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2026 SALARY GUIDE

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Introduction

Welcome to Digital Republic Talent's 2026 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: Data Science, ML, AI, Cloud Computing, Analytics and Programmatic. Our methodology involved independent surveys, internal analysis, online sources and data consolidation to ensure accurate salary insights.

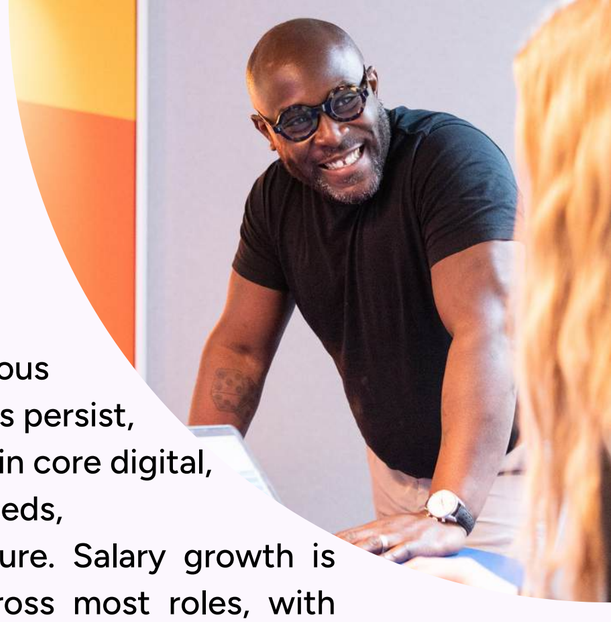
For this edition, we focused on the following locations during our data collection: the United Kingdom, New York, Boston, Chicago, Austin and Atlanta.

In addition to the average annual salary figures, we provide key talent statistics, digital market overview, 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.

Director’s comments

Richard Manso, Founder & Managing Director of Digital Republic Talent



Executive Summary – 2026 Tech & Digital Hiring Outlook (UK & US)

The 2026 tech talent market is defined by cautious optimism following a period of market stabilisation and normalisation in 2025. While economic uncertainty and client budget pressures have led some firms to slow permanent hiring, demand for specialist talent in AI, machine learning, data science, cloud and cybersecurity remains strong across both the UK and US.

Generative AI is reshaping job scopes and fuelling demand for hybrid skill sets, while psychometric-led hiring is increasingly improving retention by ensuring stronger cultural and values alignment. The market continues to polarise, with niche specialists commanding premium salaries and broader generalist roles facing increased competition.

Key hiring hubs remain strong: London, Austin, New York, San Francisco and regional growth centres such as Manchester, Birmingham, Leeds, Dallas and Austin, while flexible hiring models including contract, project-based and subscription recruitment are gaining traction across both tech and digital media sectors.

The outlook for 2026 suggests continued cautious confidence. While broader economic headwinds persist, businesses are expected to gradually re-invest in core digital, data and AI capabilities driven by innovation needs, operational efficiency and competitive pressure. Salary growth is expected to continue at a modest pace across most roles, with stronger growth in high-demand areas such as AI, ML and data science. Flexible, performance-led hiring models will continue to dominate, with an emphasis on specialist talent that can deliver measurable impact.

General Outlook

In 2025, both the UK and US tech job markets experienced solid salary growth, particularly in AI, data science and machine learning. In the US, mid-level professionals in these fields typically earned $130,000-$160,000, with senior or niche ML specialists often exceeding $200,000, while in the UK, mid-level data scientists earned £65,000-£85,000 and senior AI specialists exceeded £100,000-£130,000 depending on location and sector. Roles in MLOps, LLM engineering and AI infrastructure remained among the

Director’s comments

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highest paid due to the limited talent supply. Cloud engineers and data architects continued to command strong compensation, with regional variation narrowing as remote and hybrid work models became more established. Competitive offers, flexibility, and total reward packages remain critical to attracting and retaining top talent.

Why Some Companies Are Slowing Hiring Amid Economic Uncertainty

Across both markets, hiring has become more selective as organisations respond to tightening budgets, cautious client demand, and increased investor pressure to improve operational efficiency. Rather than rapid scaling, firms are prioritising business-critical and ROI-driven roles, particularly where automation and AI enable leaner teams to deliver more with less. Combined with budget constraints and the need for agility, many organisations are delaying permanent headcount expansion and increasingly turning to flexible, project-based, or contract talent to maintain delivery without long-term cost commitments.

