

# 2020 Digital Analytics Compensation and Benefits Report

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## Executive Summary Preview

A survey was conducted in June 2020 with 845 completed responses from Digital Analysts worldwide. This report presents the average salary or wage income and total compensation of professionals and their compensation trend over time. Where possible we also compare findings to the previous survey conducted by DAA in November 2016.

### *Positions*

Survey participants self-identified into one of four managerial levels—C-suite, senior/executive/top-level, middle-level, and first-level—or three levels of non-managerial professionals—experienced, intermediate, and entry level. Most survey participants categorized themselves as either experienced (30%) or mid-level management (25%) while some are first-level management (16%) or intermediate non-supervisors (12%). They also provided their specific titles, which were then categorized, including managerial titles such as VP, Head or Lead Director, Manager, and Supervisor, and specialized non-managerial roles such as Data/Marketing Scientist, Architect/Engineer and Senior Analyst.

### *Compensation*

Data was collected for the most recently completed year of employment pre-COVID-19, and for the year preceding it, to avoid any distortion from depressed salaries that may have come with the pandemic. In this survey, non-U.S. respondents reported income in their currency and were converted to U.S. dollars using exchange rates. The mean or average annual salary or wage income was \$106,687. Total compensation including bonuses, overtime or incentive compensation, employer contributions to retirement, and other income averaged \$125,647. Both salary/wage income and total compensation increased compared to 2019. 59% of survey participants received a bonus and 79% received employer contributions to retirement. While only 7% of respondents reported overtime/incentive compensation and/or other the mean values paid were substantial.

### *Compensation Variance by Employer*

Overall salary/wages were 23% higher than the overall average for individuals who were freelance or self-employed, while salary/wages in consulting firms were 3% higher. Professionals in government/non-profit and university/collegesettings are paid considerably less.

### *Compensation by Demographics*

Men receive an average salary 10% higher than women, and their total compensation is 15% higher. By race/ethnicity, South Asian and mixed-race professionals in the U.S. have the highest earnings, followed by white, Hispanic, East Asian, and black professionals.

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## Methodology

In 2020, a survey was launched by DAA among members and non-members to measure compensation and common benefits received by digital analytics professionals. This survey followed a similar project conducted in November 2016, with both assisted externally by Whorton Marketing & Research, a small association-focused research firm.

A survey design from 2016 was revised substantially with oversight from a committee of DAA member experts and staff. The fieldwork began with an introduction email sent to a list of 17,415 individuals who were asked to confirm their interest in the survey, or to opt-out if they were unwilling to participate.

This process, often undertaken particularly among non-members to ensure a clean and updated list and to quickly flag undeliverable email addresses, netted only 61 opt-outs, 310 bounces, and roughly 130 real changes in name, title, or company by the time it was closed on May 21.

The survey was launched with an invitation email sent on May 27 with a personalized survey link. It was followed by reminders sent on June 4, June 12, and June 18 to all individuals who did not start the survey. Each of these messages included an A/B random test of subject lines and other techniques with the winning version used to guide the development of each subsequent message.

A separate reminder was sent to individuals who started but did not complete a survey in small batches on Jun 1, June 5, June 11, and June 19 so that an individual received only one of these messages over the course of the survey administration.

All messages were transmitted using a DAA email address and sender, under the signature of the DAA executive director, and using the DAA and InfoTrust logos. This effort yielded a total of 1,056 responses to emails, including 725 completed surveys and 331 incomplete responses.

The coordinated email-driven campaign was complemented by viral efforts that were undertaken to encourage participation of other individuals who may not have seen the emails due to furlough, lapsed membership, or other factors influencing deliverability. This effort collected 124 partial and complete responses from May 27 through June 23, although 50 surveys were incomplete.

Once the responses from both sources were compiled and limited partial responses were eliminated, a total of 845 responses were retained out of a total of 1,180 received. This incomplete rate of almost 30% is high, for a relatively simple survey such as this, but respondents were also fairly resistant to returning to their survey to complete more.

The final response rate was 5.6% among the 15,612 records of unique individuals who were deliverable and did not opt out. Interestingly, this is almost identical to response rate in November 2016, which yielded 731 completed responses due to administration to a smaller audience.

An analysis by segment showed that members, almost half of the net distribution, were about 20% more likely than non-members to respond. U.S. professionals were about 25% more likely than global contacts to participate.

## Acknowledgment

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We offer special gratitude to each task force member:

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## A Message from our Sponsor

At InfoTrust, our team takes our core values of respect and diversity seriously. That's why we chose to sponsor the Digital Analytics Association's Compensation Study to help provide visibility into the real pay scale of our industry. Our hope is that companies will use this information to create fair compensation plans for analytics professionals across their organization, regardless of employees' gender, race, or ethnicity. We will be using this data to evaluate our own pay structure, with an aim of increasing fairness and mitigating unintentional biases. Thank you so much to the DAA for providing InfoTrust with the opportunity to sponsor this industry study.