



# **SALARY GUIDE**

## JANUARY 2025

DIGITAL  

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REPUBLIC

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Welcome to Digital Republic Talent's January 2025 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.



## Cloud Computing

Average annual salaries and key talent insights by experience level across London, New York, Boston, Chicago, Austin, and Atlanta.



## Director's 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.



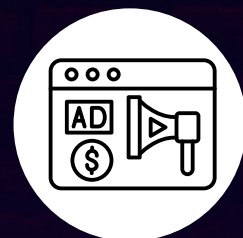
## Digital Analytics

Average annual salaries and key talent insights by experience level across London, New York, Boston, Chicago, Austin, and Atlanta.



## Data Science / AI / ML

Average annual salaries and key talent insights by experience level across London, New York, Boston, Chicago, Austin, and Atlanta.



## Programmatic

Average annual salaries and key talent insights by experience level across London, New York, Boston, Chicago, Austin, and Atlanta.

# SALARY GUIDE INTRODUCTION

*Welcome to Digital Republic Talent's January 2025 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 roles in the following markets: Cloud Computing, Data Science, ML, AI, 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 focused on the following cities during our data collection: London, New York, Boston, Chicago, Austin and Atlanta.

In addition to the average annual salary 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 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.



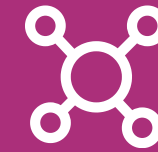
## Internal Analysis

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, FOUNDER & MANAGING DIRECTOR*

## Introduction

What a year it has been! It is fair to say it has been interesting, absorbing, challenging and groundbreaking and I wanted to thank the whole team for the efforts over the course of the year and their input into this annual survey. I would also like to thank the general community and those who have specifically lent their market knowledge and insights to this process over the last couple of weeks.

As always the method has been painstaking and exhaustive but as always we have gained great insight into the job market for AI, ML, Data Science, Analytics, Cloud, Data Engineering, and Programmatic and we are excited to share some of our findings.

The general sentiment from all the data taken is that 2024 has been a challenging year in the employment market and demand has been affected across the board but we have also seen pretty remarkable resilience within the sector and we are now starting to see much more optimism with clients and candidates alike.

The data shows that private equity and venture capital investments are gradually increasing, driven by lower interest rates, political developments, and indications that more enterprise-level companies plan to invest in technology infrastructure in 2025, leading to an inevitable rise in demand

for talent in this field. We have seen a move toward temporary workers and freelance staff as employers strive for efficiencies.

## Overall Trends

As I take a look at the employment market I spot some familiar talking points such as a decline in the number of employers offering fully remote jobs, an emphasis on encouraging employees back to the office and the need for specific skill sets such as AI, Machine Learning, Data Engineering and Data Science. Additionally, we are starting to see the emergence of other key trends such as the growth in jobs in service sectors such as healthcare, hospitality, and government services.

With the proliferation of AI, we're observing a growing trend where its functionality is becoming relevant to nearly every position. As a result, many professionals are gravitating toward cross-training in areas such as Machine Learning, Modeling, Software Engineering, and Data Analysis to align with these evolving role requirements. This is a trend we expect to continue and actually accelerate over the coming years and traditional technical roles become less and less important due to the proliferation of AI-related technologies.

Lastly, the data shows that more women are re-entering the workplace due to improved child support offered by employers and government authorities.



# SALARY GUIDE DIRECTOR'S COMMENTS

*RICHARD MANSO, FOUNDER & MANAGING DIRECTOR*

In terms of what employees are expecting and looking for from employers, it should not surprise that increased pay and flexibility are the major priorities within this part of the job market. We have conducted a number of polls on benefits during the year and flexibility with a focus on remote working has received significant proportions of the vote. The demand for higher salaries has become more important due to the changes in the economic climate but what is interesting is that in one major poll we conducted employees do not expect to see a significant increase in wages and expect to be asked to come to the office at least a couple of times a week.