The Surge in Demand for AI/ML, Cloud & Cybersecurity Talent

The surge in demand for AI/ML, cloud, and cybersecurity talent is being driven by accelerated digital transformation, competitive innovation, growing security threats, and the need to improve workforce efficiency. Organisations adopting AI for automation, personalisation and data-driven decision-making require specialists in ML, MLOps and LLM engineering. Cloud adoption continues to expand as companies migrate infrastructure and scale services, while cybersecurity has become a top hiring priority. With these technologies now sitting at the core of modern business operations, demand for deeply specialised professionals who can drive strategy, build secure systems and ensure performance at scale remains at an all-time high across both regions.

How Psychometric-Led Hiring Is Improving Retention

Psychometric-led hiring is playing a growing role in reducing attrition and improving retention by ensuring stronger alignment between

Director’s comments

Richard Manso, Founder & Managing Director of Digital Republic Talent

candidates and company culture, values, and working styles beyond technical skills alone. By assessing behavioural traits, motivation, emotional intelligence, and team compatibility, employers are identifying candidates more likely to stay engaged and succeed long-term. This data-driven approach is proving especially valuable in competitive fields such as AI, data and cloud, and in hybrid or remote-first environments where cultural alignment is critical.

How Generative AI Is Reshaping Job Scopes and Skills

Generative AI is fundamentally reshaping job scopes by automating routine tasks, accelerating content creation, and transforming how data is interpreted and applied across functions. Demand is shifting away from purely technical execution toward roles that blend domain expertise with AI fluency, including prompt engineering, LLM optimisation, AI governance and human–AI collaboration. Traditional roles across data, software engineering, marketing and product are evolving, and professionals who can creatively leverage GenAI to drive efficiency, innovation and strategic value will be in the highest demand going into 2026.

The Polarisation of the Job Market

The tech labour market has become increasingly polarised, with strong demand for specialised talent and growing competition for more generalist roles. As businesses prioritise measurable outcomes and leaner teams, investment is focused on niche experts who can deliver immediate, high-impact solutions. In contrast, generalist candidates face increased competition, particularly as automation reduces the need for broad, non-specialised roles. This shift is encouraging professionals to upskill, specialise and build deeper domain expertise to remain competitive.

Hiring in Digital Media and Flexible Talent Models

Hiring across the digital media and agency sector remains active but more selective as organisations respond to shifting client budgets and consolidation. Despite restructuring in some areas, demand remains strong for programmatic, paid media, analytics and performance-driven talent. Across the UK and US, agencies and in-house teams are increasingly favouring flexible hiring models, including contract and freelance, to scale delivery and manage costs.

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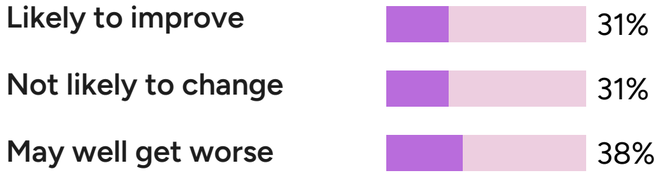
Insights

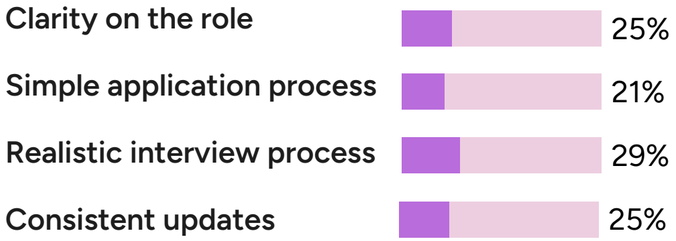
2026 digital hiring landscape and candidate insights

The following polls capture real-time sentiment from digital and technology professionals across AI, Data, Cloud, Analytics and Programmatic markets. They provide a snapshot of current expectations around the job market, growth areas, hiring success factors and candidate priorities as we look ahead to 2026. The results offer valuable context to the charts below, highlighting the key themes shaping both hiring and career decisions.

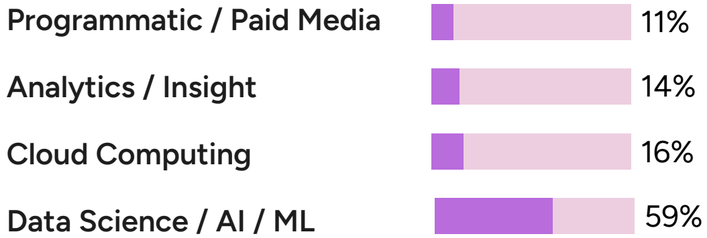
What are your thoughts on the job market for 2026?



