



# CONTRACTOR RATE GUIDE

## JANUARY 2025

DIGITAL  

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REPUBLIC

# CONTRACTOR RATE GUIDE

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### Director's Comments, Market Overview & Employee Insights

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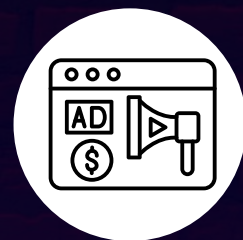
### Digital Analytics

Average hourly and daily rates by experience level along with key talent insights in both the United States and the United Kingdom.



### Data Science / AI / ML

Average hourly and daily rates by experience level along with key talent insights in both the United States and the United Kingdom.



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Average hourly and daily rates by experience level along with key talent insights in both the United States and the United Kingdom.

# CONTRACTOR RATE GUIDE INTRODUCTION

*Welcome to Digital Republic Talent's January 2025 Contractor Rate Guide.*

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

For this edition, we have focused on gathering and presenting average contractor rates in both the United States and the United Kingdom.

In addition to the average hourly and daily rate figures, we provide key talent statistics, analysis of hiring trends and valuable insights into popular workplace topics such as flexible working and the most sought-after incentives.

By utilizing these resources, we aim to provide you with the most accurate and up-to-date contractor rate 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.

# CONTRACTOR RATE 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 contractor rate 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 the contractor rate trends and preferences directly from the workforce, ensuring a diverse and representative sample.



## Internal Analysis

We leveraged our expertise and resources at Digital Republic Talent to analyze all our placements and screens. This internal analysis provided us with real-world data on the contractor rates 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 contractor rate 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 contractor rates.

# CONTRACTOR RATE GUIDE DIRECTOR'S COMMENTS

## *JESSE DHILLON, MANAGING DIRECTOR*

The employment landscape is evolving rapidly, driven by transformative advancements in artificial intelligence (AI). As industries such as healthcare, green energy, and finance integrate AI technologies at an unprecedented pace, the demand for AI professionals continues to surge. According to Grandview Research, the global AI market is set to grow at a compound annual growth rate (CAGR) of 37.3% between 2023 and 2030, reaching an estimated \$1.8 billion by the end of the decade.

AI's integral role in digital transformation is reshaping the job market, with a 12% annual increase in AI-related job postings across the US and UK since mid-2024. Freelancing, particularly in AI, Data Engineering, and ML, has seen growth of over 20% in Europe and North America, underscoring its attractiveness as a career path.

Employers are increasingly refining their strategies to combine the flexibility of remote work with the benefits of in-office collaboration. This ongoing transition is driven by efforts to enhance productivity, foster company culture, and boost employee engagement. While remote work remains a key component of the workforce model, we're seeing a heightened emphasis on structured hybrid arrangements that prioritize strategic in-person interactions.

Key hiring trends for 2025 reflect strong demand in Machine Learning, Data Science, Product Development, and Analytics, with industries like HealthTech, Renewable Energy, and Cybersecurity emerging as opportunity hotspots. Generative AI, Quantum Computing, and Blockchain are driving demand for niche expertise.

In the US and UK, economic confidence and government initiatives supporting tech and green industries are fueling talent competition. Contract salaries in AI and Data Science have risen by 8-10% since mid-2024, driven by these trends. Although some sectors still experience macroeconomic pressures, the outlook for tech salaries remains robust, with sustained demand for specialized talent.

We hope this guide provides valuable insights into 2025 hiring trends. For feedback or inquiries, contact us directly or email [info@digitalrepublictalent.com](mailto:info@digitalrepublictalent.com).



# CONTRACTOR RATE GUIDE

## MARKETS OVERVIEW

### Cloud Computing

The Cloud market is set for strong growth in 2025, with public cloud spending expected to reach \$723 billion, a 21.5% increase from 2024. Hybrid and multi-cloud strategies will continue to rise, with 90% of organizations anticipated to adopt them by 2027. As demand grows for AI/ML-driven solutions, companies are turning to integrated cloud platforms, particularly in Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS), to handle advanced workloads efficiently. Key trends for 2025 will include deeper AI/ML integration and a stronger focus on scalability and flexibility in cloud infrastructure.

