

# CLIENT SERVICES SALARY REPORT

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# INTRO



SIFTLY is the first smart job matching site for agency gigs, exclusively for Account Managers (and Strategists).



We're here to streamline and democratize the job-hunting game and empower you when you negotiate your next gig.



Our first-ever salary survey will help you to get paid what you are worth!

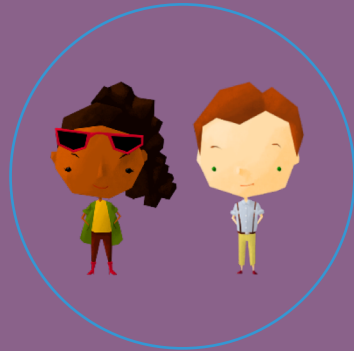
The one and only [Heather Lefevre](#) was nice enough to allow us to replicate the [Strategy Survey](#), which 1000+ Strategists in the U.S. took part in (with 24k+ views and counting) to provide the same transparency for one of the largest departments in agencies: Client Services.

We set out to see how the salaries compare to your peers in strategy, to find out about equal pay in agencies to what the market value is by seniority and how much it differs between job markets.

Hopefully, you'll find the survey equally useful as your peers do in strategy.

Frank Striefler,  
Founder

# WHO TOOK THE SURVEY?



**418**  
**Account Managers**

from the U.S. participated in the survey.

We're still keeping the [survey](#) open as we hope to reach

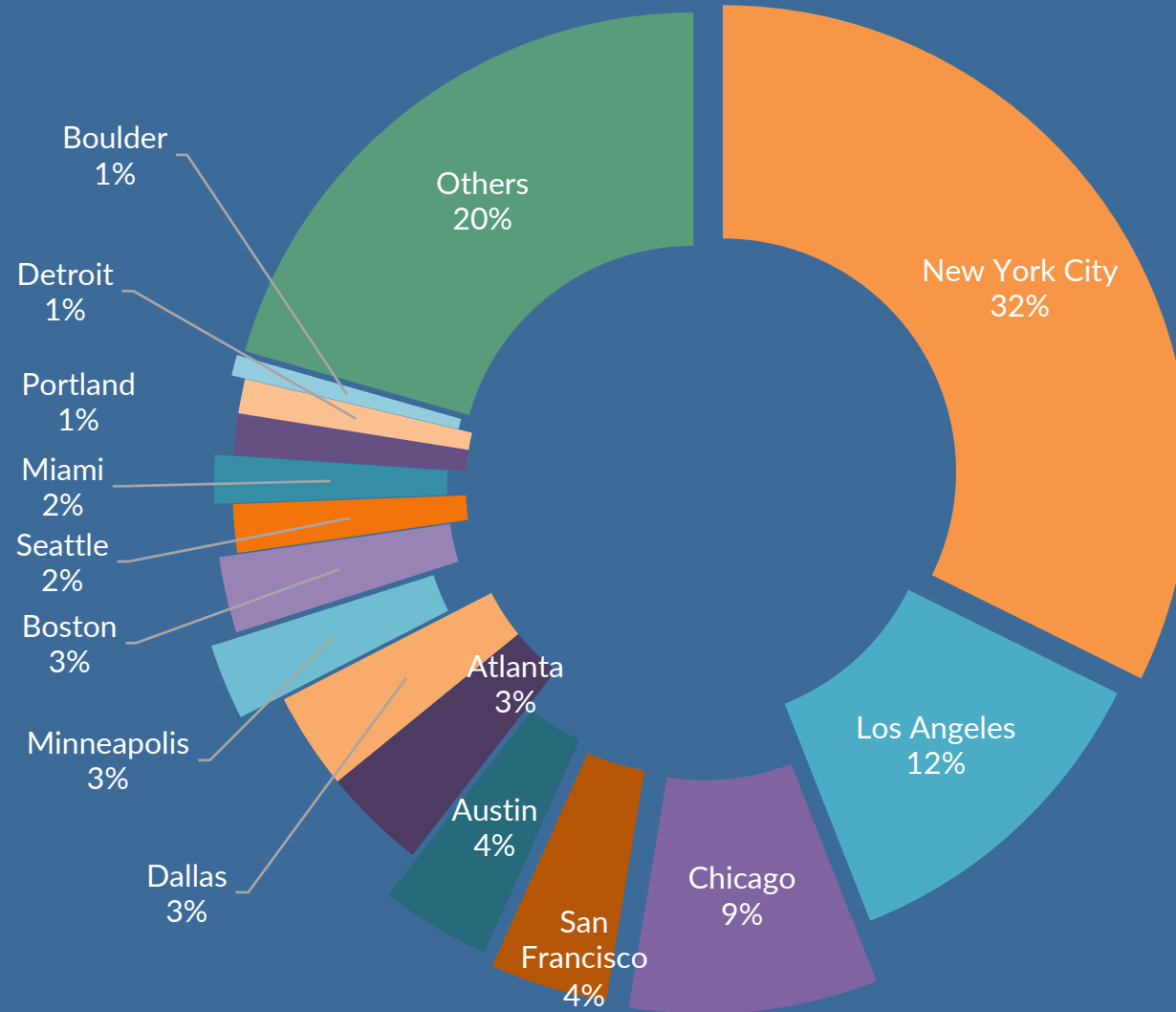
**1,000**  
**respondents**

In order to be statistically significant and to provide a few more detailed analysis like freelance rates and salary levels by city, etc.