## **General demand for talent**

After a significant correction in the technology employment market at the back end of 2023 and the first two quarters of 2024, we are now starting to see demand for Data Scientists, AI, ML and Data Engineers pick up and layoffs slow. Whilst demand in the digital marketing and technology spaces has remained constant we are seeing major adoption of this talent in the Retail, Healthcare and Financial Sectors which is set to continue into 2025. We also expect to see a rebound in the media and digital agency spaces based on the data with increased adoption of AI and ML talent in order to enhance the performance of the services they deliver to their customers.

Cloud as a general area within the technology space continues to go from strength to strength with Gartner reporting that the market will grow to \$723.4 billion by the end of 2025. The proliferation of different cloud services

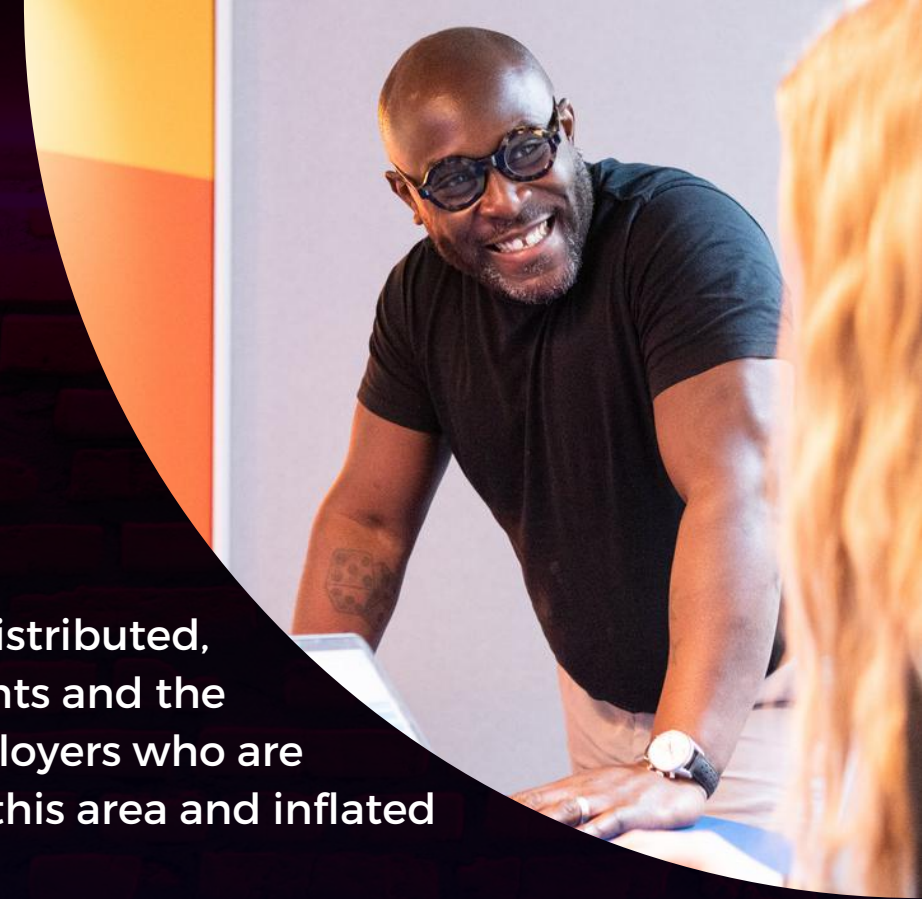
seems to be a major driver with a move toward distributed, hybrid, cloud-native, and multi-cloud environments and the advent of AI. It's probably not good news for employers who are already facing the challenge of limited supply in this area and inflated wages.

In late 2024, demand for programmatic advertising professionals remains strong, driven mainly by key trends and shifts in the digital advertising landscape. Areas like Connected TV (CTV) showing rapid growth and the Generative AI Impact, Privacy Regulations and Ad Fraud and Transparency mean that employers have a need for more specific profiles over and above more generic Account Managers and Traders.

