

# Expert tips on crafting your compensation data strategy

# Today's Presenters

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**Ruth Thomas**

Chief Product Evangelist



**Sara Hillenmeyer, PhD**

Director Data Science

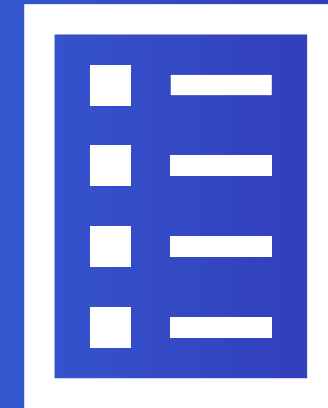


**Vicky Peakman**

Director of Product Management -  
Data Products


# Today's Agenda


- How to build the best data strategy for your organization
- Why you need to familiarize yourself with the variety of data sources available and understand the whole market
- Understand why a consistent methodology is critical
- Get practical examples of how to use data across the compensation management lifecycle



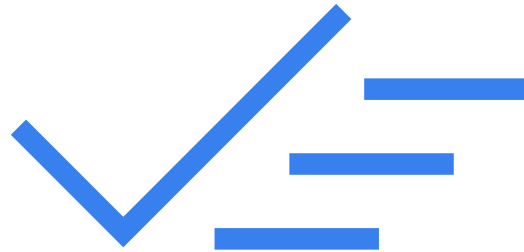
# Panel questions

 Why is it important to aim for consistency across your data methodologies?

 How can we apply the growing demand for transparency in pay practices to data?

 Why do you need to understand the whole market when using data? Why is it important to understand the variety of data sources available and determine when you will use them?

 We are hearing a lot about AI – how will this potentially impact compensation management?



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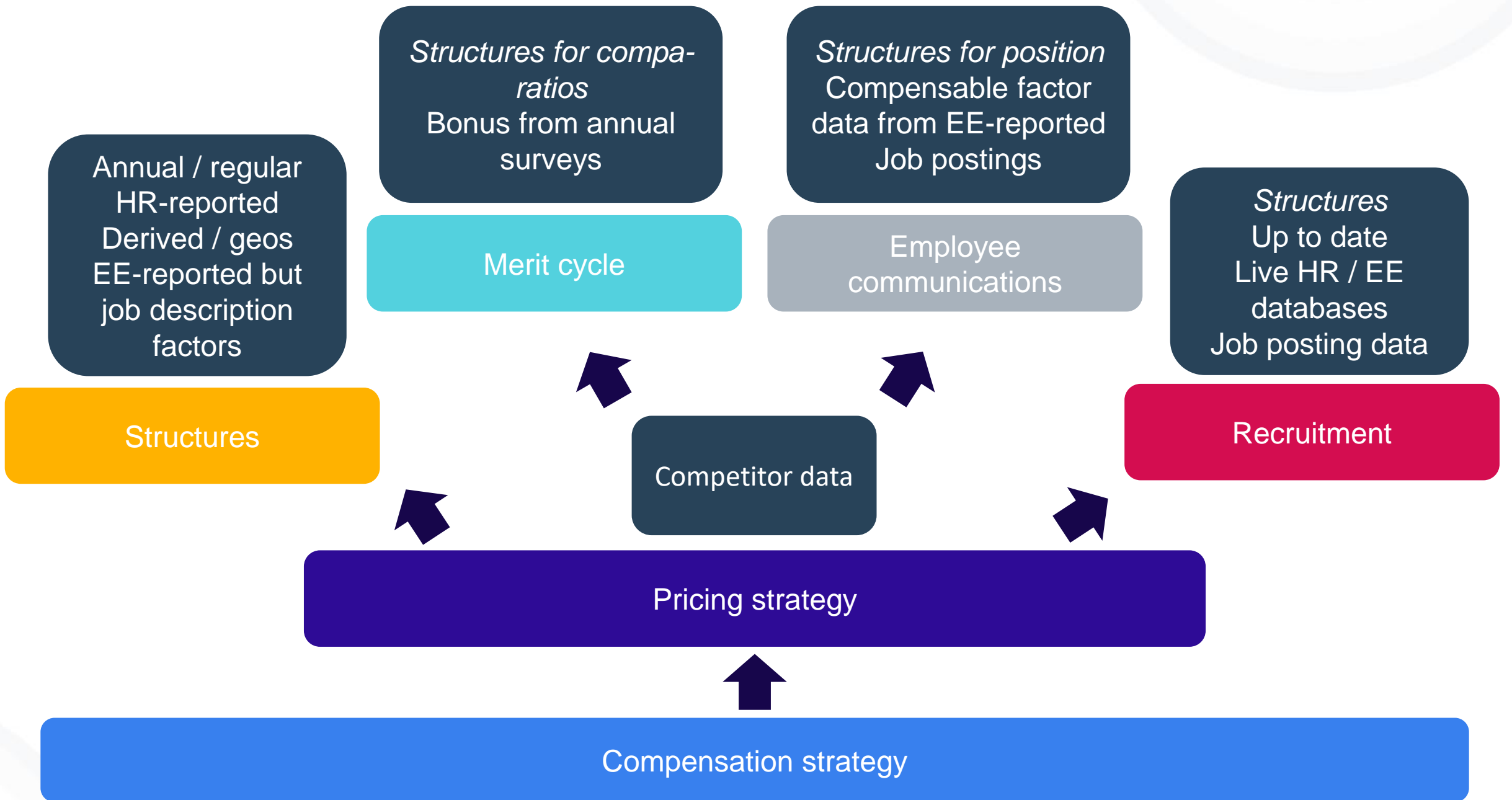


