THE FINTECH MARKETING HUB

Fintech Marketing Salary Trends

2025 survey report

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Introduction

Welcome to the 2025 Fintech Marketing Salary Survey Report, our most comprehensive and strategically insightful edition yet.

A huge thank you to the 100+ members of The Fintech Marketing Hub community who contributed. You enable the only salary benchmark dedicated entirely to fintech marketers. A function our industry desperately needs as teams shrink, expectations rise, and the skills required to succeed evolve faster than ever.

2025 is a turning point year. Fintechs have shifted from hypergrowth and headcount expansion toward disciplined, strategic, revenue-focused scaling.

Marketing teams remain lean, but the expectations placed on marketers have never been higher. This report answers the questions that matter most:

- What should fintech marketers be earning in 2025/26?
- How do region, experience, funding stage and role influence income?
- Are freelancers keeping up with full-time compensation?
- What are marketing teams prioritising this year?
- And what can you do with this information?

Let’s dive in.

Survey participation sample

Total responses: ~106

Final sample with salary data: 105

All income values converted to USD (Nov 2025 FX rates)

Regions represented:

- UK (49)
- Europe (24)
- United States (21)
- Africa (4)
- Asia (2)
- Australia & NZ (2)
- Other (4)

Notes:

The dataset remains predominantly UK/Europe-heavy, with a healthy representation from the US and emerging fintech markets.

The sample includes 92 full-time employees (in-house or agency), 13 freelancers or contractors, and 1 respondent with a mixed or other employment arrangement.

What’s changed in 2025

The 2025 Fintech Marketing Salary Survey shows a sector entering a new, more mature phase. After years of volatility, salaries have stabilised but unevenly. Senior roles (Heads, Directors, CMOs, 13+ years’ experience) saw the biggest gains, reflecting fintech’s shift toward strategic, commercially accountable marketing. Mid-level pay flattened, and junior salaries stayed modest, confirming lean teams and high expectations.

Regional gaps widened sharply. US marketers now earn more than double their European peers. The UK remains a strong hub, while much of Europe skews earlier-stage with smaller budgets. Remote work hasn’t levelled pay; employer location matters more than ever. Freelancers, however, have reached near-parity with full-timers, as fractional and project-based roles become a structural norm.

Marketers are now judged on broader, more commercial KPIs: MQL→SQL conversion, retention, and pipeline influence lead the list. Budgets remain tight, but strategic marketers still command top compensation. Benefits continue to shift toward long-term wellbeing: flexibility, insurance, parental leave, and professional development.

The big priorities for 2025: positioning, go-to-market clarity, revenue marketing, and performance measurement. Teams stay small and senior. AI helps operationally but isn’t driving strategy. And hiring isn’t a focus.

Overall, fintech marketing is more focused, more strategic, and more commercially aligned than ever. The modern marketer blends strategist, operator, storyteller, and revenue partner, and those who master positioning, GTM, and measurable growth stand to gain the most.

Download 2024 Fintech Marketing Salary Report here

Key results overview

100+ survey sample

105 community members completed the survey in 2025 compared to 90 in 2024.

Tight budgets yet pay rises with company maturity

Early-stage companies operate under tight budgets, while public and late-stage organisations offer more generous spend and more senior compensation.

Salaries stabilised with ~$125k average

Average salaries rose modestly, with the strongest gains for senior, 13+ year marketers, signalling a shift toward strategic leadership over operational execution.

Regional pay gaps widened

US marketers now earn 2.2× more than those in Europe, as US hiring rebounds and Europe stays cautious.

Freelancer pay is now on par with full-time roles

The compensation gap has narrowed to just $1.5k, showing that fintechs rely heavily on fractional specialists and value-based compensation models.

Positive gender pay movement

Women in the sample earned slightly more than men, which is an encouraging sign, though not yet conclusive across seniority levels.