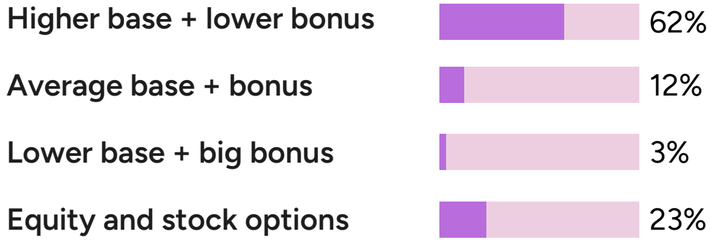
What matters most to you when applying for a role?



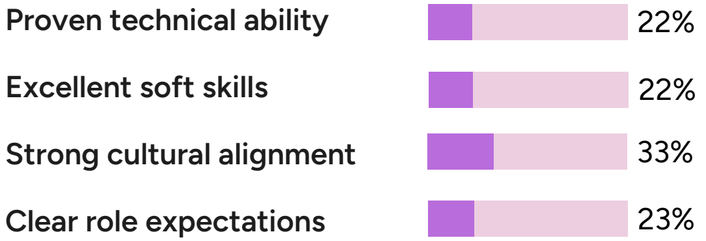
Which of the following markets do you think will experience the most growth in 2026?



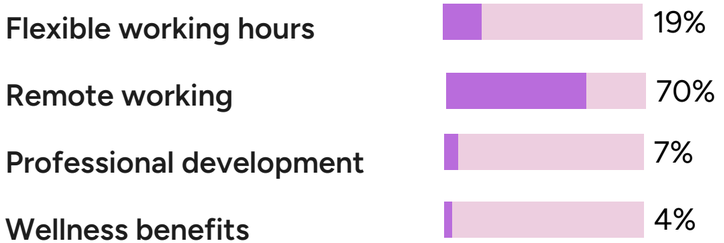
If you could choose, which type of compensation structure would you prefer?



Which factor has the biggest impact on long-term success when hiring technical talent?



What's the biggest perk an employer can provide?



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Data science
AI / ML

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Data science / AI / ML - UK

Average annual permanent salary - United Kingdom*

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	£61,152	£89,544	£117,572	£133,952
Machine Learning	£61,880	£88,998	£100,063	£133,510
AI	£59,878	£78,260	£102,648	£140,140
Deep Learning	£53,135	£74,802	£93,913	£137,095
Computer Vision	£64,064	£82,264	£106,506	£134,680
MLOps	£71,890	£91,728	£103,194	£131,708
Natural Language Processing	£65,338	£71,894	£99,008	£129,675

**United Kingdom salary figures are based primarily on London market data and should be interpreted accordingly for regional markets*

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Data science / AI / ML - New York

Average annual permanent salary - New York, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	$116,698	$170,359	$207,487	$267,917
Machine Learning	$100,871	$172,274	$204,332	$278,388
AI	$122,899	$175,211	$219,014	$279,384
Deep Learning	$134,533	$179,091	$232,276	$275,495
Computer Vision	$121,334	$171,117	$197,512	$273,951
MLOps	$124,037	$155,767	$196,997	$249,425
Natural Language Processing	$127,355	$150,314	$195,361	$267,028

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Data science / AI / ML - Boston

Average annual permanent salary - Boston, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	$94,849	$132,737	$193,220	$242,000
Machine Learning	$90,145	$160,397	$197,387	$252,500
AI	$87,049	$162,637	$201,852	$249,197
Deep Learning	$92,424	$153,487	$187,423	$250,507
Computer Vision	$85,432	$138,985	$176,503	$245,302
MLOps	$77,942	$136,752	$178,615	$235,108
Natural Language Processing	$98,632	$140,867	$177,085	$239,450

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Data science / AI / ML - Chicago

Average annual permanent salary - Chicago, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	$84,558	$138,218	$181,668	$227,506
Machine Learning	$82,283	$161,680	$182,110	$231,628
AI	$84,481	$151,564	$174,728	$232,401
Deep Learning	$82,516	$137,808	$171,115	$223,860
Computer Vision	$83,655	$136,509	$165,856	$232,177
MLOps	$93,428	$131,043	$166,510	$221,859
Natural Language Processing	$87,638	$132,633	$170,961	$226,216

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Data science / AI / ML - Austin

