

2012

eCommerce Salary Survey Results

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Key Findings

Survey results are based on 731 responses collected from eCommerce professionals worldwide. Salary figures that appear in this survey reflect annual compensation for each respondent, including bonuses. All survey results are presented in U.S. dollars.

This survey allows you to compare your compensation to industry peers, better understand what drives compensation in this market, and learn how to increase your value.

Some of what was learned from this year's survey:

- Almost half of the respondents earn between \$50-125,000 a year; 24.9% receive more than \$125,000 a year.
- Salaries in certain fields tend to be higher, including: hardware/home improvement, office supplies and small user experience consulting companies
- Salaries tend to be relatively higher in Central America and North America.
- Salaries are higher in larger companies. However, job satisfaction tends to be higher in smaller companies.
- In general, salary levels rise with increased experience within an organization. Specifically, most changes to salary take place after four years and again after eight years within the same organization.
- Women's salaries are slightly higher than men's salaries.
- There is a correlation between increased salary and age, until the age of 60. At this point, salaries begin to drop.
- In general, salary levels rise corresponding to levels of education.
- Slightly more than half of the respondents believe that mobile commerce will affect their salaries and/or their work environments.
- A third of the companies are not prepared for mobile commerce. The remainder of companies is prepared for mobile commerce, primarily via their websites (45%); only a small number are prepared for mobile commerce via mobile applications (18%).

eCommerce professionals seem to have mixed reports regarding their feelings of job security and their levels of compensation:

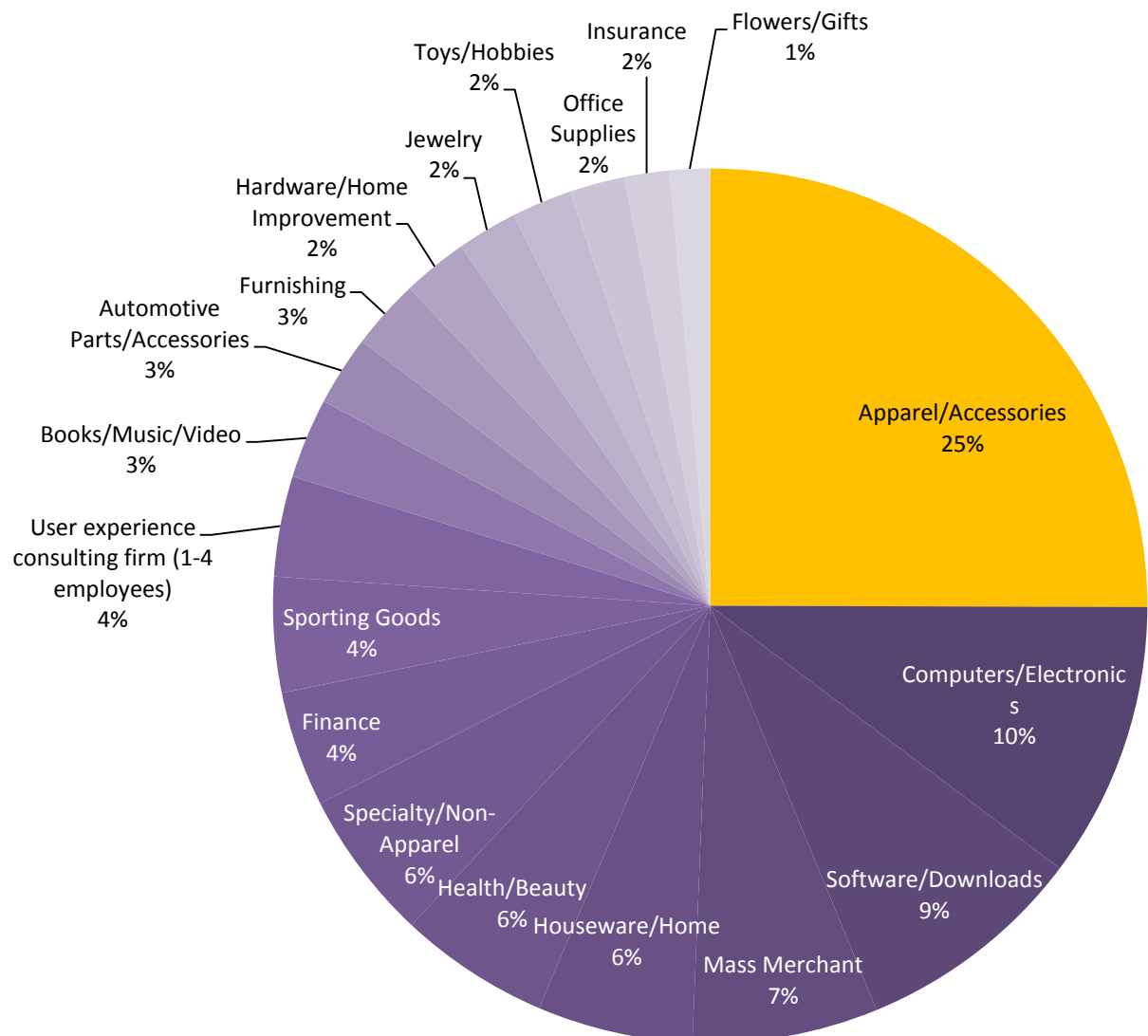
- Approximately two thirds of respondents feel secure in their place of work (68.9%). Less than 10% feel a lack of job security.
- At the same time, 34.5% of respondents feel that it is highly likely that they will change their places of work in the upcoming year, and an additional 42.8% believe that this is a possibility.
- Levels of job security are relatively higher in Africa and Central America and relatively low in Europe and Asia.
- In general, salary levels rise in relationship to the degree of job security felt by the respondents.

Who's Working Where?

Company and Job Characteristics

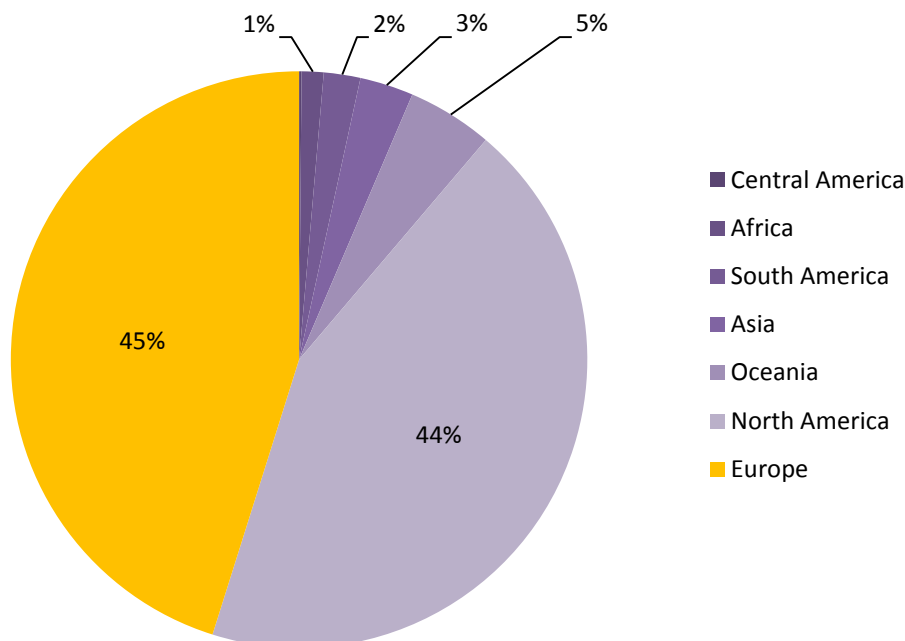
Company Industry

Respondents represent a wide range of industries aside from a relatively large number of respondents who work in the fashion industry (18%).