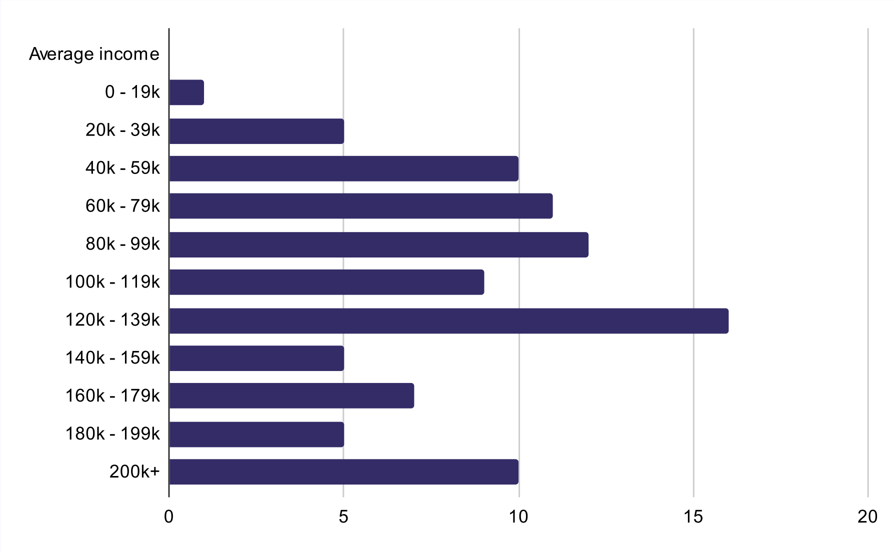
How much do fintech marketers earn in 2025?

$124,816

Average post-tax income

~$111,700

Median post-tax income



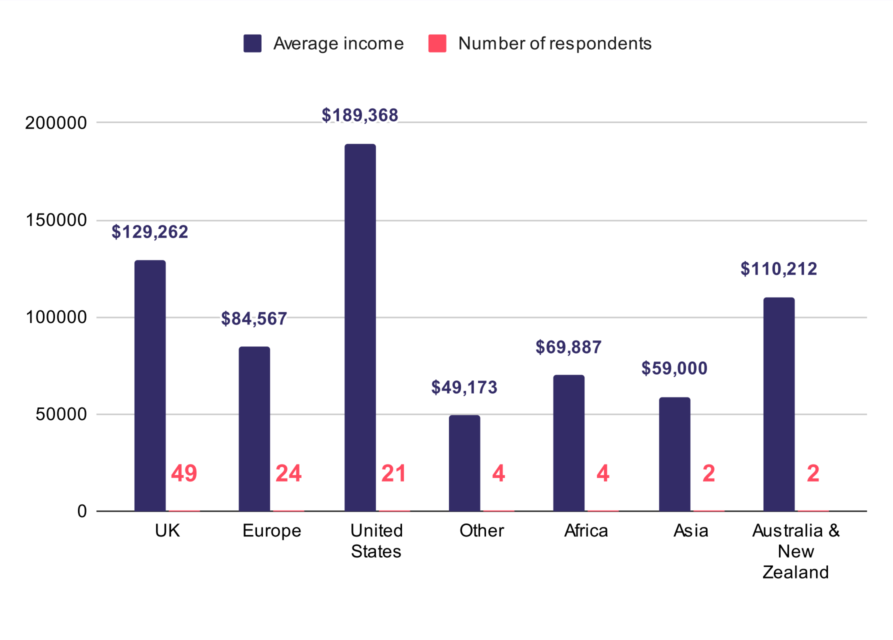
Notes:

Full-time salary clusters reveal strong mid-tier bands ($80k–$139k) and a clear senior spike at $160k+.

Salary stability reflects an industry that has recalibrated post-2023 volatility, with compensation aligning more closely to strategic contribution.

What was the average income by country?

Employer HQ matters often more than the job title.



