AdTech Vacancy Data

Q2 2024 vs Q1 2024

# of Roles

- 20%

Technical

- 40%

AM/CS

- 5%

Sales

+ 15%

Marketing

+10%

AdTech Vacancy Data

Q2 2024 vs Q2 2023

of Roles

+ 24%

Technical

- 12%

AM/CS

+ 85%

Sales

+ 7%

Marketing

- 25%

Q2 2024

The data in review...

- Despite a decrease in the number of vacancies in Q2 we have still had a phenomenal amount of vacancies coming in during the quarter, showing that we have seen a significant influx of roles in this sector in the first half of the year. This goes in line with our predictions that there is renewed confidence in Ad Tech this year.

- Looking at year on year, vacancies are up in Q2 2024 compared to Q2 2023 in particular in the sales and account management disciplines. We expect this confidence in the market to continue into the second half of the year.

{ grey matter }