## **Wages**

Interestingly wages have increased by around 5% despite the less-than-favourable economic indicators. These increases are demand-driven rather than as a result of a shortage in supply and consistent with what we have been seeing in the employment market overall in the last couple of years following the cost of living crisis.

The average wage for a Data Scientist in the US is now \$124,000 annually, up approximately 5% since mid-2024, reflecting the industry's robust momentum and in the UK, it sits at £83,000 which reflects similar growth within the market. We have seen a similar pattern with Machine Learning and



# SALARY GUIDE DIRECTOR'S COMMENTS

## *RICHARD MANSO, FOUNDER & MANAGING DIRECTOR*

AI salaries which is reflective of the continued adoption of practitioners with these skill sets in retail, e-commerce, finance, marketing and technology sectors. There are many different use cases that this talent is being asked to facilitate but in the main companies are looking to use their skill sets to drive down costs, increase productivity and come up with solutions to complex business challenges.

Between July 2024 and November 2024, salaries in the digital analytics market showed a moderate increase in both the UK and the US, reflecting growing demand for specialized roles such as Product Analysts, Customer Data Platform Specialists, Implementation professionals, Analytics Engineers and Analytics professionals with modeling experience. The typical roles such as Data Analysts, Customer Insight Analysts, and Marketing Analysts are still in high demand but we are definitely seeing a move toward more specialized skill sets.

Since July 2024, salaries in the programmatic advertising space have shown mixed trends depending on geographic location and role specialization. In the US, average programmatic salaries have experienced moderate growth, aligning with an overall increase in digital advertising spending and demand for expertise in areas like Connected TV (CTV) and audio advertising. The base salary for programmatic roles, such as Programmatic Specialists and Campaign Managers, currently ranges between \$97,541 and \$131,644, with total compensation including bonuses averaging \$116,566—a slight increase of around 4–6% year-to-date.

In the UK, programmatic salaries have remained relatively stable, reflecting the region's steady adoption of advanced programmatic strategies. With the focus on privacy-compliant targeting and the rise of AI-driven platforms, organizations are investing more in experienced professionals, especially those skilled in data-driven audience segmentation.



# SALARY 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.



# SALARY GUIDE INSIGHTS

## 2025 Digital Market Insights: Sentiment & Compensation Trends

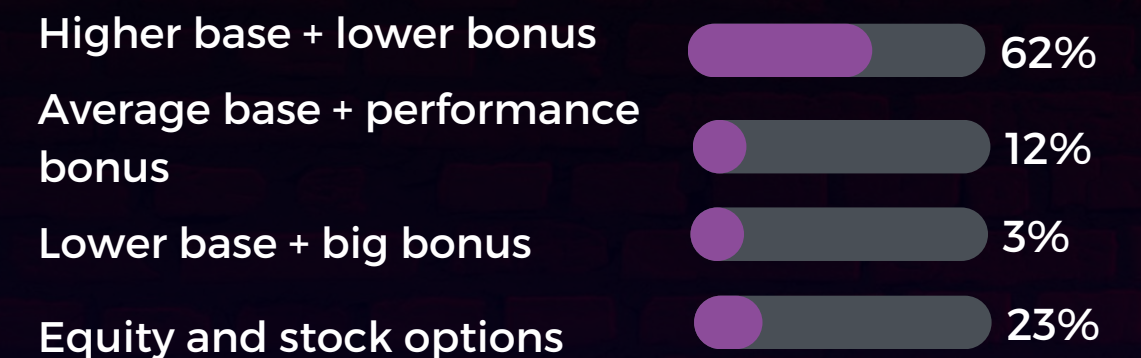
**How do you feel about the growth of the data-driven digital market in 2025?**