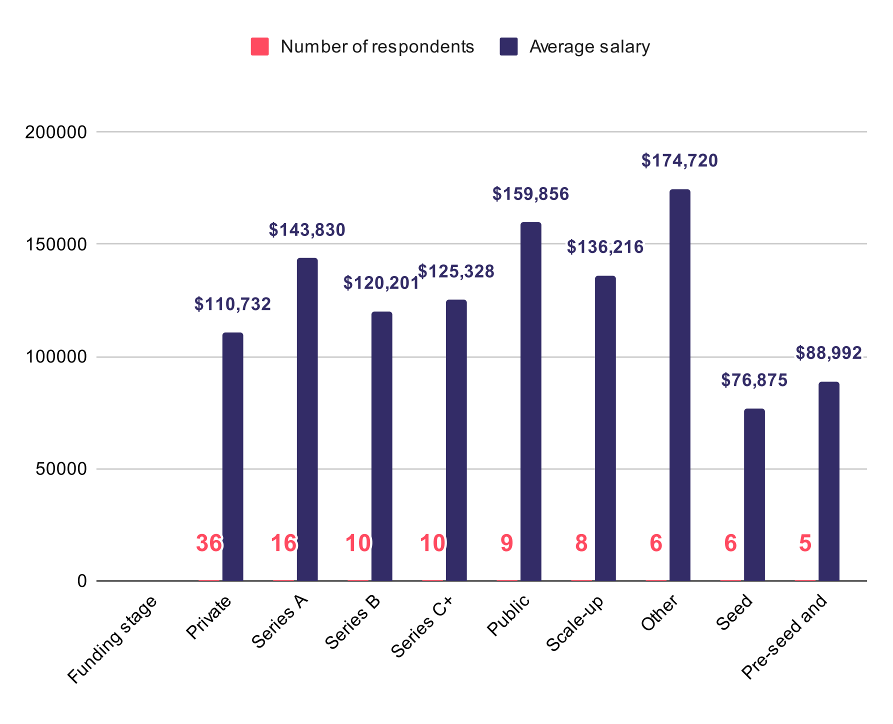
Notes:

2025 marks the widest compensation delta we've seen yet:

- US marketers earn more than double their continental European peers
- UK continues to serve as Europe's best-paying fintech hub
- EU roles are increasingly early-stage → lower base salaries, narrower compensation bands
- Remote roles are shifting toward geo-adjusted pay, impacting Europe-based global workers

What was the average income by funding stage?

Funding stage is one of the strongest predictors of your earning ceiling.



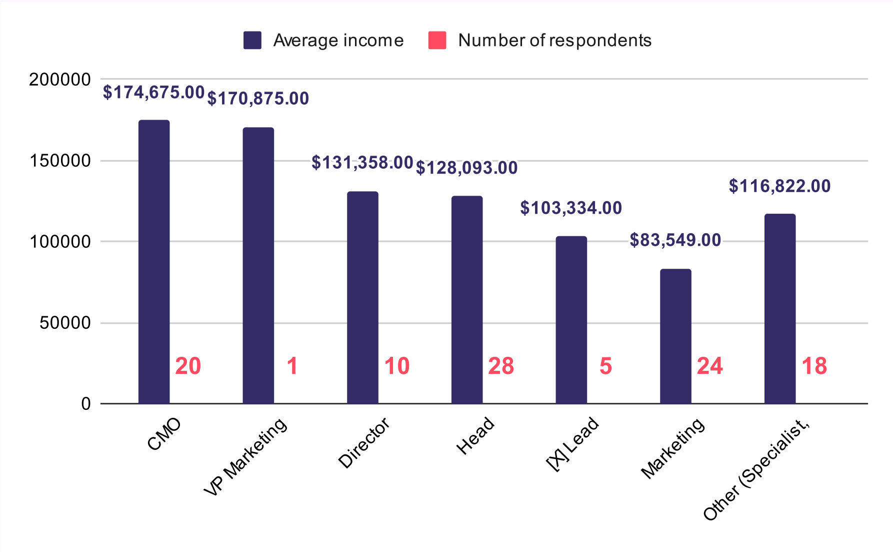
Notes:

The compensation landscape follows a clear logic:

- Public companies pay the highest
- Series A now pays more than B or C+
- Seed/pre-seed salaries remain modest but competitive among early-stage European fintechs
- “Other” often reflects complex compensation structures (consultancies, hybrid roles, non-standard corporate setups)

How much did each job title earn?

The data confirms a sector finally maturing into cleaner, more predictable job architecture.



