Compa

Offers-based market data for enterprise technology companies

Compa's Q3 Sign-On Bonus Report

August 23, 2023

Software Engineering (professional)

Trend: *Less offers include a sign-on bonus while the average sign-on bonus amount decreased as well*

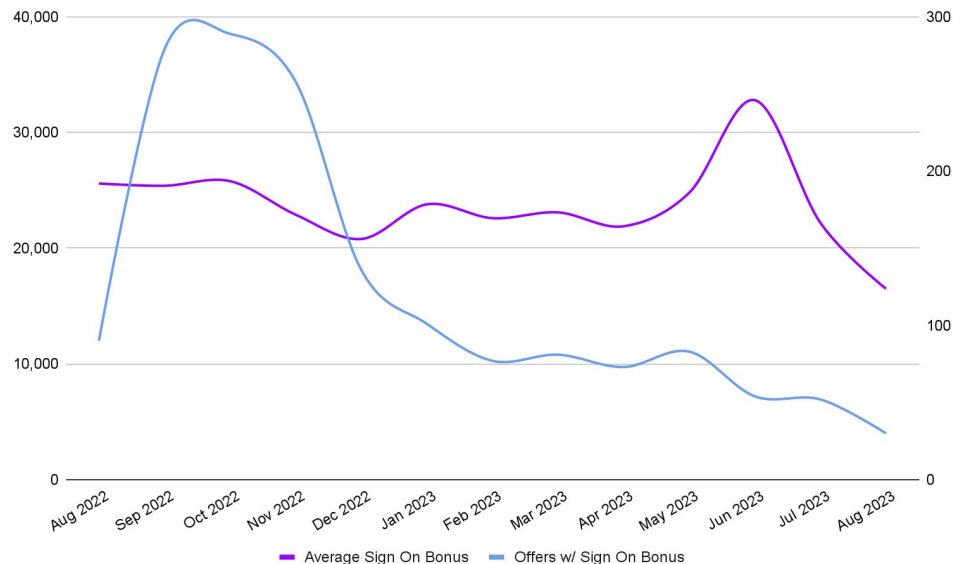## Methodology

Job families: Software Engineering

Career Stream: Professional

Timeframe: August 23, 2022 to August 23, 2023

Total Offers: 2,760

Description	Stats
Average Sign-On Bonus Median	$23,100
Average Sign-On Bonus YOY Change	**-35.5%**
Accepted Offers with Sign-On Bonus	1,205
Offers with Sign-On Bonus	1,603
Total Offers	2,760

Average Sign-On Bonus & Offers with Sign-On Bonus

Average Sign On Bonus — Offers w/ Sign On Bonus

Notes:

The professional career stream reflects individual contributor roles. The sign-on bonus value and offers including a sign-on bonus are both experiencing a downward trend. In the second half of 2022, there was a spike in offers including a sign-on bonus but as the year progressed and into 2023, there has been a steady decline. In addition, there was a slight spike in June 2023 in sign-on bonus value but followed up with a decline.

Software Engineering (professional)

Trend: *Less sign-on bonuses are being extended but more candidates are accepting offers YOY*