**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.

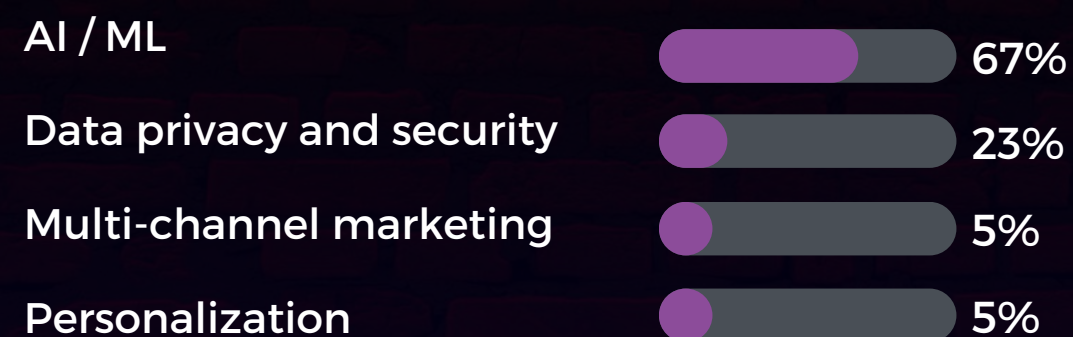
# SALARY GUIDE INSIGHTS

## AI and ML: The Driving Force of 2025

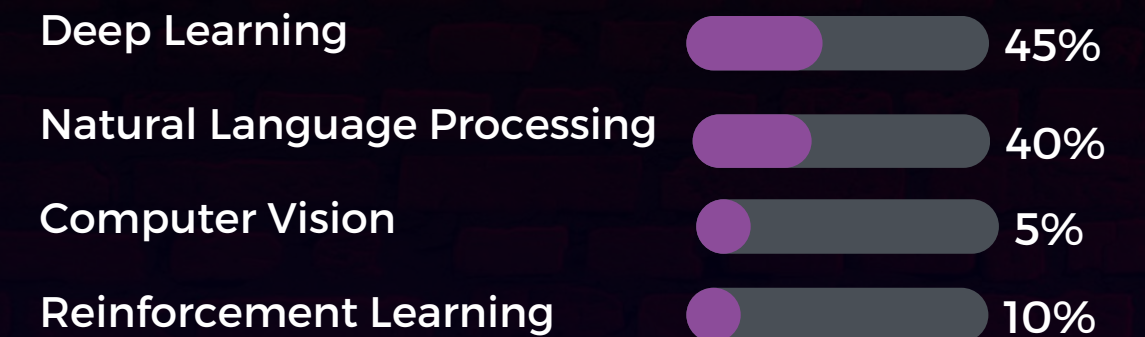
Which of the following markets do you think will experience the most growth in 2025?



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.

# SALARY GUIDE DATA SCIENCE / AI / ML

# 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 LONDON 2025

## PERMANENT - AVERAGE ANNUAL SALARY - LONDON, UNITED KINGDOM

| Market                      | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|-----------------------------|-------------|-----------|----------------------------|-------------------------|
| Data Science                | £58,800     | £86,100   | £113,050                   | £128,800                |
| Machine Learning            | £59,500     | £85,575   | £96,215                    | £128,375                |
| AI                          | £57,575     | £75,250   | £98,700                    | £134,750                |
| Deep Learning               | £51,091     | £71,925   | £90,301                    | £131,822                |
| Computer Vision             | £61,600     | £79,100   | £102,410                   | £129,500                |
| MLOps                       | £69,125     | £88,200   | £99,225                    | £126,643                |
| Natural Language Processing | £62,825     | £69,129   | £95,200                    | £124,688                |

*Annual Base Salary - £ (GBP) - London, United Kingdom*

# 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 NEW YORK 2025

## PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

| Market                      | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|-----------------------------|-------------|-----------|----------------------------|-------------------------|
| Data Science                | \$112,209   | \$163,806 | \$199,506                  | \$257,612               |
| Machine Learning            | \$96,992    | \$165,648 | \$196,473                  | \$267,681               |
| AI                          | \$118,172   | \$168,473 | \$210,590                  | \$278,254               |
| Deep Learning               | \$129,359   | \$172,203 | \$223,342                  | \$267,784               |
| Computer Vision             | \$116,668   | \$164,536 | \$189,916                  | \$263,415               |
| MLOps                       | \$119,266   | \$149,776 | \$189,420                  | \$230,217               |
| Natural Language Processing | \$122,456   | \$144,533 | \$187,847                  | \$256,758               |