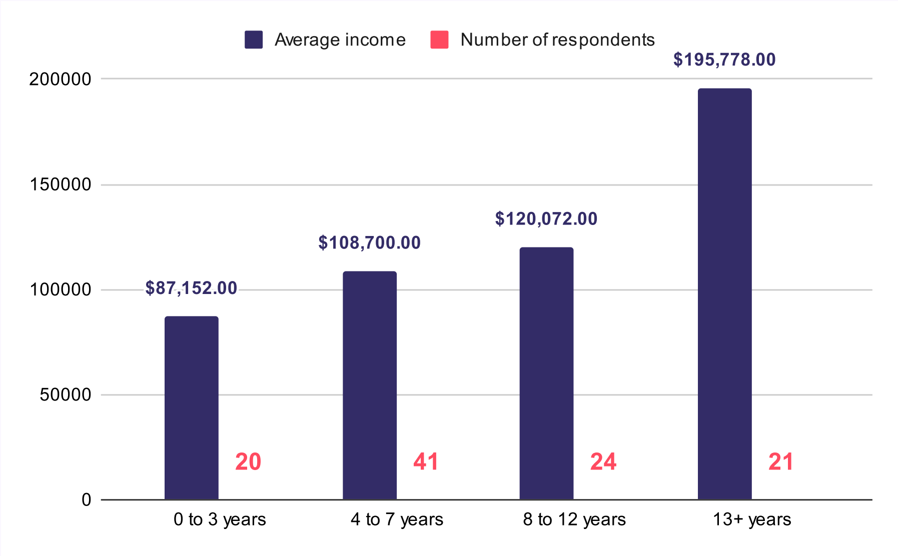
Notes:

2025 presents the clearest salary hierarchy yet. Notable observations:

- Lead roles earn less than some IC specialists, signalling that many "Lead" titles are execution-first, not managerial
- Heads now consistently break into $125k+, a jump from prior years
- CMO pay is increasingly tied to revenue KPIs, investor expectations, and cross-functional leadership

Does more experience translate to higher pay?

Strategic versatility is driving pay.



Notes:

Unlike previous years, where 4–7 years spiked unexpectedly, 2025 shows a more logical, linear progression across experience bands.

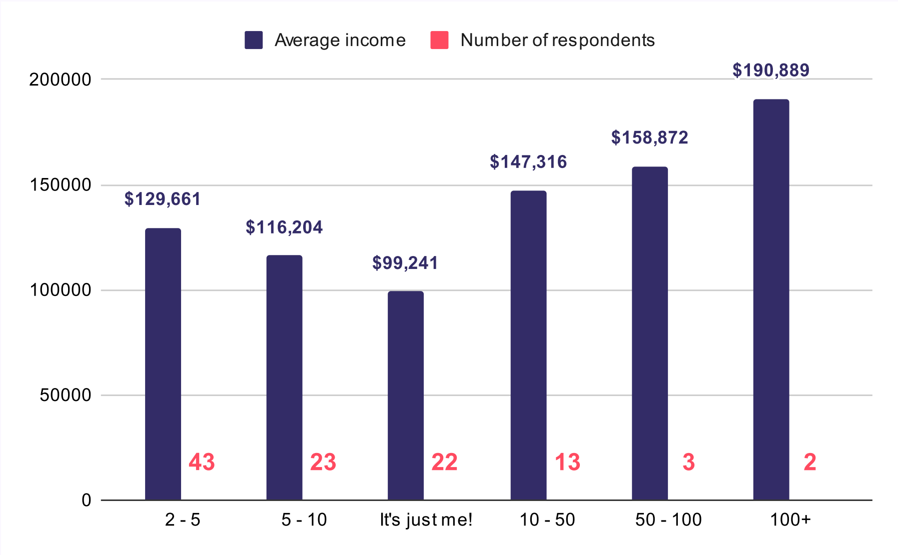
Most interestingly:

- The jump at 13+ years (+60% vs 8–12 years) indicates that executive marketing leadership is becoming both scarce and more valuable.
- Companies are willing to pay significantly more for marketers who can own GTM, build positioning, and guide revenue strategy, not just run campaigns.

This mirrors the parallel trend of marketing shifting from a “cost centre” image to a growth driver in well-run fintechs.