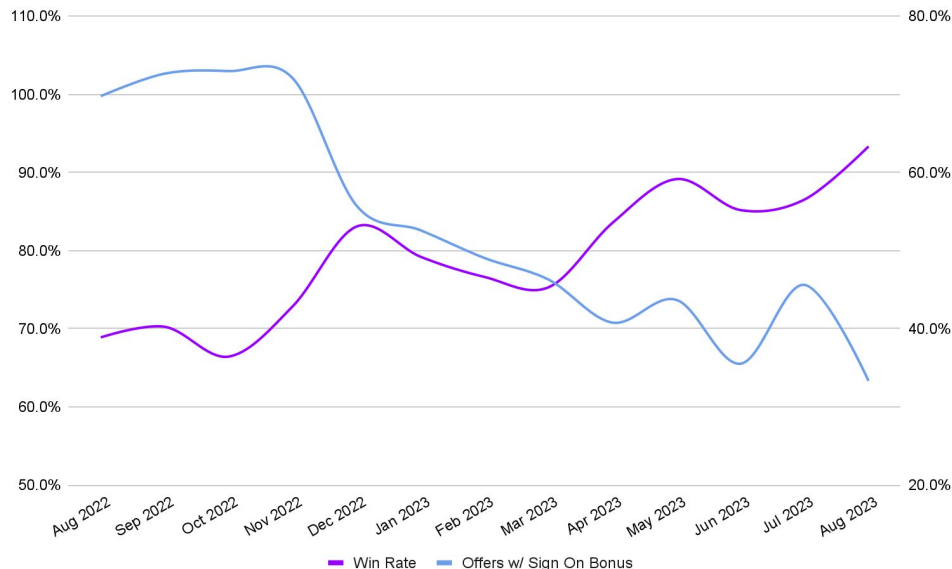## Methodology

Job families: Software Engineering

Career Stream: Professional

Timeframe: August 23, 2022 to August 23, 2023

Total Offers: 2,760

Description	Stats
Average Sign-On Bonus Win Rate	79.3%
Sign-On Bonus Win Rate YOY Change	**+24.4%**
Average Sign-On Bonus Prevalence	53.1%
Sign-On Bonus Prevalence YOY Change	**-36.4%**

Sign-On Bonus Win Rate & Offers w/ Sign On Bonus

Win Rate — *Offers w/ Sign On Bonus*

Notes:

The professional career stream reflects individual contributor roles. Last year there was a trend showing a lower win rate along with higher prevalence but into this year, the win rate trend increased while prevalence decreased. As the offer volume decreased from YOY, less sign-on bonuses were extended but more candidates accepted.

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Software Engineering (management)

Trend: *Number of offers including a sign-on bonus continues to decline but average amount spiked in the spring, only to settle again this summer*

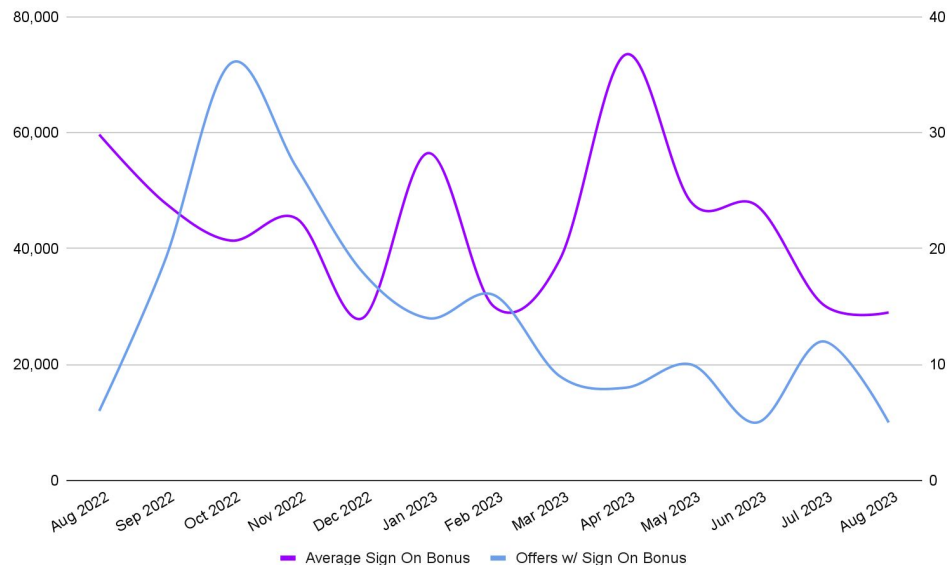## Methodology

Job families: Software Engineering

Career Stream: Management

Timeframe: August 23, 2022 to August 23, 2023

Total Offers: 318

Description	Stats
Average Sign-On Bonus Median	$45,200
Average Sign-On Bonus YOY Change	**-51.4%**
Accepted Offers with Sign-On Bonus	154
Offers with Sign-On Bonus	185
Total Offers	318

