

CREATED BY:



SPONSORED BY:



PRODUCT MARKETING SALARY SURVEY

GLOBAL RESULTS

2022

Contents

Introduction	3	Company factors	28
Key findings	4	Support from the C-suite	32
Who took part	5	Company culture	33
Global salary average	6	Personal experience	35
Salary by location	7	Salary satisfaction	43
Inclusivity and pay	13	Career aspirations and stability	45
Job title and salary	22	Conclusion	49
Industry/job role	25	Salary calculator	50

Introduction

As the product marketing industry continues to (rightly!) grow in popularity, so does the demand for a fair working salary. After all, in such unprecedented times, income is important.

What's more, as a hard-working bunch, it makes sense to want to compare and contrast the salaries of your peers to ensure you're being paid what you're worth.

This is where we come in.

For this year's Product Marketing Salary Survey, we spoke with close to 800 product marketing professionals worldwide to give you an insight into what you, as a product marketer, should earn in your role.

But, before we reveal our findings, please take note of the following variables:

- We can only go from the data given to us by the participants. So, it's not necessarily representative of every single product marketer, just those that took the survey.
- The currency of choice for the survey was US dollars.

Our research was based on three key statistics:

1. Baseline salary before taxes
2. Annual bonus and stock
3. Total compensation (baseline salary, bonuses, and stock options)

With that out of the way - let's dig into the insights!

Key findings

Not got time to sink your teeth into the whole report - yet? Here are some key takeaways, just for you:

However, be sure to check back and dive into the nuts and bolts of our findings!

- The global baseline salary average (without factoring in other variables like location, job title, gender, and so on) is **\$119,546**.
- Unsurprisingly, the region with the highest average salary was North America (**\$141,188**).
- Those who considered themselves a minority (in any capacity) were earning \$9,872, on average, more than those who didn't.
- The majority of participants (**66.5%**) felt their salary reflected their value and were earning an average of **\$3,538** more than those who didn't.
- Male PMMs earn more in total compensation (by **\$11,026**), baseline salary (by **\$3,926**), and bonuses (by **\$3,336**) than their female counterparts.
- A promotion from Director of Product Marketing to VP of Product Marketing granted our respondents the highest salary increase, with an average hike of **\$38,973**.
- B2B PMMs earn more than B2C PMMs (**\$120,021 > \$100,882**).
- Those who are product marketing certified were earning a significantly higher baseline salary average of **\$124,282** per year than those who aren't.

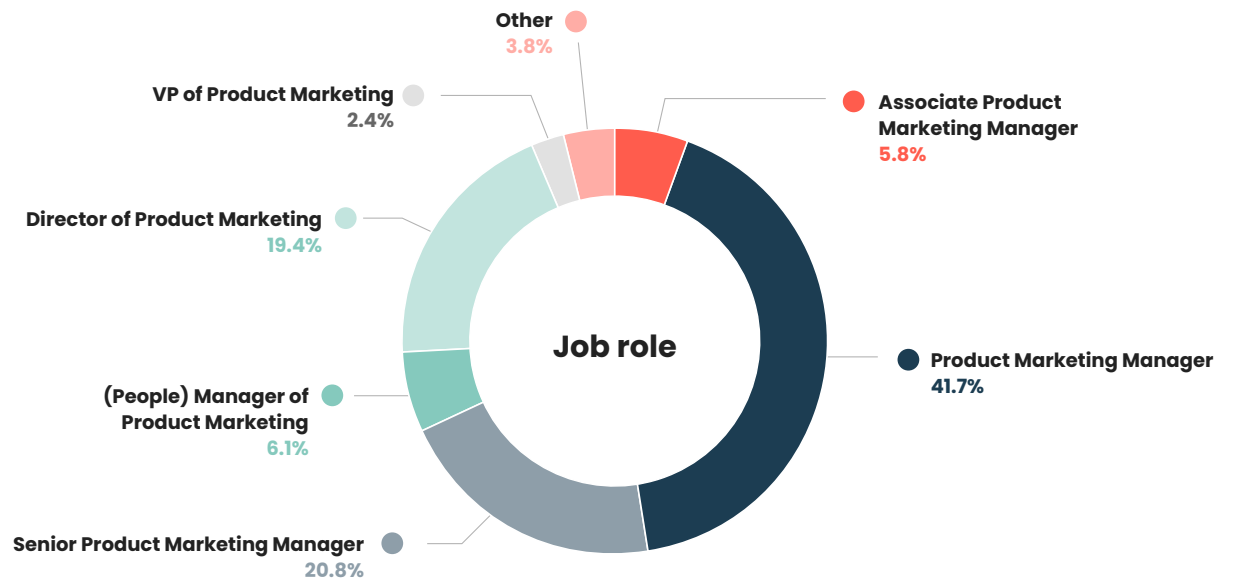
Pssst. Check out our **product marketing salary calculator** to compare your salary across countries, industries, jobs roles, and more! [>](#)

Who took part

Respondents were presented with the following options when we asked them about their job title:

- Associate Product Marketing Manager
- (People) Manager of Product Marketing
- Product Marketing Manager
- Director of Product Marketing
- Senior Product Marketing Manager
- VP of Product Marketing

When we delved into the responses, the breakdown of participants' roles looked like this:



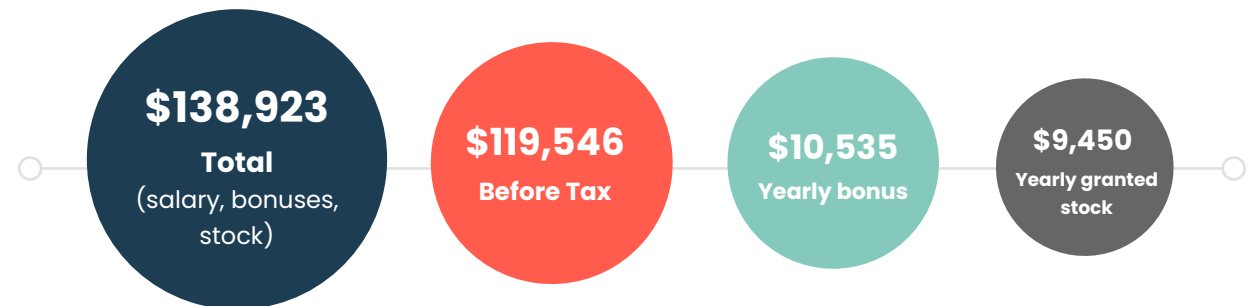
'Other' titles included:

- Senior Marketing Manager
- Senior Go-to-Market Manager
- Product Marketing Principal
- AVP Content (Product Marketing)

Global salary average

First, we wanted to get a general overview of the global salary average without factoring in variables that are bound to change the result, like location, job title, level of experience, and so on.

The global salary average with combined salary, bonuses, and granted stock was **\$138,923**. The global average of just salary before tax is **\$119,546**, and yearly bonuses have come to an average of **\$10,535**, while yearly granted stock is **\$9,450**.



As we mentioned, this is a top-level overview and doesn't take into account any other factors. These stats are purely focusing on the overall global salary average.

Throughout the rest of the report, we take a deeper look at the global salary averages with other environmental, personal, and professional components being taken into account to see how salary is affected.



"I'm excited to see this type of study done. Salary transparency is so important for several

reasons. Firstly, it helps to close the gender gap.

These insights will empower female product marketers when negotiating their salaries.

"Secondly, it also helps close the gap between different companies, which forces them to differentiate around other aspects like culture and career growth potential."

Jana Frejova, Team Lead of Growth and Product Marketing at Spendesk

Salary by location

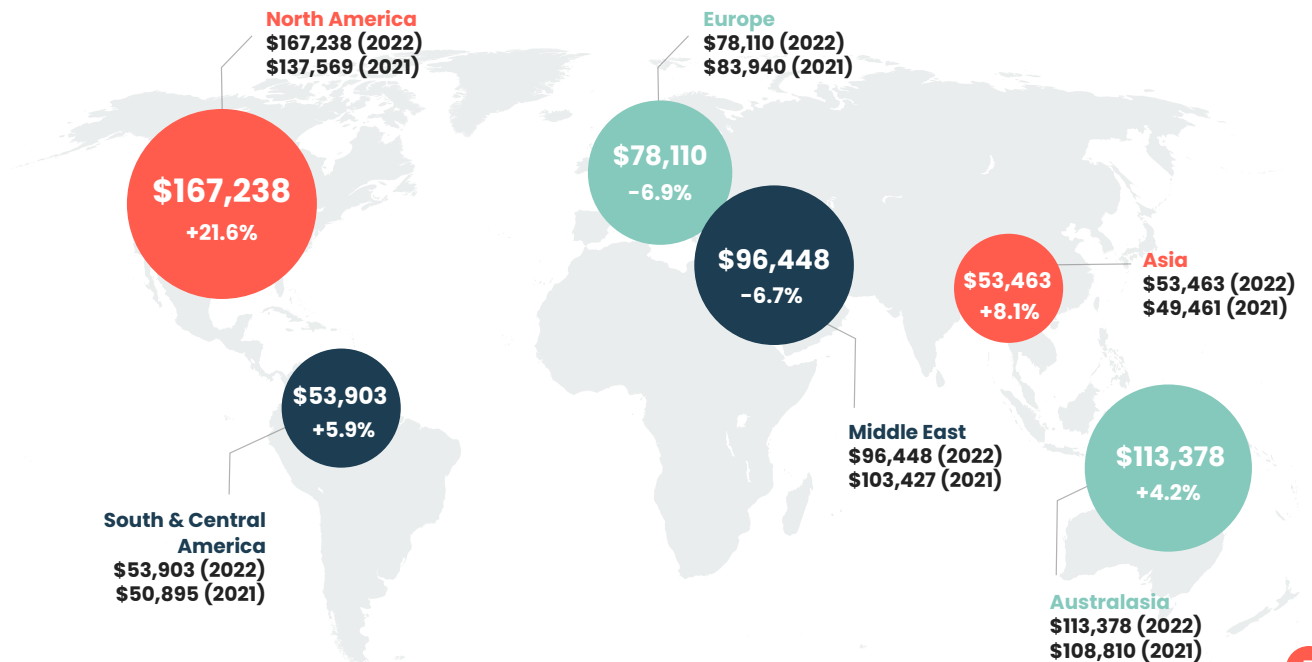
Region

Product marketing salaries vary, depending on which part of the world you're situated in.

According to our results this year, the average total annual compensation for PMMs in Europe (including salary, bonuses, and stock) is **\$78,110** – a decrease from last year's result of **\$83,940**.

Product marketers in North America earned the most out of all regions, with an average total compensation of **\$167,238**, an increase of **\$29,669** when compared to 2021.

PMMs in Australasia stand to earn an average total of **\$113,378**, which is another increase from last year by **\$4,568**.



NB: We're unable to provide a representative salary for product marketers based in Africa, due to a lack of responses in this region.

Salary by location



"In Europe, we still have some catching up to do, given the average European salary is almost \$100k behind the US and given the need to attract more talent into product marketing.

"But salaries have to be seen in the context of each market. For example, in France, we get free access to high-quality healthcare and education, six to eight weeks of holidays, and strong labor protection."

Jana Frejova, Team Lead of Growth and Product Marketing at Spendsk



"According to the survey results, the average salary in Europe has decreased since 2021. This number can be intimidating and discouraging. But this may be due to many micro and macroeconomic events we cannot control.

"I work for a fully remote North American company, permanently reside in Europe, and travel to work around the globe. According to my company's internal policy, my base salary depends on permanent residency, skill, and contribution to the business's success.

"What worked for me in turbulent times and throughout my career is this: drive positive change, bring value to the company, and stay proactive, and your contribution will be recognized and rewarded. Don't be intimidated by what you can not control - focus on what's in your power."

Aleksandra Mitroshkina, Senior Product Marketing Manager at Percona

Salary by location

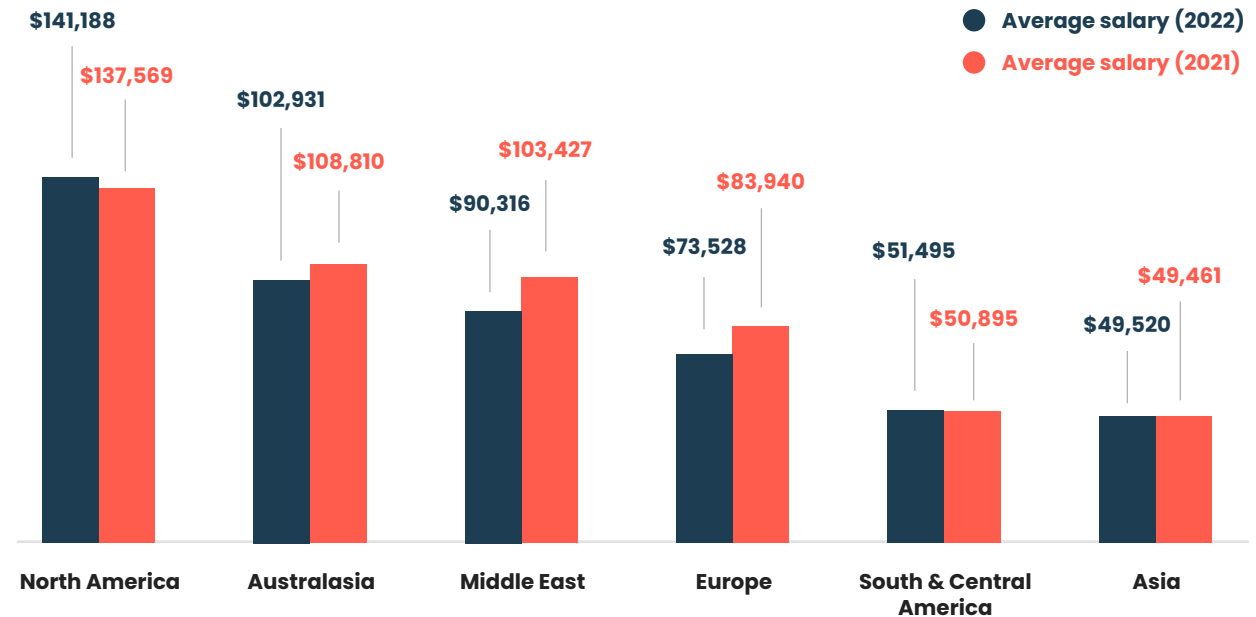
Average baseline salaries

Now, let's take a look at the average baseline salaries (annual salary before tax) for each region, and see how they compare to last year's results.