What was the average income per marketing team size?

Again, your company archetype, not just your skills, heavily influences earnings.



Notes:

The correlation between team size and pay is one of the clearest in this year's data.

- Larger teams correlate strongly with more structured companies → higher salaries
- The biggest uplift occurs when moving from <5 to 10–50
- Small-team marketers (solo/2–5) often operate in early-stage or resource-constrained environments

How much do full-time fintech marketers earn vs freelancers/contractors?

$125,589

the average salary of in-house fintech marketers

$124,008

the average salary of freelance fintech marketers

Notes:

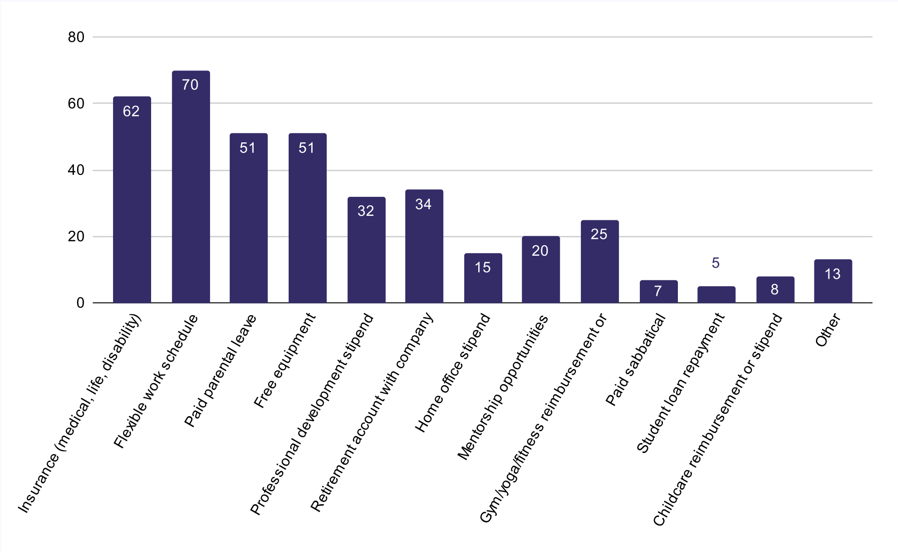
The gap has flattened entirely, signalling:

- Increasing reliance on fractional specialists
- Freelancers framing value around deliverables, not hours
- Companies favouring flexible, lower-risk talent models
- A shift toward blended teams (small internal core + strategic external contributors)

Expect this convergence to continue, and even reverse, in years where hiring freezes tighten.

What benefits and perks did everyone have?

Again, your company archetype, not just your skills, heavily influences earnings.



Notes:

Flexible working remains the #1 benefit, but two notable climbs happened:

- Professional development stipends (32 mentions)
- Childcare and family support perks (growing, though still small)

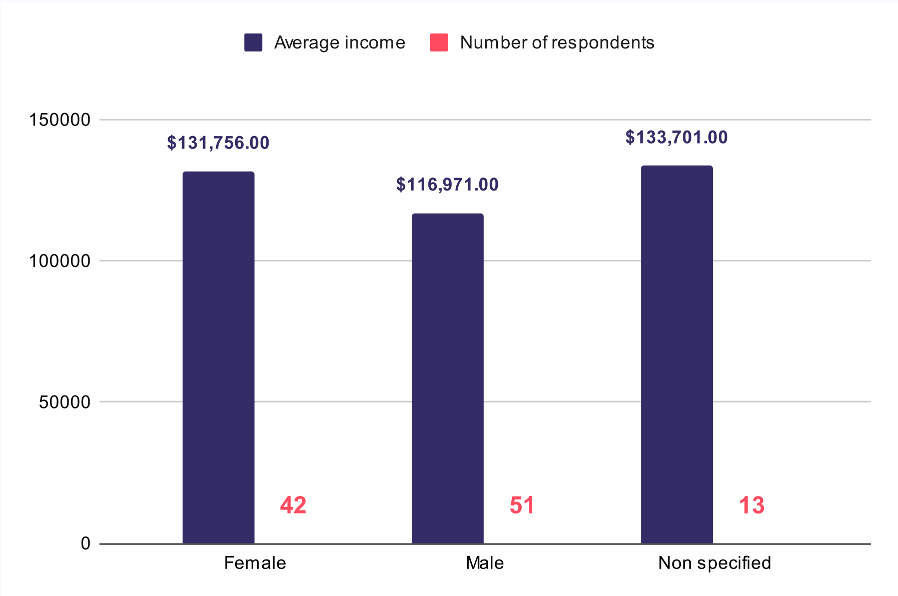
This shift suggests fintech marketers are demanding:

