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2H 2022 Affiliate Industry Compensation Report

about The Survey

The data in this report was collected by a Martech Record survey of our audience of North American affiliate marketing professionals at agencies, brands, publishers, and networks/platforms between October 7th and November 30th, 2022. Comparison data from 1H 2022 was collected in the same manner between February and March 2022. All respondents work for companies based in North America.

The data is presented exactly as it was collected with the following exceptions: 1) standardizing to improve the presentation of data 2) years worked were categorized into ranges 3) Any personal or identifying data was deleted.

Martech Record is an independent trade publication covering the affiliate marketing industry. We produce reviews of products and services, data, and reports that help improve decision-making. We also host industry events. To learn more about Martech Record, visit martechrecord.com. If you are interested in contributing or advertising with Martech Record please email the publisher at publisher@martechrecord.com.

Summary of Findings

Compensation did not meaningfully change over the course of six months. This is likely because annual compensation does not change that fast. Our 1H 2023 report will be more telling.

The vast majority of the respondents work remotely, or from home.

The more senior you are, the more likely you are to be working from home.

There does not seem to be a meaningful difference in compensation between those who work remotely and those that go into the office. But a caveat that the data set is likely too small to filter at that level.

Responses from publishers were the most senior, while those from the advertisers were the most junior. This is consistent with the Martech Record subscriber list's demographics, and we think reflects the industry accurately. Affiliate teams at publishers are driving significant growth and doing so while materially changing business models. A role that requires strong cross-functional management skills, support from senior teams, and revenue expectations.

Michael McNerney, Publisher, Martech Record

Compensation Report Agencies

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All amounts
are USD/year.

TITLE	LOCATION	YEARS IN MARKETING	SALARY	BONUS	TOTAL COMP.	ADDL. COMP.
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ASSOCIATE LEVEL

Senior Associate	Remote	1-3	61,000	-	61,000	N/A
Associate Account Manager	Chicago	1-3	75,000	5,000	80,000	0

MANAGER LEVEL

Affiliate Marketing Supervisor	Minneapolis, MN	13-20	85,000	Uncertain	85,000	
Sr. Affiliate Manager	Remote/WFH	8-12	110,000	20,000	130,000	N/A
Business Development Manager	Remote/USA	4-7	80,000	Unlimited commission potential	135,000	10% Performance Bonus
Sr Affiliate Manager	Remote/PA	4-7	70,000	-	70,000	N/A
Associate Account Manager	Remote/Canada	1-3	50,000	1,500	51,500	Annual Review
Affiliate Manager	Denver, CO	1-3	64,000	3,000	68,000	Wellness benefits (\$1,440 annually)
Client Account Manager	Remote	1-3	60,000	10,000	70,000	N/A
Managing Director of Affiliate	San Diego, CA	4-7	115,000	10,000	125,000	Equity
Sr. Manager, Affiliate Marketing	Remote/USA	8-12	130,000	160,000	160,000	
Technical Services Manager	Remote/USA	4-7	85,000	-	85,000	0
Media Manager	Denver, CO	8-12	52,000	-	52,000	None
Senior Account Manager	Remote/Canada	1-3	77,000	3,000	80,000	Annual Performance Review
Senior Manager	Remote/Philadelphia	4-7	90,000	1,500	100,000	% of Revenue
Senior Account Manager	Remote/Canada	4-7	60,000	10,000	70,000	None
Publisher Development Manager	Remote/USA	20+	84,000	2,000	86,000	
Account Manager	Remote/Canada	1-3	60,000	2,000	62,000	Annual Performance

MANAGER SUMMARY

(Total)	Comp Range	Average Comp	Median Comp	Responses	% "Remote"	Average Remote	Average No Remote
2H 2022	\$51K-\$160K	89,344	80,000	16	75%	91,625	82,500
1H 2022	\$38K-\$180K	84,180	79,000	19			

DIRECTOR LEVEL

Account Director	Remote/Canada	4-7	105,000	3,000	108,000	Annual Review
Senior Director	Remote/USA	8-12	165,000	15%	200,000	Equity
Associate Director	Denver, CO	4-7	100,000	1-3%	103,000	N/A
Account Director	Remote/USA	20+	95,000	-	95,000	0
Account Director	Remote	20+	160,000	25,000	185,000	4% Performance
Sales Director	SE US	8-12	110,000	-	170,000	Commissions
Director of Affiliate Marketing	Remote/USA	8-12	120,000		120,000	
Director of Partnership Strategy	Remote/USA	8-12	95,000	5,000	100,000	
Director of Affiliate Marketing	Remote	8-12	100,000		115,000	None Yet
Sr Director	Denver, CO	20+	130,000	70,000	200,000	
Director of Partnerships	Remote	13-20	130,000	20%	150,000	