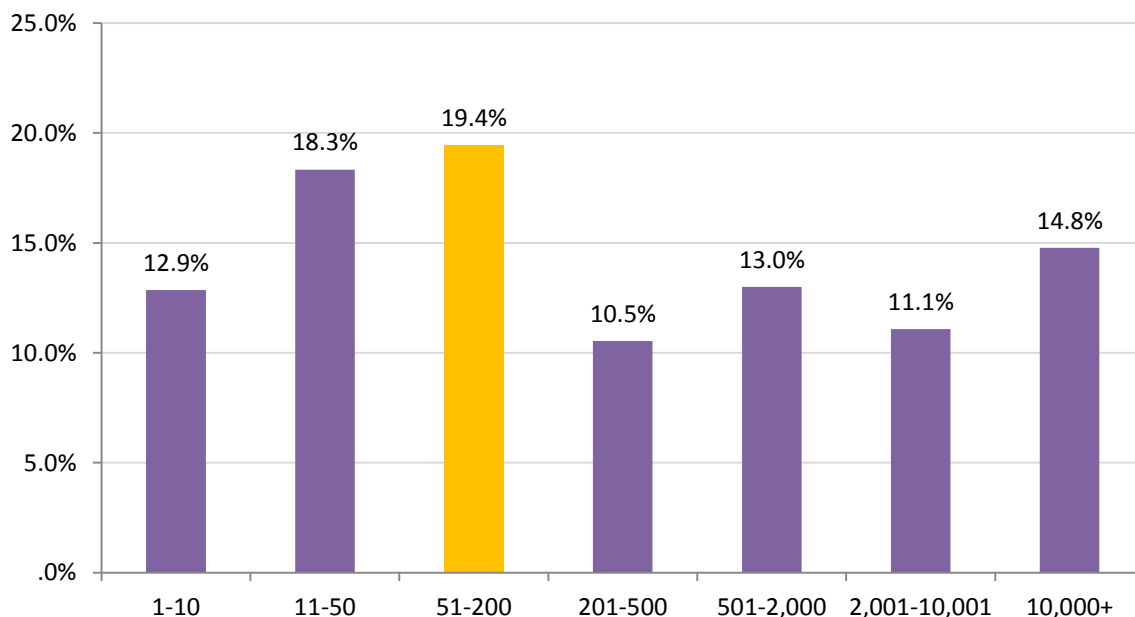
Company Location

The majority of respondents are from North America (44%) and Europe (45%) and 5% are from Oceania.



Company Size (Number of Employees)

A third of the companies (31.1%) employ up to 50 employees and 19.4% employ between 51 and 200 employees. The remainder of the data, representing about half of the respondents, is equally divided between companies that employ between 201 and 500 employees (10.5%), between 501 and 2000 employees (13.0%), between 2001 and 10,000 employees (11.1%) and large companies with over 10,000 employees (14.8%).



Company Revenue

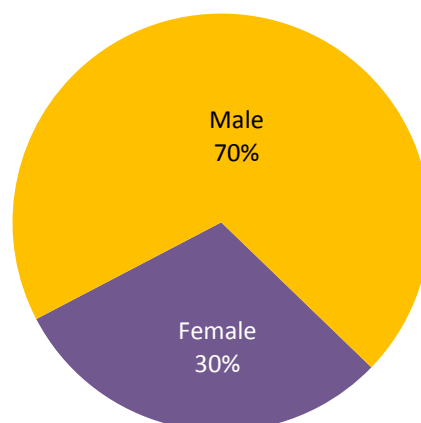
Approximately a third of the companies in the diagram earn less than \$10 million per year, and 23.8 earn between \$10 million and \$100 million per year. More than half of the companies in the diagram earn less than \$100 million per year.¹



Age, Gender & Education

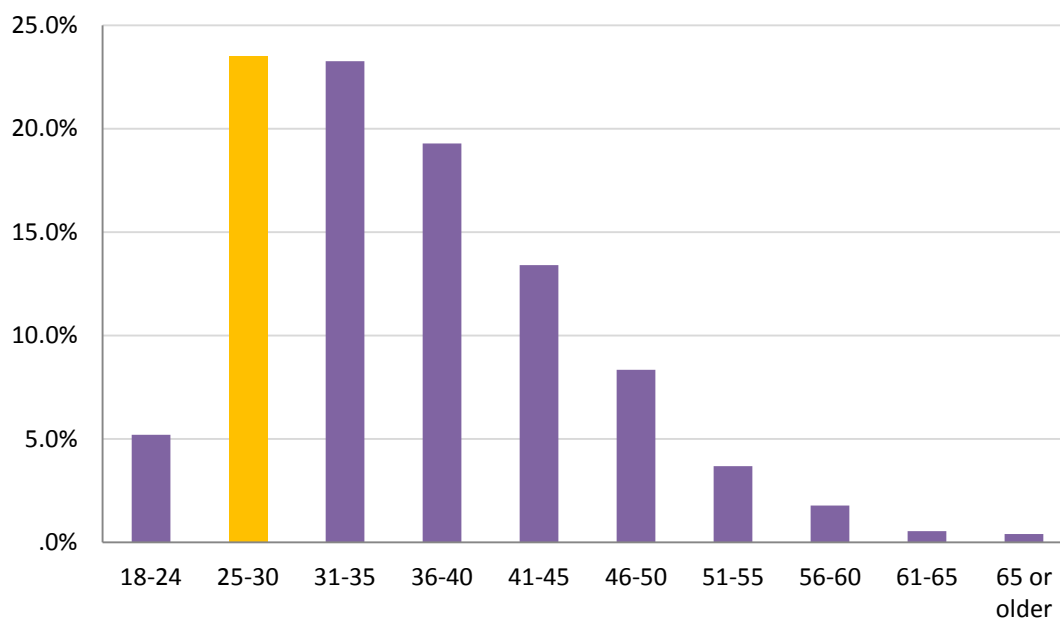
Male vs. Female Ratio

More than two thirds of the respondents are male (69%).²



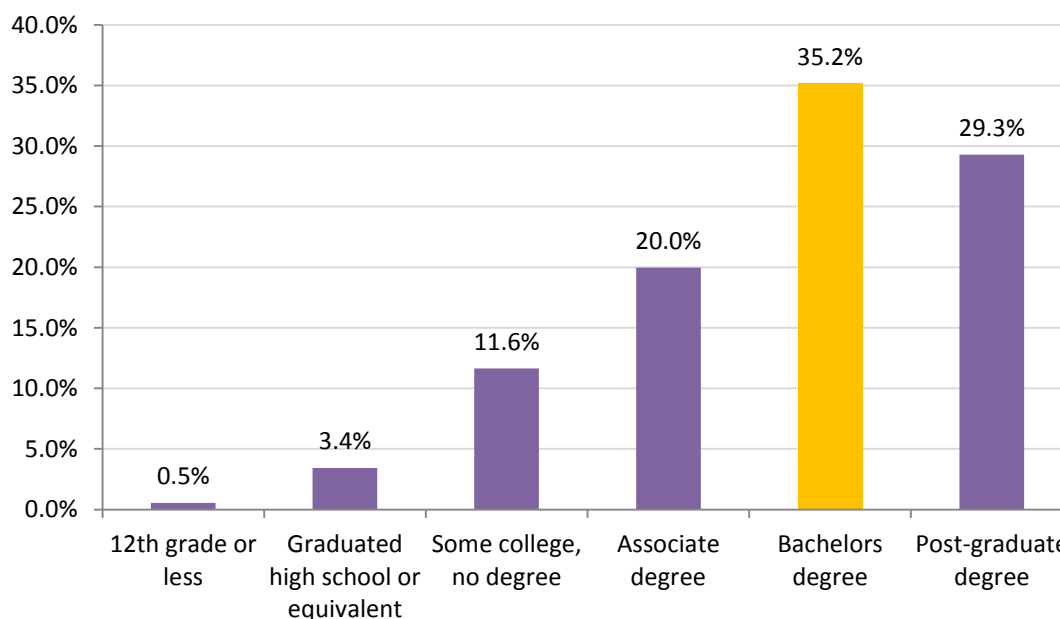
Age Groups

Slightly more than half of the respondents are under the age of 35 (52.3%). More than 85% of the respondents are between the ages of 18 and 45.³



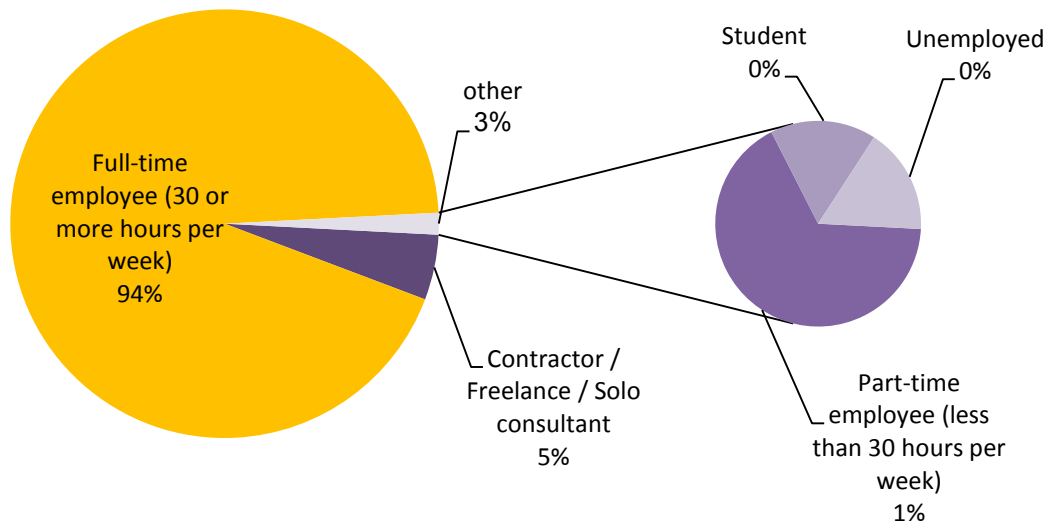
Education Level

The vast majority of the respondents have had academic education. Close to two thirds have a Bachelor's degree, and a quarter of the respondents have a Master's degree or more.



