientist	\$270,000	\$300,000	\$350,000

Annual Base Salary - \$ (USD) - New York, United States

DATA SCIENCE LOS ANGELES 2024

PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$100,700	\$138,000	\$160,000
Senior Data Scientist	\$124,400	\$157,600	\$180,000
Data Science Manager	\$135,700	\$170,000	\$190,000
Data Analyst (Python/SQL)	\$59,800	\$81,300	\$119,800
Advanced Analytics Manager	\$103,400	\$147,200	\$163,000
Machine Learning Engineer	\$123,500	\$166,400	\$180,000
Head of Data Science	\$155,000	\$180,000	\$190,000
Data Science Director	\$177,000	\$213,000	\$263,000
VP of Data Science	\$200,000	\$175,000	\$230,000
Chief Data Scientist	\$230,000	\$270,000	\$300,000

Annual Base Salary - \$ (USD) - Los Angeles, United States

DATA SCIENCE SAN FRANCISCO 2024

PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$108,000	\$147,000	\$198,100
Senior Data Scientist	\$130,600	\$176,600	\$258,000
Data Science Manager	\$157,300	\$197,300	\$244,600
Data Analyst (Python/SQL)	\$70,100	\$98,600	\$138,000
Advanced Analytics Manager	\$135,400	\$177,400	\$211,000
Machine Learning Engineer	\$123,600	\$173,400	\$224,400
Head of Data Science	\$190,000	\$220,000	\$260,000
Data Science Director	\$210,000	\$235,000	\$275,000
VP of Data Science	\$240,000	\$270,000	\$290,000
Chief Data Scientist	\$270,000	\$302,000	\$330,000

Annual Base Salary - \$ (USD) - San Francisco, United States

DATA SCIENCE CHICAGO 2024

PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$77,800	\$116,500	\$154,100
Senior Data Scientist	\$97,200	\$145,200	\$189,800
Data Science Manager	\$128,500	\$167,100	\$199,700
Data Analyst (Python/SQL)	\$56,300	\$75,900	\$111,000
Advanced Analytics Manager	\$104,200	\$141,500	\$171,700
Machine Learning Engineer	\$120,100	\$152,000	\$197,900
Head of Data Science	\$165,000	\$177,000	\$202,000
Data Science Director	\$170,000	\$190,000	\$210,000
VP of Data Science	\$190,000	\$210,000	\$230,000
Chief Data Scientist	\$220,000	\$250,000	\$270,000

Annual Base Salary - \$ (USD) - Chicago, United States

DATA SCIENCE AUSTIN

2024

PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$87,900	\$120,400	\$154,600
Senior Data Scientist	\$117,300	\$150,400	\$203,800
Data Science Manager	\$125,500	\$161,600	\$194,300
Data Analyst (Python/SQL)	\$52,800	\$76,300	\$122,700
Advanced Analytics Manager	\$96,600	\$134,500	\$167,900
Machine Learning Engineer	\$125,000	\$156,300	\$178,000
Head of Data Science	\$155,000	\$177,500	\$190,000
Data Science Director	\$160,000	\$180,000	\$200,000
VP of Data Science	\$180,000	\$200,000	\$220,000
Chief Data Scientist	\$200,000	\$230,000	\$250,000

Annual Base Salary - \$ (USD) - Austin, United States

DATA SCIENCE CONTRACT 2024

CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$65	\$90	\$115
Senior Data Scientist	\$80	\$100	\$135
Data Science Manager	\$100	\$125	\$150
Head of Data Science	\$115	\$130	\$150
Data Science Director	\$120	\$150	\$180
Data Analyst (Python/SQL)	\$80	\$90	\$100
Advanced Analytics Manager	\$100	\$125	\$145
Machine Learning Engineer	\$115	\$145	\$175
Consultant	\$200	\$275	\$350

The following estimates are rough ranges for hourly rates in USD (\$) for the mentioned job titles in the United States. These figures serve as a general guide, and it's important to consider various factors when determining the appropriate hourly rate for contract employment, such as specific location, the scope of responsibilities, level of expertise, and market demand.