DIRECTOR SUMMARY

(Total)	Comp Range	Average Comp	Median Comp	Responses	% "Remote"	Average Remote	Average No Remote
2H 2022	\$95K-\$200K	140,545	115,000	11	64%	134,125	157,667
1H 2022	\$55K-\$160K	97,055	115,000	4			

SENIOR TITLES

Group Director	Los Angeles	8-12	220,000	33,000	265,650	12,650
Head of Affiliate	Remote/New York	8-12	200,000	10%	220,000	Performance Bonus

Compensation Report Brands/Advertisers

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TITLE	LOCATION	YEARS IN MARKETING	SALARY	BONUS	TOTAL COMP.	ADDL. COMP.
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ASSOCIATE LEVEL

Senior Affiliate Specialist	Remote/USA	4-7	80,000	N/A	80,000	Equity
Associate	NYC	1-3	90,000	5,000-15,000	100,000	Equity

MANAGER LEVEL

Senior Affiliate Manager	Remote/USA	4-7	150,000	30,000	180,000	Equity
Partnerships Manager	Remote/USA	8-12	72,250	-	72,250	None
Affiliate Marketing Manager	Bay Area, CA	20+	140,000	15,000	155,000	
Affiliate Marketing Manager	New York City	4-7	95,000	-	95,000	
Sr. Affiliate Manager	Remote/USA	8-12	130,000	32,000	162,000	N/A
Affiliate Manager	Remote/USA	4-7	165,000		165,000	Equity
Senior Affiliate Manager	Remote/Canada	4-7	75,000	10,000	85,000	
Growth marketing manager	TX, USA	4-7	105,000	15,000	125,000	Signing bonus, end of year bonus
Affiliate Manager	Remote/Canada	4-7	66,370	-	65,000	Shares
Affiliate Manager	Remote/California	1-3	90,000	10,000	100,000	N/A
Affiliate Marketing Manager	Chicago	4-7	85,000	15,000	100,000	
Affiliate Marketing Manager	San Francisco	4-7	128,000	25,000	153,000	
Sr Mgr, Affiliate Partnerships	Remote	13-20	154,500	-	194,646	30K equity
Manager, North American Affiliate & Partnerships	Remote/USA	20+	110,000	11,000	121,000	Stock options and
Senior Affiliate Program Manager	Remote	4-7	81,000	20,000	101,000	N/A
Affiliate Manager	Remote	1-3	118,000	N/A	118,000	Equity

MANAGER SUMMARY

(Total)	Comp Range	Average Comp	Median Comp	Responses	% "Remote"	Average Remote	Average No Remote
2H 2022	\$65K-\$196K	124,494	125,000	16	69%	123,991	125,600
1H 2022	\$70K-\$175K	125,228	123,000	19			

DIRECTOR LEVEL

Associate Director of Partner Development	Remote	8-12	145,000	29,000	174,000	Equity
Director of Affiliate	Remote	8-12	140,000		140,000	

DIRECTOR SUMMARY

(Total)	Comp Range	Average Comp	Median Comp	Responses	% "Remote"	Average Remote	Average No Remote
2H 2022	\$140K-\$174K	157,000	N/A	2			
1H 2022	\$70K-\$175K	125,228	123,000	4			

SENIOR TITLES

Head of Affiliate	Remote	20+	170,000	-	170,000	5000 Shares
President/ CSO	Remote/Massachusetts	20+	100,000		100,000	None

Compensation Report Publishers

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All amounts are USD/year.

TITLE	LOCATION	YEARS IN MARKETING	SALARY	BONUS	TOTAL COMP.	ADDL. COMP.
MANAGER LEVEL						
Business Development Specialist	Remote	4-7	90,000	-	90,000	0
Senior Account Manager	Remote	4-7	120,000	-	120,000	N/A
Senior Manager, Affiliate Revenue Operations	NYC	1-3	100,000	10,000	110,000	N/A
Sr. Partnerships Manager	Remote	8-12	135,000	25,000	160,000	
Sr. Account Manager	Remote/CA	4-7	90,000	20,000	110,000	
Senior Manager	Remote/Canada	8-12	70,000	25,000	96,000	Stock Bonuses
Business Development Manager	Remote/USA	1-3	72,000	10,000	82,000	
Affiliate Manager	New York City	4-7	80,000	5,000	85,000	N/A
Partnerships Manager	Remote/USA	4-7	90,000	27,000	117,000	
Commerce Manager	NYC	4-7	80,000	-	80,000	-
Strategic Partnerships Manager	San Francisco, CA	4-7	110,000	15,000	150,000	25,000