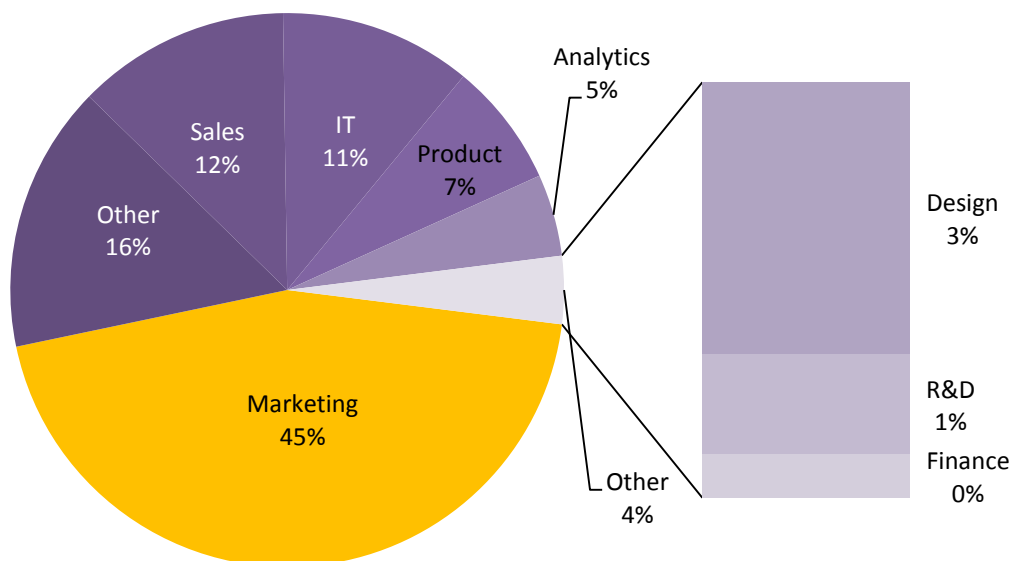
Position at Work

Practically all of the respondents (94%) work full-time. 5% of the respondents are external (and work as freelancers or for subcontractors).



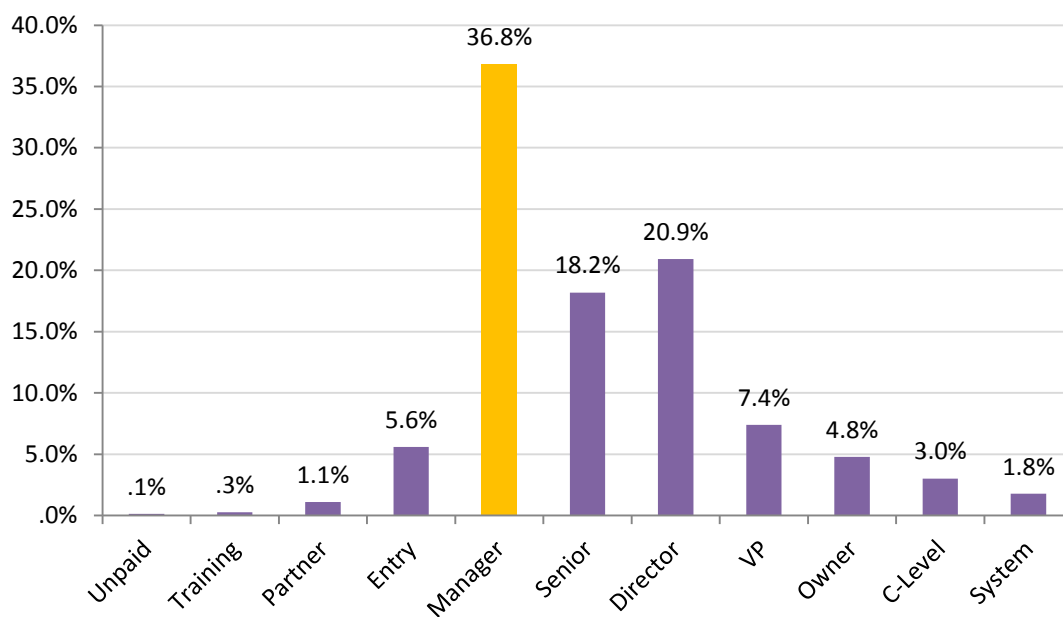
Company Department

More than half of the respondents work in the Marketing Department (45%) or the Sales Department (12%). Approximately 11% of the respondents work in the Information Technology Department and an additional 5% work in departments that are responsible for data analysis.



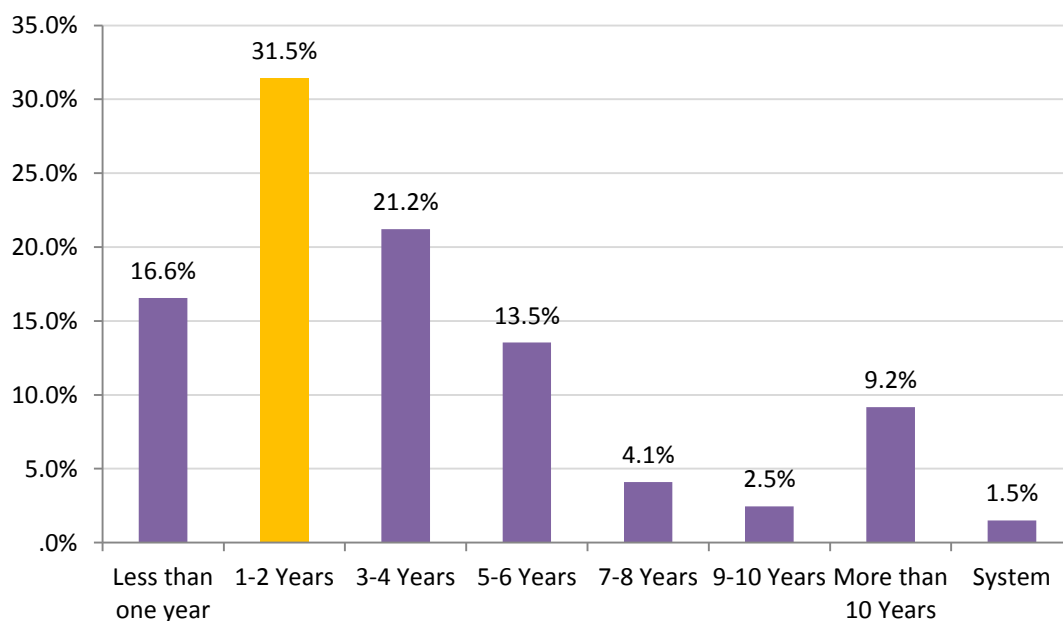
Seniority Level

The vast majority of respondents (75.9%) are mid-level managers. The rest of the respondents are mostly senior-level managers.



Tenure in the Organization

Most of the respondents (70.3%) have been working in their respective organizations for less than 5 years.