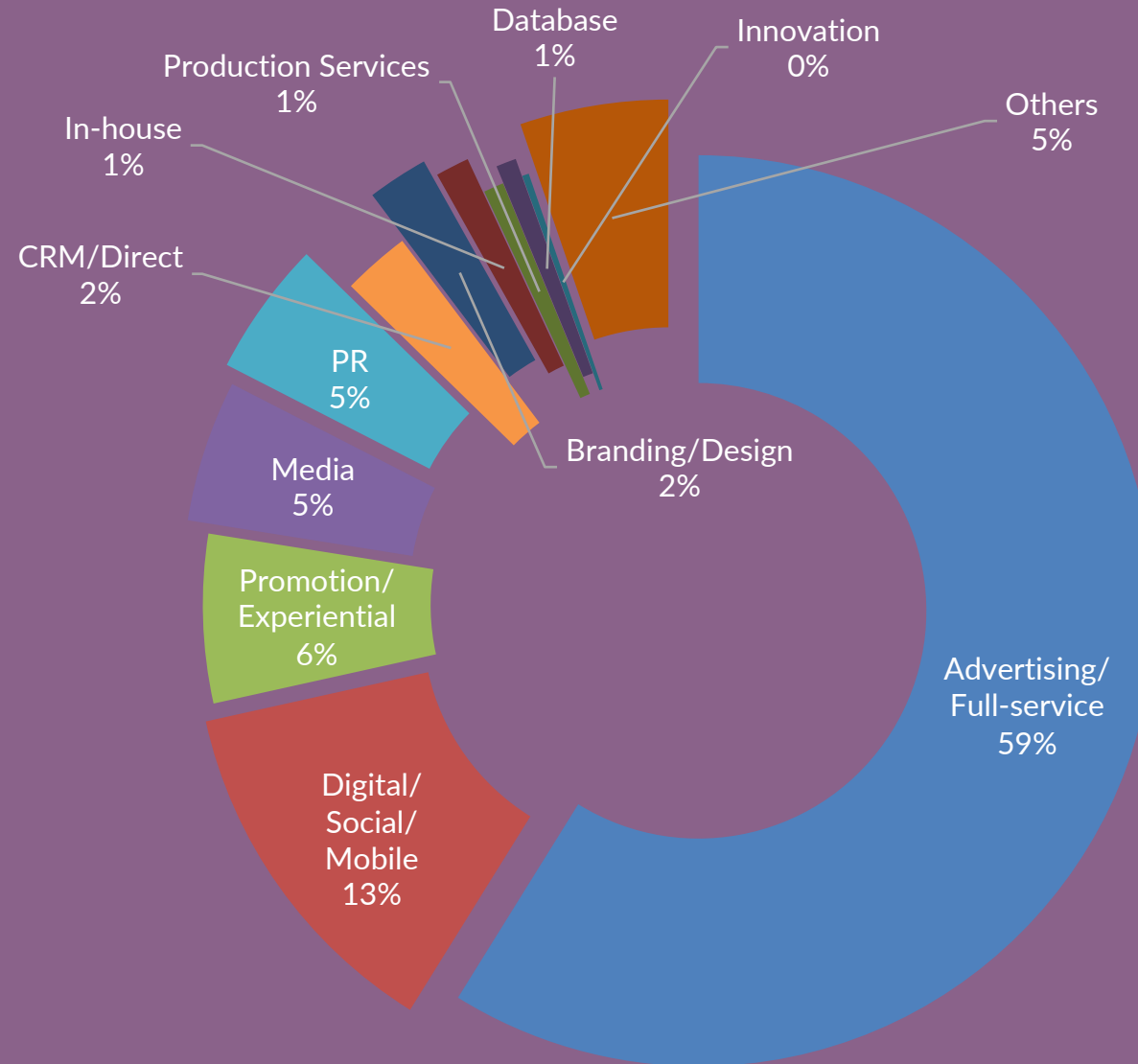


It only takes 5 minutes to complete this anonymous survey:  
<http://bit.ly/SiftlySurvey>