- More career sustainability
- More work-life integration
- More long-term skill building

The presence of sabbaticals, mentorship, and reimbursement perks signals a broader shift from “hustle culture fintech” to more mature employer value propositions.

Is there still a gender pay gap in fintech marketing?

Women out-earning men this year is surprising (and promising) but sample-dependent.



Notes:

The real insight lies below the surface:

- More women appear in senior, higher-paid categories (notably Heads and Directors)
- Men dominate at mid-level roles, which pulls their average down
- “Not specified” includes several senior respondents with top incomes

2025 may mark the start of a correction toward more balanced mid-senior representation, but more data is needed before declaring the gap closed. But this is still a very encouraging sign.

What are the priorities for fintech marketers in 2025?

2025 priorities reveal a decisive shift to 3 top priorities: positioning, GTM, and revenue.

Notes:

Fintechs are in a commercial clarity era.

Gone are the days where campaigns and content alone moved the needle.

Instead, 2025 is overwhelmingly focused on:

- Precise positioning
- Sharp go-to-market orchestration
- Revenue-driving motions
- Cleaner insights and data
- Cross-functional alignment

AI is rising but remains an enabler, not a strategy.

What to do with this information

The insights in this report can help you:

- Benchmark your role, pressure-test your compensation, and plan your next career step.
- Focus your development on strategic depth, broaden your skill range in the right areas, and choose employers intentionally, because funding stage, geography, and organisational maturity influence your earning potential as much as your skills do.

For employers, the report offers a data-backed compass for fair compensation, smarter hiring, and building resilient marketing teams.

And as always, transparency is the first step toward fairness. Here's to a strong, focused, and high-impact fintech marketing future.

Any questions or suggestions?

If you have any questions about the survey or have ideas for what we could include in the one next year. Let us know!

Get in touch

Partner feature

How fintech unicorn PPRO outperformed giants like Stripe and PayPal on LinkedIn

There was a time when LinkedIn rewarded volume. Post often enough, and visibility followed.

Not anymore.

Today, even the strongest B2B brands feel their organic reach shrinking. Posts disappear into the feed, engagement stalls, and growth slows.

Except at PPRO.

In just a few months, this UK-based fintech unicorn rose to #4 in posting activity in its sector, outperforming giants like Stripe and PayPal. And it wasn't just output, performance climbed too: a 6% engagement rate (nearly double the industry standard) and more than 3,000 new followers, all while LinkedIn's algorithms grew tougher.

So what changed?

PPRO stopped treating content as one-off tasks and started treating LinkedIn like a strategic distribution channel.

With AP Marketing's Extend solution, every asset (e.g. video, report, blog, press release) was repurposed into multiple formats tailored for LinkedIn. One idea became many. Message consistency improved. Distribution became intentional.

Posting also became predictable: a steady 4–5 posts per week, mixing hooks, formats, and angles designed to build recognition and spark conversation. It wasn't about producing more, but using what they had more effectively through purposeful repurposing and distribution.

PPRO acted with clarity and consistency, and the payoff followed: higher visibility, stronger positioning, and measurable growth.

"Partnering with AP Marketing has significantly enhanced PPRO's LinkedIn presence. By increasing our posting frequency to 4–5 times a week and diversifying our content formats, we've achieved a 6% engagement rate – nearly 100% above industry standards – and added over 3,000 new followers in just the first few months."
Mariette Ferreira | CMO

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The Fintech Marketing Hub is the 1st non-profit community platform of 5,000+ like-minded fintech marketing professionals and enthusiasts.

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