The highest salary average has come from North America at **\$141,188** - an increase from last year by **\$3,619**. This is rather unsurprising, considering this is the region where product marketing is most prevalent.

Next is Australasia, coming in at an average salary of **\$102,931** per year, which is actually a decrease from last year, by **\$5,879**.

South & Central America, and Asia are the two regions in the lowest salary bracket, bringing in an average of **\$51,495** and **\$49,520** respectively.



Pssst. Check out our **product marketing salary calculator** to compare your salary across countries, industries, jobs roles, and more! [>](#)

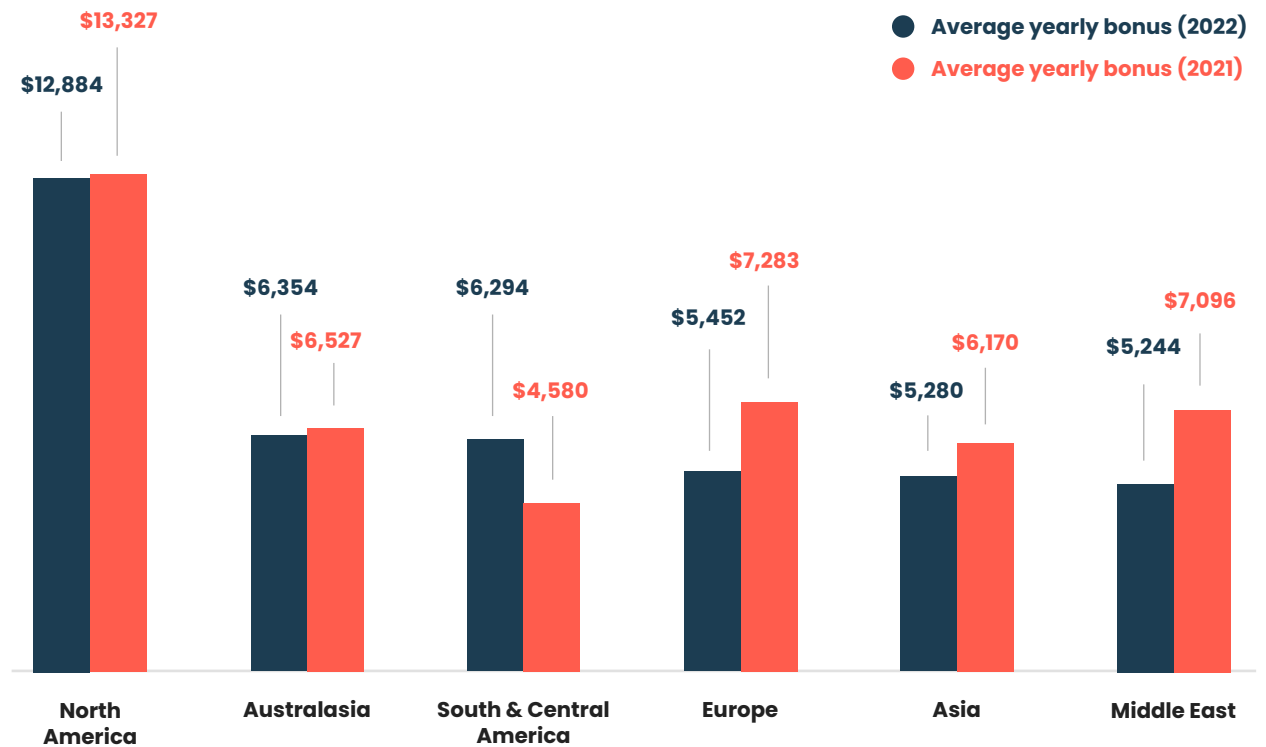
NB: We're unable to provide a representative salary for product marketers based in Africa, due to a lack of responses in this region.

Salary by location

Bonuses and stock

What better way to reward your employees for their efforts than a nice little bonus at the end of the year?

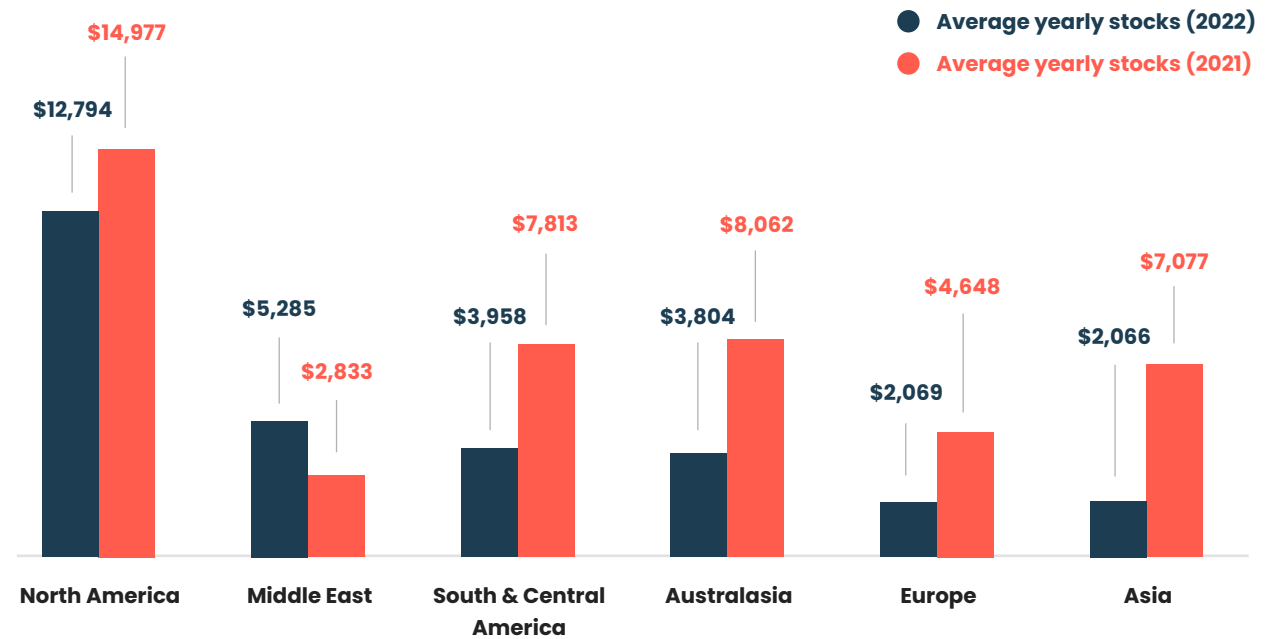
It seems that North America understands this very well, coming up with trumps and awarding their product marketing employees a yearly average bonus of **\$12,884**. While product marketers in the Middle East are earning the least in bonuses, product marketers in this region are still taking home a handsome sum of **\$5,244**.



NB: We're unable to provide a representative salary for product marketers based in Africa, due to a lack of responses in this region.

Salary by location

Another way to boost company morale and appreciation is through granting your employees stocks. This year, we discovered that North America remains highest here, with average stocks at **\$12,794**, yet this does represent a decrease from last year's stock average of **\$14,977**.



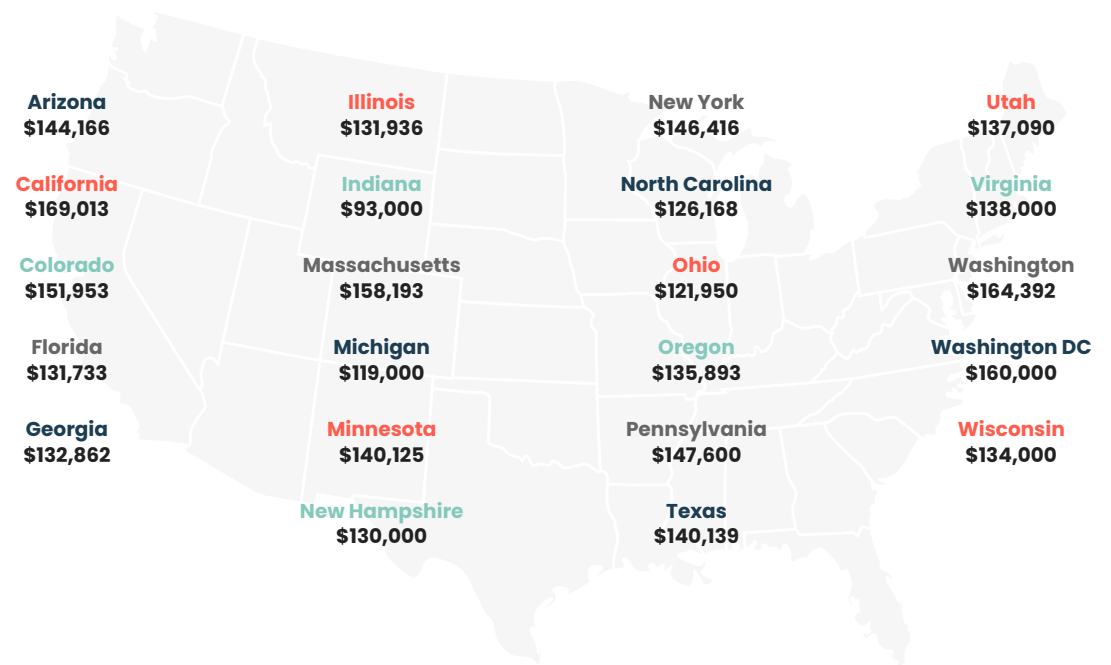
NB: We're unable to provide a representative salary for product marketers based in Africa, due to a lack of responses in this region.

Salary by location

Salaries by US state

North America continues to be the top earning region, so we figured we'd break it down further and segment the baseline salary average (before tax) by state.

NB: Please note, responses haven't been received from product marketers in each US state.



Inclusivity and pay

This year, we wanted to take a deeper dive into how the global average salary changes depending on factors affecting inclusivity.

We took a look at four variables:

1. Whether our participants consider themselves a minority,
2. What gender our participants identify as,
3. What ethnicity our participants were, and
4. Whether they had a disability (visible or invisible).

Please note, the insights we uncover aren't necessarily representative of these segments in real life. We're merely uncovering what the baseline data looks like for participants involved in the survey.

Product marketers who consider themselves minorities

Firstly, we asked our participants whether they consider themselves a minority (in any regard), with **29.9%** answering 'Yes, and **70.1%** answering 'No'.

Those that said they did consider themselves a minority came out with a higher salary average in all brackets. The salary average before tax was **\$126,443**, the total compensation (salary, bonuses, and stock) came to **\$144,946**, yearly bonus came to **\$11,629**, and yearly granted stock was **\$11,913**.

	Yes (29.9%)	No (70.1%)
Before Tax	\$126,443	\$116,571
Total (salary, bonuses, stock)	\$144,946	\$136,310
Yearly bonus	\$11,629	\$10,061
Yearly granted stock	\$11,913	\$8,385

Inclusivity and pay

Pssst. Check out our **product marketing salary calculator** to compare your salary across countries, industries, jobs roles, and more! [>](#)

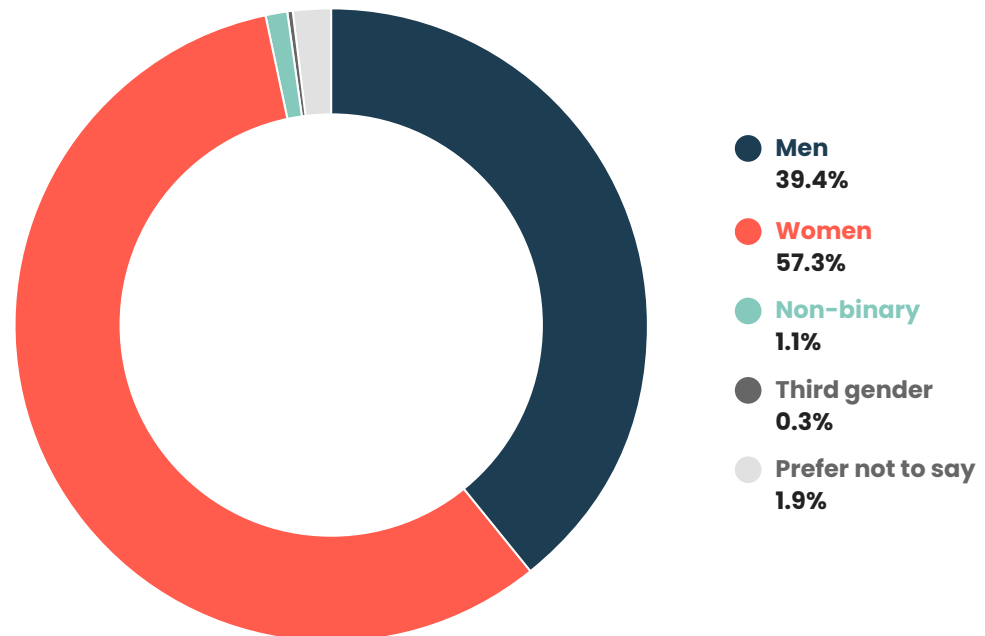
Gender

The gender pay gap is, unfortunately, still a common discussion in 2022. It is, understandably, a point of contention for many people - especially for those who identify as female.

So, we wanted to take a look at this to see whether it remains a struggle across the product marketing industry.

39.4% of our global survey participants were male, while **57.3%** of women, **1.1%** identified as non-binary, **0.3%** identified with a third gender, and the rest (**1.9%**) preferred not to disclose their gender identity.

The non-binary, third gender, and 'prefer not to say' groups were too small to accurately portray the global salary average.



Inclusivity and pay

Are men and women earning more or less than last year?