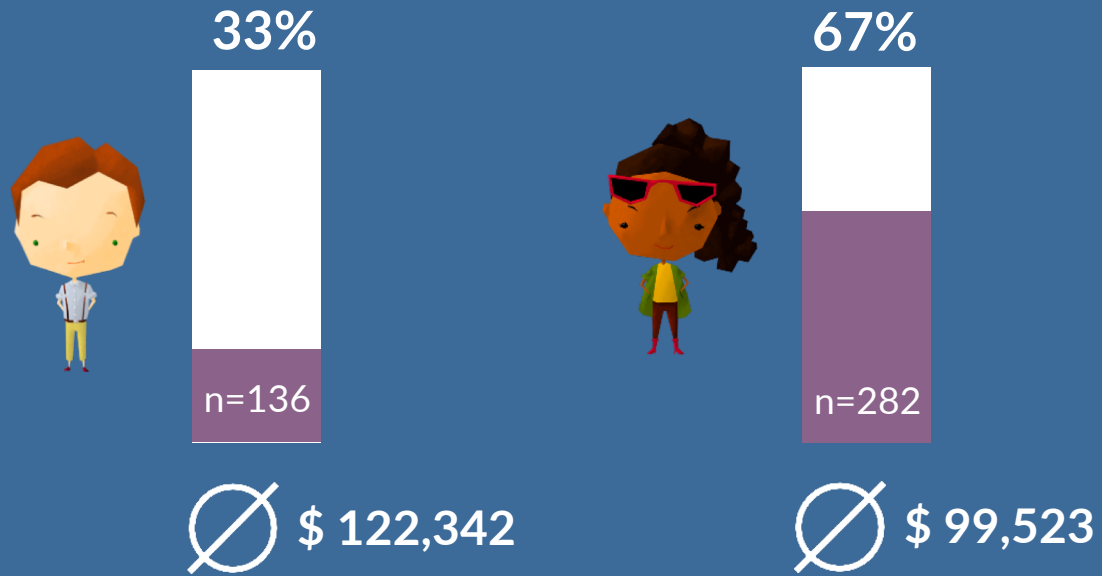
# MAJOR TALENT MARKET BY %



# RESPONDENTS BY AGENCY TYPE IN %



# MEN MAKE 23% MORE THAN WOMEN

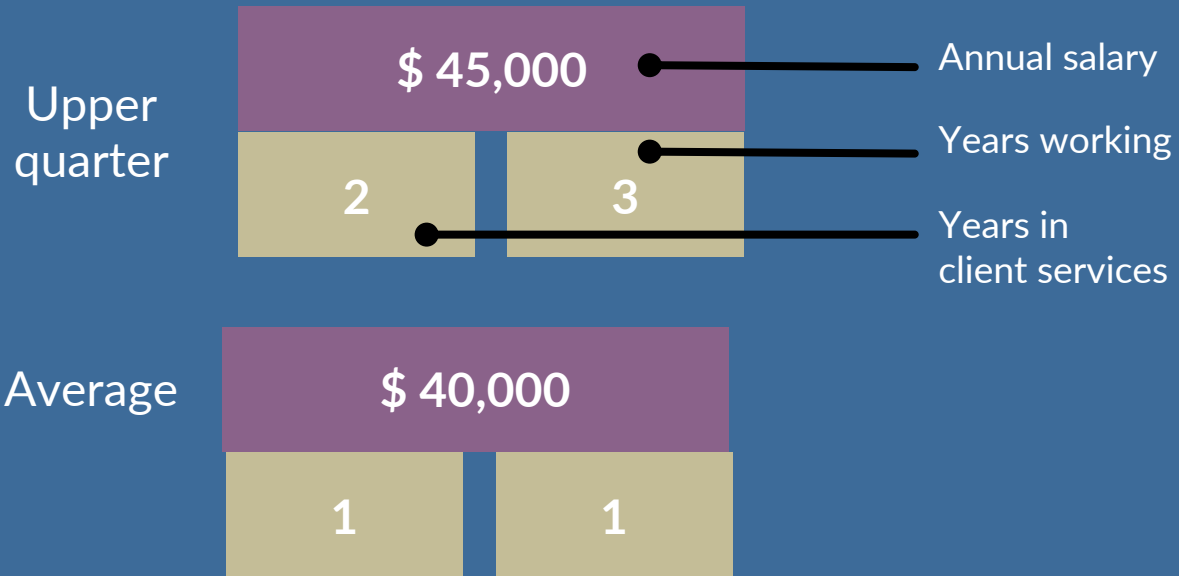


**Observation:**  
These numbers speak for men tending to be in higher positions or that women don't make the same money in equal roles. Either way, it's an indication that equality is not in full effect yet.

# ACCOUNT COORDINATOR / ASSISTANT ACCOUNT EXECUTIVE

Total Respondents

19



## Observation:

With debts to student loans only rising, it's interesting to see that the entry level salaries have not gone up with this trend.