### Data Science

The Data Science market is projected to reach \$178 billion in 2025, driven by growing demand across industries like finance, healthcare, and tech. The most significant job growth will occur in sectors such as computer systems design and insurance, particularly for roles in AI, machine learning, and predictive analytics. As AI technologies continue to integrate into business operations, the demand for Data Scientists skilled in real-time data processing and decision-making will rise, as reflected in the increasing number of job postings for data engineering and AI roles.

### AI / ML

Strong demand for AI and ML talent is driving significant growth in the job market for 2025, with industries like healthcare, finance, and e-commerce leading the way. The global AI market is projected to grow at a CAGR of over 37%, leading to increased demand for roles like ML Engineers, AI Research Scientists, and NLP Engineers. With the rise of AI-driven automation and data-driven decision-making, companies also need AI Product Managers and AI Ethics Specialists to guide development and ensure responsible deployment. This demand for AI talent continues to outpace supply,

### Digital Analytics

Advancements in predictive analytics, AI integration, and IoT adoption are propelling significant growth in the Digital Analytics market for 2025. With the global market projected to exceed \$100 billion and annual growth rates surpassing 12%, organizations are prioritizing data literacy and investing in advanced analytics tools. Augmented analytics is becoming mainstream, enabling a broader range of professionals to derive value from data. As a result, the demand for talent skilled in both technical expertise and business-focused analytics continues to rise.

### Programmatic

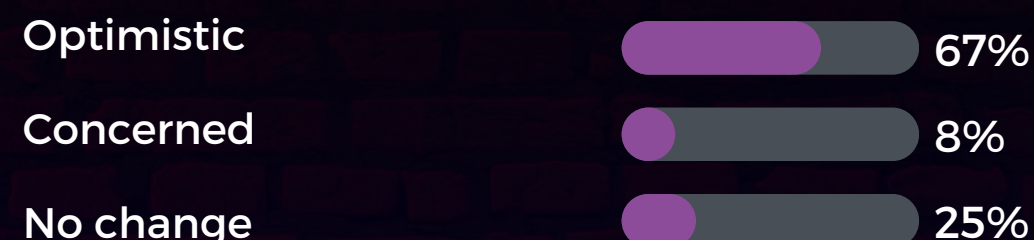
Developments in AI and ML are driving Programmatic advertising growth, enhancing real-time bidding, targeting precision, and reducing costs, with annual growth rates exceeding 10%. Dominant formats like Connected TV (CTV), with projected ad revenues over \$42 billion by 2028, and audio advertising are gaining traction. The shift from third-party cookies to AI-optimized first-party data strategies is accelerating expansion, aligning with privacy-focused trends. Demand for programmatic expertise continues to grow as industries embrace data-driven, omnichannel marketing approaches.

# CONTRACTOR RATE GUIDE

## INSIGHTS

### 2025 Digital Market Insights: Sentiment & Compensation Trends

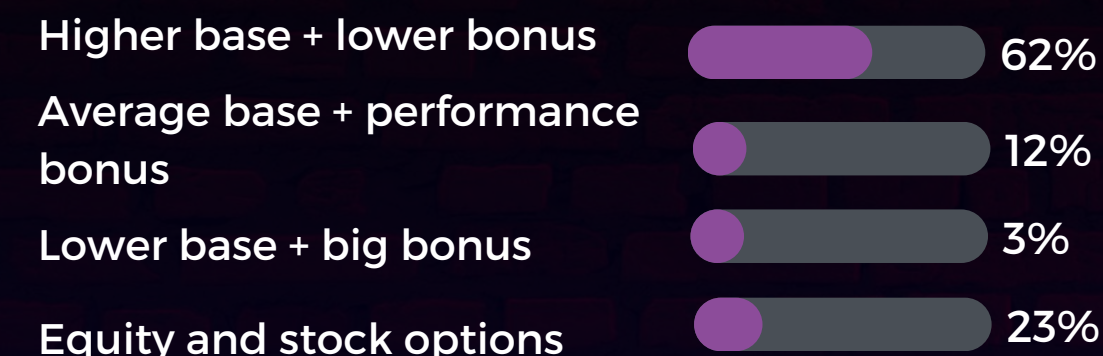
**How do you feel about the growth of the data-driven digital market in 2025?**