In 2022 we found, on average, that men's total compensation was **\$11,026** more than their female counterparts, their baseline salary was **\$3,926** more (before tax), while men received **\$3,336** more in annual bonuses than women.

In comparison to the year before, we found that men are earning less in total compensation and bonuses, but more in baseline average salary before tax.

In contrast, women are now earning more in total compensation and baseline average salary before tax, and then slightly lower when it comes to bonuses.

Of course, we'd like to continue seeing this gap close for there to be an equitable income for everyone, regardless of gender.

Averages for men

Compensation type	2022 results	2021 results	% Increase/decrease
Total compensation	\$146,010	\$147,096	▼ -0.7%
Baseline (before tax)	\$122,639	\$120,730	▲ +1.6%
Bonuses	\$12,420	\$13,066	▼ -4.9%

Averages for women

Compensation type	2022 results	2021 results	% Increase/decrease
Total compensation	\$134,984	\$130,284	▲ +3.6%
Baseline (before tax)	\$118,713	\$115,807	▲ +2.5%
Bonuses	\$9,084	\$9,804	▼ -7.3%



"I was particularly happy to see that the salary gap between male and female product marketers has reduced compared to last year, even though a difference still remains - especially in the US. Studies on salary transparency, like this one, go a long way in helping close this gap even further."

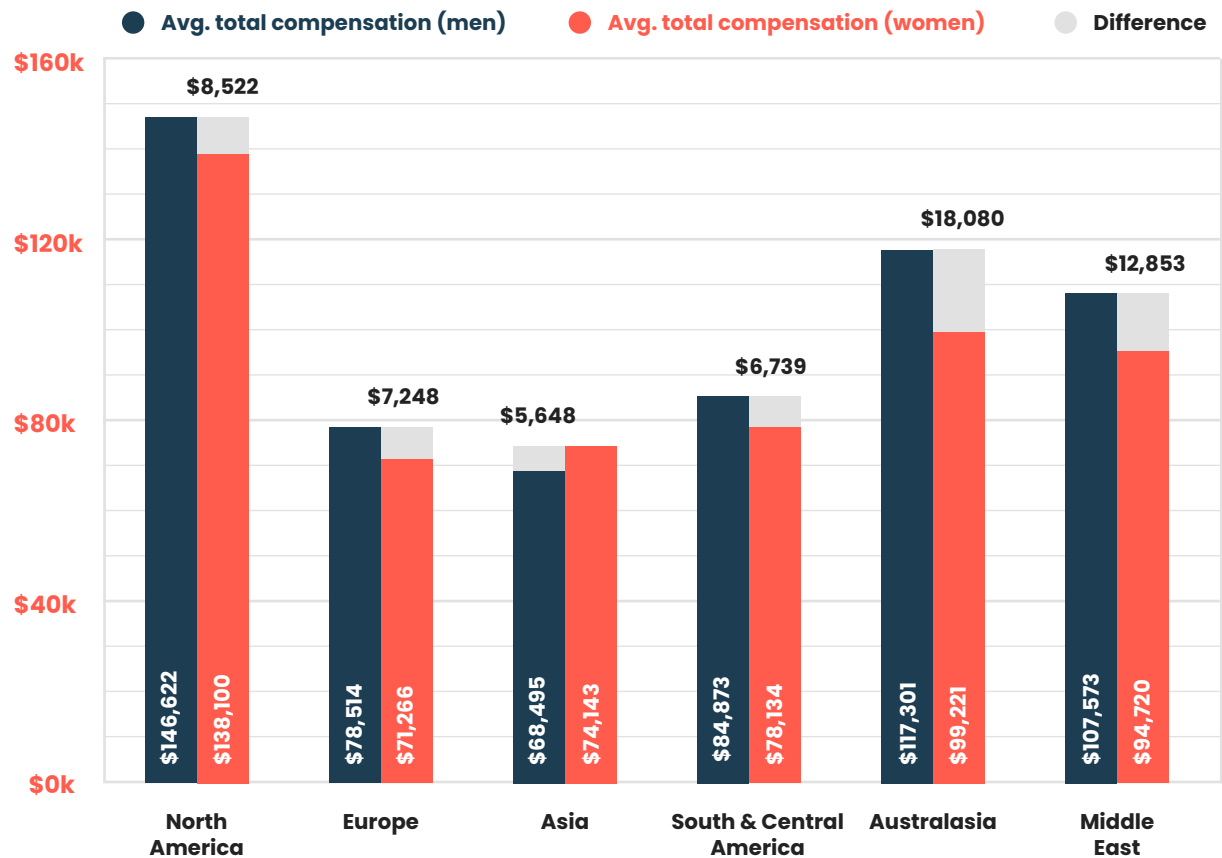
Jana Frejova, Team Lead of Growth and Product Marketing at Spendesk

Inclusivity and pay

Gender salaries by region

After establishing that men are still earning more than women in 2022, we wanted to take a look at how gender salaries changed depending on where our participants were situated.

We found that the only region where the female respondents are earning more than their male counterparts, on average, is Asia. However, the closest gap afterward is in Europe - with a difference of **\$7,248**.



NB: We're unable to provide a representative salary for product marketers based in Africa, due to a lack of responses in this region.



Kompyte

"Even with growing demand for great product marketers, women are still earning less than men, especially in the US. I believe this has to do with a lack of awareness and persistent stereotypes. It's our job as leaders to shift the narrative by shining more light on women in the industry and drive change."

Pere Codina, CEO of Kompyte

Inclusivity and pay

Gender and job title

Next, we compared the baseline salaries (before tax), bonuses, and granted stocks of our male and female participants, to see whether there was a significant difference in earning potential for each job title.

Interestingly, looking at the more senior positions, such as the Senior Product Marketing Manager, Director of Product Marketing, or VP of Product Marketing roles, the trend is that our female participants are being compensated more for baseline salary.

This differs from 2021, where we found gender wasn't a contributory factor. For example, male Directors earned more on average than women, but female VPs earned more, on average, than male VPs.

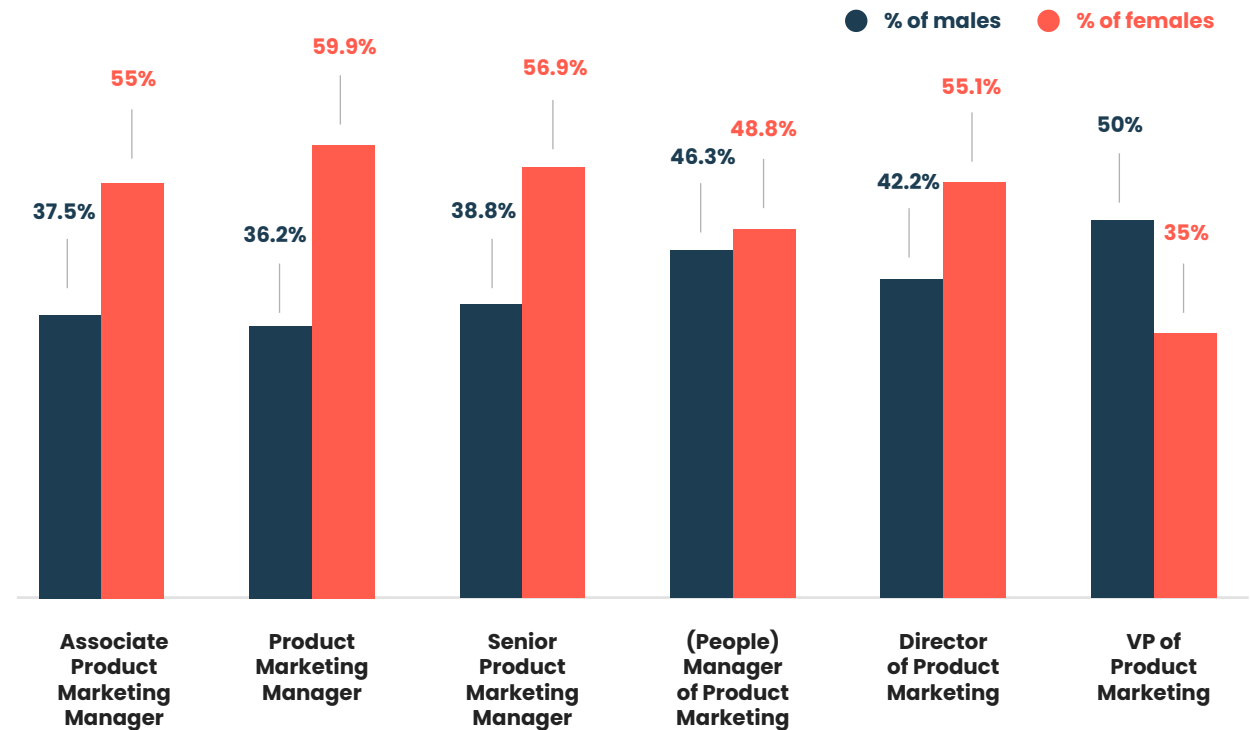
Job title	Baseline (before tax) men	Baseline (before tax) women	Bonuses men	Bonuses women	Stocks men	Stocks women
Associate Product Marketing Manager	\$78,203	\$75,244	\$9,616	\$5,906	\$1,684	\$5,926
Product Marketing Manager	\$97,507	\$95,292	\$6,063	\$5,263	\$5,457	\$4,583
Senior Product Marketing Manager	\$128,148	\$128,796	\$12,973	\$12,451	\$9,493	\$10,786
(People) Manager of Product Marketing	\$139,346	\$133,393	\$13,136	\$10,792	\$12,841	\$12,286
Director of Product Marketing	\$164,955	\$167,138	\$24,575	\$15,406	\$17,540	\$12,392
VP of Product Marketing	\$185,975	\$198,678	\$30,973	\$24,329	\$15,330	\$25,283

Inclusivity and pay

Are there more male or female PMMs?

To get a fairer view of how the roles were split between our product marketing participants, we divided the list to check what percentage of respondents for each job title were male or female.

According to our data, there seems to be a relatively even split between male and female participants in each role, though it does seem to lean more toward our female participants' favor.



NB: Those who identify as a different gender aren't included in this section, which is why the numbers may not add to 100 - the remaining percentage accounts for those segments.

Inclusivity and pay

Ethnic group

After the Product Marketing Salary Survey report 2021, we wanted to address the perceived lack of representation for certain ethnicities. So, this year we crunched the numbers and discovered how the respondents are split in terms of their ethnic group.

74.3% of our respondents were white. Given that our highest percentages of respondents came from North America and Europe, this is perhaps unsurprising.

Our highest earning group in terms of baseline salary average were our Black participants (who had a different Black background to African or Caribbean), earning on average **\$166,176** per year.

Our lowest earning group, in terms of baseline salary average, were our multiracial participants who had a Black and White background. On average, they earned **\$77,800** per year.

We then took this further, dividing these groups into male and female participants, to see how the salaries changed with this intersection added to the mix.

We found our lowest earning group was our female participants who were also multiracial (with a Black and White background). The results showed that these participants are earning, on average, **\$50,000** per year.

Encouragingly, we discovered that our highest earning groups here were our male respondents with either a Black background (other than African or Caribbean) or an Arab background. Both of these segments showed to be earning on average \$180,000 per year.

Inclusivity and pay

Pssst. Check out our **product marketing salary calculator** to compare your salary across countries, industries, jobs roles, and more! [>](#)

Ethnicity	% of PMMs	Baseline salary average	Baseline salary average (Male)	Baseline salary average (Female)
Arab	0.6%	\$134,000	\$180,000	\$65,000
Asian - Bangladeshi	0.4%	\$94,333	\$150,000	\$70,000
Asian - Chinese	2.9%	\$122,509	\$137,500	\$117,217
Asian - Indian	6.1%	\$109,099	\$113,850	\$106,726
Asian - Japanese	0.3%	\$121,000	\$130,000	\$100,700
Asian - Pakistani	0.6%	\$106,450	\$134,975	\$87,433
Asian - other background	2.7%	\$130,706	\$113,000	\$133,658
Black - African	1.9%	\$125,423	\$139,566	\$119,332
Black - Caribbean	0.4%	\$107,333	\$95,000	\$112,500
Black - other background	0.4%	\$166,176	\$180,000	\$156,765
Multiracial - White and Asian	1.7%	\$115,997	\$112,000	\$115,160
Multiracial - White and Black African	0.6%	\$77,800	\$112,500	\$50,000
Multiracial - White and Black Caribbean	0.5%	\$129,175	\$97,000	\$139,666
Multiracial - other background not specified	2.3%	\$112,487	\$110,944	\$110,762
White (English/Scottish/Welsh)	35.7%	\$124,514	\$127,257	\$123,830
White (Irish)	4.4%	\$118,238	\$153,666	\$104,684
White - other background	34.2%	\$116,853	\$115,741	\$117,965
Other - ethnicity not listed	4.3%	\$112,780	\$105,412	\$120,184

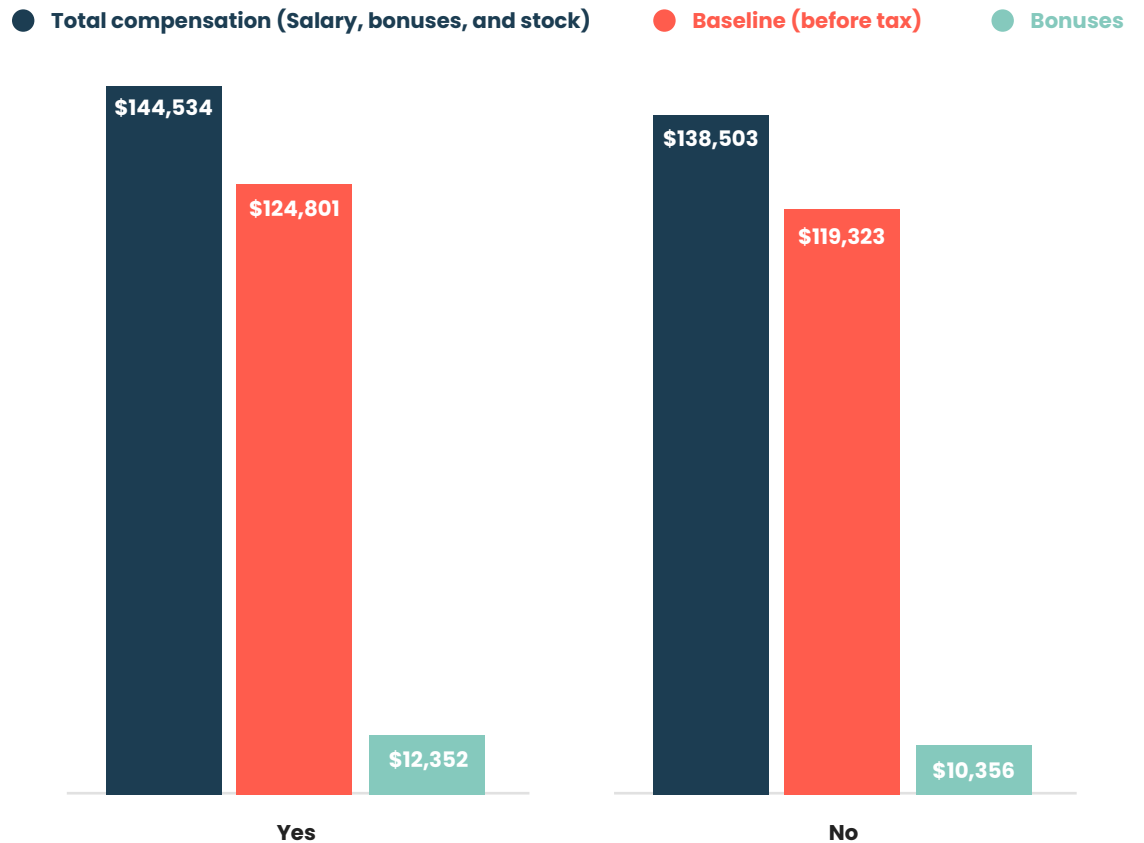
Inclusivity and pay

Disability (visible or invisible)

We found that those who said they have a disability were earning more than those who said they did not.