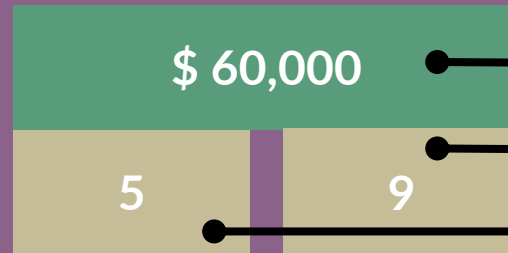


# ACCOUNT EXECUTIVE

Total Respondents

119

Upper quarter

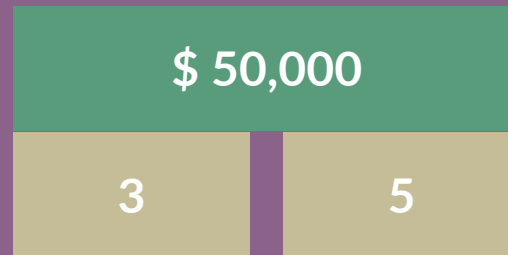


Annual salary

Years working

Years in client services

Average



## Observation:

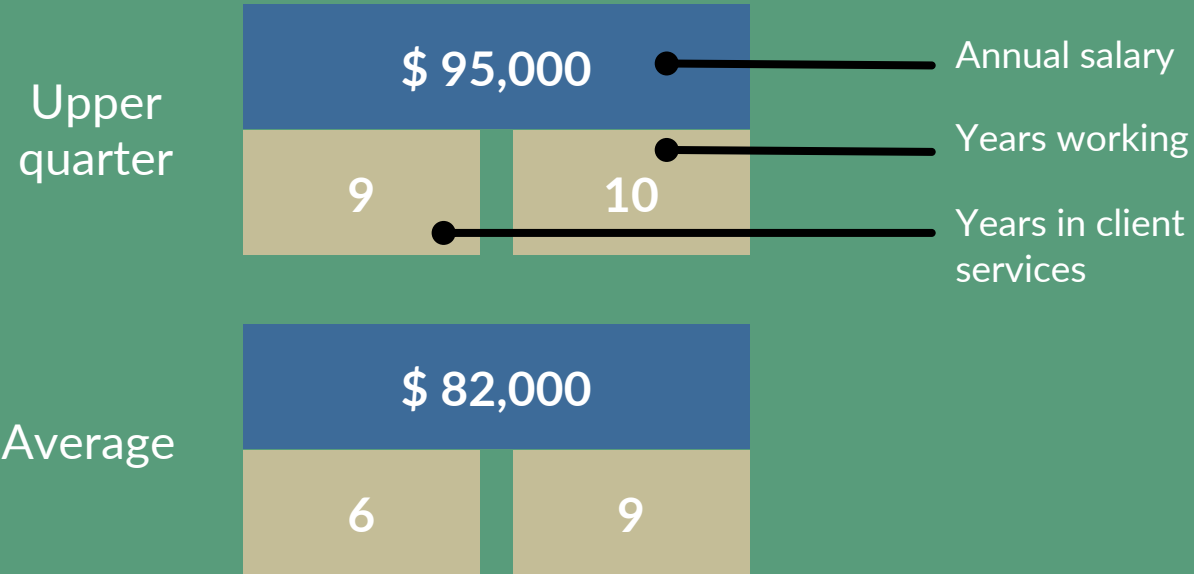
It's interesting to see that the upper quarter earns almost 20% more, but this seems to be more a reflection of their seniority vs. being paid more for their talent.



# ACCOUNT MANAGER

Total Respondents

81



## Observation:

The small gap in years working in Client Services vs. total years in the industry implies that Account Managers tend to break early into their craft and to stay within their discipline throughout their career.