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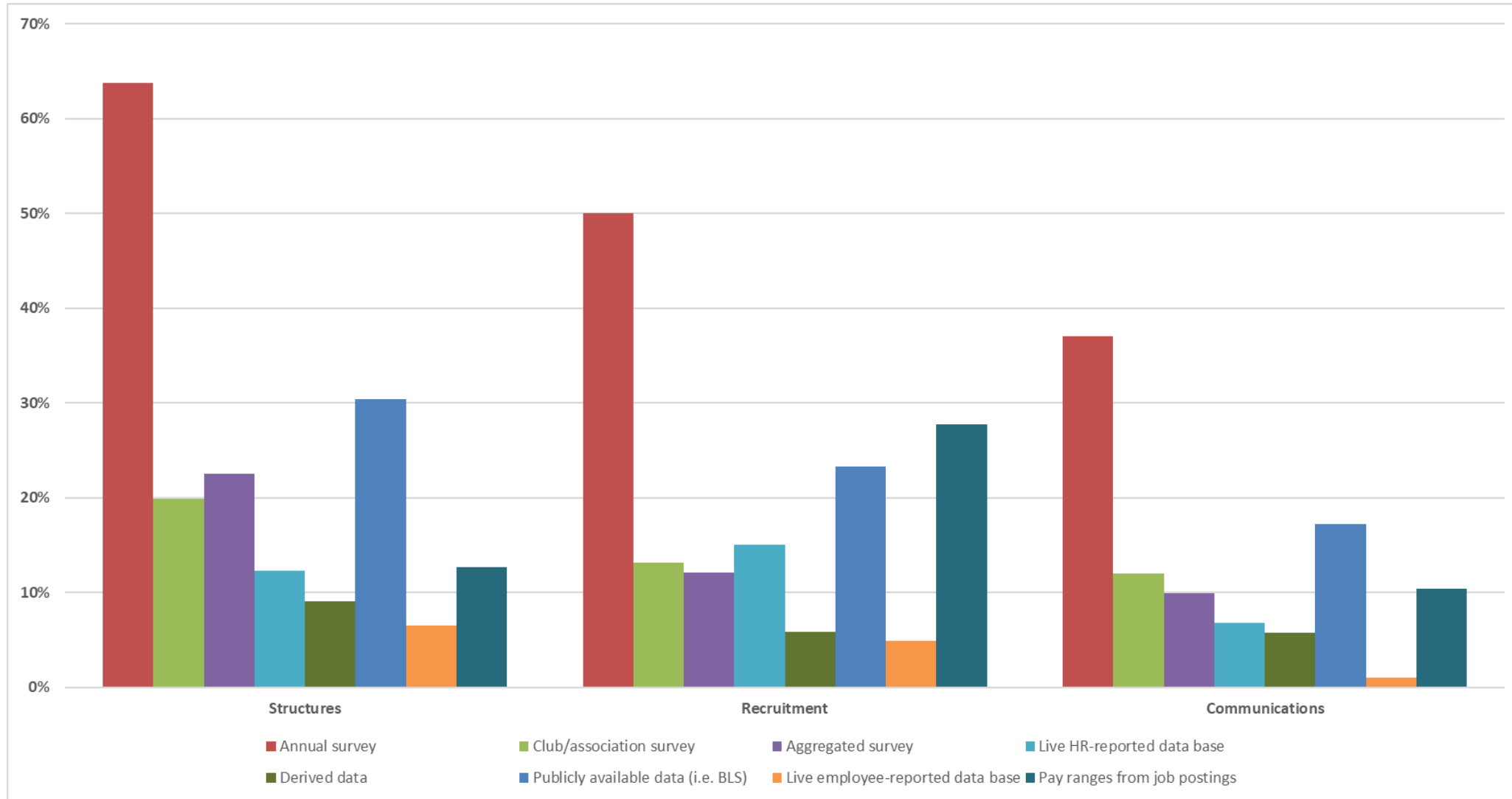