This, however, could come from the fact that the vast majority of participants (**90.6%**) said they didn't have a disability, meaning their salaries were spread out over a wider number.

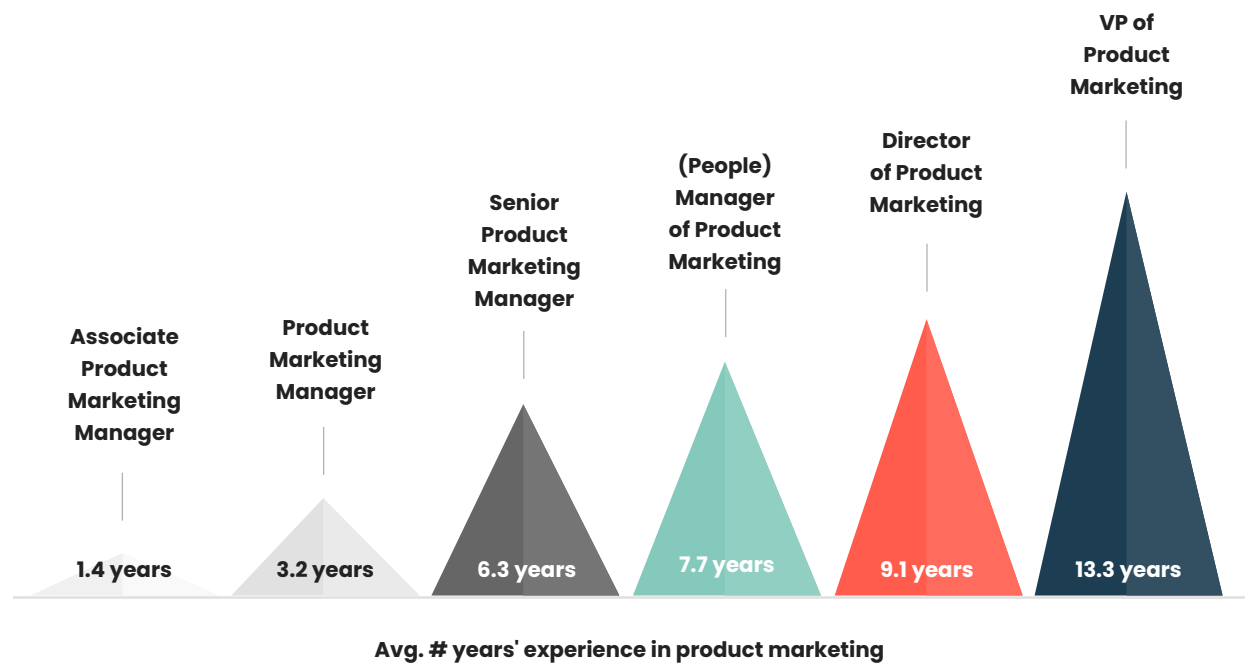
Nevertheless, it's pleasing to see that it seems this isn't a factor that affects potential earnings.



Job title and salary

Naturally, we wanted to take a closer look at each of the respective product marketing job titles to determine whether the more experience you gain correlates with a higher salary.

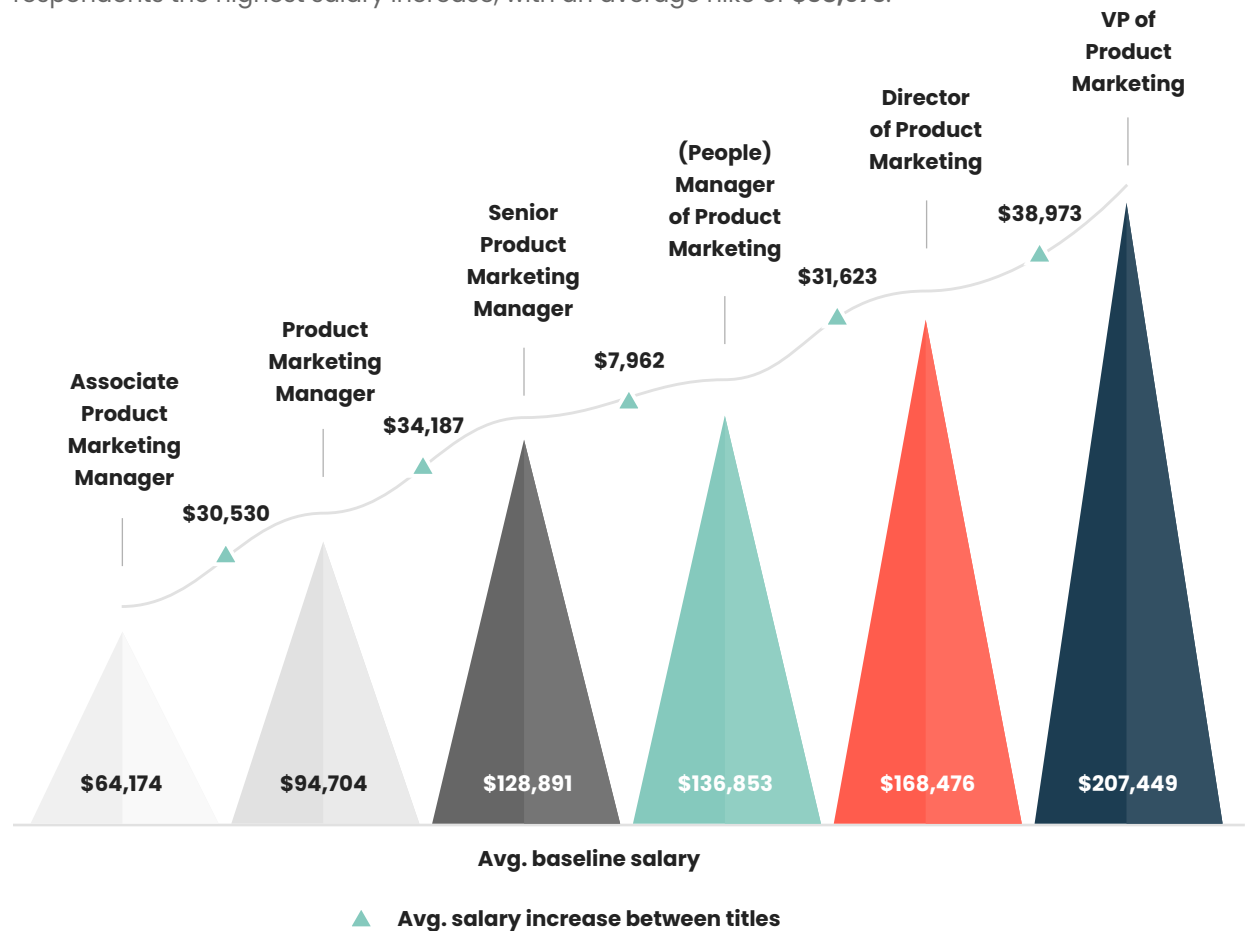
Here's how many years of experience, on average, our respondents had in each job role:



After discovering how long our product marketing respondents were in each role, we then looked at the total and baseline salaries for each position, and whether this number increases or decreases between each role.

Job title and salary

As expected, in securing a more senior role (Director or VP of Product Marketing), product marketing professionals can expect their salary to be the highest of the bunch. We also found that a promotion from Director of Product Marketing to VP of Product Marketing grants our respondents the highest salary increase, with an average hike of **\$38,973**.



NB: The remaining 3.8% of respondents selected the 'Other' category.

Job title and salary



"I'm curious if there's been an increase lately in the number of People Manager roles in product marketing. In the past, the career progression of a product marketer would have typically gone from a Senior Product Marketing Manager into a Director of Product Marketing role."

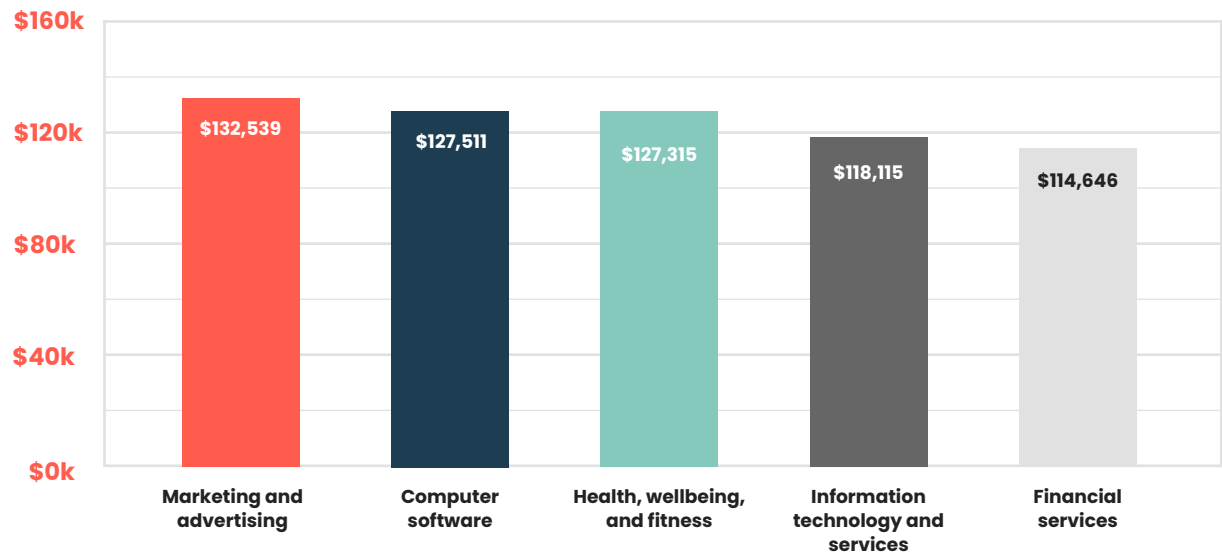
"Senior product marketing titles have often been a catch-all for senior individual contributors who find themselves in a people leadership role of a scaling function, so my hope is that with the growth of the product marketing function, there's more focus on developing high-performing and well-structured teams."

Kevin Chan, (People) Manager of Product and Solutions Marketing at Hootsuite

Industry/job role

Industry

As we discovered in the 2021 report, certain industries pay particularly well. If you're a product marketer, your best bet for finding a high-paying baseline salary is in the following five categories, where you can also see how much you're likely to be paid, on average:



Avg. baseline salary in top five industries

Pssst. Check out our **product marketing salary calculator** to compare your salary across countries, industries, jobs roles, and more! [>](#)

Industry/ job role



"Demand for product marketers who have digital marketing and automation experience will only increase, even as we face an uncertain macroeconomic environment.

"Those product marketers who know how to make a business visible online, and how to leverage paid/owned/earned media to appeal to the pain points of their customers and solve their customers' problems with meaningful products, will always be needed.

"Moreover, product marketers can provide more insight on how to develop competitive advantage, along with a better understanding of their customers, competitors, and overall product line(s)."