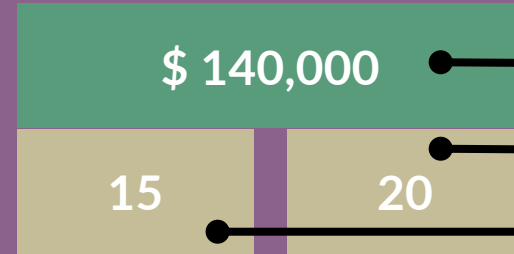


# ACCOUNT DIRECTOR

Total Respondents

123

Upper quarter

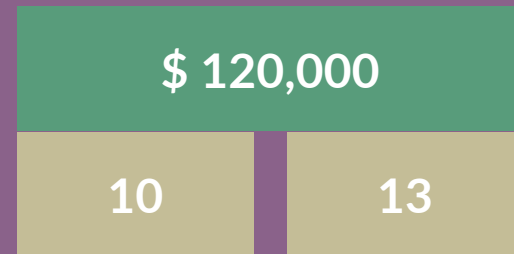


Annual salary

Years working

Years in client services

Average



## Observation:

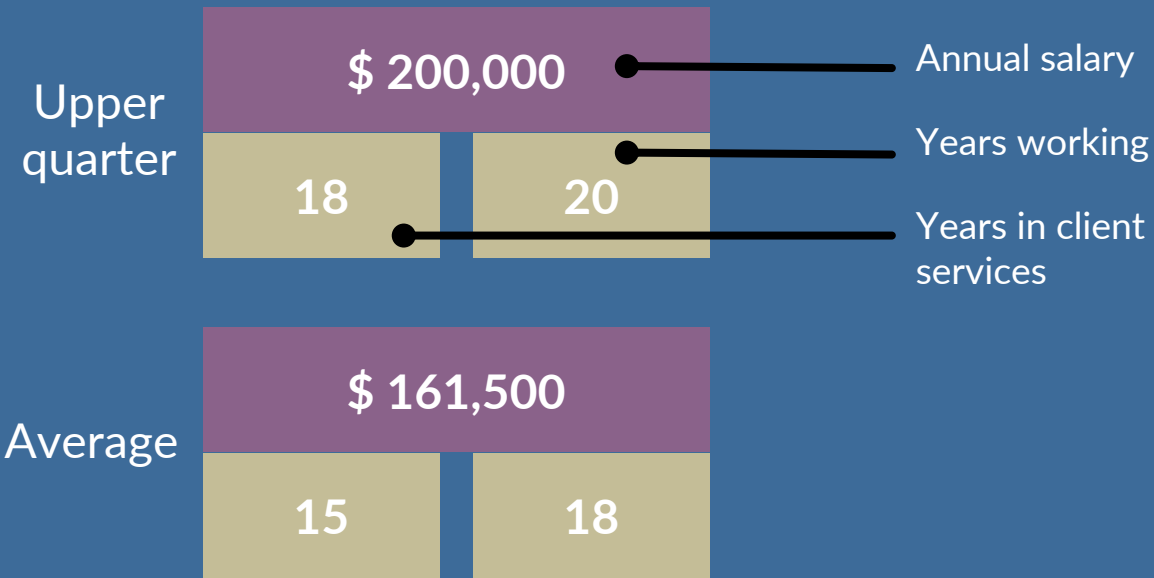
It seems like one has to bring significant years of experience under his/her belt before an agency trusts someone to lead a client's business.



# GROUP ACCOUNT DIRECTOR

Total Respondents

42



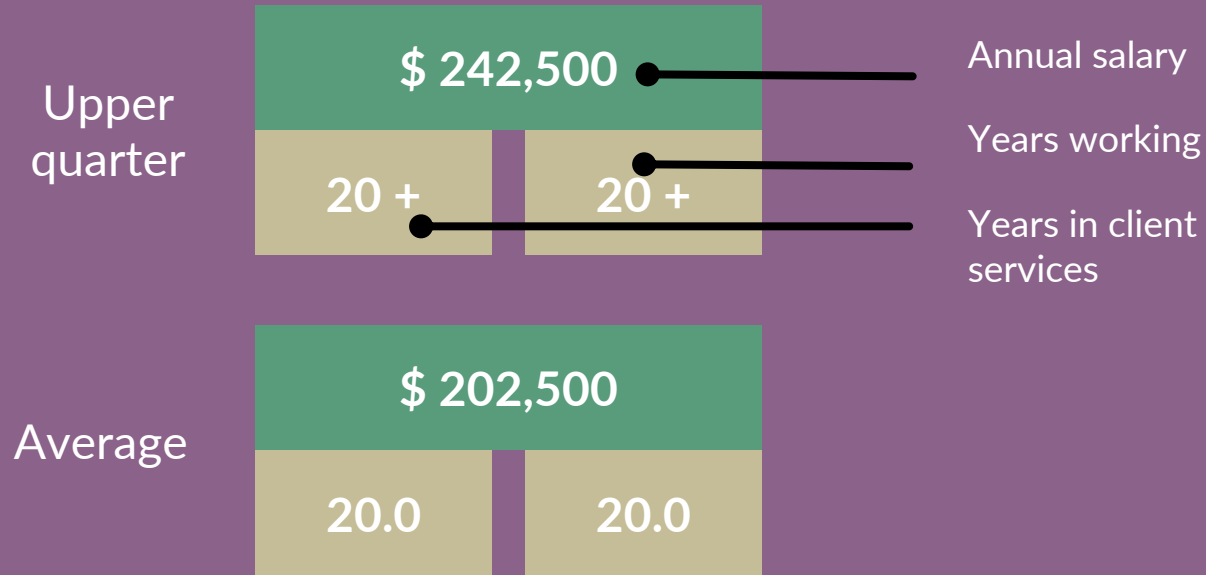
## Observation:

It seems to pay off to stay in the agency world in the long run as the more senior people make significantly more.