Average Sign-On Bonus & Offers with Sign-On Bonus

Average Sign On Bonus ——— *Offers w/ Sign On Bonus* ———

Notes:

The management career stream reflects manager roles. In comparison to Software Engineering professional roles, there are less management offers but the average sign-on bonus median is higher ~48.9%. In addition, last year there were more offers including a lower sign-on bonus compared to this year with less offers including a higher sign-on bonus.

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Software Engineering (management)

Trend: *Acceptance rate continues to climb while offers including a sign-on bonus dipped in the early summer while seeing a recent resurgence in usage*
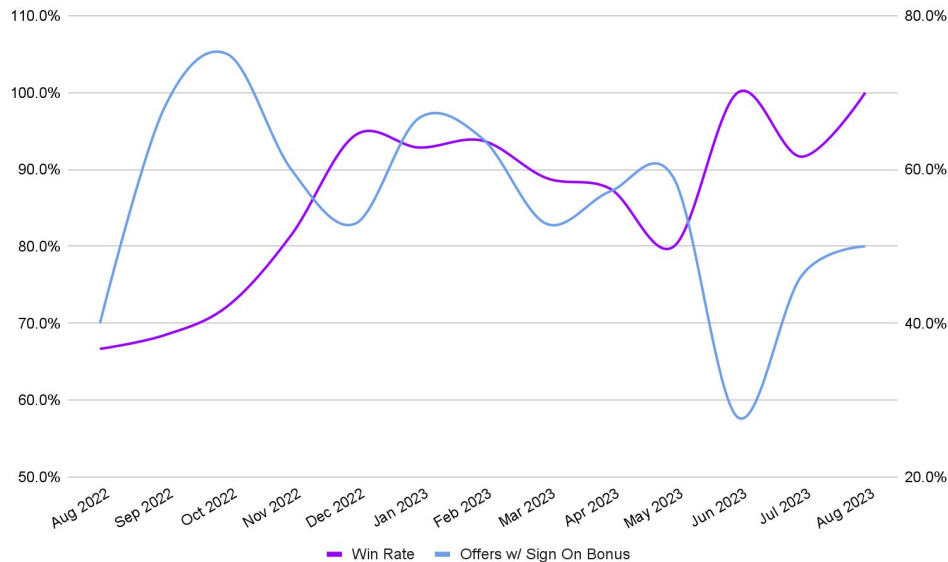
Methodology

Job families: Software Engineering

Career Stream: Management

Timeframe: August 23, 2022 to August 23, 2023

Total Offers: 318

Description	Stats
Average Sign-On Bonus Win Rate	86.0%
Sign-On Bonus Win Rate YOY Change	**+33.3%**
Average Sign-On Bonus Prevalence	55.3%
Sign-On Bonus Prevalence YOY Change	**+10.0%**

Sign-On Bonus Win Rate & Offers w/ Sign On Bonus

Win Rate   Offers w/ Sign On Bonus

Notes:

The management career stream reflects manager roles. Last year there were more offers including a sign-on bonus but the win rate was lower compared to this year. Interestingly, at the end of last until the middle of this year, there was ~58.7% prevalence with ~89.5% win rate, however, as the year progressed, less offers included a sign-on bonus while the win rate increased.