Andrew Warden, Chief Marketing Officer at Semrush

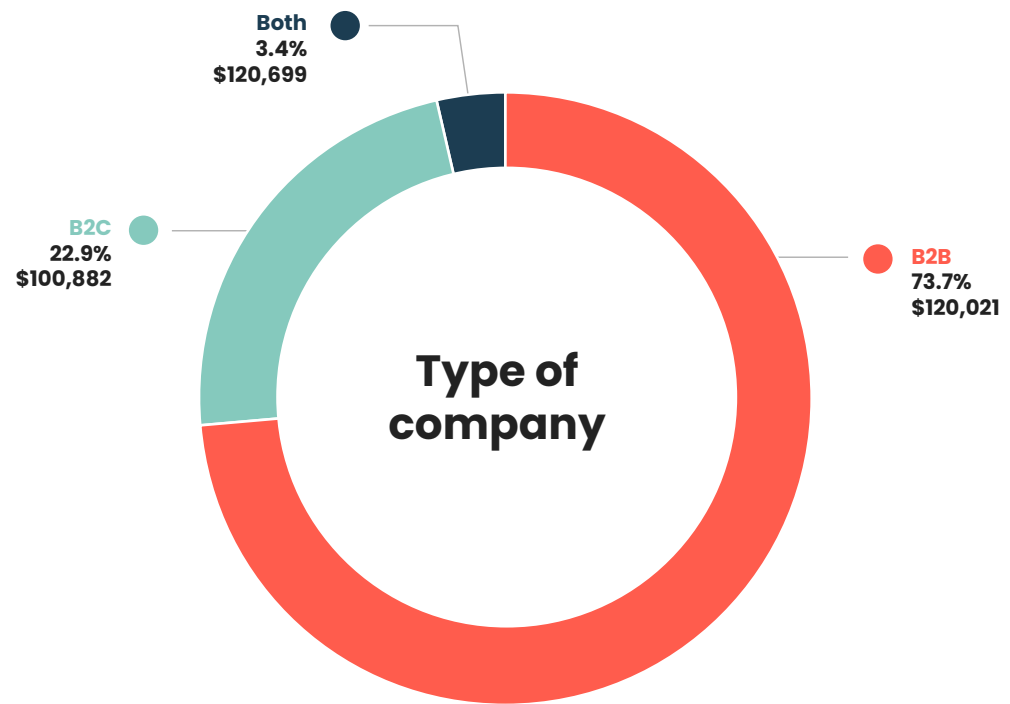
Industry/ job role

Customers served

Forget whether the chicken or the egg came first, what we want to know is, what pays more, B2B, B2C, or a combination of the two?

We found that the majority of our participants (**73.7%**) were working in a B2B-facing company and earning an average of **\$120,021** per year.

Meanwhile, those working in a B2C company (**22.9%**) were earning on average **\$100,882** per year, and those working in both (**3.4%**) were earning **\$120,699** on average yearly.



Company factors

There's no such thing as a one-size-fits-all approach in the world of business because every company is unique.

So, in this section, we focused on how a variety of factors can have an impact on the average baseline salary within an organization, starting with the company growth stage.

Company growth stage

Encouragingly, we've seen an increase in baseline salaries for three out of five of the company stages. Now that we're recovering from the economic hit of the global pandemic, it makes sense that we're seeing an incline.

The largest improvement has come from companies in early pre-product market fit, with an average baseline salary increase of **30.8%**. We discovered that the company stage in the steepest decline is mid-growth companies with an established go-to-market team at a **3.1%** salary decrease.

Company stage	Avg. baseline salary (2021)	Avg. baseline salary (2022)	% increase/decrease
Early pre-product market fit	\$72,092	\$94,355	▲ +30.8%
Early post-product market fit	\$113,362	\$124,439	▲ +9.8%
Mid-growth with an established go-to-market team	\$117,288	\$113,643	▼ -3.1%
Late growth/scale-up	\$119,760	\$116,990	▼ -2.3%
Well-established market leader	\$124,279	\$126,677	▲ +1.9%

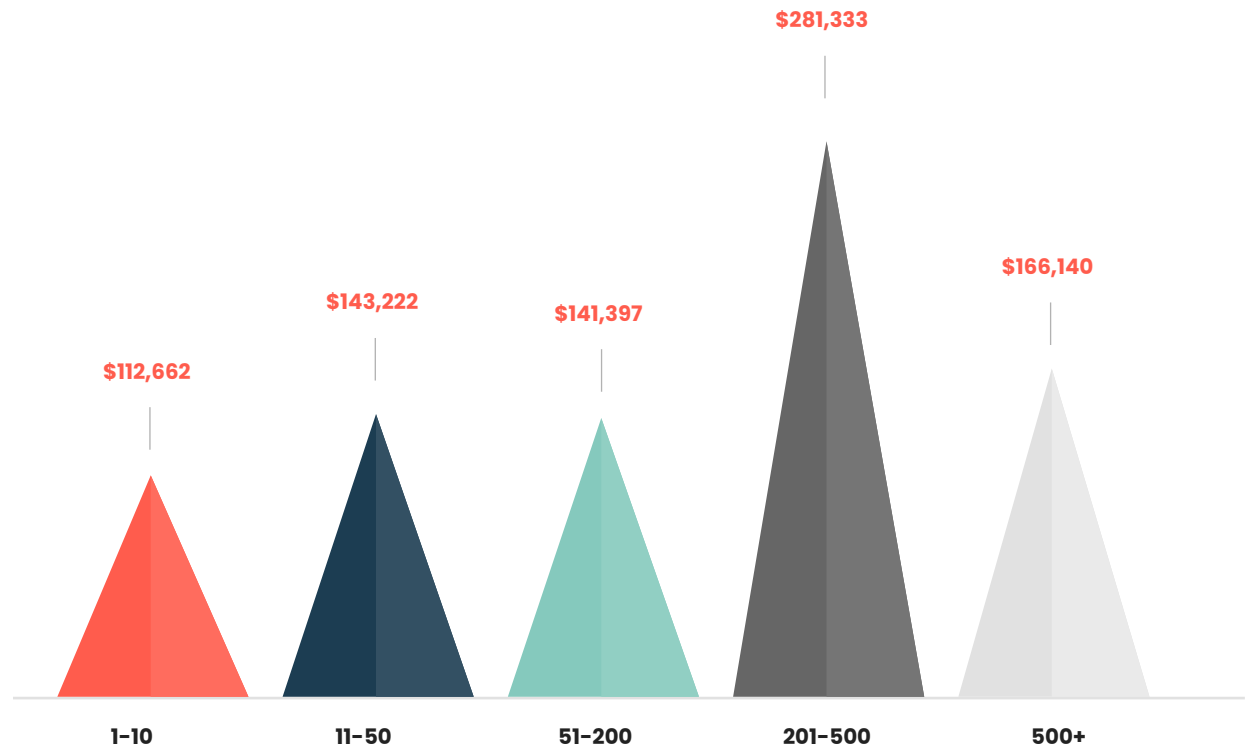
Company factors

PMM team size

Some people like being part of a small, intimate team, while others have a preference for a role at a company where they're a cog in a large corporate machine - but which set-up is preferable from a financial perspective?

Companies with 201-500 people in their product marketing team offer the most financially attractive package, with workers taking home a baseline salary of **\$281,333**.

If you prefer being part of a small team of 1-10, you could be sacrificing a significant chunk of cash in exchange for camaraderie; this category was the least lucrative, with an average baseline of **\$112,662**.



Company factors

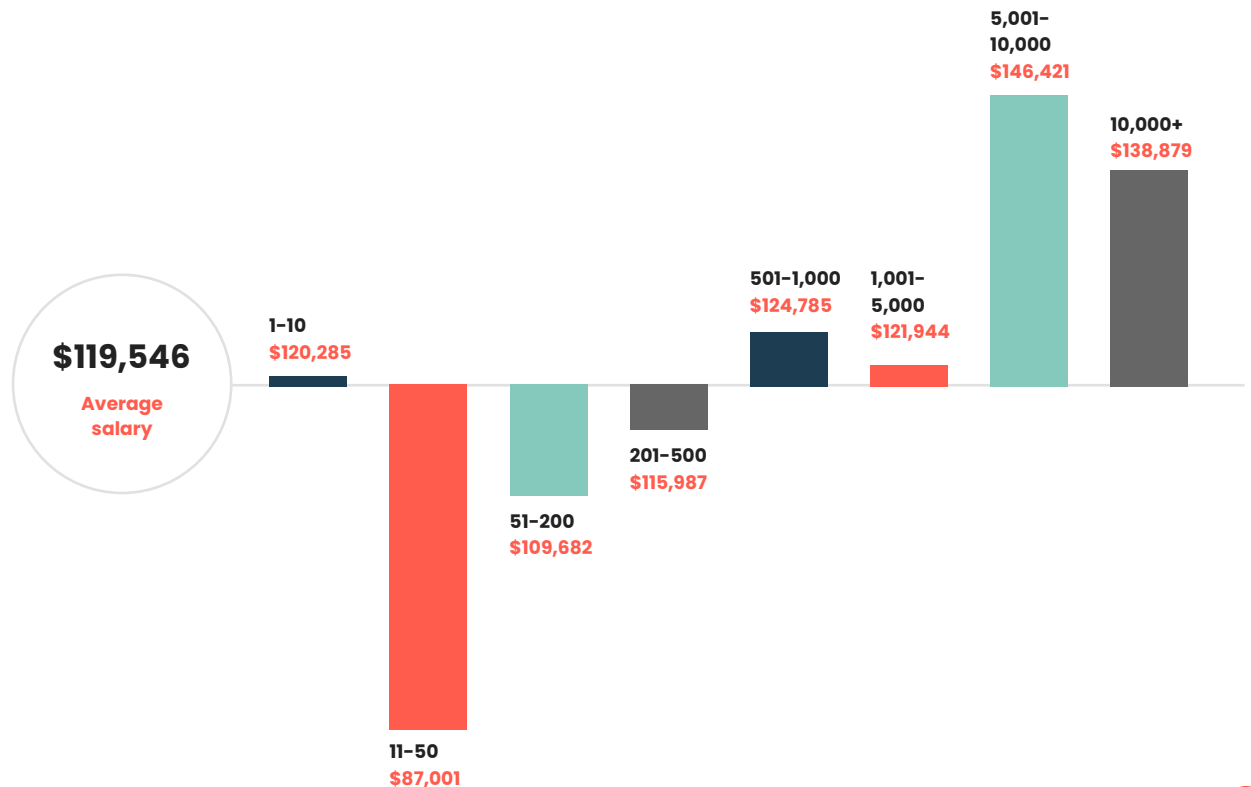
Employee headcount

The general thought is that if you're in a company with more employees, then it's more likely it'll be a higher earning, and higher paying company.

But how much of this is true?

Interestingly, there's generally a positive correlation between the number of employees at a company and the average baseline salary.

However, this year, we discovered an outlier. We found that in companies with an employee headcount of 1-10, you're likely to be earning an average of **\$120,285** per year.



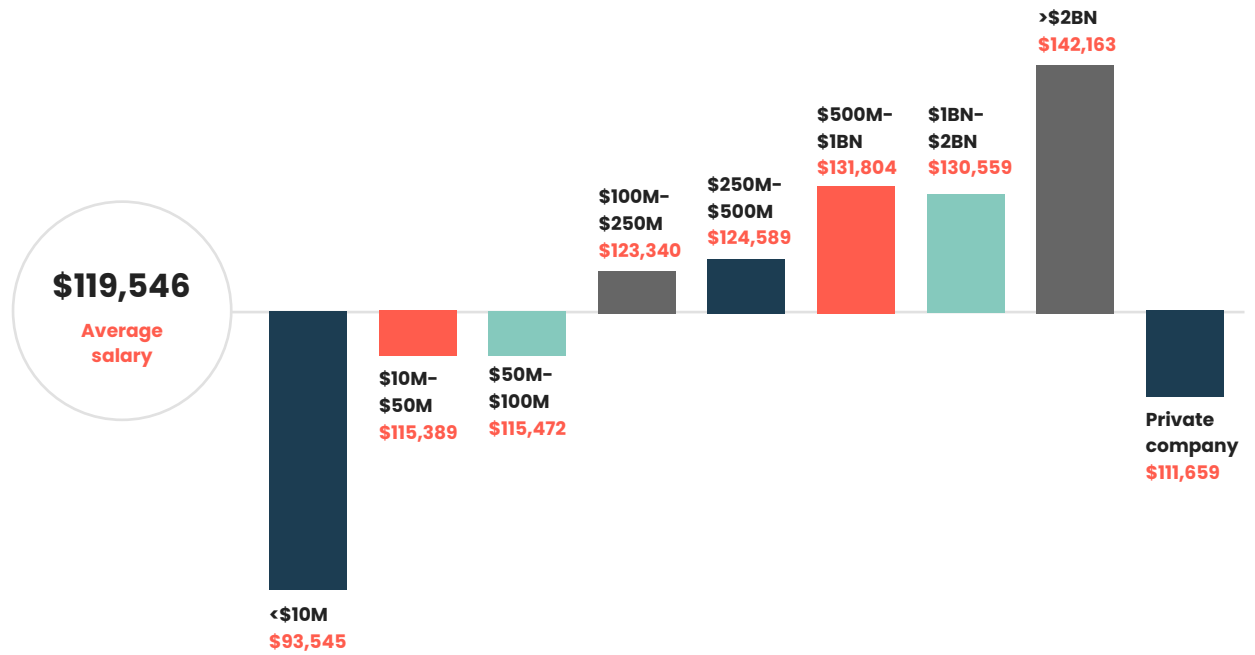
Company factors

Company revenue

We also checked out whether companies pay their PMMs more if they have more cash hitting their account.

It seems that this is mostly true. Those working in companies raking in over \$2 billion are earning on average **\$142,163** per year while those in companies earning under \$10 million are earning an average of **\$93,545** yearly.

Between these figures, there is a steady upward trend, showing that the more established companies are seemingly paying more - as should be the case.