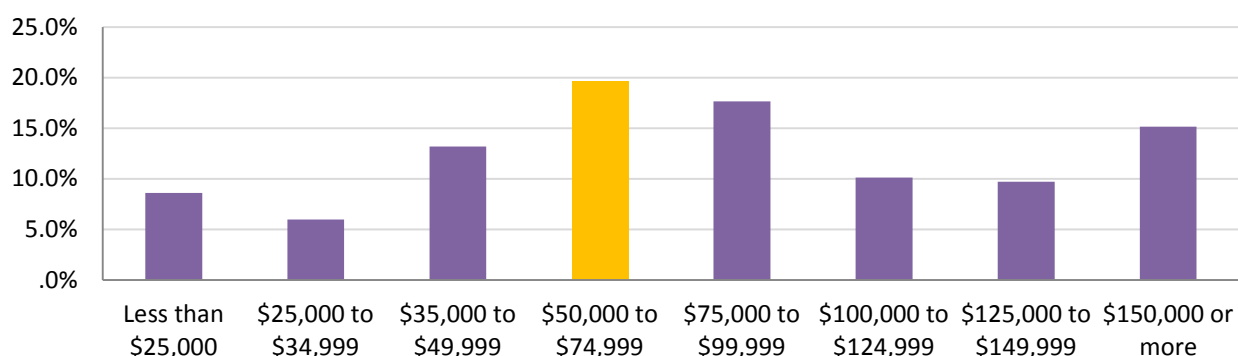


Who's Making What?

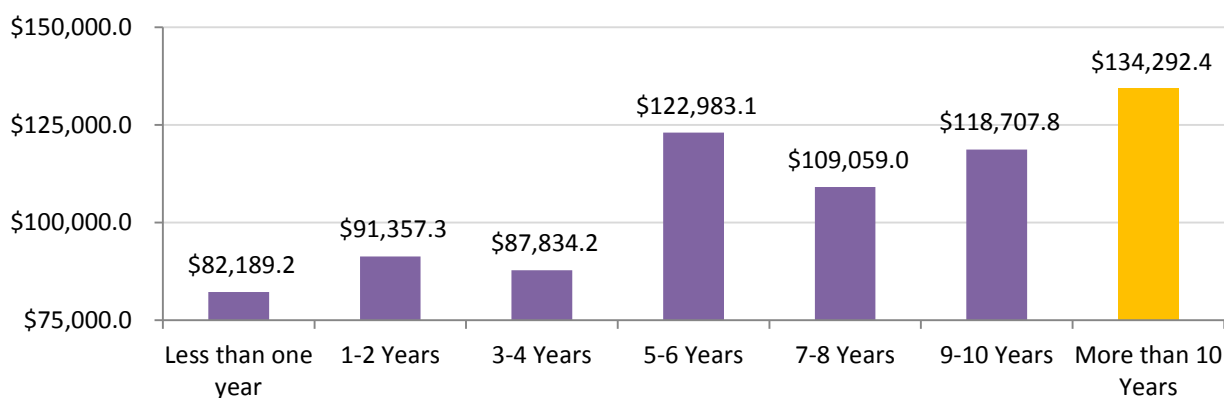
Salary Makeup and Trends

Annual Salary

Slightly less than half of the participants in the sampling earn between \$50,000 and \$125,000 a year (47.4%). Slightly more than a quarter of the respondents earn less than \$50,000 a year (27.8%). The rest of the respondents (24.9%) earn more than \$125,000 a year.



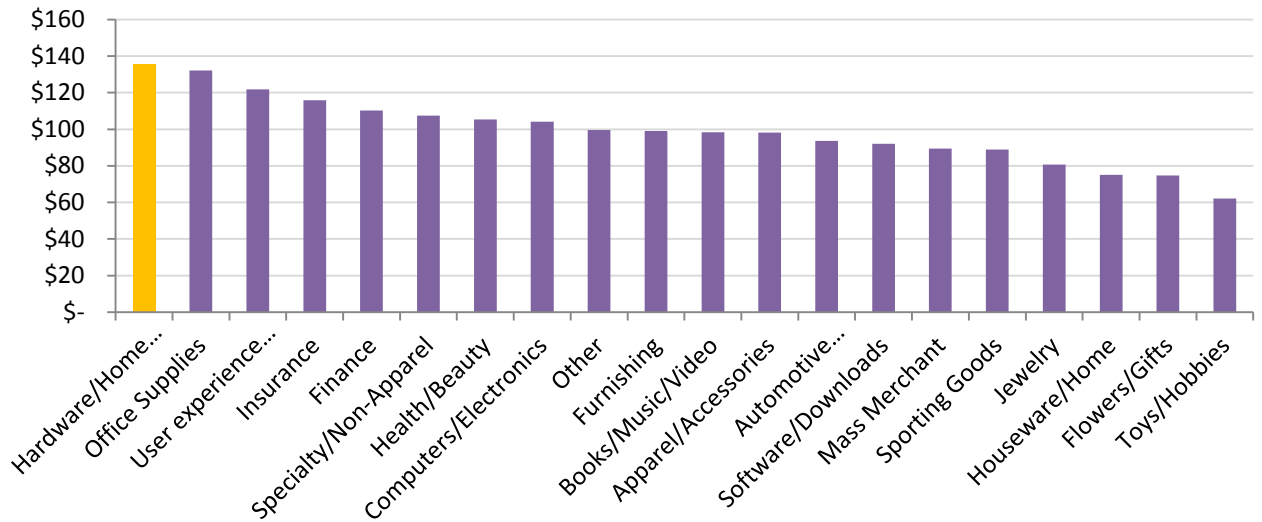
It is noteworthy that most salary changes take place after four years in a position, with an additional jump taking place after eight years within the organization.



Salary By Industry

Salary levels are relatively high in the following industries: hardware/home improvement, office supplies and small user experience consulting companies.

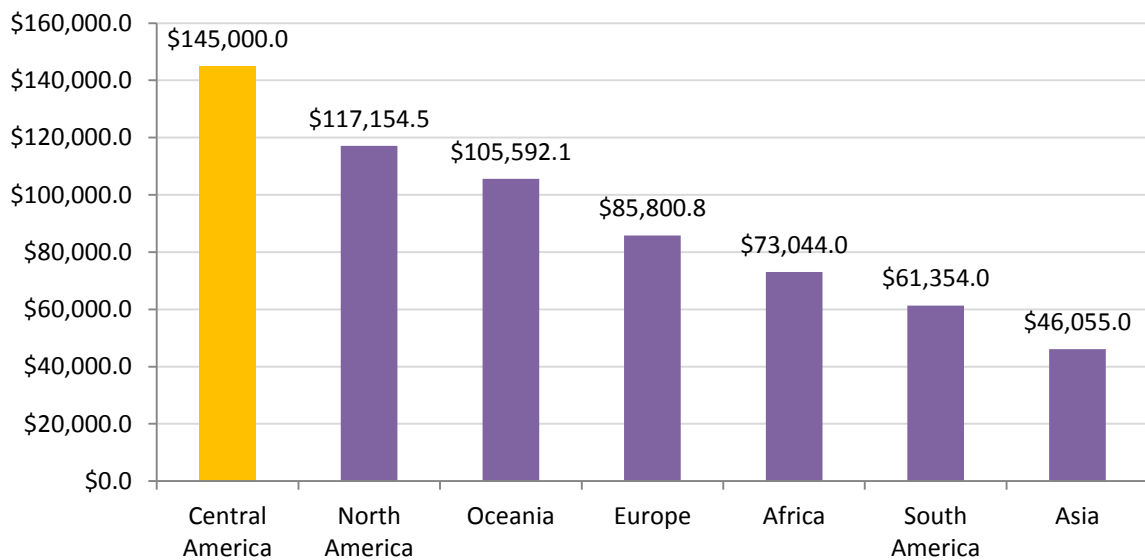
Salary levels are relatively low in the following industries: jewelry, houseware/home, flowers/gifts and toys/hobbies.



