
Compensation Data Deep Dive: Get the Most from Your Investment





Today's Speakers



Evans Lusuli

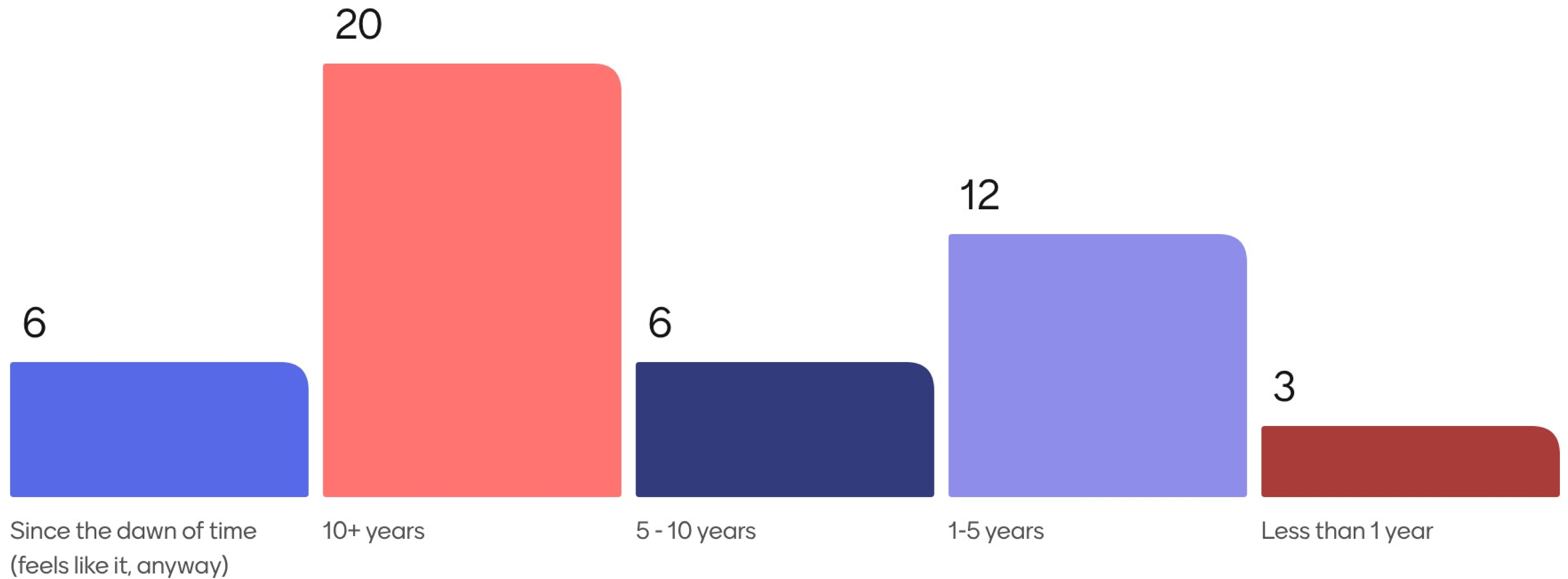
Senior Customer Success
Manager
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**Jason Smith, CCP,
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Principal Compensation
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Gallagher Compensation &
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How long have you been working in compensation?

