



bluebird

SAAS SALARY
BENCHMARKS
NL - 2023

In 2020,




Bluebird emerged as the only recruitment agency composed of former SaaS sales professionals and leaders, disrupting the SaaS recruitment space. Since our inception, we have engaged with over 10,000 sales, marketing, and customer success professionals across Europe, and we are excited to share salary benchmarks based on insights gained from these thousands of conversations

MACHIEL KUNST - CO-FOUNDER

MORE ON [BLUEBIRDRECRUITMENT.COM](https://bluebirdrecruitment.com)

WHAT WILL YOU FIND?

The following graphs depict compensation brackets categorized into low, medium, and high salary ranges, along with an indication of the size of the candidate pool that you can target with your chosen salary range.



BLUEBIRD'S SALARY BENCHMARKS

BUSINESS DEVELOPMENT REPRESENTATIVE

BDR - NO EXPERIENCE

COMPENSATION	LOW	MID	HIGH
BASE	€32K	€38K	€46K
OTE	€42K	€53K	€71K
CANDIDATE POOL	25%	75%	100%

BDR - 6-12 MONTHS OF EXPERIENCE

COMPENSATION	LOW	MID	HIGH
BASE	€36K	€42K	€50K
OTE	€46K	€60K	€75K
CANDIDATE POOL	25%	75%	100%

BLUEBIRD'S SALARY BENCHMARKS

ACCOUNT EXECUTIVE

SMB AE - 0-2 YEARS OF EXPERIENCE

COMPENSATION	LOW	MID	HIGH
BASE	€40K	€50K	€60K
OTE	€80K	€100K	€120K
CANDIDATE POOL	25%	75%	100%

MID MARKET AE - 3-4 YEARS OF EXPERIENCE

COMPENSATION	LOW	MID	HIGH
BASE	€60K	€70K	€85K
OTE	€120K	€140K	€170K
CANDIDATE POOL	25%	75%	100%

ENTERPRISE AE - 5+ YEARS OF EXPERIENCE

COMPENSATION	LOW	MID	HIGH
BASE	€85K	€100K	€110K
OTE	€170K	€200K	€220K
CANDIDATE POOL	25%	75%	100%

BLUEBIRD'S SALARY BENCHMARKS

BDR MANAGER

BDR MANAGER - 0-2 YEARS OF EXPERIENCE

COMPENSATION	LOW	MID	HIGH
BASE	€50K	€60K	€80K
OTE	€70K	€90K	€130K
CANDIDATE POOL	25%	75%	100%

BDR MANAGER - 3+ YEARS OF EXPERIENCE

COMPENSATION	LOW	MID	HIGH
BASE	€70K	€90K	€120K
OTE	€110K	€140K	€180K
CANDIDATE POOL	25%	75%	100%

CUSTOMER SUCCESS MANAGER

CSM - 0-2 YEARS OF EXPERIENCE

COMPENSATION	LOW	MID	HIGH
BASE	€40K	€55K	€70K
OTE	€60K	€70K	€100K
CANDIDATE POOL	25%	75%	100%

CSM - 3+ YEARS OF EXPERIENCE

COMPENSATION	LOW	MID	HIGH
BASE	€70K	€85K	€100K
OTE	€100K	€110K	€130K
CANDIDATE POOL	25%	75%	100%

BLUEBIRD'S SALARY BENCHMARKS

MARKETING

CONTENT MARKETING MANAGER

COMPENSATION	LOW	MID	HIGH
BASE	€40K	€65K	€90K
OTE	€40K	€75K	€100K
CANDIDATE POOL	25%	75%	100%

DEMAND GENERATION SPECIALIST

COMPENSATION	LOW	MID	HIGH
BASE	€50K	€80K	€100K
OTE	€50K	€80K	€110K
CANDIDATE POOL	25%	75%	100%

PRODUCT MARKETING MANAGER

COMPENSATION	LOW	MID	HIGH
BASE	€50K	€80K	€100K
OTE	€50K	€85K	€110K
CANDIDATE POOL	25%	75%	100%

BLUEBIRD'S SALARY BENCHMARKS

MARKETING

ENTERPRISE MARKETEER (ABM)

COMPENSATION	LOW	MID	HIGH
BASE	€60K	€75K	€100K
OTE	€60K	€85K	€120K
CANDIDATE POOL	25%	75%	100%

GROWTH MAKETING MANAGER

COMPENSATION	LOW	MID	HIGH
BASE	€45K	€75K	€100K
OTE	€45K	€80K	€110K
CANDIDATE POOL	25%	75%	100%

MARKETING GENERALIST

COMPENSATION	LOW	MID	HIGH
BASE	€40K	€50K	€75K
OTE	€40K	€50K	€80K
CANDIDATE POOL	25%	75%	100%

BLUEBIRD CAN HELP!

If you're looking to hire Sales, Marketing and/or Customer Success people, or if you're looking for a next career step - get in touch!

Every Bluebird is a real consultant and brings years of working experience at SaaS companies.

On average it takes us **7 working days** to introduce the person you'll end up hiring.



Contact us!

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