



**REAL TIME COMPENSATION COMPARISON  
TALENT SOURCING ACROSS ALL ROLES AND FUNCTIONS**

An Exclusive Service provided by  
The Chief Marketing Officer Council



Compensation across marketing is a hotly debated topic, especially as chief marketing officers take on an increasing load that directly impacts and directs the revenue of their organizations. To benchmark CMO compensation around the globe, the CMO Council has launched an on-demand CMO compensation tracker that will enable marketers to:

- Create compensation profiles
- Update annually or as their position or compensation changes
- View and compare senior marketing compensation packages
- Access anonymous profiles of senior marketing leaders to review similar packages and compensation structures
- Commission exclusive compensation reports, comparing up to four key variables (including title, years of total experience, region and industry) variables (including title, years of total experience, region and industry)

The aggregated data will be analyzed and compiled for the CMO Council's quarterly Compensation Report that will track total compensation packages, average base salary, makeup of bonus structures along with key factors including job title, responsibilities, number of reports, tenure in current positions, total experience, education, marketing specialty, and what it would take for a marketer to make a move to a new position.



## WHY TRACK COMPENSATION?

The CMO Council has previously undertaken a major study to benchmark and understand the key factors influencing chief marketer compensation. In that initial study, the CMO Council found that:

- Bonuses are the most common type of compensation beyond base pay. Eighty-five percent of CMOs receive bonuses, with large-company CMOs being more likely to have bonus-based compensation.
- B2C CMOs have a higher base salary than B2B/hybrid-company CMOs.
- CMO base compensation is correlated to firm size. The larger the company, the more likely that the CMO will make more in base compensation, and the more likely that they will have bonus compensation.
- Digital marketing skills are important. CMO salary tends to increase as a firm's digital marketing performance improves.

In that initial study, CMOs that focused on driving the bottom line and those who answered directly to the CEO held the highest base salaries and were often additionally compensated with bonus and perk incentives. Through the CMO Compensation & Talent Sourcing Center, the CMO Council intends to take this benchmark of marketing compensation a step deeper, looking into compensation profiles beyond salary and factoring in total compensation.

This first-of-its-kind resource will allow marketers to contribute to this ongoing benchmark while also searching and reviewing real-time compensation packages and profiles of other positions across multiple specialties in marketing, including the top spot of CMO.



## SERVICES & ADVERTISING OPPORTUNITIES

There are multiple ways to tap into the marketing community, compensation research and talent-sourcing network.

- **Post Jobs Across Every Level of Marketing Specialty**

The Talent Sourcing Center is being set up to encourage marketing talent to identify new opportunities across the specialty spectrum. Job postings can be purchased in single or multiple packs (3, 5 and 10).

- **Advertise on the Network and Get in Front of Top Marketing Talent**

Banner advertising to promote your organization, including open opportunities, will appear across the site and garner attention. Multiple banner sizes and placements are available.

- **Commission a Custom Compensation Report to Confirm Package Strength and Value**

Are you offering a CMO role and need to benchmark compensation competitiveness? Are you transitioning marketing roles, entering a new industry and need to benchmark the strength of your package? Do you need data to leverage in a compensation negotiation? These are just a handful of reasons a custom compensation report is right for you. A custom report compares your package against industry, region or specialty factors. Select up to four key compensation factors, and a custom report will benchmark these factors against the averages and give an overview of similar compensation packages.

- **Quarterly Compensation Report Subscription**

Every quarter, the CMO Council will produce a CMO Compensation Update, benchmarking overall package value and strength for CMOs and other senior level marketing positions. Quarterly reports will be available for individual download (\$99), or you can subscribe for a full year of reports for \$399.

- **Assisted Search Service From the CMO Council**

The CMO Council has a specialized service to help executive recruiters and hiring organizations assess marketing leadership needs, specify roles and requirements, as well as identify potential candidates.



- **Job Posting in the Talent Sourcing Center**

Jobs across all marketing specialties and regions can be posted and made available to view by the CMO Council community. With regular promotions and engagements from the CMO Council to update and drive new traffic to the CMOCCompensation.com destination, the site will quickly become a single-source destination for marketers looking to benchmark compensation and unearth new, exciting companies and opportunities.