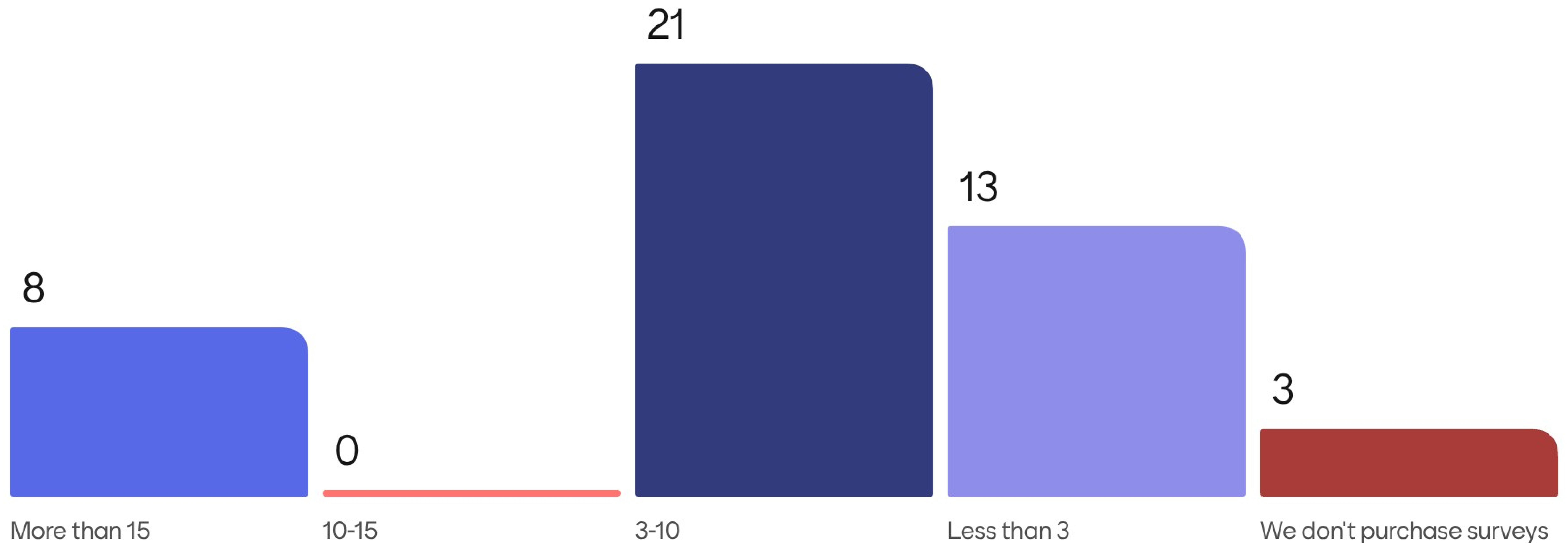


A Walk Down Memory Lane...



From binders to spreadsheets to smart technologies, market pricing jobs has become increasingly fast and easy.

How many surveys are you using today?



Hey ChatGPT, what should I pay an HR Manager in Atlanta?

Here's a quick benchmark for HR Manager compensation in Atlanta, GA as of mid-2025:

🎯 Median Total Compensation (All-In)

- **Base Salary:** \$90,000–\$105,000
- **Bonus/Variable Pay:** 5–10% of base
- **Total Comp Range:** ~\$95,000–\$115,000

📊 Comp Range by Company Size & Experience

Company Size	Base Salary Range	Notes
Small (<100 employees)	\$80,000–\$95,000	Generalist scope, may wear multiple hats
Mid-sized (100–500)	\$90,000–\$110,000	Mix of strategic & hands-on
Enterprise (500+)	\$100,000–\$120,000	Often includes people leadership and more specialization

Where did you get the data for those numbers?

You're asking a great question — here's where the HR Manager salary estimates for Atlanta came from:

📄 Data Sources & Why I Cited Them

1. Built In (Tech & startup community)

- Reports an average base salary of \$101,333 and about \$8,000 in typical bonuses, for a total compensation around \$109,333 in Atlanta (as of early July 2025) [Built In](#) .
- Also mentions a median total comp near \$95,000, with ranges from ~\$53K up to ~\$135K depending on company size and seniority [Built In](#) .

2. Glassdoor

- Lists an average base of around \$118,758, and a total median pay in the ~\$120K–\$125K range.
- Reports typical salary percentiles: ~25th percentile at ~\$96.8K, median ~\$124.7K, and 75th percentile up to ~\$162.7K, with top-end pay possible near ~\$205K in larger firms and stronger industries .