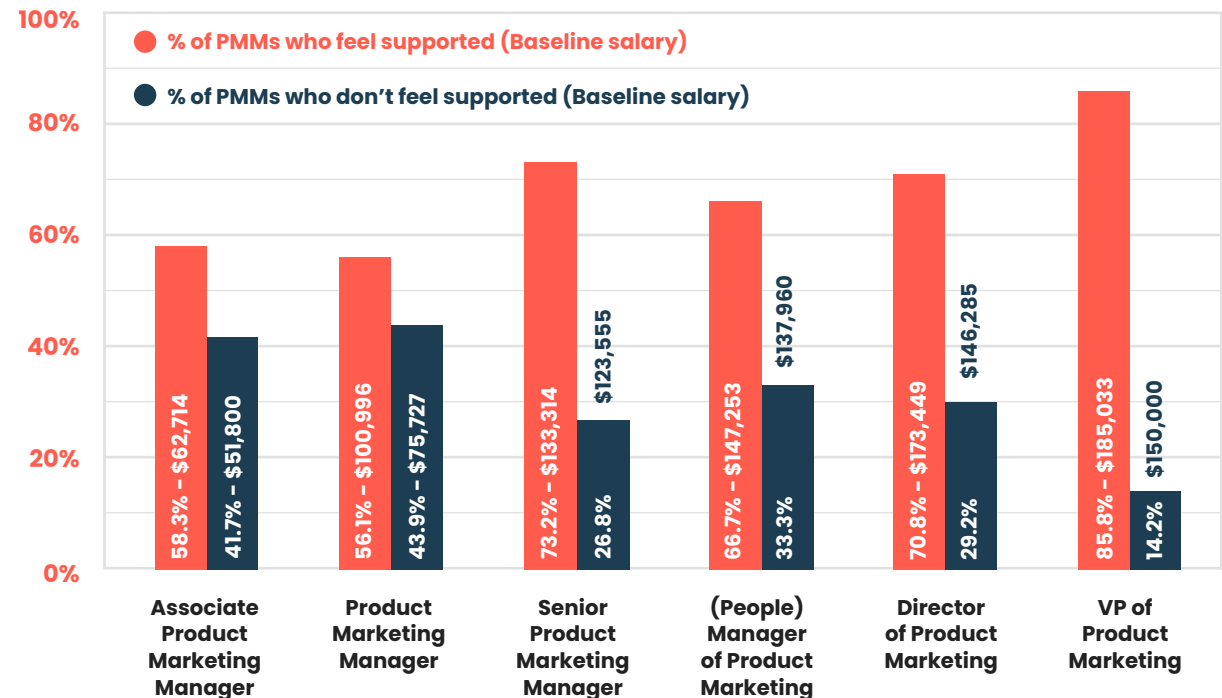


Support from the C-suite

When we compared the average baseline salaries of PMMs who felt supported by their leadership team versus those who did not feel supported, we found that those who did feel supported were being paid higher.

It's perhaps interesting to note that a feeling of support potentially comes when our participants are paid more, as they're then being recognized for their hard work in a more obvious way.

It was reassuring to see that for each job title, the majority of participants felt more supported by their leadership team than not.



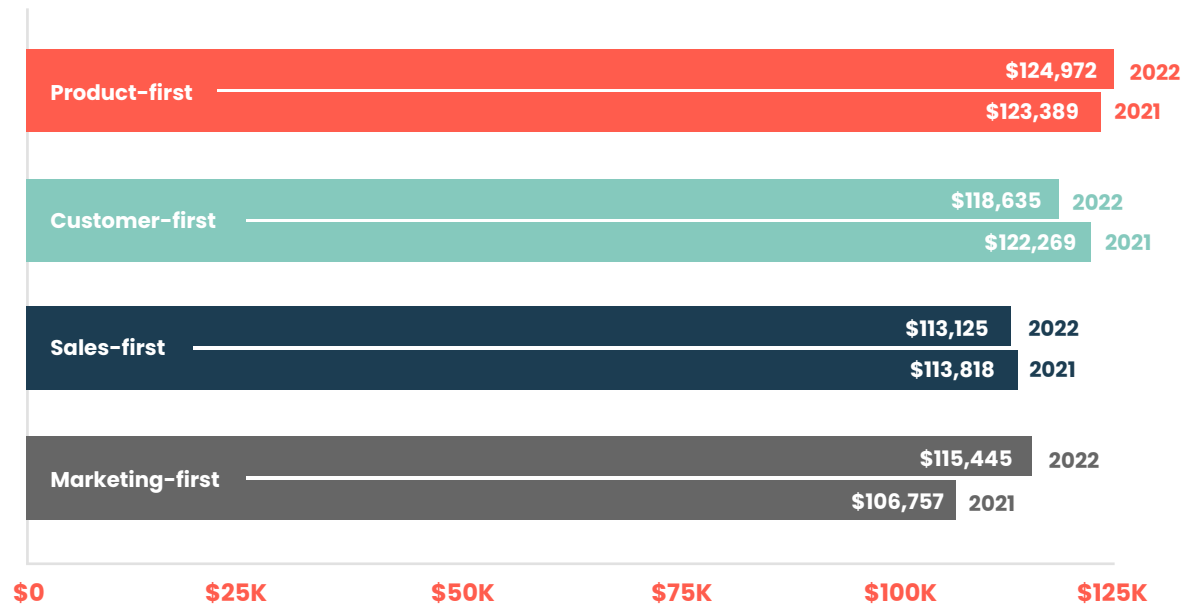
Pssst. Check out our **product marketing salary calculator** to compare your salary across countries, industries, jobs roles, and more! [>](#)

Company culture

Next, we took a look at how the average baseline salary before tax differs for product marketers within different company cultures.

Those working in a product-first environment are earning the most per year at **\$124,972**, which was also true in 2021.

We then found that the least earning field was those within a sales-first environment - earning an average of **\$113,125** per year, which has changed from last year's marketing-first result.



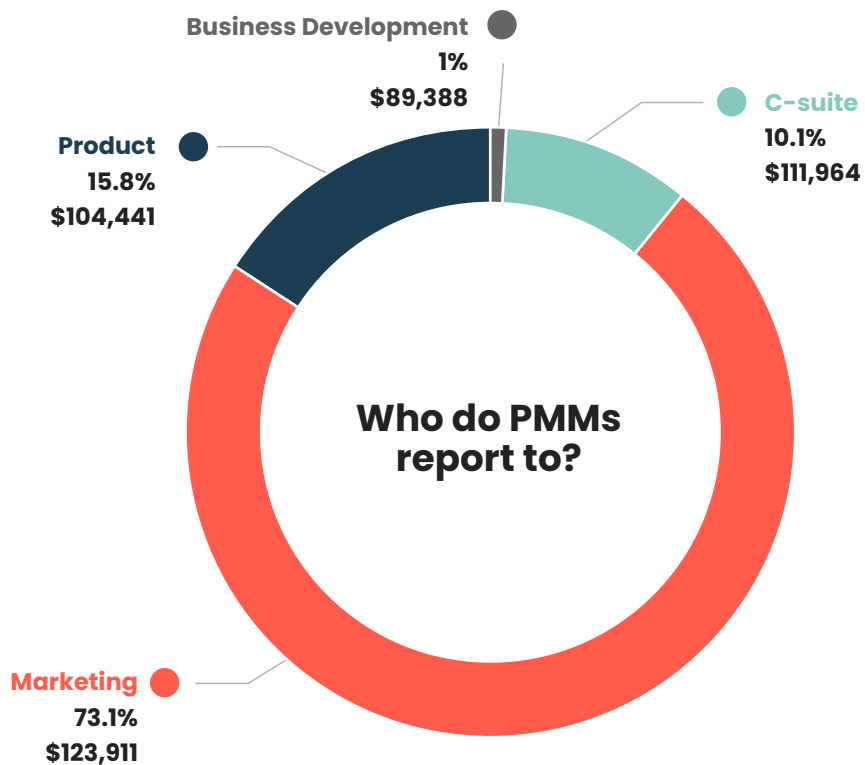
Company culture

Who do product marketers report to?

Product marketers report to a range of people, depending on their respective roles and personal circumstances.

73.1% of our respondents said they report to Marketing and earn **\$123,911** as an average baseline salary (before tax) per year.

Meanwhile, **15.8%** report to Product and earn an average of **\$104,441** per year, **4.7%** report directly to their C-suite and earn an average of **\$111,964**, and only **1%** report to their Business Development team, and earn **\$89,388** per year.

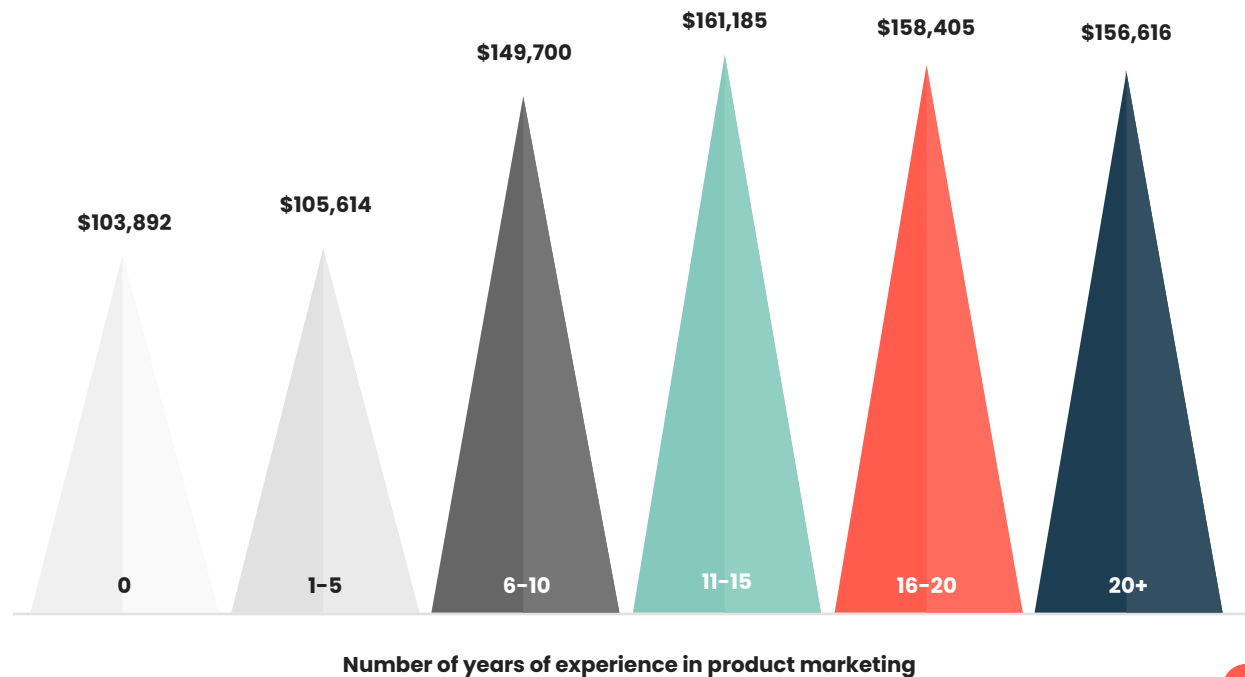


Personal experience

We asked our product marketers how long they'd been working in the industry to get a sense of how much the salary increases in correlation to the number of years they've been in the industry.

We found a steady increase in average baseline salary as the years of experience increased, proving that the longer you're at it, the more you'll likely earn.

Those with zero years of experience were earning on average **\$103,892**, while those with six to 10 years of experience were earning **\$149,700**, and those with 16–20 years of experience were earning the highest baseline salary, at **\$158,405** per year.



"It's great to see the increased value being placed on hiring product marketing managers early in their career to guide their professional development from the outset."

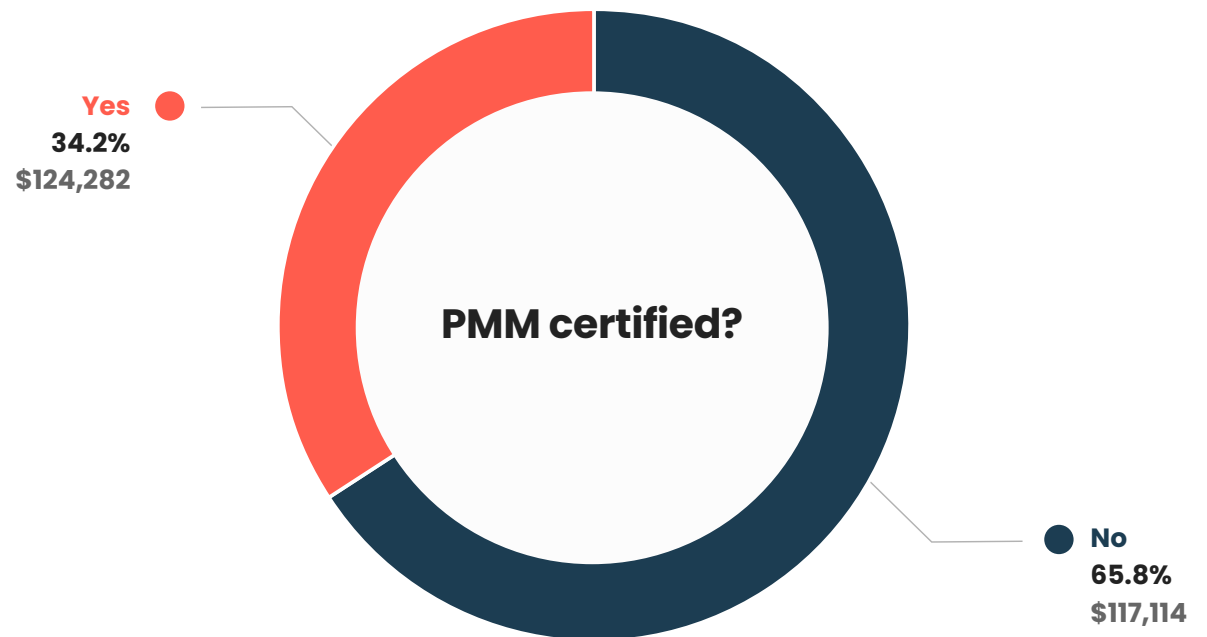
Andrew Hatfield, Founder and Marketing Strategist at Deepstar Strategic

Personal experience

To certify, or not to certify?

Last year we uncovered that **63.6%** of PMMs didn't have a product marketing certification of any kind, and were earning an average of **\$116,289** per year. This year, we found a similar outcome, with **65.8%** of PMMs not being PMM certified, and earning around **\$117,114** per year.

Perhaps unsurprisingly, though, we found that those who were product marketing certified were earning a significantly higher baseline salary average of **\$124,282** per year.