SALARY GUIDE **DIGITAL ANALYTICS**

DIGITAL ANALYTICS NEW YORK 2024

PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$75,000	\$87,500	\$100,000
Senior Digital Analyst	\$95,000	\$110,000	\$125,000
Analytics Engineer	\$115,000	\$130,000	\$145,000
Analytics Developer	\$110,000	\$122,500	\$135,000
Analytics Manager	\$125,000	\$137,500	\$150,000
Senior Analytics Manager	\$145,000	\$155,000	\$165,000
Head of Analytics	\$170,000	\$182,500	\$195,000
Director of Analytics/Insight	\$200,000	\$217,500	\$235,000
VP of Analytics	\$230,000	\$242,500	\$255,000

Annual Base Salary - \$ (USD) - New York, United States

DIGITAL ANALYTICS LOS ANGELES 2024

PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$71,300	\$83,100	\$95,000
Senior Digital Analyst	\$90,300	\$104,500	\$118,800
Analytics Engineer	\$109,300	\$123,500	\$137,800
Analytics Developer	\$104,500	\$116,400	\$128,300
Analytics Manager	\$118,800	\$130,600	\$142,500
Senior Analytics Manager	\$137,800	\$147,300	\$156,800
Head of Analytics	\$161,500	\$173,400	\$185,300
Director of Analytics/Insight	\$190,000	\$206,600	\$223,300
VP of Analytics	\$218,500	\$230,400	\$242,250

Annual Base Salary - \$ (USD) - Los Angeles, United States

DIGITAL ANALYTICS SAN FRANCISCO 2024

PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$78,800	\$91,900	\$105,000
Senior Digital Analyst	\$99,800	\$115,500	\$131,300
Analytics Engineer	\$120,800	\$136,500	\$152,300
Analytics Developer	\$115,500	\$128,600	\$141,800
Analytics Manager	\$131,300	\$144,400	\$157,500
Senior Analytics Manager	\$152,300	\$162,800	\$173,300
Head of Analytics	\$178,500	\$191,600	\$204,800
Director of Analytics/Insight	\$210,000	\$228,400	\$246,800
VP of Analytics	\$241,500	\$254,600	\$267,800

Annual Base Salary - \$ (USD) - San Francisco, United States

DIGITAL ANALYTICS CHICAGO 2024

PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$67,500	\$78,800	\$90,000
Senior Digital Analyst	\$85,500	\$99,000	\$112,500
Analytics Engineer	\$103,500	\$117,000	\$130,500
Analytics Developer	\$99,000	\$110,300	\$121,500
Analytics Manager	\$112,500	\$123,800	\$135,000
Senior Analytics Manager	\$130,500	\$139,500	\$148,500
Head of Analytics	\$153,000	\$164,300	\$175,500
Director of Analytics/Insight	\$180,000	\$195,800	\$211,500
VP of Analytics	\$207,000	\$218,300	\$229,500

Annual Base Salary - \$ (USD) - Chicago, United States

DIGITAL ANALYTICS AUSTIN 2024

PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$63,800	\$74,400	\$85,000
Senior Digital Analyst	\$80,800	\$93,500	\$106,300
Analytics Engineer	\$97,800	\$110,500	\$123,300
Analytics Developer	\$93,500	\$104,100	\$114,800
Analytics Manager	\$106,300	\$116,900	\$127,500
Senior Analytics Manager	\$123,300	\$131,800	\$140,300
Head of Analytics	\$144,500	\$155,100	\$165,800
Director of Analytics/Insight	\$170,000	\$184,900	\$199,800
VP of Analytics	\$195,500	\$206,100	\$216,800

Annual Base Salary - \$ (USD) - Austin, United States

DIGITAL ANALYTICS CONTRACT 2024

CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$65	\$75	\$100
Analytics Engineer	\$75	\$90	\$110
Analytics Developer	\$90	\$100	\$120
Analytics Manager	\$100	\$115	\$130
Senior Analytics Manager	\$115	\$125	\$140
Head of Analytics	\$120	\$135	\$160
Director of Analytics/Insight	\$130	\$145	\$170

The following estimates are rough ranges for hourly rates in USD (\$) for the mentioned job titles in the United States. These figures serve as a general guide, and it's important to consider various factors when determining the appropriate hourly rate for contract employment, such as specific location, the scope of responsibilities, level of expertise, and market demand.