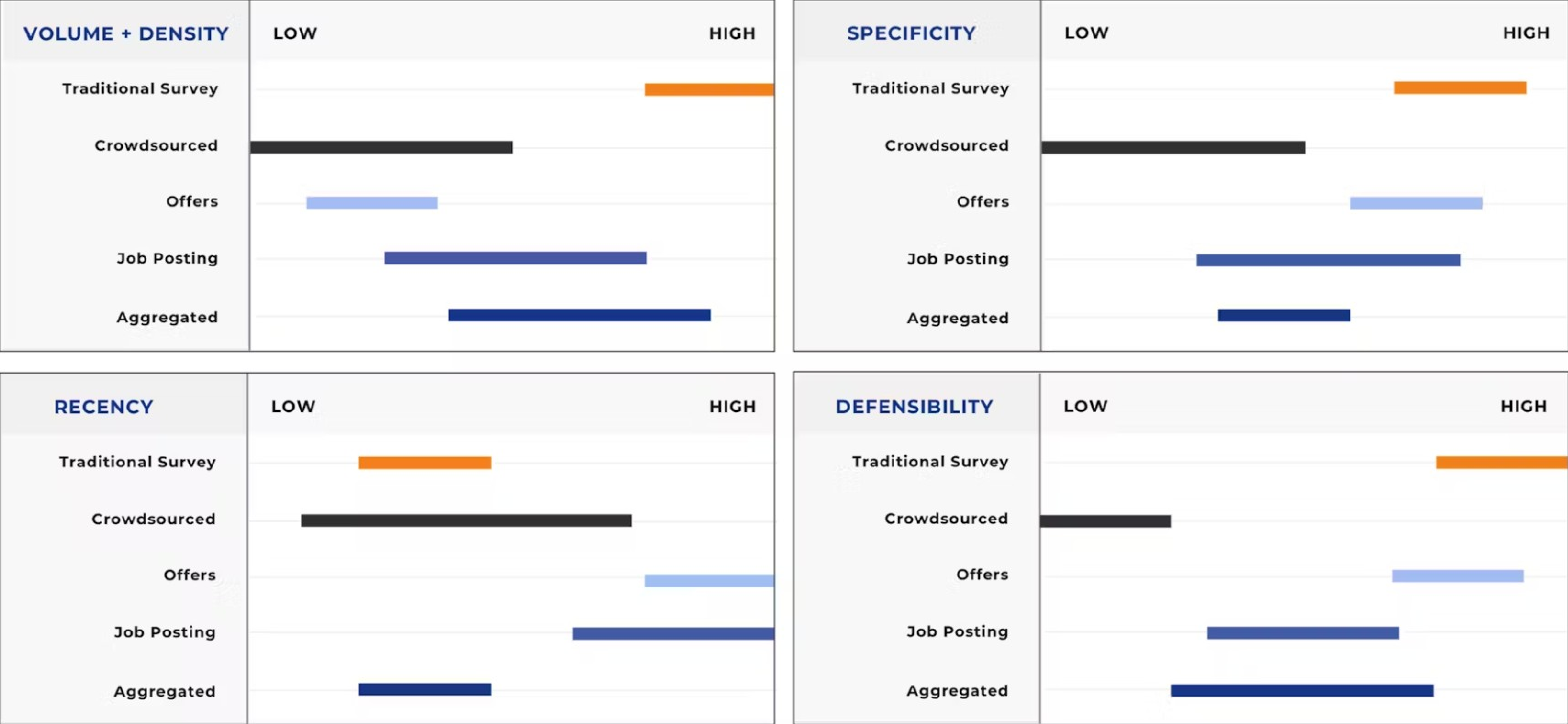
3. Salary.com

- Offers an estimated average of \$120,573 annually for HR Managers in Atlanta, based on aggregated employer-reported data as of July 1, 2025 [Salary.com](#) .

4. Randstad (staffing firm research)



Types of Comp Data



**To get the most out
of your data, you
first need.....data.**

What's Your Biggest Comp Data Challenge?



Choosing the Right Surveys



How is your employee population distributed geographically?

- Are you local, regional, national, or global?
- What are the core markets you hire in?
- What positions are located in which markets?
- Is your team in office or fully remote?



Who do you compete with for talent?

- Are you competing within or across industries?
- Are competitors local or non-local (either hiring remotely or offering relocation)?
- How big are your core competitors?



What is your budget for compensation data?

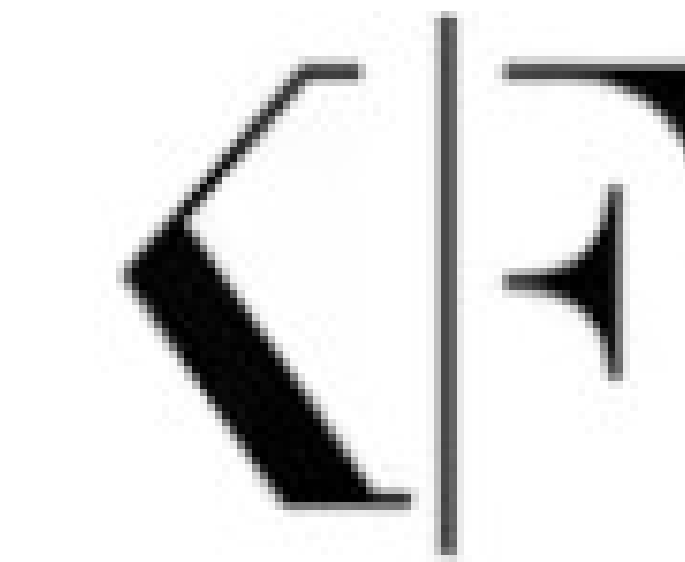
- Do you *have* budget for survey data?
- What are you using today?
- Do you need more data or can you work with what you have now?