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

# DATA SCIENCE BOSTON 2025

## PERMANENT - AVERAGE ANNUAL SALARY - BOSTON, UNITED STATES

| Market                      | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|-----------------------------|-------------|-----------|----------------------------|-------------------------|
| Data Science                | \$91,201    | \$127,632 | \$185,788                  | \$252,000               |
| Machine Learning            | \$86,678    | \$154,228 | \$189,795                  | \$262,500               |
| AI                          | \$83,701    | \$156,382 | \$194,088                  | \$247,197               |
| Deep Learning               | \$88,869    | \$147,584 | \$180,215                  | \$262,507               |
| Computer Vision             | \$82,146    | \$133,640 | \$169,715                  | \$240,302               |
| MLOps                       | \$74,944    | \$131,493 | \$171,745                  | \$233,108               |
| Natural Language Processing | \$94,838    | \$135,449 | \$170,274                  | \$219,450               |

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



# DATA SCIENCE CHICAGO 2025

## PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

| Market                      | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|-----------------------------|-------------|-----------|----------------------------|-------------------------|
| Data Science                | \$81,306    | \$132,902 | \$174,681                  | \$209,140               |
| Machine Learning            | \$79,119    | \$155,462 | \$175,105                  | \$213,104               |
| AI                          | \$81,232    | \$145,735 | \$168,007                  | \$210,001               |
| Deep Learning               | \$79,342    | \$132,508 | \$164,534                  | \$215,250               |
| Computer Vision             | \$80,437    | \$131,258 | \$159,477                  | \$223,247               |
| MLOps                       | \$89,835    | \$126,003 | \$160,106                  | \$213,326               |
| Natural Language Processing | \$84,268    | \$127,532 | \$164,386                  | \$207,900               |

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

# DATA SCIENCE AUSTIN 2025

## PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

| Market                      | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|-----------------------------|-------------|-----------|----------------------------|-------------------------|
| Data Science                | \$88,373    | \$116,011 | \$153,339                  | \$199,950               |
| Machine Learning            | \$82,113    | \$130,626 | \$157,290                  | \$181,269               |
| AI                          | \$78,018    | \$122,938 | \$158,213                  | \$220,925               |
| Deep Learning               | \$85,880    | \$122,014 | \$152,938                  | \$201,029               |
| Computer Vision             | \$94,185    | \$124,803 | \$161,682                  | \$217,817               |
| MLOps                       | \$81,719    | \$125,630 | \$156,960                  | \$209,095               |
| Natural Language Processing | \$81,944    | \$125,890 | \$158,192                  | \$204,678               |

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

# DATA SCIENCE ATLANTA 2025

## PERMANENT - AVERAGE ANNUAL SALARY - ATLANTA, UNITED STATES

| Market                      | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|-----------------------------|-------------|-----------|----------------------------|-------------------------|
| Data Science                | \$79,259    | \$126,372 | \$160,755                  | \$198,482               |
| Machine Learning            | \$74,942    | \$126,351 | \$168,638                  | \$209,404               |
| AI                          | \$80,280    | \$121,790 | \$160,026                  | \$199,446               |
| Deep Learning               | \$84,312    | \$132,242 | \$161,376                  | \$189,421               |
| Computer Vision             | \$89,421    | \$103,370 | \$160,312                  | \$197,941               |
| MLOps                       | \$83,265    | \$115,819 | \$147,728                  | \$178,987               |
| Natural Language Processing | \$82,591    | \$119,882 | \$152,946                  | \$190,316               |