- **CMO Compensation & Talent Sourcing Center: Introductory Job Post Pricing**

| Product             | Duration | Cost    |
|---------------------|----------|---------|
| Single job posting  | 30 days  | \$299   |
| 3-Pack job posting  | 30 days  | \$499   |
| 5-Pack job posting  | 30 days  | \$799   |
| 10-Pack job posting | 30 days  | \$1,199 |



## ADVERTISING OPPORTUNITIES

We offer a wide range of advertising opportunities that enable organizations to:

- Promote your organization to a global audience of marketers, from CMOs to those aspiring to reach that top spot
- Showcase specific job openings and opportunities
- Promote specific services or solutions aimed at leading marketers and marketing organizations

Advertising opportunities range in size, placement and duration of posting. The information listed below reflects special introductory pricing for the launch of the new CMO-Compensation.com site. As this is a new site, there are currently no visit or audience numbers to share...yet!

| Banner Type  | 1 month        | 3 months         | 6 months | 12 months |
|--|----------------|------------------|----------|-----------|
| <b>Job search:<br/>Skyscraper<br/>600 x 120 pixels</b>   | \$299          | \$499            | \$599    | \$899     |
| <b>Job Search: Left-nav place-<br/>ment<br/>180 x 150 pixels</b>   | \$199          | \$399            | \$499    | \$799     |
| <b>Salary Search: Left-nav Place-<br/>ment<br/>250 x 250 pixels (square)</b>   | \$250          | \$500            | \$650    | \$800     |
| <b>Additional Promotional oppor-<br/>tunities:<br/>Required Reading E-Blast Pro-<br/>mo: Text-based promo and link<br/>to job post</b> | 1-WEEK<br>\$99 | 3-WEEKS<br>\$199 |          |           |



## COMPENSATION REPORTS

While site visitors will always be able to view individual profiles and see aggregated compensation package data, more in-depth analysis of compensation package data—including exact package makeup across industry and region—is also available. The quarterly compensation reports will include ongoing trends and shifts across compensation. Executives are also able to commission custom reports to gain specific views by industry, region, years in a position, number of direct reports or years in marketing. Each custom report will factor four key data points for comparison against total aggregated data.

| Product                       |                  | Price |
|-------------------------------|------------------|-------|
| Single Compensation Report    |                  | \$199 |
| Quarterly Report Subscription | 4 Reports        | \$399 |
| Custom Compensation Report    | 4 Unique Factors | \$599 |



## ASSISTED SEARCH SERVICES

With the support of its global database of 60,000 marketers and more than 10,000 senior-level members, the CMO Council has built a rich knowledge base and library of content covering CMO leadership, professional development insights and C-suite synergies. From this unprecedented level of insight, access and influence, the CMO Council is uniquely positioned to help executive recruiters and corporate HR professionals identify potential assets, develop professional talent and skills, as well as ensure the right fit of title and territory in terms of both responsibility and capability.

The CMO Council's Assisted Search Service covers multiple levels of support to accelerate the recruitment process, increase the caliber and range of candidates, as well as assist in negotiations and candidate selection. Search engagements include:

- Chief marketing officers (CMOs) or those at the EVP, SVP and VP levels
- Marketing leaders for divisions, regions, countries and lines of business
- Functional marketing heads (demand generation, branding, product marketing, marketing operations, interactive/digital, field marketing, communications, advertising, channel, analytics, research, insights and innovation, etc.)
- All candidates are screened relative to job specifications and requirements, vetted to determine interest in the position offered, and briefed on the opportunity to increase interest and receptivity to recruitment introductions.

The process will take no longer than three weeks. Fees for services are based on candidate search requirements. Past candidates have been identified for roles including:

- CMO-level search
- Marketing leader search
- Functional marketing head
- Regional marketing lead / general manager





## CONTACT US FOR DETAILS

To take advantage of any of the engagement opportunities available through **CMOCompensation.org**, contact:

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