Data Options for Tight Budgets

ERI & BLS Data

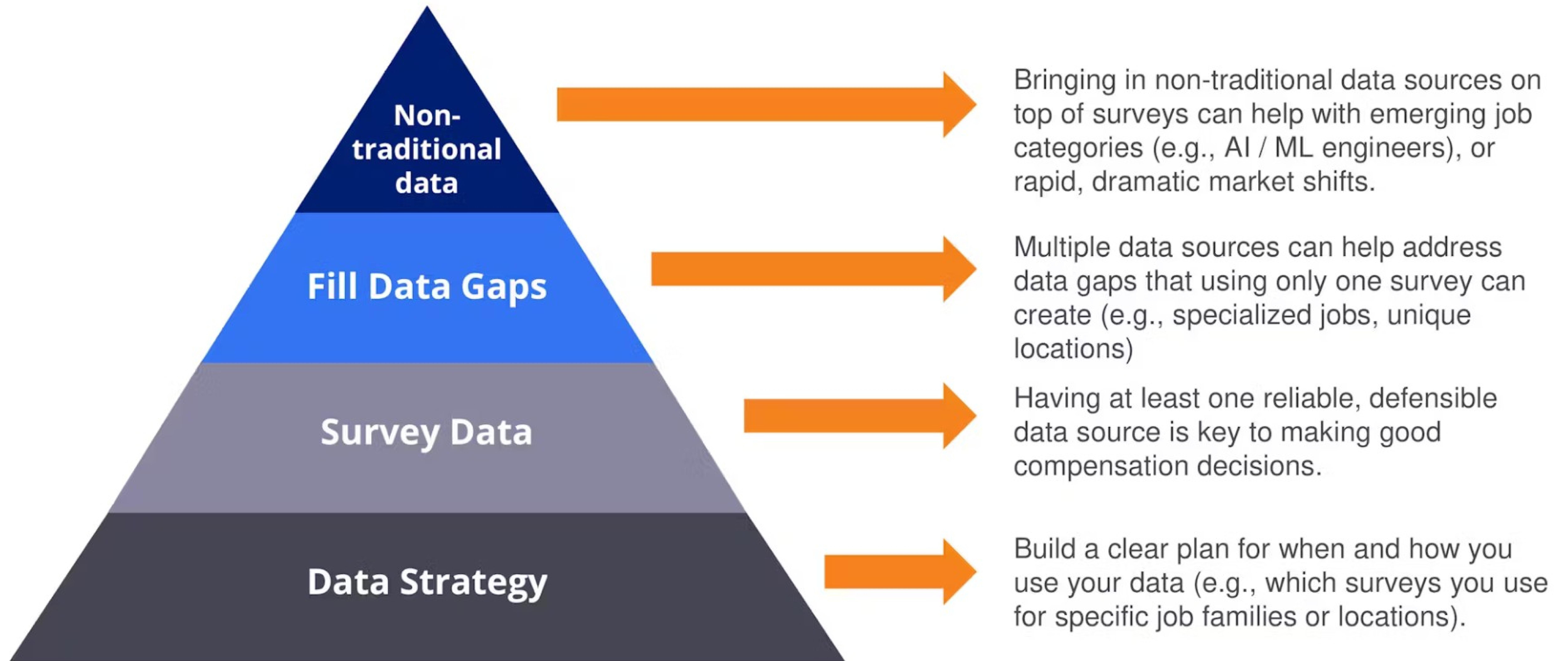


Purchase Timing + Aging

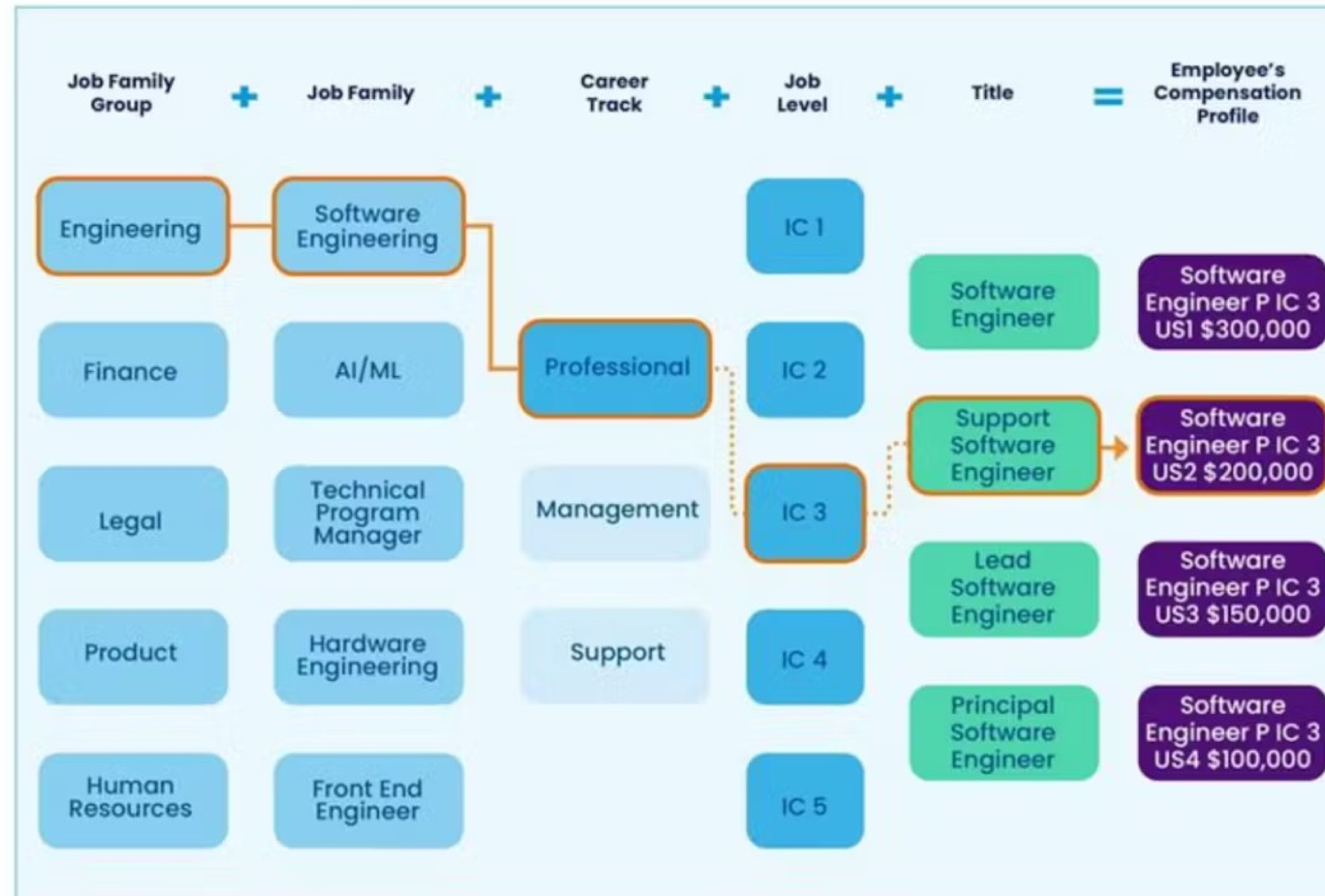


- Other non-traditional data sources (aggregated, scraped), while not ideal, are better than nothing.
- Participating in surveys can help reduce the cost, though it can be time-consuming.
- Alternating survey purchase years & aging data to match inflation / market conditions can help mitigate costs.

Best Practices: Data Sources



Best Practices: Job Architecture



Source: <https://worldatwork.org/publications/workspan-daily/critical-considerations-for-crafting-an-effective-job-architecture>

Best Practices: Geo-differentials, Premiums, & Discounts

Geo-differentials

- Adjusts job prices based on location
- Use when you only have access to national data or when data for a specific location is unavailable

Premiums

- Adds a percentage over market rate to a given job or family
- Use *sparingly*
- Subjective and can create inconsistencies

Discounts

- Decreases market rate by a percentage for a given job or family
- Use *sparingly*
- Subjective and can create inconsistencies

Best Practices: Aging Data

Compensation data changes year-over-year, but with a few exceptions, the changes are typically fairly consistent.