Salary by Company Location

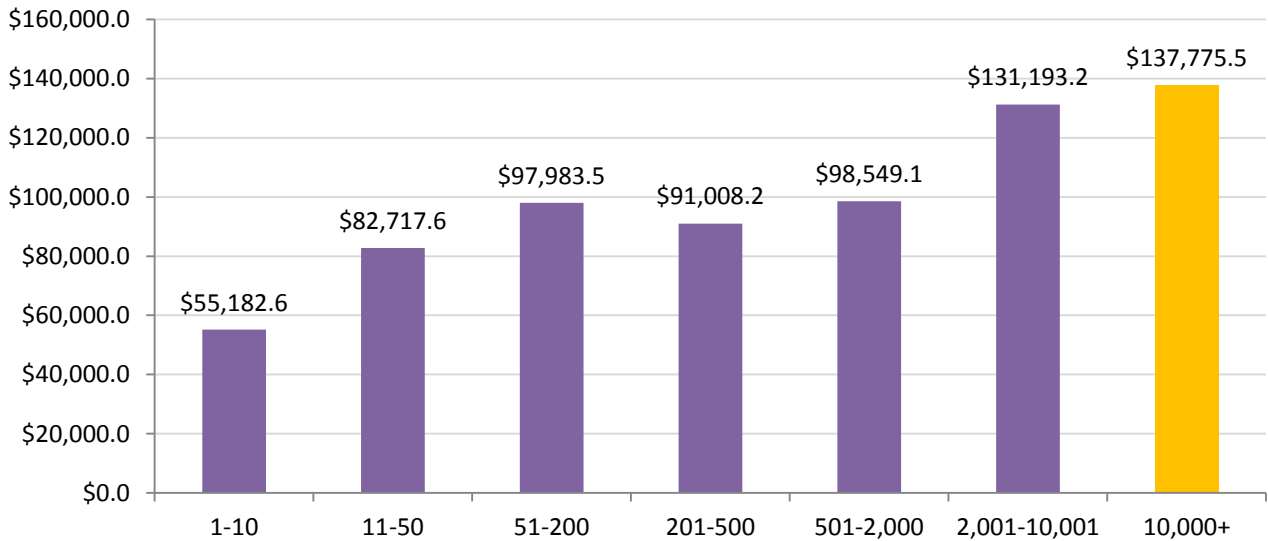
Salaries tend to be higher in Central America and North America.

Salaries are relatively low in South America and Asia.



Salary by Company Size

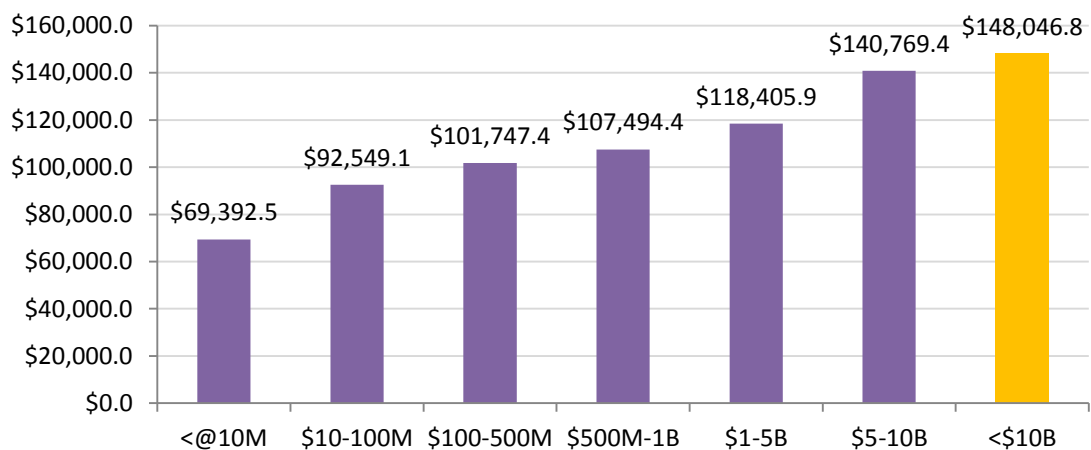
In general, the larger the company (number of employees), the higher the salaries.



Salary by Company Revenue

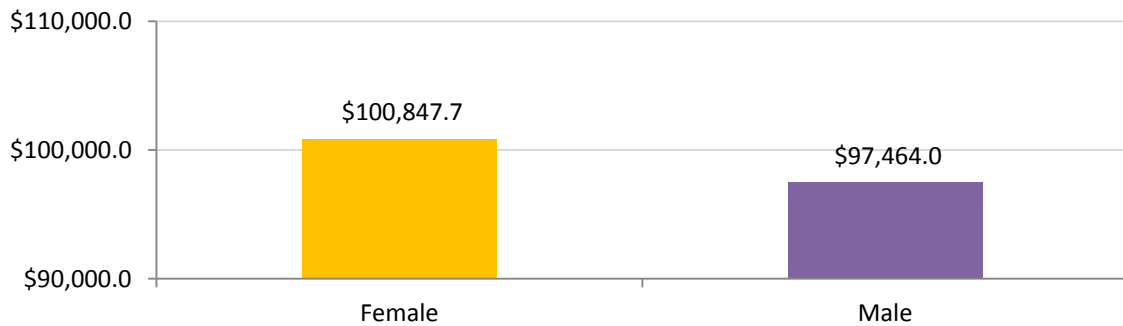
Salary levels rise as the profitability of the company rises.

Salary levels are relatively low among respondents who work for companies that are making less than \$10 million in profit.



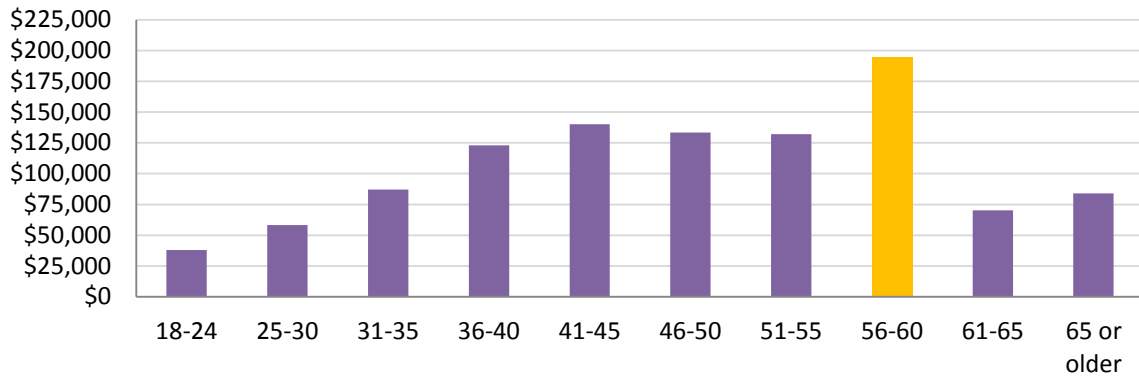
Salary by Gender

Women’s salaries are slightly higher than men’s salaries.



Salary by Age

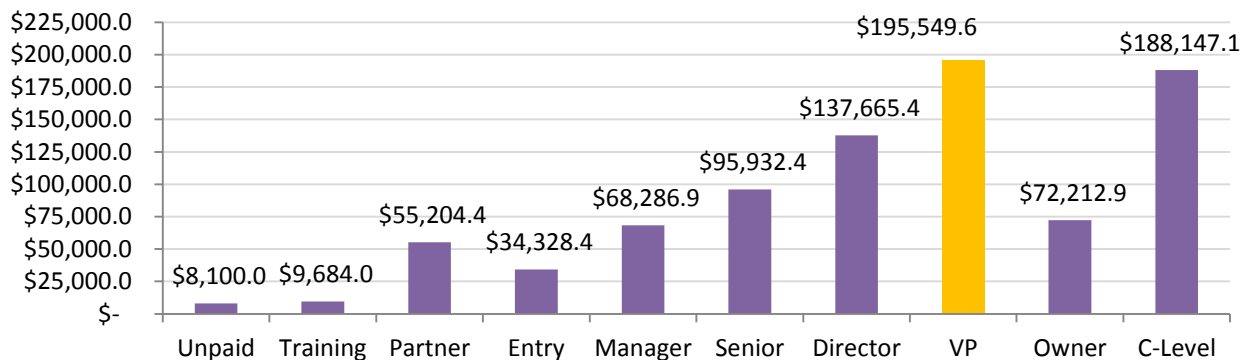
On average, salaries rise with age, reaching a high point at age 56-60. For individuals over the age of 60, salaries begin to drop.



Salary by Seniority

On average, individuals with more senior positions in the company tend to have higher salaries.