Average annual permanent salary - Austin, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	$91,908	$120,652	$159,472	$215,948
Machine Learning	$85,398	$135,851	$163,582	$220,520
AI	$81,139	$127,856	$164,541	$229,762
Deep Learning	$89,315	$126,895	$159,055	$209,070
Computer Vision	$97,952	$129,795	$168,149	$226,530
MLOps	$84,988	$130,656	$163,239	$217,459
Natural Language Processing	$85,222	$130,925	$164,520	$212,865

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Data science / AI / ML - Atlanta

Average annual permanent salary - Atlanta, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	$82,430	$131,427	$167,185	$206,421
Machine Learning	$77,939	$131,405	$175,384	$207,425
AI	$83,491	$126,661	$166,427	$209,424
Deep Learning	$87,684	$137,532	$167,831	$196,998
Computer Vision	$92,998	$107,505	$166,724	$205,858
MLOps	$86,596	$120,452	$153,637	$186,147
Natural Language Processing	$85,895	$124,677	$159,064	$197,928

Market overview and talent insights

Data science / AI / ML

The data science and AI/ML market is expected to continue growing in 2026 as organisations operationalise GenAI and invest in modern analytics, machine learning and MLOps platforms. The data science platform market is forecast to reach approximately $204B in 2026, while worldwide AI spending is projected to exceed $2.0T, driven by AI software, infrastructure, and enterprise adoption across sectors including software, banking, retail and healthcare. “AI-ready data” is emerging as a key constraint, with 63% of organisations lacking adequate data management practices for AI, reinforcing the premium on specialist talent as demand continues to outstrip supply.

- **2,701,174** Professionals within the US talent pool on LinkedIn
- **42%** Growth in professionals with AI & ML skills in the US
- **497,960** Professionals in the US changed jobs during the past year
- **17,679** Full-time open job posts in the US
- **1.3** Median length of service in the US
- **63% / 37%** Male / female split in the US

- **504,007** Professionals within the UK talent pool on LinkedIn
- **41%** Growth in professionals with AI & ML skills in the UK
- **101,096** Professionals in the UK changed jobs during the past year
- **1,663** Full-time open job posts in the UK
- **1.3** Median length of service in the UK
- **65% / 35%** Male / female split in the UK

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Analytics

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Analytics - UK

Average annual permanent salary - United Kingdom*

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	£43,472	£54,978	£77,291	£95,498
Conversion Rate Optimisation	£56,228	£62,475	£98,889	£119,595
Insight	£42,483	£64,260	£83,895	£123,426
Product	£53,658	£72,077	£88,179	£123,165
Implementation	£40,783	£60,244	£70,405	£107,100

**United Kingdom salary figures are based primarily on London market data and should be interpreted accordingly for regional markets*

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Analytics - New York

Average annual permanent salary - New York, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	$108,007	$134,393	$186,235	$216,593
Conversion Rate Optimisation	$96,335	$132,662	$175,740	$200,882
Insight	$129,916	$149,694	$191,480	$219,224
Product	$135,770	$179,897	$198,880	$235,842
Implementation	$115,704	$136,167	$173,687	$222,768

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Analytics - Boston

Average annual permanent salary - Boston, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	$93,521	$131,669	$160,342	$192,881
Conversion Rate Optimisation	$97,028	$126,864	$143,524	$191,714
Insight	$82,353	$110,898	$151,016	$178,952
Product	$89,257	$131,674	$144,925	$202,420
Implementation	$85,830	$132,963	$153,195	$195,698

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Analytics - Chicago

Average annual permanent salary - Chicago, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	$85,207	$130,935	$159,287	$191,589
Conversion Rate Optimisation	$80,572	$122,769	$165,244	$190,410
Insight	$86,042	$135,097	$146,742	$203,415
Product	$86,326	$135,909	$164,553	$201,824
Implementation	$82,518	$141,418	$164,339	$194,527

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Analytics - Austin

Average annual permanent salary - Austin, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	$83,264	$119,982	$147,204	$192,854
Conversion Rate Optimisation	$89,416	$113,450	$152,732	$191,194
Insight	$86,184	$128,197	$137,362	$189,874
Product	$96,242	$138,300	$161,249	$203,212
Implementation	$80,777	$133,521	$155,015	$190,255

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Analytics - Atlanta

Average annual permanent salary - Atlanta, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	$85,281	$117,096	$151,057	$178,038
Conversion Rate Optimisation	$89,291	$108,286	$147,226	$168,147
Insight	$74,105	$110,688	$138,249	$170,812
Product	$69,068	$107,135	$130,313	$173,501
Implementation	$74,377	$116,359	$151,707	$189,553

Market overview and talent insights

Analytics

Predictive and real-time analytics, GenAI-enabled BI, and IoT/edge data are accelerating Analytics investment in 2026. The global data analytics market is projected to grow from $82.23B in 2025 to $402.70B by 2032 (25.5% CAGR), with real-time and edge-driven use cases among the fastest-growing segments. Gartner expects 75% of new analytics content to be contextualized via GenAI by 2027, pushing augmented, self-service analytics to more business users. As a result, demand is rising for talent who can pair analytics engineering with business-facing storytelling, governance and responsible AI.