# MANAGING DIRECTOR

Total Respondents

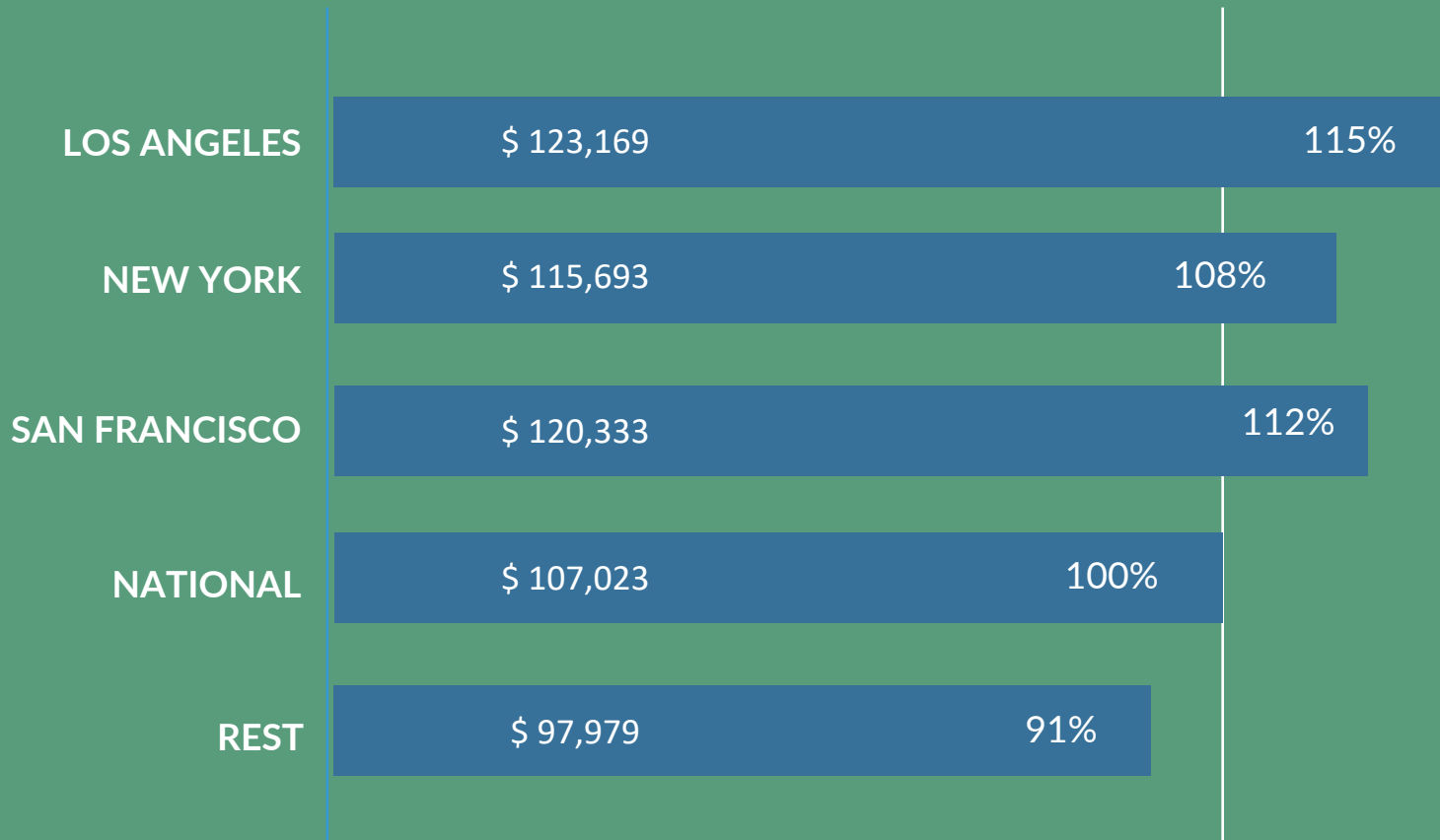
34



**Observation:**  
The real payoff for anyone in Account Management comes with the big dollars for the big job.

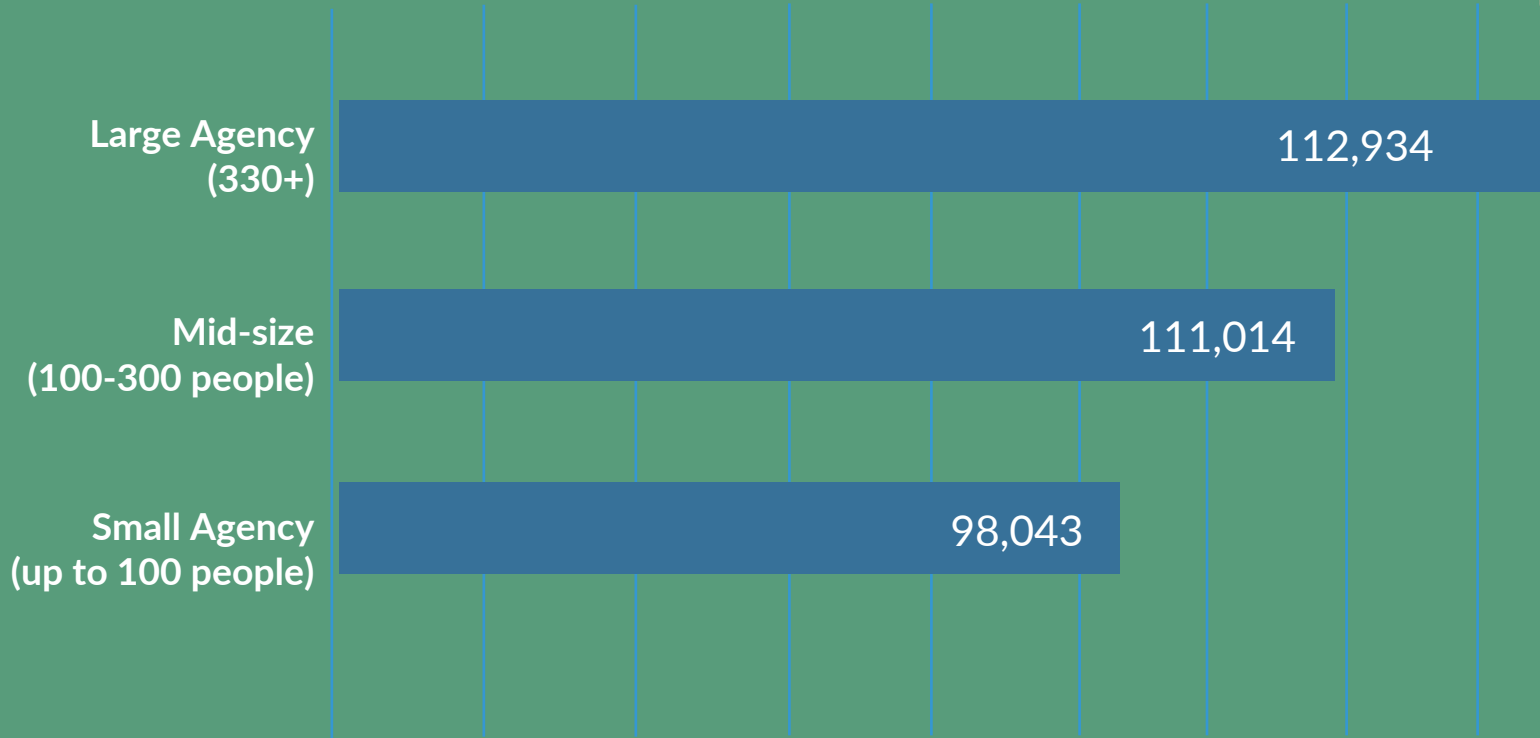


# SALARIES IN MAJOR MARKETS VS. REST OF THE USA



**Observation:**  
Talent in Top Markets makes 15 % - 20% more than the rest of the country. Lower salary in the rest of the country is reflecting the lower cost of living.

# SALARIES BY AGENCY SIZE



**Observation:**  
The differences in salary between large and mid-size agencies seems negligible while smaller agencies can't afford to pay the same salaries as agencies with larger clients.

## Based on the survey, here are the salary tiers we see in line with the current market value:

1

**Account Coordinator/  
Assistant Account Executive**

1-2 years  
\$40K-\$45K

2

**Account Executive**

3-5 years  
\$50K-\$70K

3

**Account Manager**

5-9 years  
\$80K-\$90K

4

**Account Director**

10-15 years  
\$100K-\$150K

5

**Group Account  
Director**

