

Marketing Compensation Survey



Breakout Report

Country: United States

Currency: USD US Dollar
 REPRESENTS: Employee Weighted Average
 PAY TYPE DISPLAYED: Annual Rate

1001 MARKETING SPECIALIST - INTERMEDIATE

	Current Base Pay March 1, 2016	Most Recent FY Bonus Payout	Most Recent FY Other Variable Cash	Current Total Cash	Total LTI Value	Total LTI + Current Total Cash	Target Bonus Percent of Current Base	Total Number of Incumbents	Total Number of Companies	Relative Index
PRODUCT SEGMENT										
CX - Consumer Products	60,194	8,322		64,136		64,136	7.9%	19	11	83.4%
FS - Financial Services	61,712	3,210		63,441	3,000	66,441	6.97%	65	14	82.5%
TH - Technology & Telecomm	86,388	7,221	180	92,855	6,756	99,611	9.86%	124	9	120.75%
ZZ - Other - Undefined	66,851	3,486		68,517		68,517	4.2%	37	6	89.14%
METRO										
CA Los Angeles Metro	66,226	4,213		69,966	3,207	69,966	6.25%	52	12	90.33%
CA Orange County	68,906	4,557		73,003	3,000	73,003	6.0%	6	5	94.54%
IL Chicago Metro	63,657	4,907		65,089	3,000	65,589	9.42%	24	9	84.64%
MN Minneapolis/St. Paul	58,491	2,855		60,053	3,000	60,260	6.91%	29	9	78.09%
NY Manhattan Metro	79,307	8,148	187	84,742	5,103	85,522	7.98%	72	19	110.2%
REVENUE LEVEL										
\$1.0 to \$4.999 Billion	62,446	6,906		65,254		65,254	5.11%	32	19	84.86%
\$5.0 to \$9.999 Billion	59,943	4,433		60,760		60,760	9.01%	10	6	79.01%
\$10.0 to \$24.999 Billion	75,377	7,117	180	91,341	7,622	94,273	8.76%	117	9	118.78%
Over \$25 Billion	68,112	4,701		71,184	3,000	71,897	7.82%	101	14	92.57%
Total Job										
Overall National Average	72,903	5,972	180	76,899	6,014	78,361	7.62%	284	52	100.0%

Empty Cell = No data or insufficient data for analysis.

Note: No breakout data is displayed where less than 5 companies are reporting to any region, product or revenue cut. All data for this job is used when calculating the Relative Index.

Relative Index indicates the relationship of the Total Compensation to the National Average on this job.