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AI/ML Engineering

Trend: *Both sign-on bonus value and usage in offers are declining after a spike during spring 2023*
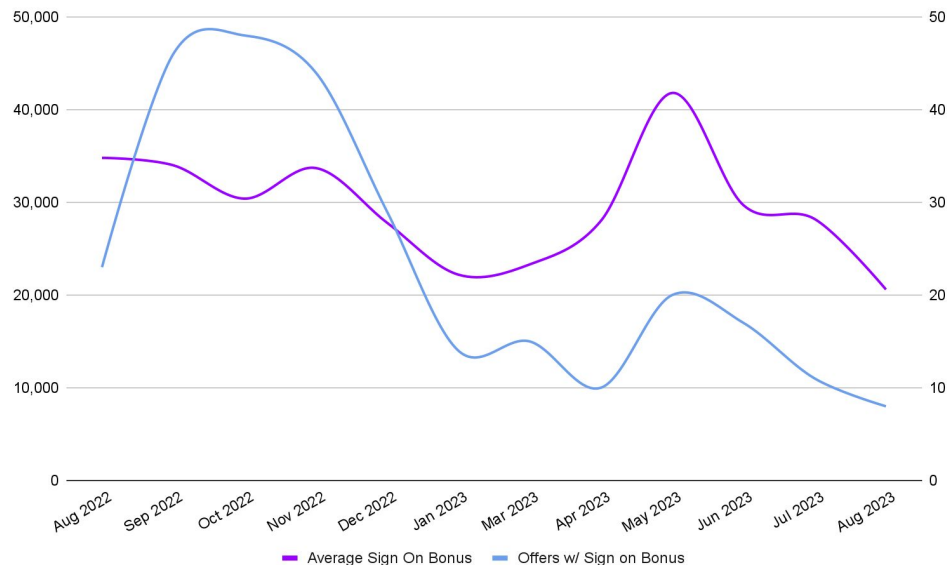
Methodology

Job families: AI/ML Engineering

Career Stream: Management/Professional

Timeframe: August 23, 2022 to August 23, 2023

Total Offers: 417

Description	Stats
Average Sign-On Bonus Median	$28,950
Average Sign-On Bonus YOY Change	**-40.8%**
Accepted Offers with Sign-On Bonus	228
Offers with Sign-On Bonus	285
Total Offers	417

Average Sign-On Bonus & Offers with Sign-On Bonus

Legend: Average Sign On Bonus, Offers w/ Sign on Bonus

Notes:

Similar to what was experienced with Software Engineering, last year AI/ML engineering had more offers including a sign-on bonus but as the year progressed, there was a steady decline of offer volume. In addition, there is a decrease ~40.8% of the sign-on bonus value YOY.

AI/ML Engineering

Trend: *Use of sign-on bonuses returns to summer 2022 levels while acceptance rates have seen little impact YOY*