Personal experience



Kompyte

"Product Marketing is becoming a sought-after skill, but also a significantly rewarding career. It is important for employers to adjust with the times and recognize that experience in the role holds more value than the level of education completed. This is the nuance of the industry in 2022 and beyond."
Pere Codina, CEO of Kompyte

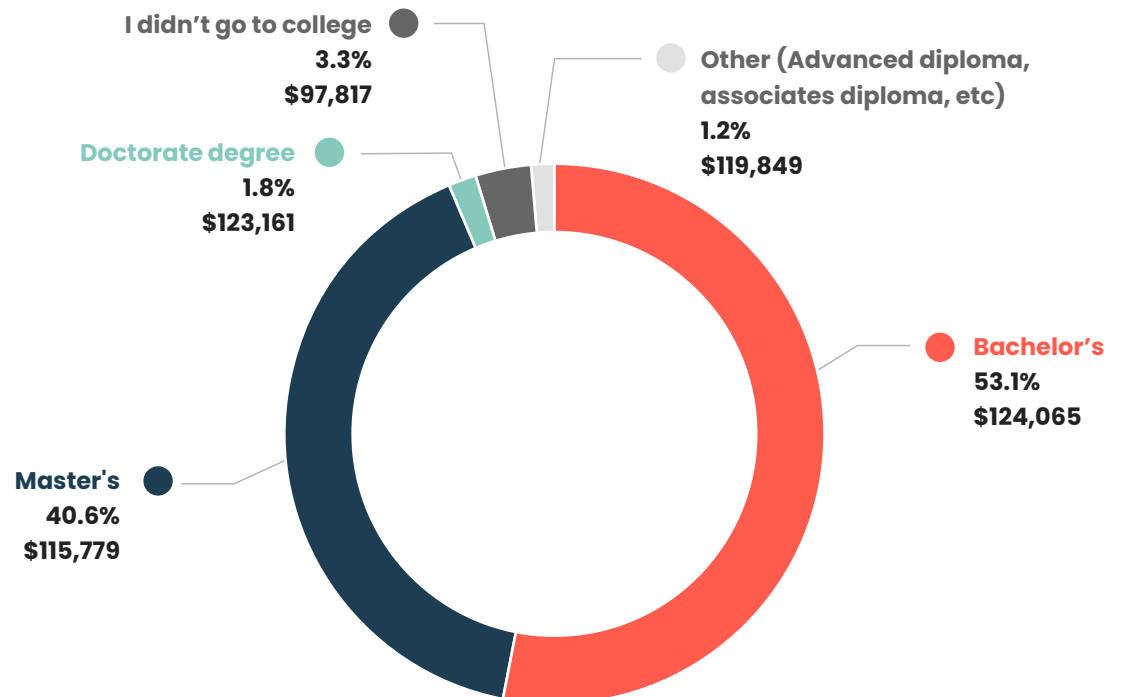
Education level

Now, we found that those who are product marketing certified are earning around **\$7,168** more than those who weren't. But is this the same for those who have some form of college degree?

Well...

53.1% of our participants have a Bachelor's degree as their highest educational qualification and are earning an average of **\$124,065** per year. Those with a Doctorate degree are earning the second highest salary, at **\$123,161**, while those who had a different qualification (whether that was an Advanced Diploma, an Associate's Degree, and so on) are earning around **\$119,849**.

Perhaps unsurprisingly, those who didn't go to college at all (**3.3%**) are the least lucrative group, earning a - still rather generous - salary of **\$97,817** per year.



Personal experience



"The higher average baseline salary of a Bachelor's versus a Master's degree is interesting, albeit not unsurprising. In a tech/SaaS environment, years of experience can trump all - and in a fledgling function like product marketing, even more so."

"Product marketing is not taught in many normative educational paths, so those who become experts in the field often come through non-normative trajectories and learn by doing."

Kevin Chan, (People) Manager of Product and Solutions Marketing at Hootsuite



"Product marketers have a wonderfully diverse background and there is no one set path or qualification as a pre-requisite. To me, this is a great thing as it means not only do people have the ability to grow their careers in interesting and flexible ways but that the pool of talent is wide and deep."

Andrew Hatfield, Founder and Marketing Strategist at Deepstar Strategic

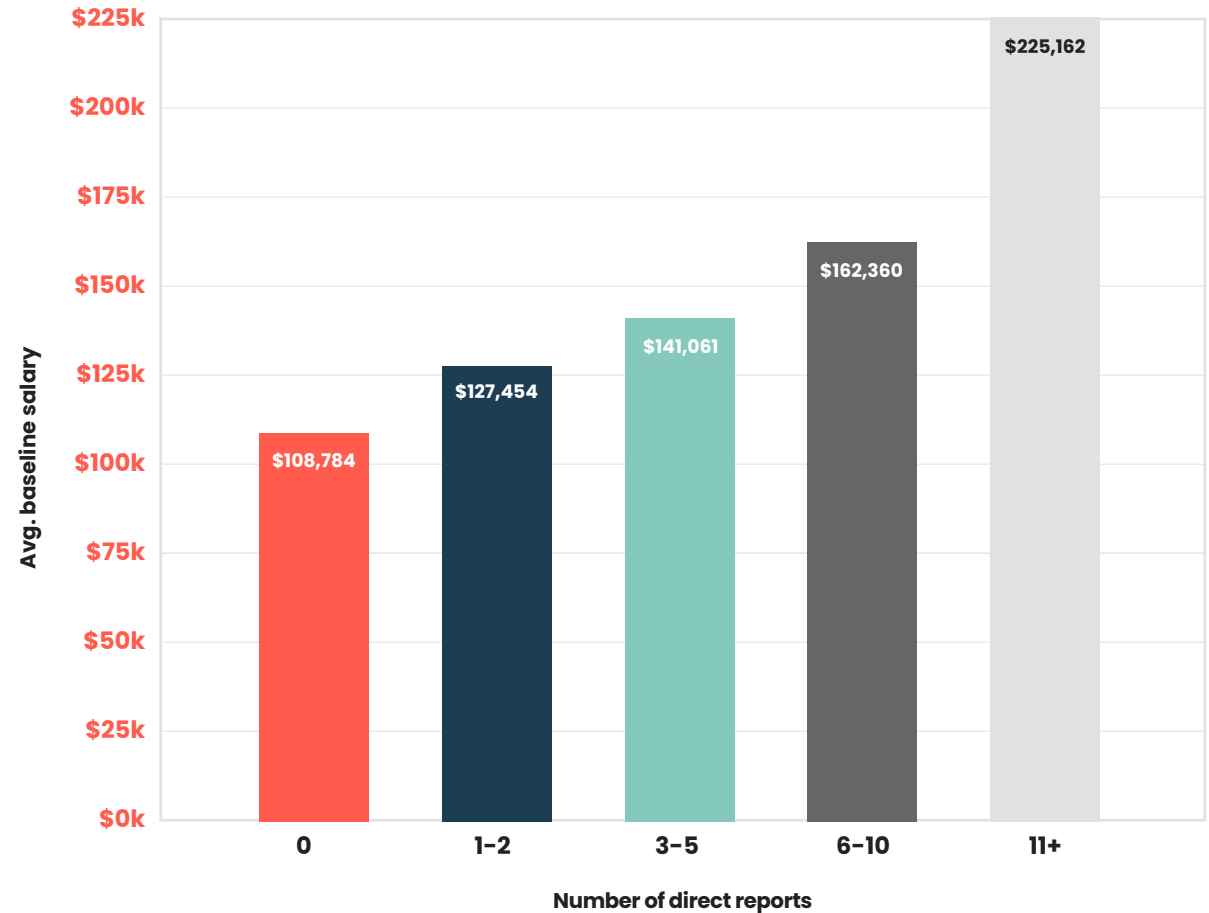
Personal experience

Pssst. Check out our **product marketing salary calculator** to compare your salary across countries, industries, jobs roles, and more! [>](#)

Direct reports & products managed

Logically speaking, you would assume that a product marketer would earn more money as their number of direct reports increases.

We managed to prove this hypothesis to be correct, as we found a positive correlation between the number of direct reports our participants had and the average baseline salary they were being paid.

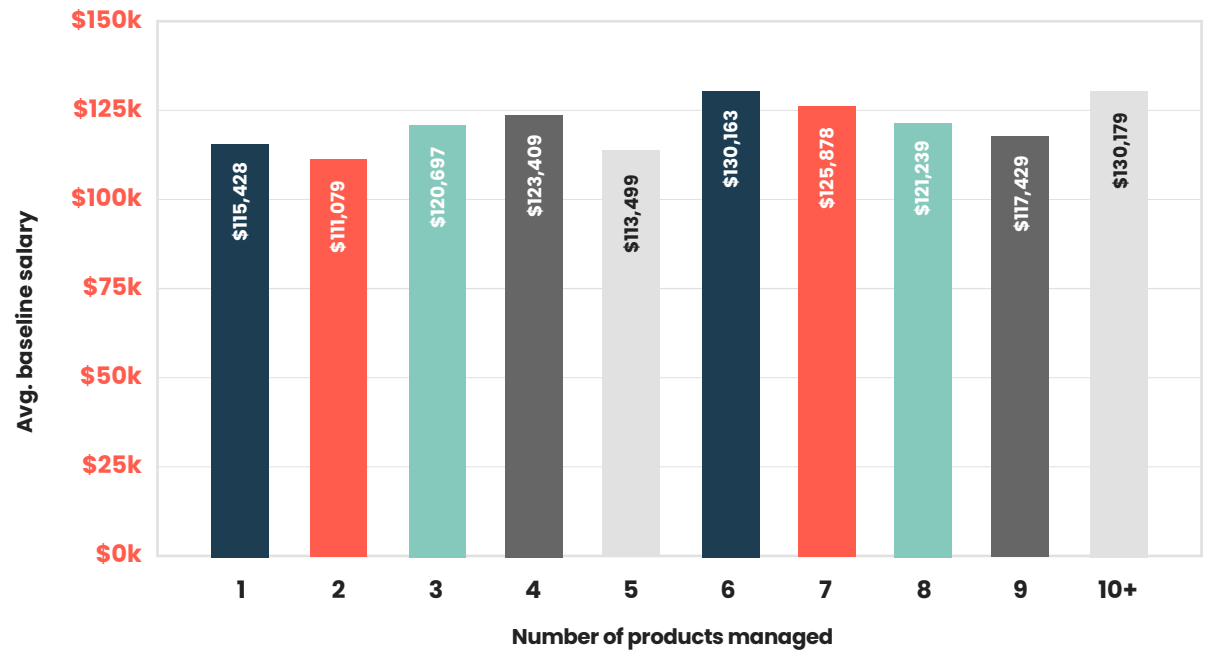


Personal experience

Number of products managed

Unfortunately, we couldn't say the same for the number of products managed and the average baseline salary our participants received. Similarly to last year, there didn't seem to be much of a consistent pattern.

As you can see from the chart below, those dealing with one product earned an average of **\$115,428**, while those managing nine products were earning only **\$2,001** extra.



Personal experience

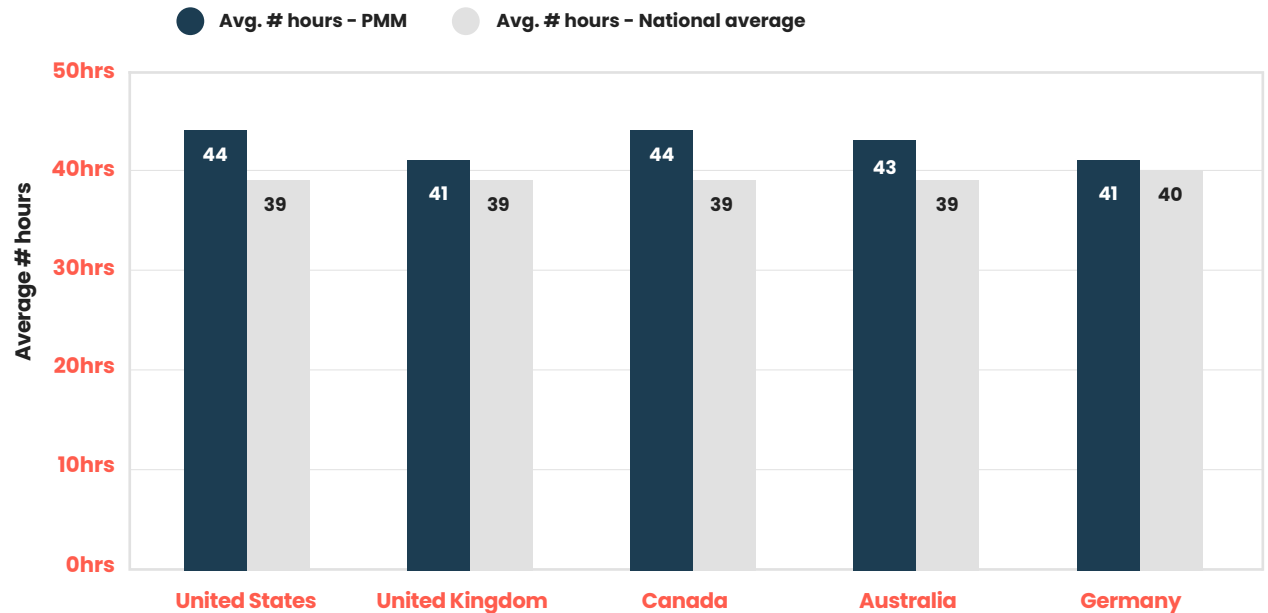
Working hours

It's no secret - you're all a super hard-working bunch. So much so, that you're likely often struggling to balance your work and home lives because you're dedicated to your roles.

It's easy to say, but how much of it is the truth?

Well, most of our participants were from the United States, the United Kingdom, Canada, Australia, and Germany. So, we compared the average number of hours that these PMMs work each week within these locations to the national average.

It seems that a vast majority of product marketing professionals are working over the average that they're supposed to work.