**What impact will the US's changing political and economic climate have on your salary in 2025?**



**If you could choose, which type of compensation structure would you prefer?**



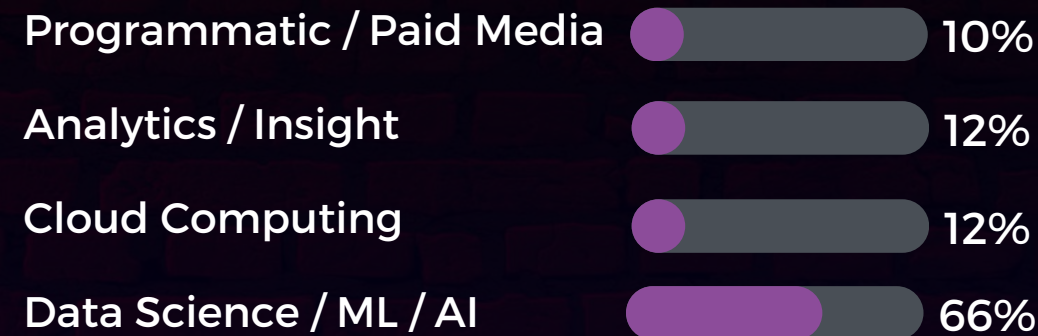
The poll results reveal a strong sense of optimism about the growth of the data-driven digital market in 2025, with 67% of respondents feeling positive about its trajectory. This strong confidence highlights the continued belief in the potential of AI, ML, data analytics, and other digital innovations to drive success. However, 25% expressed concern, signaling that while the outlook is largely positive, there are underlying challenges and uncertainties that the industry must address. Additionally, the poll results indicate a cautious outlook regarding the impact of the changing political and economic climate in the US on salaries in 2025. While 27% of respondents anticipate a significant salary increase (over 10%), and 21% expect moderate to small growth, the majority (52%) believe their salaries will remain unchanged. While optimism about industry opportunities remains strong, concerns over external factors, such as economic and political shifts, highlight a level of uncertainty in the year ahead.

Lastly, a clear preference for stability in compensation was noticed, with 62% of respondents favouring a higher base salary with a lower bonus. Interestingly, 23% chose equity and stock options, reflecting a desire to align compensation with long-term business performance, particularly in industries like AI and data-driven technology. This trend underscores a shift toward prioritizing financial security over high-risk, high-reward structures, suggesting that while the digital market continues to evolve, professionals are seeking stability as they navigate an uncertain economic landscape.