**We are hearing a lot about AI – how will this potentially impact compensation management?**





# Previous Poll Question: Which data sources do you currently use?



# Vicky's Top Tips



Consistency, consistency, consistency



Get ahead of transparency - share your strategy/methodology



AI is coming – but make sure that you are the person in the loop

## Sara's Top Tips



Use the broadest data cuts possible that are relevant to your labor pool.



With transparency comes responsibility. As they see more and more job ranges, including those from your company, your employees will ask deeper questions about how their pay is determined. You need to be ready to answer them.



AI isn't going to take your job. It will make it easier to find the information that you need and to combine information in a consistent, explainable way. Your expertise will still be critical.

# Payscale's Diverse & Dynamic Data Portfolio

Intelligent streams of curated, validated, compensation data

## Employee Reported

The world's largest  
real-time salary database

100 M salary profiles *(all time)*

40M salary profiles in use

350,000 new profiles/month

15,000 jobs

8,000 skills/certifications

## HR Market Analysis

A composite of analyst curated  
employer reported survey data

1 billion+ data points

4,900 jobs

15 countries



## Peer

A transparent & dynamic  
HR reported data network

2,400 organizations

4,500 jobs

7M employees

100+ industries

## Compensation Survey

A modern, quarterly  
compensation survey

1,350 organizations

6,111 jobs

2.9M employees

## Published Survey Data

Trusted data partner

10,000 surveys

From 300+ publishers

AON

EMPSIGHT  
compensation surveys & consulting

MERCER

MainData  
GROUP

# Q&A

Feel free to ask any questions in the chat!



# Poll Question 2c: What data do you use for employee communications?

- A. Publicly available data (eg BLS)
- B. Annual survey
- C. Club / association survey
- D. Aggregated survey
- E. Live HR-reported database
- F. Live Employee-reported database
- G. Anecdotal / HR community
- H. Data from recruiters
- I. Derived data
- J. Job posting inferred data (eg LinkedIn, Indeed, etc)
- K. Pay ranges from job postings
- L. Employee directly shared (eg TikTok, blind, offer letters)
- M. None
- N. We don't do employee communications