15-20 years  
\$160K-\$200K

6

**Managing Director**

20+ years  
\$200K-240K



71%

are 'somewhat likely' or  
'very likely' to switch jobs  
in the next year  
(vs. 45% of Strategists)

33%

have been laid off/  
made redundant  
one or more times  
(about the same as  
for planners)

29%

are having 'No plans'  
or 'Only if I get fired'  
to switch jobs in the  
next year

28%

have already changed  
jobs in the last 12  
months (vs. 35% of  
their peers in  
strategy)

**Observation:**

While a recent 4As survey in partnership with LinkedIn identified strategists as the most restless species, Account Managers are in line with the average churn of 30% /year in our industry.

# BONUS PAYOUT

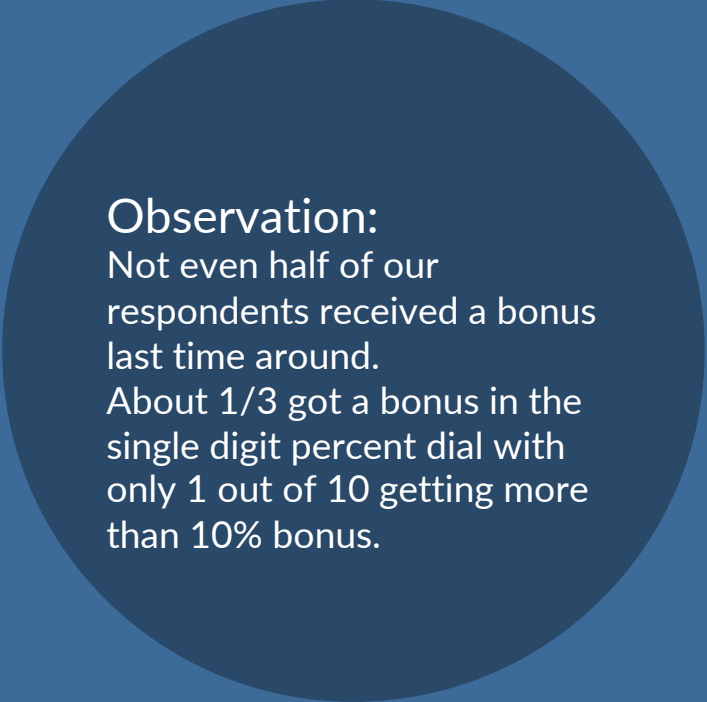


No Bonus  
55%

0%-10% Bonus  
35%

10%-20%  
Bonus  
6%

More than  
20% Bonus  
4%



**Observation:**  
Not even half of our respondents received a bonus last time around. About 1/3 got a bonus in the single digit percent dial with only 1 out of 10 getting more than 10% bonus.