SALARY GUIDE **CLOUD COMPUTING**

CLOUD COMPUTING NEW YORK 2024

PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$91,900	\$138,900	\$173,800
Cloud Engineer	\$97,700	\$125,600	\$162,800
Lead Cloud Architect	\$137,500	\$181,100	\$204,800
Lead Cloud Engineer	\$115,000	\$150,600	\$168,000
DevOps Engineer	\$90,800	\$130,200	\$174,700
Site Reliability Engineer	\$108,200	\$148,800	\$186,400
Director of Data Engineering	\$150,000	\$180,000	\$220,000
VP of Data Engineering	\$165,000	\$190,000	\$250,000
Chief Technology Officer	\$190,000	\$220,000	\$260,000

Annual Base Salary - \$ (USD) - New York, United States

CLOUD COMPUTING LOS ANGELES 2024

PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$101,800	\$144,900	\$176,700
Cloud Engineer	\$114,400	\$136,800	\$163,800
Lead Cloud Architect	\$133,800	\$176,300	\$199,700
Lead Cloud Engineer	\$124,300	\$155,300	\$180,500
DevOps Engineer	\$93,100	\$126,700	\$176,800
Site Reliability Engineer	\$109,400	\$147,100	\$189,300
Director of Data Engineering	\$145,000	\$160,000	\$200,000
VP of Data Engineering	\$165,000	\$175,000	\$230,000
Chief Technology Officer	\$170,000	\$190,000	\$240,000

Annual Base Salary - \$ (USD) - Los Angeles, United States

CLOUD COMPUTING SAN FRANCISCO 2024

PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$110,600	\$157,300	\$197,500
Cloud Engineer	\$111,900	\$146,500	\$182,700
Lead Cloud Architect	\$148,100	\$192,100	\$221,500
Lead Cloud Engineer	\$140,600	\$175,400	\$201,800
DevOps Engineer	\$107,400	\$150,600	\$215,100
Site Reliability Engineer	\$120,200	\$163,100	\$195,600
Director of Data Engineering	\$150,000	\$170,000	\$200,000
VP of Data Engineering	\$165,000	\$180,000	\$220,000
Chief Technology Officer	\$180,000	\$210,000	\$250,000

Annual Base Salary - \$ (USD) - San Francisco, United States

CLOUD COMPUTING CHICAGO 2024

PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$120,000	\$166,000	\$186,000
Cloud Engineer	\$110,000	\$135,900	\$168,300
Lead Cloud Architect	\$146,000	\$173,000	\$197,000
Lead Cloud Engineer	\$137,000	\$165,000	\$188,000
DevOps Engineer	\$82,100	\$118,100	\$155,400
Site Reliability Engineer	\$91,400	\$143,200	\$171,200
Director of Data Engineering	\$170,000	\$190,000	\$210,000
VP of Data Engineering	\$186,000	\$210,000	\$240,000
Chief Technology Officer	\$200,000	\$255,000	\$275,000

Annual Base Salary - \$ (USD) - Chicago, United States

CLOUD COMPUTING AUSTIN 2024

PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$94,000	\$134,750	\$169,100
Cloud Engineer	\$98,600	\$119,700	\$151,700
Lead Cloud Architect	\$162,300	\$159,100	\$180,800
Lead Cloud Engineer	\$113,300	\$140,800	\$162,700
DevOps Engineer	\$84,500	\$113,000	\$163,700
Site Reliability Engineer	\$92,800	\$127,400	\$185,200
Director of Data Engineering	\$145,000	\$160,000	\$180,000
VP of Data Engineering	\$165,000	\$175,000	\$190,000
Chief Technology Officer	\$170,000	\$190,000	\$210,000

Annual Base Salary - \$ (USD) - Austin, United States

CLOUD COMPUTING CONTRACT 2024

CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$90	\$130	\$145
Cloud Engineer	\$80	\$105	\$115
Lead Cloud Architect	\$115	\$145	\$170
Lead Cloud Engineer	\$120	\$150	\$185
DevOps Engineer	\$90	\$115	\$150
Site Reliability Engineer	\$75	\$90	\$115
Director of Data Engineering	\$130	\$175	\$205

The following estimates are rough ranges for hourly rates in USD (\$) for the mentioned job titles in the United States. These figures serve as a general guide, and it's important to consider various factors when determining the appropriate hourly rate for contract employment, such as specific location, the scope of responsibilities, level of expertise, and market demand.