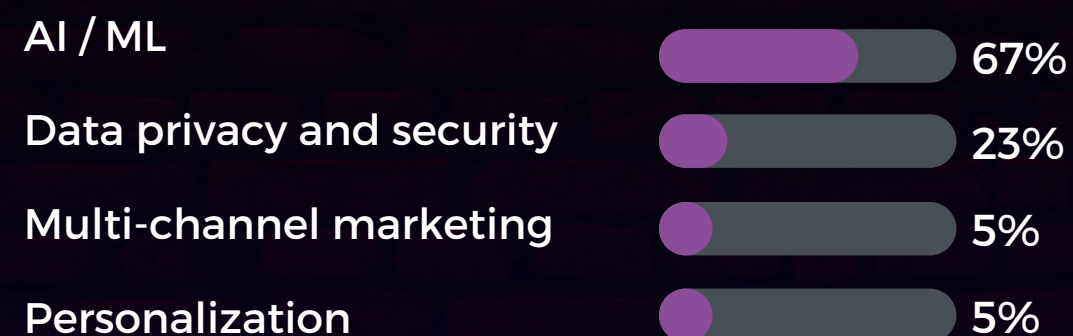
# CONTRACTOR RATE GUIDE INSIGHTS

## AI and ML: The Driving Force of 2025

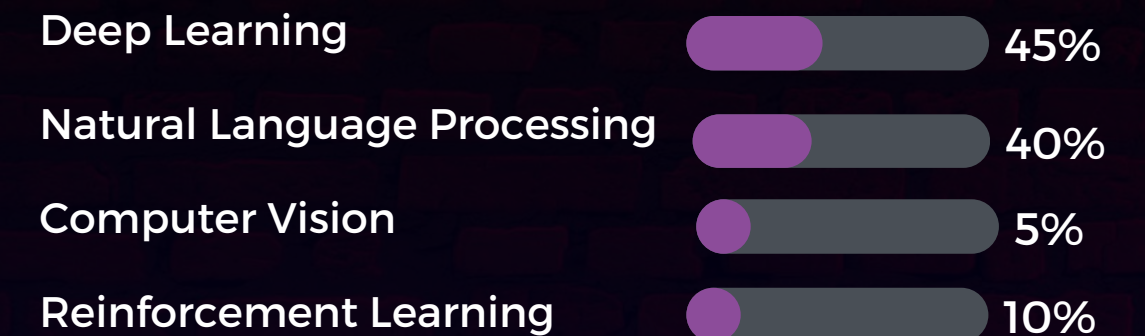
Which of the following markets do you think will experience the most growth in 2025?



Which trend do you think will most impact the data-driven digital market in 2025?



Which AI/ML skill will be most essential for professionals to stay competitive in 2025?



The results demonstrate a strong consensus on the growth potential of Data Science, Machine Learning (ML), and Artificial Intelligence (AI) in 2025, with the majority of respondents (66%) predicting these fields to experience the most significant expansion. This aligns with the optimism about the data-driven digital market seen in earlier polls, highlighting AI and ML as the primary drivers of innovation and industry transformation. Meanwhile, Cloud Computing and Analytics / Insight each garnered 12% of votes, reflecting steady growth expectations for these foundational areas.

Additionally, the poll results underscore AI and ML as the dominant force shaping the data-driven digital market in 2025, with 67% of respondents identifying it as the most impactful trend. Data Privacy and Security, with 23%, emerges as another critical area, reflecting rising concerns about safeguarding information in increasingly AI-driven environments. This complements the emphasis on growth in Cloud Computing and Analytics seen in earlier polls, where robust security practices are essential to support innovation. In contrast, Multi-channel Marketing and Personalization, each chosen by 5%, are seen as secondary to AI's disruptive potential and the focus on data security.

Lastly, Deep Learning (45%) and Natural Language Processing (40%) are seen as the most critical AI/ML skills for professionals to stay competitive in 2025. Deep Learning's top position underscores its foundational role in powering advancements across various applications, while the strong emphasis on NLP reflects the growing demand for AI solutions that enhance human-computer interaction and data analysis.



# CONTRACTOR RATE GUIDE DATA SCIENCE / AI / ML

# TALENT INSIGHTS DATA SCIENCE / AI / ML

UNITED STATES

**2,701,174**

PROFESSIONALS ON LINKEDIN  
WITHIN THE TALENT POOL

**17,679**

FULL-TIME OPEN  
DATA SCIENCE / AI / ML JOB POSTS

**42%**

GROWTH IN PROFESSIONALS  
WITH DATA SCIENCE / AI / ML SKILLS

**1.3**

MEDIAN LENGTH OF SERVICE

**497,960**

PROFESSIONALS CHANGED  
JOBS DURING THE PAST YEAR

**63% / 37%**

MALE / FEMALE SPLIT

# DATA SCIENCE CONTRACT 2025

## CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	\$65	\$80	\$100	\$130
Machine Learning	\$65	\$85	\$105	\$130
AI	\$65	\$85	\$105	\$130
Deep Learning	\$65	\$75	\$95	\$125
Computer Vision	\$65	\$85	\$95	\$120
MLOps	\$65	\$80	\$105	\$125
Natural Language Processing	\$70	\$85	\$100	\$120

*The following estimates are rough ranges for hourly rates in USD (\$) for the mentioned role types 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.*

