

2023 ANALYST RELATIONS SALARY SURVEY

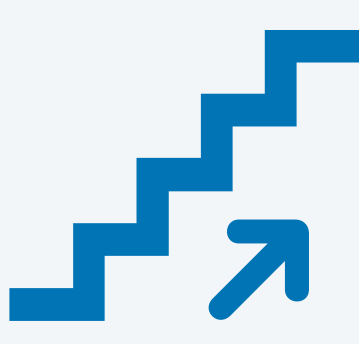
iiAR> Institute of Influencer & Analyst Relations

COMPENSATION TRENDS



\$163K

median salary for AR pros in North America



That's **73%** higher than in Europe & other regions



85%

of AR pros receive bonuses each year



1 in 3

have a bonus that's 11-20% of their base salary

Companies pay more for AR experience than years of education

ROLES & RESPONSIBILITIES

Analyst relations professionals...



manage inquiries independently

91%



conduct briefings

87%



manage AR budgets

70%



manage peer reviews
e.g. Gartner Peer Insights

53%



develop briefing content

48%



serve as spokespeople

47%

AR reports to these depts:



42% marketing

6% strategy

32% comms

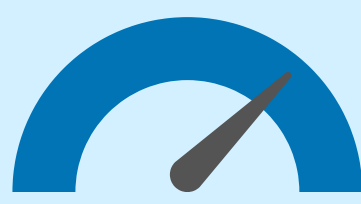
20% other



85%

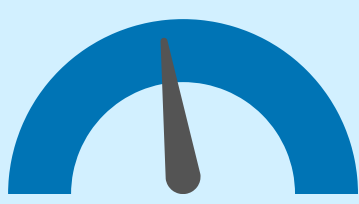
of AR roles have a global scope

KPIs rated "extremely important"



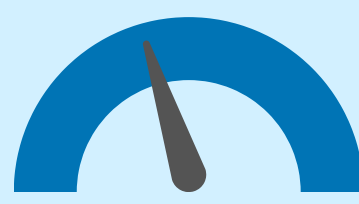
73%

report rankings



46%

insights gained



41%

analyst coverage

Average research budgets are \$740K, a 12% drop from 2021

AR PROS TODAY

How & where they work



75%

have AR as their sole job function



73%

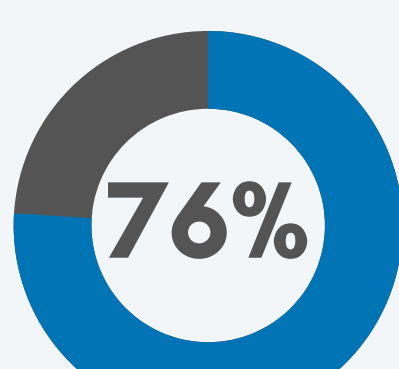
can work from anywhere



41%

expense home office costs

Team sizes



76%

belong to teams of 5 or fewer people

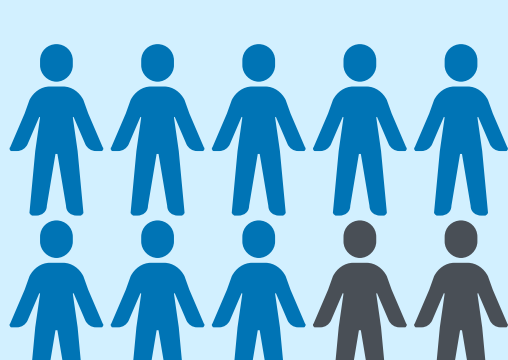


43%

are an AR team of 1

Lots of experience, little longevity?

Nearly **8 in 10** have over 5 years of experience.



But they're *on the move!*



Half have been in their current positions less than **2 years.**

Survey background: This infographic reflects data from an online survey, conducted in Sept. and Oct. 2022, of AR professionals at technology companies and agencies. Respondents were based across the world - primarily in North America and Europe - and held a variety of AR positions (manager, senior manager, director, etc.). Complete survey data is available to Institute of Influencer & Analyst Relations (iiAR>) members.