SALARY GUIDE **PROGRAMMATIC**

PROGRAMMATIC NEW YORK 2024

PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$60,300	\$86,800	\$108,000
Programmatic Manager	\$75,600	\$103,000	\$120,900
Programmatic Associate Director	\$89,000	\$115,400	\$141.800
Programmatic Account Manager	\$64,400	\$88,000	\$97,100
Programmatic Account Executive	\$60,000	\$97,000	\$119,600
Director of Programmatic	\$100,800	\$135,500	\$172,100
VP of Programmatic	\$175,000	\$250,000	\$300,000
Chief Revenue Officer	\$210,000	\$293,500	\$461,700

Annual Base Salary - \$ (USD) - New York, United States

PROGRAMMATIC LOS ANGELES 2024

PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$72,600	\$90,500	\$110,900
Programmatic Manager	\$73,800	\$99,300	\$111,300
Programmatic Associate Director	\$79,000	\$128,700	\$131,000
Programmatic Account Manager	\$62,400	\$86,900	\$94,400
Programmatic Account Executive	\$58,000	\$96,000	\$114,700
Director of Programmatic	\$103,400	\$137,800	\$170,400
VP of Programmatic	\$166,300	\$237,500	\$285,000
Chief Revenue Officer	\$172,100	\$278,900	\$438,700

Annual Base Salary - \$ (USD) - Los Angeles, United States

PROGRAMMATIC SAN FRANCISCO 2024

PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$80,400	\$101,300	\$122,000
Programmatic Manager	\$72,800	\$99,900	\$117,000
Programmatic Associate Director	\$99,000	\$153,000	\$157,300
Programmatic Account Manager	\$70,000	\$96,300	\$105,300
Programmatic Account Executive	\$62,000	\$98,000	\$125,300
Director of Programmatic	\$116,100	\$153,300	\$188,200
VP of Programmatic	\$183,800	\$262,500	\$315,000
Chief Revenue Officer	\$190,200	\$308,200	\$484,800

Annual Base Salary - \$ (USD) - San Francisco, United States

PROGRAMMATIC CHICAGO 2024

PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$61,000	\$80,000	\$90,500
Programmatic Manager	\$68,900	\$93,700	\$111,000
Programmatic Associate Director	\$76,000	\$119,000	\$121,300
Programmatic Account Manager	\$59,100	\$80,800	\$88,700
Programmatic Account Executive	\$55,000	\$86,000	\$106,200
Director of Programmatic	\$113,200	\$154,200	\$180,600
VP of Programmatic	\$157,500	\$225,000	\$270,000
Chief Revenue Officer	\$163,000	\$264,200	\$415,600

Annual Base Salary - \$ (USD) - Chicago, United States

PROGRAMMATIC AUSTIN 2024

PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$59,800	\$78,600	\$89,500
Programmatic Manager	\$73,100	\$96,400	\$138,300
Programmatic Associate Director	\$73,000	\$117,500	\$120,000
Programmatic Account Manager	\$56,600	\$78,500	\$85,700
Programmatic Account Executive	\$53,000	\$84,000	\$104,600
Director of Programmatic	\$103,000	\$144,100	\$213,000
VP of Programmatic	\$148,800	\$212,500	\$255,000
Chief Revenue Officer	\$153,900	\$249,500	\$392,500

Annual Base Salary - \$ (USD) - Austin, United States

PROGRAMMATIC CONTRACT

2024

CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$60	\$75	\$90
Programmatic Manager	\$75	\$85	\$105
Programmatic Associate Director	\$90	\$100	\$135
Programmatic Account Manager	\$80	\$95	\$125
Programmatic Account Executive	\$65	\$75	\$100
Director of Programmatic	\$115	\$130	\$160
VP of Programmatic	\$150	\$180	\$250

The following estimates are rough ranges for hourly rates in USD (\$) for the mentioned job titles in the United States. These figures serve as a general guide, and it's important to consider various factors when determining the appropriate hourly rate for contract employment, such as specific location, the scope of responsibilities, level of expertise, and market demand.