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

# SALARY GUIDE DIGITAL ANALYTICS

# 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 LONDON 2025

PERMANENT - AVERAGE ANNUAL SALARY - LONDON, UNITED KINGDOM

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Web Analytics                | £42,620     | £53,900   | £75,775                    | £93,625                 |
| Conversion Rate Optimisation | £55,125     | £61,250   | £96,950                    | £117,250                |
| Insight                      | £41,650     | £63,000   | £82,250                    | £121,006                |
| Product                      | £52,606     | £70,664   | £86,450                    | £120,750                |
| Implementation               | £39,983     | £59,063   | £69,025                    | £105,000                |

*Annual Base Salary - £ (GBP) - London, United Kingdom*

# 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 NEW YORK 2025

PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Web Analytics                | \$105,889   | \$131,758 | \$182,583                  | \$212,346               |
| Conversion Rate Optimisation | \$94,446    | \$130,060 | \$172,295                  | \$196,943               |
| Insight                      | \$127,368   | \$146,759 | \$187,725                  | \$214,926               |
| Product                      | \$133,107   | \$176,370 | \$194,981                  | \$231,217               |
| Implementation               | \$113,436   | \$133,497 | \$170,282                  | \$218,400               |

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



# DIGITAL ANALYTICS BOSTON 2025

PERMANENT - AVERAGE ANNUAL SALARY - BOSTON, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Web Analytics                | \$91,687    | \$129,087 | \$157,198                  | \$189,099               |
| Conversion Rate Optimisation | \$95,126    | \$124,377 | \$140,709                  | \$187,955               |
| Insight                      | \$80,739    | \$108,723 | \$148,055                  | \$175,443               |
| Product                      | \$87,507    | \$129,092 | \$142,083                  | \$198,451               |
| Implementation               | \$74,343    | \$130,355 | \$150,191                  | \$187,940               |

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

# DIGITAL ANALYTICS CHICAGO 2025

PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Web Analytics                | \$83,536    | \$128,368 | \$156,163                  | \$187,832               |
| Conversion Rate Optimisation | \$78,993    | \$120,362 | \$162,003                  | \$186,676               |
| Insight                      | \$84,355    | \$132,448 | \$143,865                  | \$199,427               |
| Product                      | \$84,633    | \$133,244 | \$161,326                  | \$197,866               |
| Implementation               | \$71,097    | \$138,645 | \$161,116                  | N/A                     |

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

# DIGITAL ANALYTICS AUSTIN 2025

PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Web Analytics                | \$80,838    | \$116,487 | \$142,917                  | \$187,237               |
| Conversion Rate Optimisation | \$86,812    | \$110,146 | \$148,283                  | \$185,625               |
| Insight                      | \$83,673    | \$124,463 | \$133,362                  | \$184,343               |
| Product                      | \$93,438    | \$134,272 | \$156,553                  | \$197,293               |
| Implementation               | N/A         | \$129,632 | \$150,500                  | N/A                     |

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

# DIGITAL ANALYTICS ATLANTA 2025

PERMANENT - AVERAGE ANNUAL SALARY - ATLANTA, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Web Analytics                | \$83,608    | \$114,800 | \$148,095                  | \$174,547               |
| Conversion Rate Optimisation | \$87,541    | \$106,162 | \$144,339                  | \$164,850               |
| Insight                      | \$72,652    | \$108,518 | \$135,538                  | \$167,462               |
| Product                      | \$67,713    | \$105,035 | \$127,758                  | \$170,099               |
| Implementation               | \$72,918    | \$114,077 | \$148,733                  | \$185,836               |

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

# SALARY GUIDE CLOUD COMPUTING

# 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 LONDON 2025

PERMANENT - AVERAGE ANNUAL SALARY - LONDON, UNITED KINGDOM

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Cloud Infrastructure         | £54,075     | £64,750   | £83,615                    | £122,804                |
| Data Architecture            | £64,750     | £80,500   | £96,950                    | £116,667                |
| Data Engineering             | £47,250     | £76,462   | £106,750                   | £120,750                |
| Cloud Training               | £44,879     | £92,134   | £103,483                   | £124,938                |
| DevOps                       | £60,305     | £80,500   | £84,000                    | £115,500                |
| Site Reliability Engineering | £59,150     | £86,590   | £96,250                    | N/A                     |