# TALENT INSIGHTS DATA SCIENCE / AI / ML

UNITED KINGDOM

**504,007** PROFESSIONALS ON LINKEDIN  
WITHIN THE TALENT POOL

**1,663**

FULL-TIME OPEN  
DATA SCIENCE / AI / ML JOB POSTS

**41%** GROWTH IN PROFESSIONALS  
WITH DATA SCIENCE / AI / ML SKILLS

**1.3**

MEDIAN LENGTH OF SERVICE

**101,096** PROFESSIONALS CHANGED  
JOBS DURING THE PAST YEAR

**65% / 35%**

MALE / FEMALE SPLIT

# DATA SCIENCE CONTRACT 2025

## CONTRACT - AVERAGE DAILY RATE - UNITED KINGDOM

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	£350	£450	£750	£1,100
Machine Learning	£400	£650	£850	£1,200
AI	£400	£650	£850	£1,200
Deep Learning	£450	£650	£950	£1,250
Computer Vision	£400	£600	£800	£1,100
MLOps	£350	£550	£800	£1,100
Natural Language Processing	£400	£600	£850	£1,200

*The following estimates are rough ranges for daily rates in £ (GBP) for the mentioned role types in the United Kingdom. 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.*

# CONTRACTOR RATE GUIDE DIGITAL ANALYTICS

# TALENT INSIGHTS DIGITAL ANALYTICS

UNITED STATES

866,331

PROFESSIONALS ON LINKEDIN  
WITHIN THE TALENT POOL

1,893

FULL-TIME OPEN  
DIGITAL ANALYTICS JOB POSTS

8%

GROWTH IN PROFESSIONALS  
WITH DIGITAL ANALYTICS SKILLS

1.8

MEDIAN LENGTH OF SERVICE

153,209

PROFESSIONALS CHANGED  
JOBS DURING THE PAST YEAR

56% / 44%

MALE / FEMALE SPLIT

# DIGITAL ANALYTICS CONTRACT 2025

## CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	\$60	\$70	\$80	\$90
Conversion Rate Optimisation	\$55	\$60	\$70	\$80
Insight	\$50	\$60	\$70	\$80
Product	\$65	\$80	\$90	\$110
Implementation	\$60	\$70	\$85	\$100

*The following estimates are rough ranges for hourly rates in USD (\$) for the mentioned role types 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.*



# TALENT INSIGHTS DIGITAL ANALYTICS

UNITED KINGDOM

181,407

PROFESSIONALS ON LINKEDIN  
WITHIN THE TALENT POOL

594

FULL-TIME OPEN  
DIGITAL ANALYTICS JOB POSTS

9%

GROWTH IN PROFESSIONALS  
WITH DIGITAL ANALYTICS SKILLS

1.6

MEDIAN LENGTH OF SERVICE

35,952

PROFESSIONALS CHANGED  
JOBS DURING THE PAST YEAR

60% / 40%

MALE / FEMALE SPLIT

# DIGITAL ANALYTICS CONTRACT 2025

## CONTRACT - AVERAGE DAILY RATE - UNITED KINGDOM

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	£350	£500	£700	£900
Conversion Rate Optimisation	£325	£475	£675	£850
Insight	£300	£450	£650	£800
Product	£400	£600	£800	£1,000
Implementation	£350	£550	£750	£950

*The following estimates are rough ranges for daily rates in £ (GBP) for the mentioned role types in the United Kingdom. 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.*

# CONTRACTOR RATE GUIDE CLOUD COMPUTING

# TALENT INSIGHTS CLOUD COMPUTING

UNITED STATES

**3,343,822** PROFESSIONALS ON LINKEDIN  
WITHIN THE TALENT POOL

**17,650**

FULL-TIME OPEN  
CLOUD COMPUTING JOB POSTS

**13%**

GROWTH IN PROFESSIONALS  
WITH CLOUD COMPUTING SKILLS

**2.0**

MEDIAN LENGTH OF SERVICE

**406,675**

PROFESSIONALS CHANGED  
JOBS DURING THE PAST YEAR

**75% / 25%**

MALE / FEMALE SPLIT

# CLOUD COMPUTING CONTRACT 2025

## CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	\$60	\$85	\$105	\$120
Data Architecture	\$70	\$90	\$110	\$125
Data Engineering	\$65	\$80	\$105	\$120
Cloud Training	\$70	\$90	\$100	\$125
DevOps	\$70	\$90	\$105	\$130
Site Reliability Engineering	\$60	\$85	\$100	\$125