- **866,331** Professionals within the US talent pool on LinkedIn
- **8%** Growth in professionals with Analytics skills in the US
- **153,209** Professionals in the US changed jobs during the past year
- **1,893** Full-time open job posts in the US
- **1.8** Median length of service in the US
- **56% / 44%** Male / female split in the US

- **181,407** Professionals within the UK talent pool on LinkedIn
- **9%** Growth in professionals with Analytics skills in the UK
- **35,952** Professionals in the UK changed jobs during the past year
- **594** Full-time open job posts in the UK
- **1.6** Median length of service in the UK
- **60% / 40%** Male / female split in the UK

Cloud computing

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Cloud computing - UK

Average annual permanent salary - United Kingdom*

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	£58,482	£70,028	£90,429	£132,812
Data Architecture	£70,028	£87,061	£104,851	£126,175
Data Engineering	£51,101	£82,694	£115,451	£130,591
Cloud Training	£48,537	£99,643	£111,917	£135,121
DevOps	£65,219	£87,061	£90,846	£124,913
Site Reliability Engineering	£63,970	£93,647	£104,095	N/A

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Cloud computing - New York

Average annual permanent salary - New York, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	$117,232	$141,987	$193,839	$246,763
Data Architecture	$103,694	$142,015	$183,821	$261,057
Data Engineering	$86,668	$137,698	$188,537	$251,881
Cloud Training	$96,916	$130,334	$183,843	$258,948
DevOps	$124,549	$144,260	$175,202	$243,338
Site Reliability Engineering	$124,307	$143,228	$183,734	N/A

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Cloud computing - Boston

Average annual permanent salary - Boston, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	$87,961	$124,954	$177,857	$206,085
Data Architecture	$92,822	$143,770	$183,559	$203,088
Data Engineering	$79,638	$129,024	$152,163	$215,114
Cloud Training	$81,144	$143,765	$189,260	$229,889
DevOps	$88,105	$131,378	$178,595	$205,485
Site Reliability Engineering	$96,528	$138,208	$183,681	N/A

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Cloud computing - Chicago

Average annual permanent salary - Chicago, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	$89,072	$125,765	$176,920	$199,367
Data Architecture	$80,977	$139,361	$176,219	$193,477
Data Engineering	$76,606	$125,204	$157,903	$215,334
Cloud Training	$91,580	$134,092	$172,059	$217,632
DevOps	$83,953	$107,446	$147,799	$188,771
Site Reliability Engineering	$96,331	$127,002	$172,331	N/A

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Cloud computing - Austin

Average annual permanent salary - Austin, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	$68,662	$124,128	$148,341	$198,165
Data Architecture	$74,130	$140,968	$165,104	$205,485
Data Engineering	$81,319	$120,487	$155,434	$196,230
Cloud Training	$71,208	$132,108	$159,635	$188,593
DevOps	$89,256	$119,083	$148,044	$190,564
Site Reliability Engineering	$89,211	$128,815	$152,289	N/A

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Cloud computing - Atlanta

Average annual permanent salary - Atlanta, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	$83,600	$139,616	$160,492	$170,983
Data Architecture	$78,784	$105,825	$140,994	$181,222
Data Engineering	$84,477	$122,080	$152,583	$173,400
Cloud Training	$71,891	$114,418	$144,890	$199,367
DevOps	$89,510	$128,834	$148,384	$181,331
Site Reliability Engineering	$86,846	$128,664	$150,699	N/A

Market overview and talent insights

Cloud computing

The Cloud market stays in high-growth mode in 2026 as enterprises scale AI workloads and modernize core applications. IDC expects public cloud services spending to double by 2028 (19.4% CAGR), underscoring continued momentum into 2026. Gartner projects end-user public cloud services spending in Europe to grow 24% in 2026 and that public cloud will exceed 45% of enterprise IT spending by 2026. Hybrid remains the default, with 90% of organizations are expected to run hybrid cloud by 2027, driving demand for secure, governable IaaS/PaaS and integrated AI platforms.