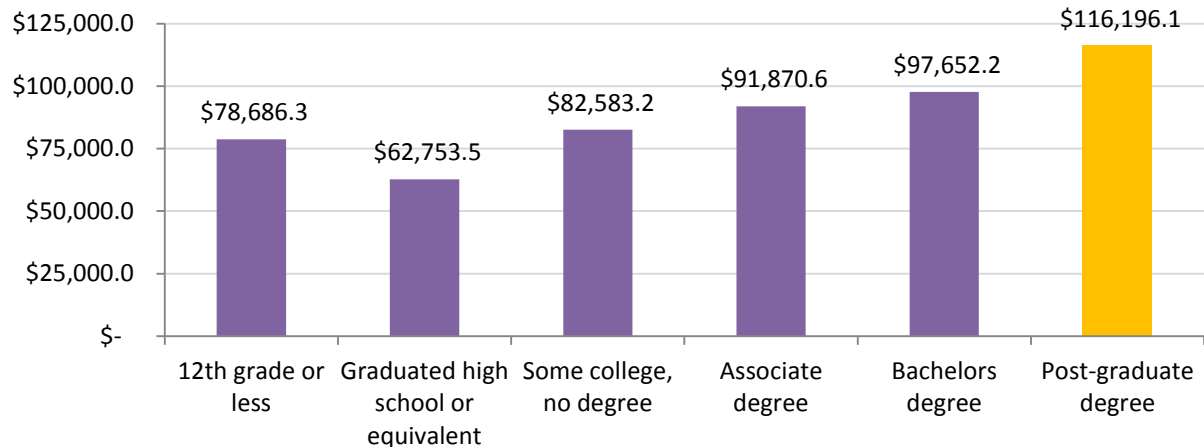
The exception to this is the status of owners, who probably represent owners of smaller businesses.



Salary by Education

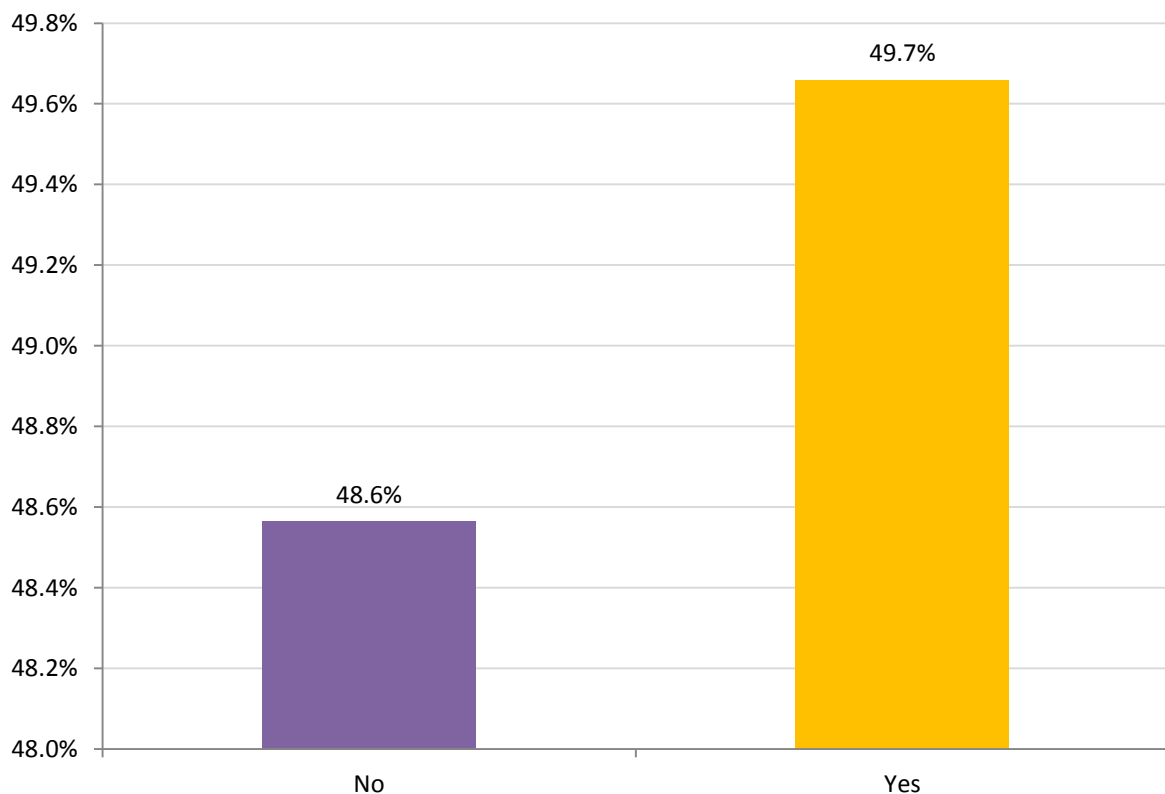
In general, salary levels rise corresponding to levels of education.

It is surprising that the salaries earned by individuals with lower levels of education are higher than the salaries earned by individuals with higher levels of education. However, this probably reflects the low number of respondents (4 respondents) and it is likely that it is a minor deviation and does not reflect a general trend.



Annual Bonus

Approximately half of the respondents (49.7%) receive an annual bonus.⁴

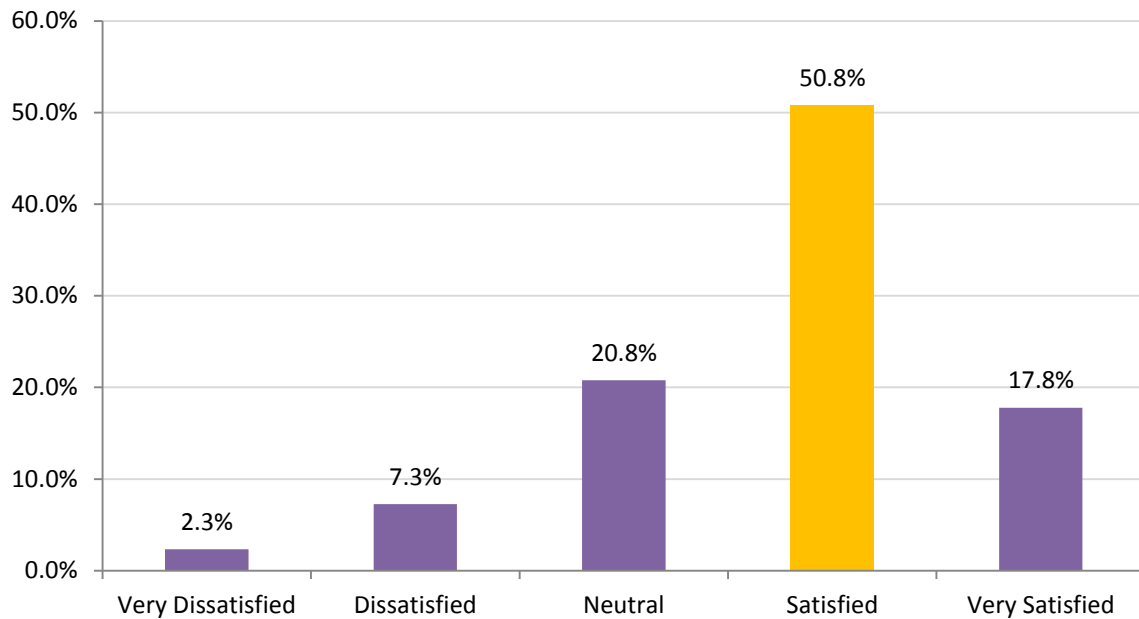


Job Stability and Satisfaction Guaranteed?