*Annual Base Salary - £ (GBP) - London, United Kingdom*

# 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 NEW YORK 2025

PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Cloud Infrastructure         | \$113,818   | \$137,851 | \$188,194                  | \$239,575               |
| Data Architecture            | \$100,674   | \$137,879 | \$178,467                  | \$253,453               |
| Data Engineering             | \$84,144    | \$133,687 | \$183,045                  | \$244,545               |
| Cloud Training               | \$94,094    | \$126,538 | \$178,488                  | \$251,406               |
| DevOps                       | \$120,921   | \$140,058 | \$170,099                  | \$236,250               |
| Site Reliability Engineering | \$120,686   | \$139,057 | \$178,382                  | N/A                     |

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

# CLOUD COMPUTING BOSTON 2025

PERMANENT - AVERAGE ANNUAL SALARY - BOSTON, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Cloud Infrastructure         | \$85,399    | \$121,315 | \$172,677                  | \$200,083               |
| Data Architecture            | \$90,118    | \$139,583 | \$178,212                  | \$197,173               |
| Data Engineering             | \$77,319    | \$125,266 | \$147,731                  | \$208,848               |
| Cloud Training               | \$78,780    | \$139,578 | \$183,748                  | \$223,193               |
| DevOps                       | \$85,539    | \$127,552 | \$173,393                  | \$199,500               |
| Site Reliability Engineering | \$93,717    | \$134,183 | \$178,331                  | N/A                     |

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

# CLOUD COMPUTING CHICAGO 2025

PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Cloud Infrastructure         | \$86,478    | \$122,102 | \$171,767                  | \$193,560               |
| Data Architecture            | \$78,619    | \$135,302 | \$171,086                  | \$187,842               |
| Data Engineering             | \$74,375    | \$121,557 | \$153,304                  | \$209,062               |
| Cloud Training               | \$88,913    | \$130,186 | \$167,048                  | \$211,294               |
| DevOps                       | \$81,507    | \$104,316 | \$143,494                  | \$183,273               |
| Site Reliability Engineering | \$93,526    | \$123,303 | \$167,311                  | N/A                     |

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

# CLOUD COMPUTING AUSTIN 2025

PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Cloud Infrastructure         | \$66,662    | \$120,513 | \$144,020                  | \$192,394               |
| Data Architecture            | \$71,971    | \$136,862 | \$160,295                  | \$199,500               |
| Data Engineering             | \$78,951    | \$116,977 | \$150,907                  | \$190,514               |
| Cloud Training               | \$69,134    | \$128,261 | \$154,985                  | \$183,100               |
| DevOps                       | \$86,657    | \$115,614 | \$143,732                  | \$185,013               |
| Site Reliability Engineering | \$86,612    | \$125,063 | \$147,854                  | N/A                     |

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

# CLOUD COMPUTING ATLANTA 2025

PERMANENT - AVERAGE ANNUAL SALARY - ATLANTA, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Cloud Infrastructure         | \$81,165    | \$135,550 | \$155,818                  | \$166,003               |
| Data Architecture            | \$76,489    | \$102,743 | \$136,887                  | \$175,943               |
| Data Engineering             | \$82,017    | \$118,524 | \$148,139                  | \$168,350               |
| Cloud Training               | \$69,797    | \$111,086 | \$140,670                  | \$193,560               |
| DevOps                       | \$86,903    | \$125,081 | \$144,062                  | \$176,049               |
| Site Reliability Engineering | \$84,316    | \$124,916 | \$146,310                  | N/A                     |