MANAGER SUMMARY

(Total)	Comp Range	Average Comp	Median Comp	Responses	% "Remote"	Average Remote	Average No Remote
2H 2022	\$80K-\$160K	109,091	110,000	11	64%	110,714	106,250
1H 2022	\$51K-\$189K	110,000	100,000	12			

DIRECTOR LEVEL

Director	Remote/USA	4-7	105,000	25,000	130,000	
Director Business Development	Remote/Europe	13-20	152,400	30,000	182,400	
Director of Commerce Partnerships	Remote/NYC	8-12	150,000	22,500	172,500	N/A
Director of Client Partnerships	Remote/Denver, US	8-12	96,000	96,000	192,000	Commission (managed team performance)
Director, Partnerships	NYC	4-7	240,000	-	240,000	\$240K in equity over 4 years
Director of Content Strategy	Remote/Toronto, CA	4-7	85,000	12,750	97,750	Small amount of stock options
Director	Remote	13-20	180,000	40,000	220,000	Equity
Brand Partnerships Director	Remote	8-12	115,000	5,000	120,000	

DIRECTOR SUMMARY

(Total)	Comp Range	Average Comp	Median Comp	Responses	% "Remote"	Average Remote	Average No Remote
2H 2022	\$98K-\$240K	174,950	172,500	8	88%		
1H 2022	\$93K-\$350K	230,000	235,000	14			

SENIOR TITLES

VP Sales	Denver	8-12	150,000	125,000	300,000	Stock options
VP	NJ, USA	4-7	100,000	-	100,000	0
VP Marketing	Hybrid Remote/Canada	13-20	150,000		500,000	Equity
VP	Remote	13-20	175,000	35,000	230,000	Restricted stock
Head of Sales	Canada	4-7	80,000	22,500	102,500	
Head of Affiliate Partnerships	Remote/USA	8-12	115,000	30,000	145,000	
SVP	Remote	8-12	250,000			
GM	Remote	13-20	450,000	150,000	600,000	Performance Shares

Compensation Report **Platforms/Networks**

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TITLE	LOCATION	YEARS IN MARKETING	SALARY	BONUS	TOTAL COMP.	ADDL. COMP.
COORDINATOR LEVEL						
Senior Account Coordinator	West Coast	1-3	65,000	-	65,000	Shares
Marketing Coordinator	Chicago, IL	1-3	65,000	10%	75,000	Equity
Digital Marketing Coordinator	Vancouver	1-3	42,000	-	42,000	Nothing

MANAGER LEVEL						
Senior Partner Manager	New York	13-20	110,000	10,000	120,000	N/A
Affiliate Manager	Remote	8-12	70,000	20,000	90,000	-
Publisher Development Manager	Remote/USA	4-7	80,000	20,000	100,000	Shares
Business Development	Remote	13-20	95,000	10,000	105,000	Performance shares
Sr. Affiliate Manager	Remote/CN	4-7	55,000	4,500	55,000	Performance shares
Client Development Manager	Remote	4-7	86,000	10,000	96,000	
Senior Marketing Programs Manager	Remote/Chicago	8-12	90,000	10,000	100,000	
Strategic Partnership Manager	Remote	4-7	58,500		64,000	5,600
Sr. Account Manager	Utah	4-7	50,000	5,000	57,000	Referral Commissions

MANAGER SUMMARY							
(Total)	Comp Range	Average Comp	Median Comp	Responses	% "Remote"	Average Remote	Average No Remote
2H 2022	\$55K-\$120K	87,444	96,000	9	78%	87,143	88,500
1H 2022	\$95K-\$164K	122,000	N/A	4			

DIRECTOR LEVEL						
Senior Director	Remote/USA	13-20	150,000	-	150,000	Shares
Director	Remote	13-20	175,000	34,000	209,000	Equity

DIRECTOR SUMMARY							
(Total)	Comp Range	Average Comp	Median Comp	Responses	% "Remote"	Average Remote	Average No Remote
2H 2022	\$150K-\$209K	179,500	N/A	2			
1H 2022	\$80K-\$240K	154,000	130,000	4			

SENIOR TITLES						
VP Operations	Remote/California	8-12	250,000	Based on profit	250,000	Profit Sharing (Equity + Cash)
CMO	WFH	20+	240,000	50,000	340,000	Equity
CMO	New York	13-20	235,000	30,000	350,000	Equity

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Martech Record is an independent trade publication covering the intersection of marketing, content & commerce with a focus on affiliate & partner marketing.

Martech Record produces industry analysis, publishes best practices and reviews products and services.