*The following estimates are rough ranges for hourly rates in USD (\$) for the mentioned role types 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.*

# TALENT INSIGHTS CLOUD COMPUTING

UNITED KINGDOM

634,195

PROFESSIONALS ON LINKEDIN  
WITHIN THE TALENT POOL

2,054

FULL-TIME OPEN  
CLOUD COMPUTING JOB POSTS

15%

GROWTH IN PROFESSIONALS  
WITH CLOUD COMPUTING SKILLS

1.9

MEDIAN LENGTH OF SERVICE

91,772

PROFESSIONALS CHANGED  
JOBS DURING THE PAST YEAR

80% / 20%

MALE / FEMALE SPLIT

# CLOUD COMPUTING CONTRACT 2025

## CONTRACT - AVERAGE DAILY RATE - UNITED KINGDOM

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	£500	£650	£850	£1,000
Data Architecture	£550	£700	£900	£1,200
Data Engineering	£450	£550	£900	£1,200
Cloud Training	£500	£650	£900	£1,200
DevOps	£500	£650	£850	£1,200
Site Reliability Engineering	£500	£650	£850	£1,000

*The following estimates are rough ranges for daily rates in £ (GBP) for the mentioned role types in the United Kingdom. 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.*

# CONTRACTOR RATE GUIDE **PROGRAMMATIC**



# TALENT INSIGHTS PROGRAMMATIC

UNITED STATES

1,361,029

PROFESSIONALS ON LINKEDIN  
WITHIN THE TALENT POOL

879

FULL-TIME OPEN  
PROGRAMMATIC JOB POSTS

35%

GROWTH IN PROFESSIONALS  
WITH PROGRAMMATIC SKILLS

1.9

MEDIAN LENGTH OF SERVICE

232,676

PROFESSIONALS CHANGED  
JOBS DURING THE PAST YEAR

53% / 47%

MALE / FEMALE SPLIT

# PROGRAMMATIC CONTRACT 2025

## CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	\$60	\$75	\$85	\$100
Trading	\$55	\$70	\$80	\$95
Media Buying	\$50	\$65	\$75	\$90
Sales / Business Development	\$65	\$80	\$90	\$105
Ad Ops	\$50	\$65	\$75	\$90

*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.*

# TALENT INSIGHTS PROGRAMMATIC

UNITED KINGDOM

281,912

PROFESSIONALS ON LINKEDIN  
WITHIN THE TALENT POOL

138

FULL-TIME OPEN  
PROGRAMMATIC JOB POSTS

28%

GROWTH IN PROFESSIONALS  
WITH PROGRAMMATIC SKILLS

1.7

MEDIAN LENGTH OF SERVICE

55,376

PROFESSIONALS CHANGED  
JOBS DURING THE PAST YEAR

57% / 43%

MALE / FEMALE SPLIT

# PROGRAMMATIC CONTRACT 2025

## CONTRACT - AVERAGE DAILY RATE - UNITED KINGDOM

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	£250	£400	£700	£850
Trading	£200	£350	£600	£850
Media Buying	£250	£350	£550	£750
Sales / Business Development	£350	£450	£550	£700
Ad Ops	£250	£350	£450	£750

*The following estimates are rough ranges for daily rates in £ (GBP) for the mentioned job titles in the United Kingdom. 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.*

# DIGITAL REPUBLIC TALENT GET IN TOUCH TODAY


We hope you've found our January 2025 Contractor Rate 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 average annual salary information, please check our January 2025 Salary Guide.

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 Contractor Rate Guide, please contact us at [info@digitalrepublictalent.com](mailto:info@digitalrepublictalent.com)

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