Job security and sentiment

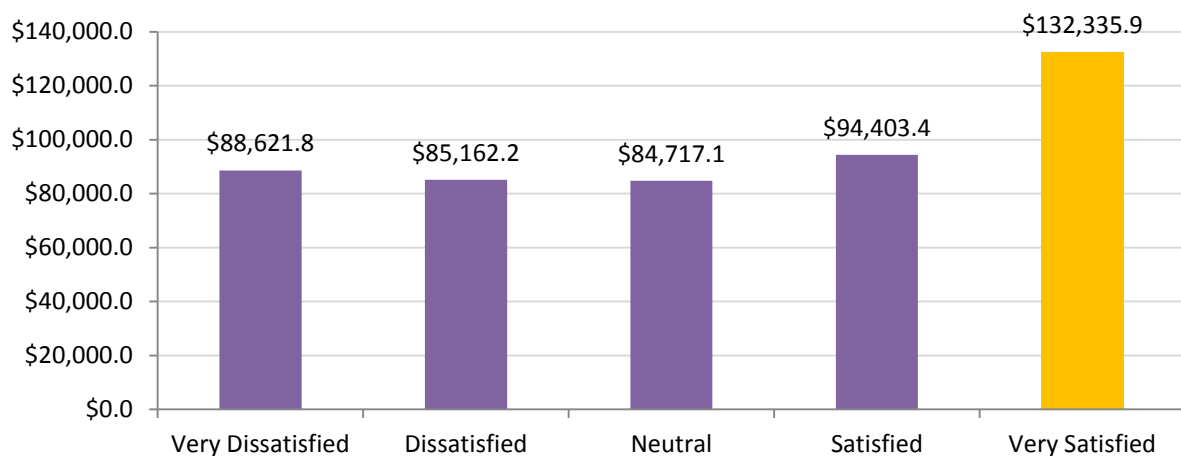
Job Satisfaction

Most of the respondents are satisfied with their jobs (68.5%). Approximately 10% of the respondents report dissatisfaction with work.⁵



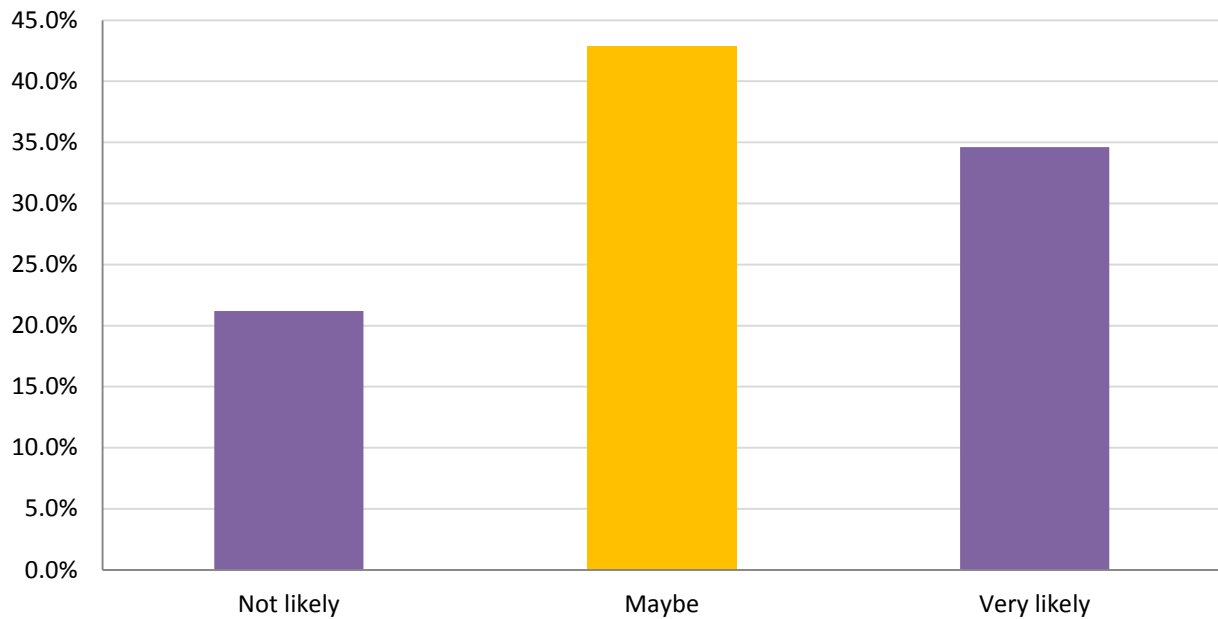
Salary Earnings and Job Satisfaction

In general, salary levels of individuals with high levels of job satisfaction are higher than the rest of the respondents.



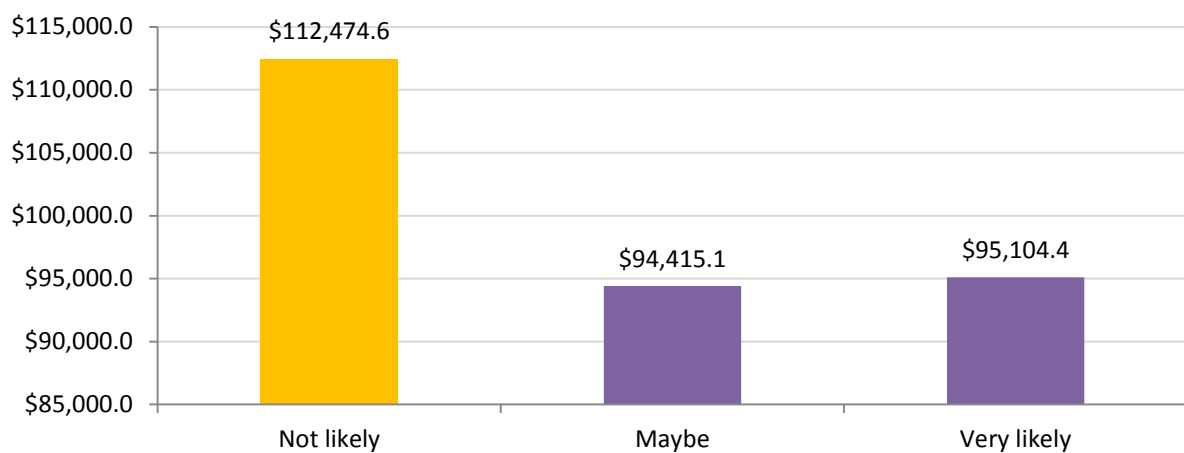
Possibility of Looking for a Job Next Year

34.5% of respondents feel that it is highly likely that they will change their places of work in the upcoming year, and an additional 42.8% believe that this is a possibility.⁶



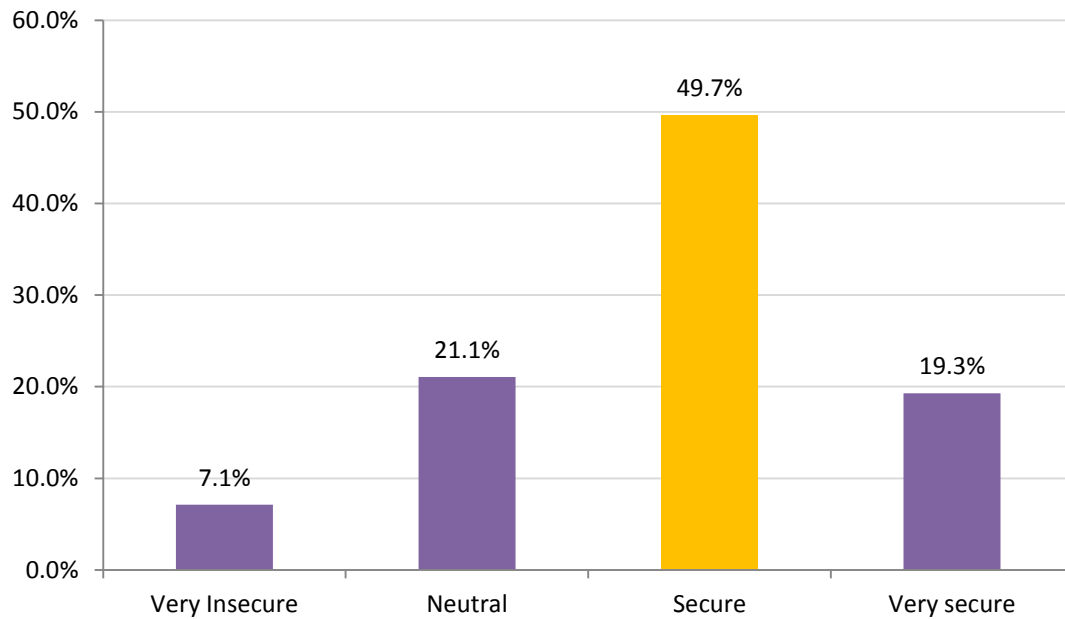
It is clear that the decision to look for a new job is connected to the salary level of the employee. Employees with relatively high salaries do not intend to look for new jobs in the upcoming year.

Individuals who indicated that they are looking for a new job this year (to a greater or lesser extent) tend to have significantly lower salaries than the first group of respondents.