SALARY GUIDE **CUSTOMER DATA PLATFORM**

CDP NEW YORK 2024

PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
CDP Analyst	\$100,000	\$125,000	\$135,000
Senior CDP Analyst	\$125,000	\$135,000	\$145,000
CDP Manager	\$135,000	\$148,000	\$158,000
Senior CDP Manager	\$140,000	\$158,000	\$175,000
Head of CDP	\$165,000	\$175,000	\$215,000
Director of CDP	\$220,000	\$235,000	\$250,000
VP of CDP	\$230,000	\$250,000	\$270,000

Annual Base Salary - \$ (USD) - New York, United States

CDP LOS ANGELES

2024

PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
CDP Analyst	\$95,000	\$118,800	\$128,300
Senior CDP Analyst	\$118,800	\$128,300	\$137,800
CDP Manager	\$128,300	\$140,600	\$150,100
Senior CDP Manager	\$133,000	\$150,100	\$166,300
Head of CDP	\$156,800	\$166,300	\$204,300
Director of CDP	\$209,000	\$223,300	\$237,500
VP of CDP	\$218,500	\$237,500	\$256,500

Annual Base Salary - \$ (USD) - Los Angeles, United States

CDP SAN FRANCISCO 2024

PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
CDP Analyst	\$105,000	\$131,300	\$141,800
Senior CDP Analyst	\$131,300	\$141,800	\$152,300
CDP Manager	\$141,800	\$155,400	\$165,900
Senior CDP Manager	\$147,000	\$165,900	\$183,800
Head of CDP	\$173,300	\$183,800	\$225,800
Director of CDP	\$231,000	\$246,800	\$262,500
VP of CDP	\$241,500	\$262,500	\$283,500

Annual Base Salary - \$ (USD) - San Francisco, United States

PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
CDP Analyst	\$90,000	\$112,500	\$121,500
Senior CDP Analyst	\$112,500	\$121,500	\$130,500
CDP Manager	\$121,500	\$133,200	\$142,200
Senior CDP Manager	\$126,000	\$142,200	\$157,500
Head of CDP	\$148,500	\$157,500	\$193,500
Director of CDP	\$198,000	\$211,500	\$225,000
VP of CDP	\$207,000	\$225,000	\$243,000

Annual Base Salary - \$ (USD) - Chicago, United States

PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
CDP Analyst	\$85,000	\$106,300	\$114,800
Senior CDP Analyst	\$106,300	\$114,800	\$123,300
CDP Manager	\$114,800	\$125,800	\$134,300
Senior CDP Manager	\$119,000	\$134,300	\$148,800
Head of CDP	\$140,300	\$148,800	\$182,800
Director of CDP	\$187,000	\$199,800	\$212,500
VP of CDP	\$195,500	\$212,500	\$229,500

Annual Base Salary - \$ (USD) - Austin, United States

CDP CONTRACT 2024

CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Job Title	Low	Average	High
CDP Analyst	\$40	\$75	\$100
Senior CDP Analyst	\$60	\$85	\$110
CDP Manager	\$65	\$90	\$125
Senior CDP Manager	\$75	\$110	\$150
Head of CDP	N/A	N/A	N/A
Director of CDP	N/A	N/A	N/A
VP of CDP	N/A	N/A	N/A

The following estimates are rough ranges for hourly rates in USD (\$) for the mentioned job titles in the United States. These figures serve as a general guide, and it's important to consider various factors when determining the appropriate hourly rate for contract employment, such as specific location, the scope of responsibilities, level of expertise, and market demand.

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We hope you've found our 2024 Salary Guide useful. Should you require any further information, please feel free to contact us via any of the channels listed.

If you are interested in a new role or hire, contact our friendly team who are fully equipped with market intel. Visit our Advice Hub on our website for various resources to support your job-seeking and hiring needs.

For further information on our products and services, or if you have any questions on the content of our Salary Guide, please contact us at info@digitalrepublictalent.com



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