Personal experience

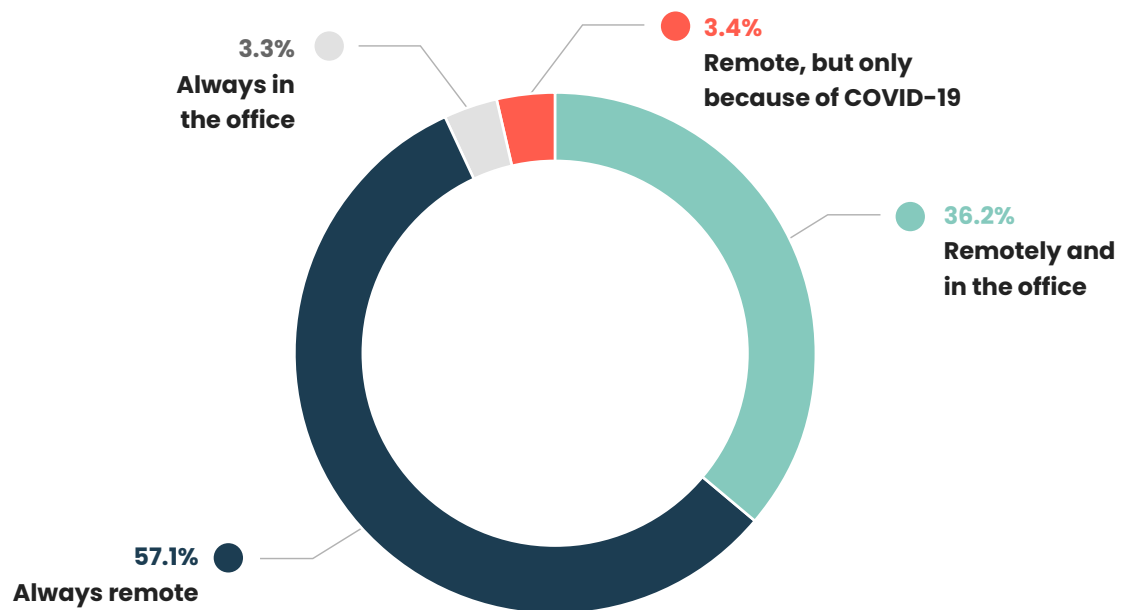
Office-based versus remote

Last year showed that **28.7%** of PMMs were working remotely because of the ongoing pandemic.

This year, this number has reduced significantly, with only **3.4%** of participants saying they're remote because of the same reason.

However, working from home is seemingly the new normal, with **57.1%** of product marketers now working remotely all the time, a significant increase from 2021 (**14.9%**).

Meanwhile, **36.2%** of participants are working a hybrid of remote and office work and only **3.3%** of participants are always in the office.



Salary satisfaction

So, we've done a complete deep dive into product marketing salaries worldwide depending on so many different environmental, personal, and professional factors.

And yet, the million-dollar question hasn't been answered: how happy are our product marketers with their current earnings?

With a few anomalies, we still found that there was a rather positive correlation between how happy product marketers are with how much they're being paid, and how much they're actually earning each year.

On a scale of 1-10, how happy are you with your current compensation?	% of PMMs	Avg. baseline salary
0	0.9%	\$97,474
1	0.9%	\$107,059
2	2%	\$99,300
3	4.3%	\$101,114
4	3.8%	\$104,764
5	6.6%	\$123,875
6	14.7%	\$103,147
7	22.4%	\$112,899
8	24%	\$126,872
9	12.6%	\$142,899
10	7.8%	\$138,701

Salary satisfaction

But we didn't leave it there. We wanted to see if there was anything that our participants would change about their current role other than just financial compensation that would make them happier.

Here were some of the most common answers:

- A performance-based bonus structure**
- Maternity benefits**
- Half-yearly review cycles**
- Higher bonus and more equity**
- Family health insurance**
- Professional development reimbursement**
- Remove car allowance and add to salary package**
- Unlimited holiday**
- Childcare support**
- Increased retirement contribution**
- Volunteering leave**
- Pre-tax benefits**
- Flexible hours**
- More health benefits**
- Gym membership**
- More predictability**

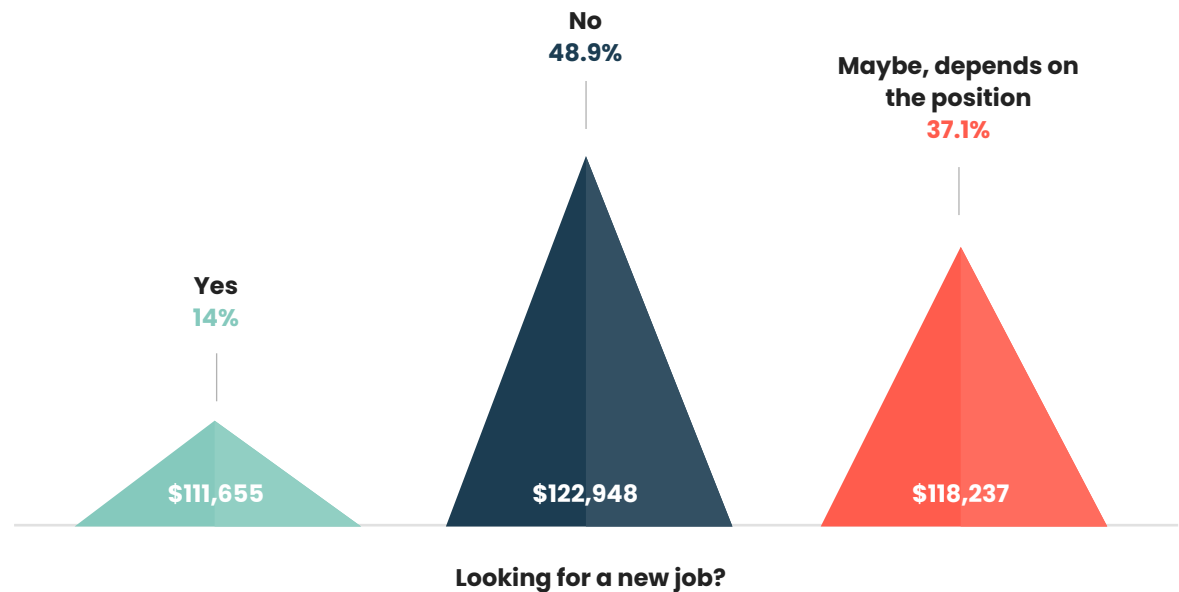
Career aspirations and stability

Looking for a new job?

Following on from asking our participants how happy they were with their current compensation, we felt the natural next step was determining how many of them are actively seeking a new job.

Nearly half of our respondents (**48.9%**) said they weren't looking for a new job. This segment were also those who were earning the highest average baseline salary of **\$122,948** per year.

Only **14%** of our participants are actively looking for a new job and were in the group earning the least, at **\$111,655** on average per year.



Pssst. Check out our **product marketing salary calculator** to compare your salary across countries, industries, jobs roles, and more! [>](#)

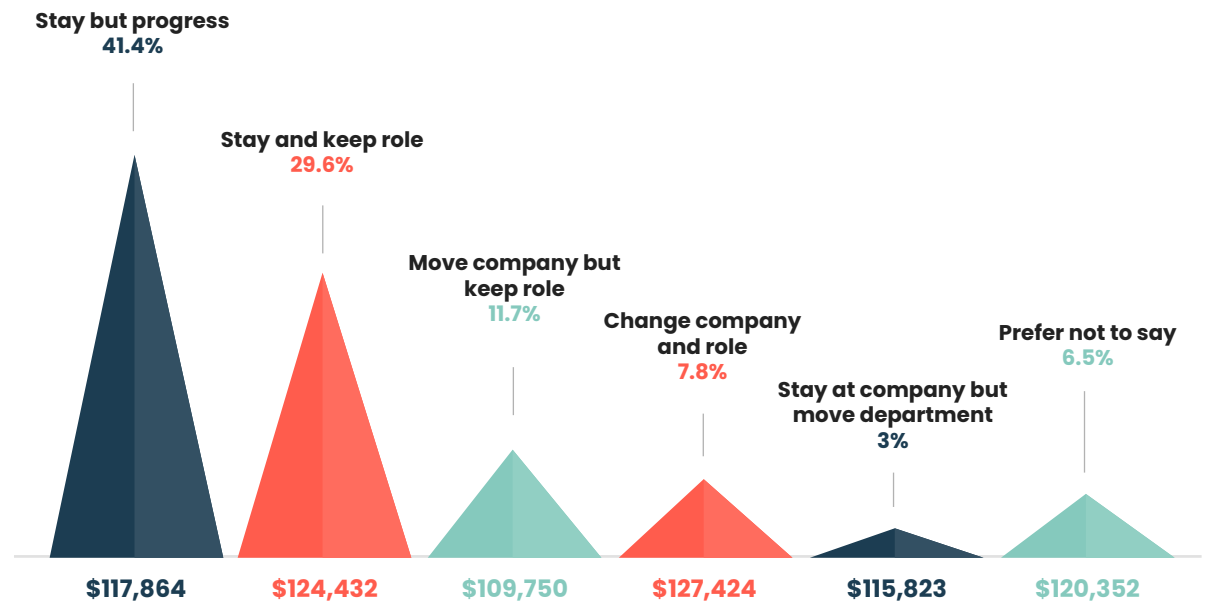
Career aspirations and stability

Career aspirations

When we asked participants about their career aspirations in greater detail, most of the respondents (**41.4%**) said they wanted to remain in their current role but progress within the product marketing department.

We found that those who wanted to change company and roles (**7.8%**) were actually earning the highest salary average of each group, with **\$127,424** per year.

The smallest group (**3%**) said that they'd like to stay at their current company but change positions, but were earning a generous sum of **\$115,823** per year.

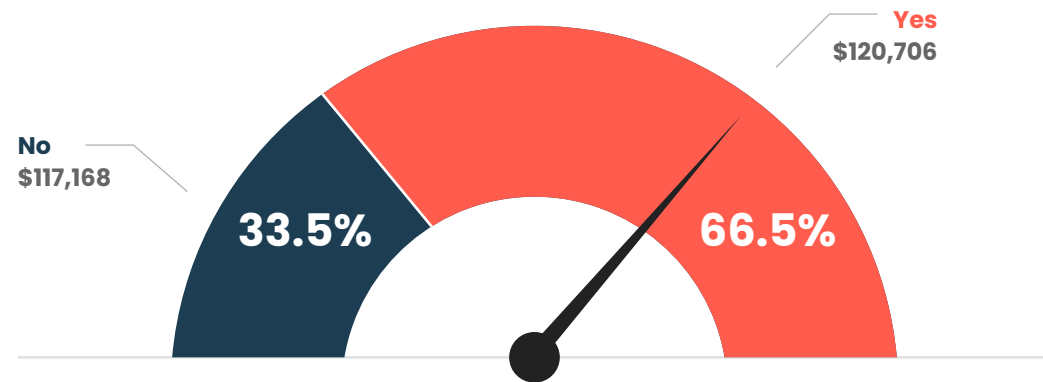


Salary and career decisions

Do product marketers feel valued?

When we asked our product marketing participants whether they felt like their salary reflects the value that they bring to the table, the majority (**66.5%**) agreed and were earning the highest salary average (**\$120,706** per year).

The rest, who didn't feel like their salary reflected their value, were earning an average of **\$117,168** per year.



Do PMM salaries reflect true value?

A special thanks to Kompyte

This report was created in partnership with Kompyte.

Kompyte is an automated competitive and market analysis platform that helps drive winning go-to-market strategies.

It's been designed to help you gain a full view of your competitive landscape, enable your teams to drive more proactive sales engagement and product roadmaps, and identify trends to drive corporate strategy.

With automated competitive research to move innovation at a fast pace, competitive sales battlecards to help your reps close more deals and increase revenue, and seamless integrations to streamline your processes, you'll be hard-pressed to not like it.



Conclusion

Most insights into this year's Product Marketing Salary Survey came as no surprise, particularly when it came to location. For example, our community consists mainly of those residing in the United States.

So, discovering that they were our highest respondent percentage was anticipated, as well as earning the highest salary average of the regions.

However, to discover this year that our lowest earning segment was our multiracial female participants with a Black and White background was disheartening. With things like this, it's clear that there is definitely room for improvement.

But, hopefully, with reports such as this, we can lift the lid on these issues and bring forth more change.

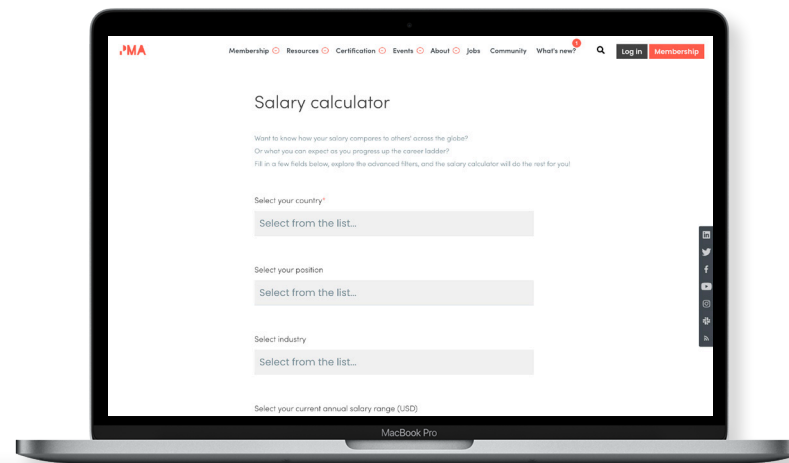
In terms of salary and job satisfaction, there continues to be a similar trend to last year, where there are more participants happy with their current role, and feel like their salary does reflect the value they bring to the company.

Again, we continue to see an upward trend toward our product marketers being happy with their jobs - after all, we spend so much time there, it's important to feel appreciated and satisfied with them.

The salary calculator

Ready to discover how your salary compares with other product marketers around the world?

Click the laptop below, check out our salary calculator, and unlock a wealth of information that'll help you understand your *true* worth.



Contributors



Charley Gale

Junior Copywriter

Charley is our Junior Copywriter here at Product Marketing Alliance. She has a passion for writing and creating new content for the community. She is always open to new ideas, so would love to hear from you with your feedback!



Richard King

Founder of Product Marketing Alliance

Rich is the Founder of Product Marketing Alliance and is at the helm of our voyage to elevate the PMM role worldwide. He's responsible for what happens next with the community, so if you'd like to have your say, don't hesitate to get in touch - Rich is always open to invaluable feedback and ideas.



Jon Sayer

Graphic Designer

Jon is our graphic designer and looks at all our design requirements. He's responsible for the layout and visual elements in this report and is always happy to hear your thoughts!