## CLOSING REMARKS

We appreciate the help of the 400+ respondents and wanted to thank everyone who has participated so far.

This said, we hope to ultimately get to 1000 completes and plan to republish an updated version of this report as soon as we hit this mark.

If you're a U.S.-based Account Executive – on any level -, please help us to make this report as statistically reliable a possible. If you haven't already, please fill out the autonomous survey here:

<http://bit.ly/SiftlySurvey>

Help us help you.

It only takes 5 minutes.

## ADVERTISING BREAK

After launching first for Strategists & Planners exclusively, we're excited to have expanded into Account Management. When we launched SIFTLY 1.5 years ago, the world didn't need another dumb job board. But apparently, the agency world was ready for the first smart job matching site.

We're stoked to report that we already have over 5k Strategists signed up and ready to find their next job right in their inbox. We work with 300+ recruiters who have posted over 500 job searches so far.

Please help us to build the largest talent pool of Account Managers / Brand Managers / Client Service Managers in the industry. Sign up today. The larger our talent pool is, the more job searches we'll attract, and the sooner you'll find the job that is right for you.

[JOIN](#)

### HOW DOES SIFTLY WORK?

Check out our explainer [video](#) to learn how we take the work out of finding work



## HERE ARE SOME AGENCIES WHO WE WORK WITH:

180LA, 360i, **A**kqa, Allen & Gerritsen, Ansira, Area 23, Arc, Archer Malmo Inc, Arnold, Authentic, Augustine, Ayzenberg, **B**ailey Lauerman, Barkley, barrettSF, BBDO, BCG Digital Ventures, BEAM, Blast Radius, BLKBX, Bravo, Breakaway, Burson-Marsteller, **C**allisonRTKL, Camp + King, Carmichael Lynch, Carrot Creative, Clarity, clevermethod, co:collective, Codeword, Colle+McVoy, Collider, Commonwealth//McCann, Conill, Contend, CP+B, **D**avid & Goliath, Davis Elen, DB5, DDB, Deep Focus, Deeplocal, Deutsch, Dial House, Dieste, DigitasLBI, DiMassimo Goldstein, Direct Agents, DNA, Doe-Anderson, Doner, Dudnyk, **E**delman, Egg Strategy, Eleven, Epsilon, Essence, Evoke Health, **F**CB, Fitzgerald+CO, Fivestone, Frog Design, Fuseproject, Frequency540, **G**eorge P Johnson, ghg, Ghostery, Giant Spoon, Golin, Greenberg, Grey, GroupM, GSD&M, GS&P, Gyro, **H**armonica, Havas, Havas Health, Hello World, HLK, Horizon Media, Hudson Rouge, **I**CF Oslon, Ignited, imagination, INNOCEAN, Intouch Solutions, inVentiv Health, iris, IZEA, **J**ack Morton, Javelin, Johannes Leonardo, JWALK, J. Walter Thompson, **K**enwood Experiences, Ketchum, **L**eo Burnett, LIFT, Linus, Liquid, Lividini & Co, **M**agnani Continuum Marketing, MARC, Marcus Thomas, Mars, Maxcess Managed Markets, Maxus, MetaDesign, McCann, McCann Torre Lazur, McGarrah Jessee, mcgarrybowen, Mekanism, Midnight Oil, Mistress, mmc. Moxie, Moxi Sozo, Momentum, Mono, Motive, MRM//McCann, MRY, MullenLowe, **N**ewDealDesign, New Honor Society, **O**'Keefe Reinhard & Paul, Oliver, Olson, OPTIMIST, **P**ath, People Ideas & Culture, Pereira & O'Dell, Phear Creative, PHENOMENON, PMK•BNC, POP, Positive, POSSIBLE, Preacher, Propecta, PR Hacker, PSFK, **R**app, Rauxa, Red Fuse, Redscout, Roar, Revolution Digital, Rockfish, Rosetta, RP3, RPA, **S**aatchi & Saatchi, Sachs Insights, Sanders\Wingo, SapientNitro, Schafer Condon Carter, Sid Lee, Siegel + Gale, Sandbox, Soulsight, space150, sparks & honey, SRW, Swift, Swirl, **T**3, Taylor, TBWA\Chiat\Day, Team One, theAudience, The Ebco, The Escape Pod, The Integer Group, The Marketing Arm, THREE Group, TPN, Trailer Park, **V**aynerMedia, Vitro, Vizeum, Voce Communications, **W**e Communications, Weber Shandwick, Wolf & Wilhelmine, Wunderman, Y&R, **Z**ambezi, Zeta, Zimmerman and ZS Associates.

# CONNECT WITH US

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