Aging survey data can be a good way of using your surveys over time.

$$\text{Survey Aging Factor} = \frac{\text{Number of months to age the data}}{12} \times \text{Annual Market Movement}^*$$

* Determine the annual market movement by averaging the year-over-year change in job prices across your surveys or by using employment cost index.

Data Aging Considerations

- Compensation philosophy, including lead/lag strategy
- Budget & company performance
- Inflation & market movement
- Cost of labor & talent market

Best Practices: Reporting & Metrics



Year-Over-Year Analytics

Track trends and evaluate your compensation program over time to show performance and align with strategic objectives.



Market Analysis

Evaluate competitiveness and understand market trends to support recruitment, retention, and effective budget allocation.



Pay Equity Analysis

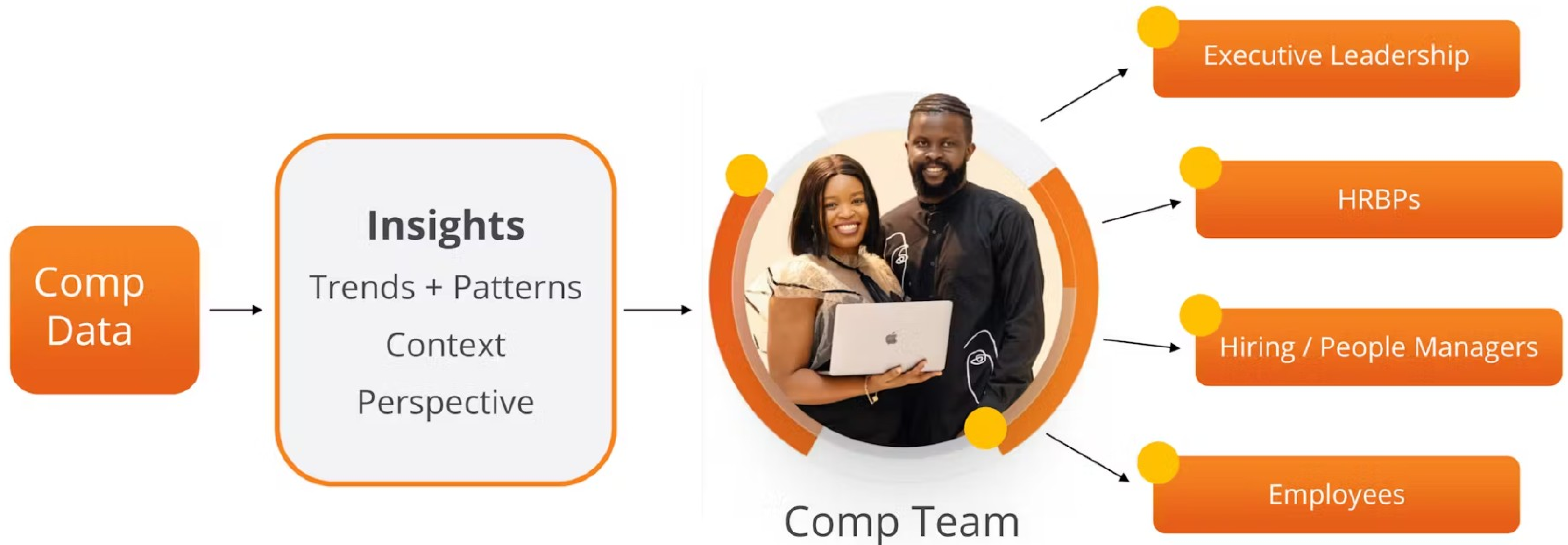
Evaluate compliance with pay equity regulations, identify gaps, and build trust with leadership and employees.



Single Job Reports

Dig into details on specific jobs to track pay distribution within range, identify outliers, and more.

Best Practices: Communication



Best Practices: Tools & Technology

The right technology can bring together employee data, comp philosophy, job architecture, and market data to support clear, consistent compensation decisions that foster trust and support business and talent needs.



Q & A