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

# SALARY GUIDE PROGRAMMATIC

# 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 LONDON 2025

PERMANENT - AVERAGE ANNUAL SALARY - LONDON, UNITED KINGDOM

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Account Management           | £42,350     | £51,648   | £68,688                    | £88,025                 |
| Trading                      | £51,516     | £70,875   | £82,250                    | £109,725                |
| Media Buying                 | £40,950     | £73,500   | £71,993                    | £103,250                |
| Sales / Business Development | £42,700     | £61,250   | £82,250                    | £118,125                |
| Ad Ops                       | £40,950     | £65,520   | £91,175                    | £108,500                |

*Annual Base Salary - £ (GBP) - London, United Kingdom*



# 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 NEW YORK 2025

PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Account Management           | \$85,031    | \$128,019 | \$151,960                  | \$191,336               |
| Trading                      | \$76,222    | \$108,628 | \$149,831                  | \$177,844               |
| Media Buying                 | \$94,863    | \$133,622 | \$157,311                  | \$198,579               |
| Sales / Business Development | \$94,314    | \$128,233 | \$153,410                  | \$208,790               |
| Ad Ops                       | \$80,489    | \$129,280 | \$157,329                  | \$176,498               |

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

# PROGRAMMATIC BOSTON 2025

PERMANENT - AVERAGE ANNUAL SALARY - BOSTON, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Account Management           | \$67,249    | \$91,072  | \$146,924                  | \$185,266               |
| Trading                      | \$70,229    | \$118,171 | \$145,079                  | \$176,964               |
| Media Buying                 | \$82,000    | \$125,940 | \$157,126                  | \$179,783               |
| Sales / Business Development | \$75,075    | \$119,631 | \$151,255                  | \$196,385               |
| Ad Ops                       | \$72,164    | \$94,383  | \$146,669                  | \$175,813               |

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

# PROGRAMMATIC CHICAGO 2025

PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Account Management           | \$64,092    | \$96,396  | \$145,339                  | \$178,860               |
| Trading                      | \$65,749    | \$99,171  | \$144,716                  | \$175,397               |
| Media Buying                 | \$83,363    | \$117,769 | \$152,787                  | \$187,938               |
| Sales / Business Development | \$93,245    | \$119,664 | \$149,145                  | \$197,229               |
| Ad Ops                       | \$71,376    | \$93,205  | \$141,752                  | \$173,897               |

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

# PROGRAMMATIC AUSTIN 2025

PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Account Management           | \$68,583    | \$97,614  | \$141,758                  | \$180,584               |
| Trading                      | \$69,282    | \$111,747 | \$140,226                  | \$173,600               |
| Media Buying                 | \$61,724    | \$125,885 | \$137,548                  | \$179,976               |
| Sales / Business Development | \$65,160    | \$105,192 | \$146,336                  | \$188,330               |
| Ad Ops                       | N/A         | \$91,445  | \$136,403                  | \$167,342               |

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

# PROGRAMMATIC ATLANTA 2025

PERMANENT - AVERAGE ANNUAL SALARY - ATLANTA, UNITED STATES

| Market                       | Entry Level | Mid Level | Manager / Lead / Principal | VP / Head of / Director |
|------------------------------|-------------|-----------|----------------------------|-------------------------|
| Account Management           | \$93,926    | \$124,670 | \$146,312                  | \$166,780               |
| Trading                      | \$89,532    | \$126,091 | \$139,507                  | \$162,675               |
| Media Buying                 | \$72,538    | \$115,908 | \$154,354                  | \$161,625               |
| Sales / Business Development | \$75,892    | \$105,597 | \$144,481                  | \$186,782               |
| Ad Ops                       | \$73,609    | \$90,361  | \$134,569                  | \$153,885               |

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

# DIGITAL REPUBLIC TALENT GET IN TOUCH TODAY

We hope you've found our January 2025 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 average hourly and daily rates, please check our January 2025 Contractor Rate 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 Salary Guide, please contact us at [info@digitalrepublictalent.com](mailto:info@digitalrepublictalent.com)



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