- **3,343,822** Professionals within the US talent pool on LinkedIn
- **13%** Growth in professionals with Cloud skills in the US
- **406,675** Professionals in the US changed jobs during the past year
- **17,650** Full-time open job posts in the US
- **2.0** Median length of service in the US
- **75% / 25%** Male / female split in the US

- **634,195** Professionals within the UK talent pool on LinkedIn
- **15%** Growth in professionals with Cloud skills in the UK
- **91,772** Professionals in the UK changed jobs during the past year
- **2,054** Full-time open job posts in the UK
- **1.9** Median length of service in the UK
- **80% / 20%** Male / female split in the UK

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Programmatic - UK

Average annual permanent salary - United Kingdom*

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	£43,197	£52,681	£70,062	£89,785
Trading	£52,546	£72,293	£83,895	£111,920
Media Buying	£41,769	£74,970	£73,433	£105,315
Sales / Business Development	£43,554	£62,475	£83,895	£120,488
Ad Ops	£41,769	£66,830	£92,998	£110,670

**United Kingdom salary figures are based primarily on London market data and should be interpreted accordingly for regional markets*

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Programmatic - New York

Average annual permanent salary - New York, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	$86,732	$130,580	$154,999	$195,163
Trading	$77,746	$129,800	$152,827	$181,401
Media Buying	$96,761	$136,294	$160,457	$202,551
Sales / Business Development	$96,200	$130,798	$156,478	$212,966
Ad Ops	$82,099	$131,866	$160,475	$180,028

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Programmatic - Boston

Average annual permanent salary - Boston, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	$75,594	$115,893	$149,863	$188,972
Trading	$74,634	$120,535	$147,980	$180,503
Media Buying	$83,640	$128,459	$160,269	$183,379
Sales / Business Development	$80,577	$122,023	$154,280	$200,312
Ad Ops	$75,608	$100,271	$149,603	$179,329

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Programmatic - Chicago

Average annual permanent salary - Chicago, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	$69,374	$105,324	$148,246	$182,437
Trading	$70,064	$111,155	$147,611	$178,905
Media Buying	$85,030	$125,124	$155,842	$191,697
Sales / Business Development	$79,110	$122,058	$152,128	$201,173
Ad Ops	$73,803	$95,069	$144,587	$177,375

DIGITAL REPUBLIC

Programmatic - Austin

Average annual permanent salary - Austin, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	$67,955	$100,567	$144,594	$184,196
Trading	$68,668	$110,982	$143,031	$177,072
Media Buying	$76,165	$124,402	$145,299	$183,576
Sales / Business Development	$79,686	$110,296	$149,263	$196,097
Ad Ops	$70,525	$93,273	$141,131	$170,688

DIGITAL REPUBLIC

Programmatic - Atlanta

Average annual permanent salary - Atlanta, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	$65,622	$99,903	$143,628	$175,119
Trading	$67,009	$105,396	$142,483	$170,809
Media Buying	$72,959	$121,704	$145,072	$169,707
Sales / Business Development	$77,463	$109,877	$149,705	$192,122
Ad Ops	$69,290	$92,879	$140,298	$161,579

Market overview and talent insights

Programmatic

Programmatic advertising remains the engine of digital display growth in 2026, with US programmatic display spending projected to surpass $200B. Globally, programmatic is expected to deliver nearly all net-new display growth, accounting for ~96% of new display ad dollars in 2026. AI-driven bidding, audience modeling and creative automation continue to improve performance, while budgets consolidate into more data-rich, curated environments (including retail media and private marketplaces). Connected TV keeps gaining share, with ~$37.7B in US CTV ad spend projected for 2026 on the way to $46.9B by 2028.

- **1,361,029** Professionals within the US talent pool on LinkedIn
- **35%** Growth in professionals with Programmatic skills in the US
- **232,676** Professionals in the US changed jobs during the past year
- **879** Full-time open job posts in the US
- **1.9** Median length of service in the US
- **53% / 47%** Male / female split in the US

- **281,912** Professionals within the UK talent pool on LinkedIn
- **28%** Growth in professionals with Programmatic skills in the UK
- **55,376** Professionals in the UK changed jobs during the past year
- **138** Full-time open job posts in the UK
- **1.7** Median length of service in the UK
- **57% / 43%** Male / female split in the UK

Digital Republic Talent

Get in touch today

We hope you've found our 2026 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 2026 Contract 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.

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