Job Security

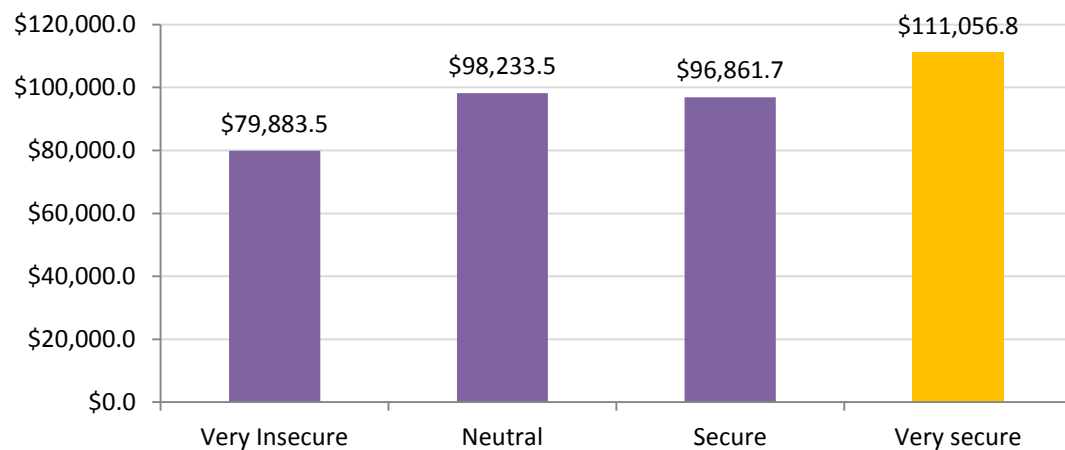
Approximately two thirds of the respondents feel a sense of job security (68.9%), and less than 10% of the respondents report a lack of job security.⁷



Job Security by Salary

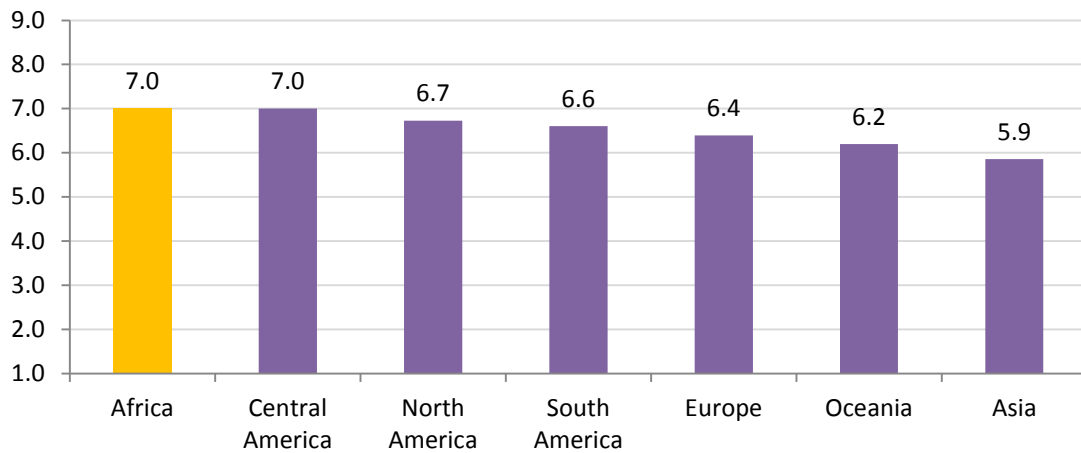
In general, salary levels rise in relationship to the degree of job security felt by the respondents.

It is interesting to note that the salary levels of individuals, who feel insecure about their jobs, tend to be relatively lower.



Job Security by Location

Levels of job security are relatively higher in Africa and Central America and relatively low in Europe and Asia.

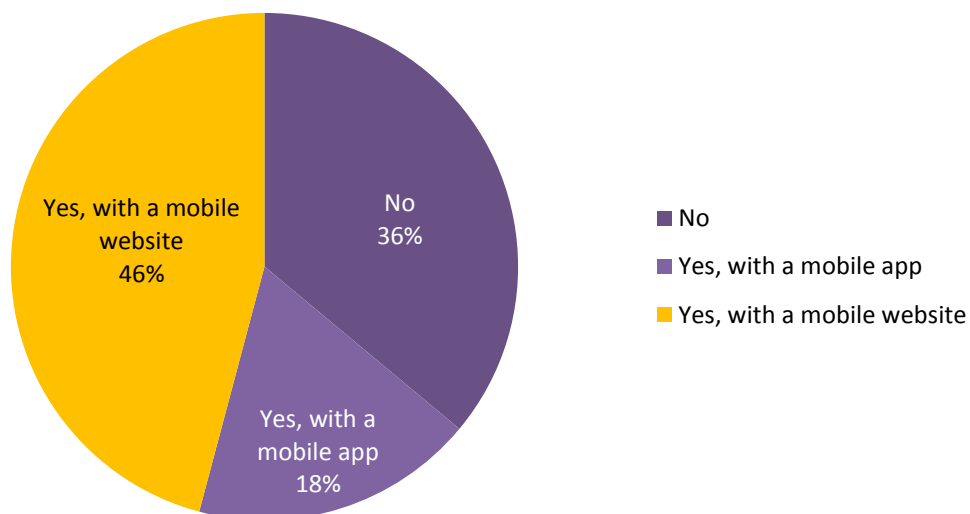


Mobile Commerce

Organizational Preparation for Mobile Commerce

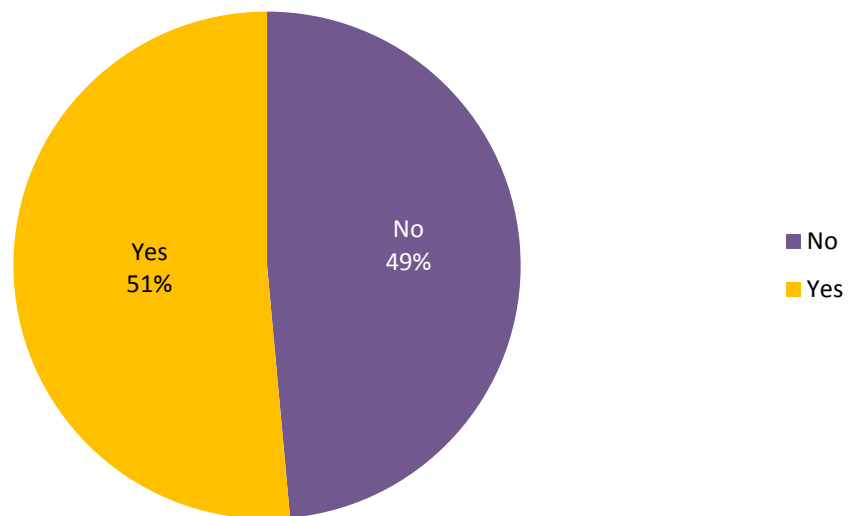
A third of the companies are not prepared for mobile commerce.

The remainder of companies is prepared for mobile commerce, primarily via their websites (45% of the diagram); only a small number are prepared for mobile commerce via mobile applications (18%).⁸



Influence of Mobile Commerce over Salary and Work Environment

Slightly more than half of the respondents believe that mobile commerce will affect their salaries and/or their work environments.⁹



A negligible percentage of survey respondents did not participate in the following sections:

¹ Company Revenue (2.2%), ² Male vs. Female (1%), ³ Age Groups (1.2%), ⁴ Annual Bonus (1.7%), ⁵ Job Satisfaction (1.1%), ⁶ Possibility of looking for a job next year (1.4%), ⁷ Job security (2.9%), ⁸ Organizational Preparation for Mobile Commerce (1%), ⁹ Influence of Mobile Commerce over Salary and Work Environment (1%)

Tweet What You Learned!



Education can increase your eCommerce salary by 87% with a graduate school degree earning \$62K and post-grad earning \$116K



Women working in eCommerce earn higher salaries than men



1/3 of eCommerce companies are not prepared for mobile commerce



Hardware and home improvement website professionals are the highest paid eCommerce professionals in the world



eCommerce professionals in their late 50s make double the salary of those in their 30s

About ClickTale

ClickTale is the leader in Customer Experience Analytics, the next advance in web analytics, optimizing usability and maximizing conversion rates of any website. Its patented Customer Experience Visualization™ technology allows ebusinesses to see their customers' true-to-life online experience at all levels of detail, from aggregated views to playable videos of users' browsing sessions. Unlike traditional analytics platforms that assess page-to-page navigation, ClickTale reveals the customer experience inside the page. ClickTale, an enterprise-class SaaS solution, is fast to deploy and provides immediate ROI. Serving over 2,000 customers worldwide including Fortune 500 ebusinesses, ClickTale is the fastest growing company in its space.

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