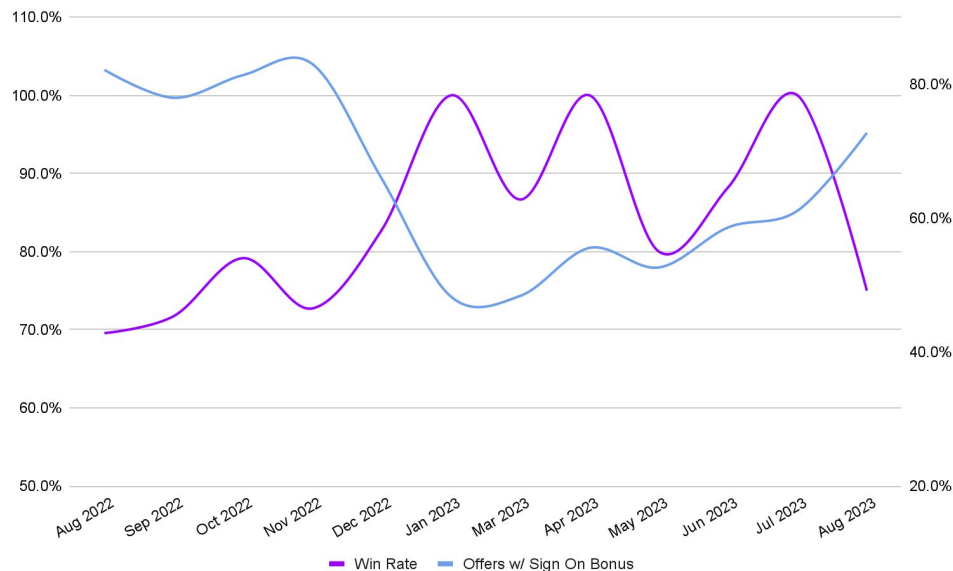## Methodology

Job families: AI/ML Engineering

Career Stream: Management/Professional

Timeframe: August 23, 2022 to August 23, 2023

Total Offers: 417

Description	Stats
Average Sign-On Bonus Win Rate	83.8%
Sign-On Bonus Win Rate YOY Change	**+5.4%**
Average Sign-On Bonus Prevalence	65.6%
Sign-On Bonus Prevalence YOY Change	**-9.4%**

Sign-On Bonus Win Rate & Offers w/ Sign On Bonus

Win Rate — Offers w/ Sign On Bonus

Notes:

In looking at last year to this year, AI/ML Engineering is experiencing a lower win rate while prevalence increased. Interestingly, near the end of last year into the middle of this year, there were less offers including a sign-on bonus but showed a strong acceptance rate.

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Product Management

Trend: *Average sign-on bonus value increased YOY while prevalence has declined since the spring 2023*
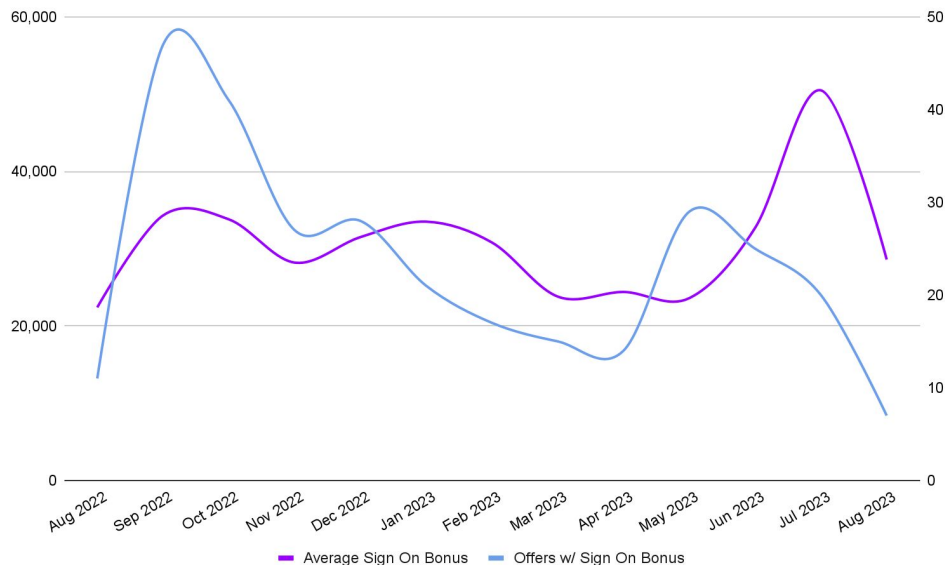
Methodology

Job families: Product Management

Career Stream: Management/Professional

Timeframe: August 23, 2022 to August 23, 2023

Total Offers: 545

Description	Stats
Average Sign-On Bonus Median	$30,800
Average Sign-On Bonus YOY Change	+27.7%
Accepted Offers with Sign-On Bonus	259
Offers with Sign-On Bonus	302
Total Offers	545

Average Sign-On Bonus & Offers with Sign-On Bonus

Notes:

Product Management experienced an increase in average sign-on bonus value ~27.7% while the offers including a sign-on bonus decreased.

Product Management

Trend: *Acceptance rate increased slightly YOY while sign-on bonus usage dipped in the spring and peaked in July*

Methodology

Job families: Product Management

Career Stream: Management/Professional

Timeframe: August 23, 2022 to August 23, 2023

Total Offers: 417

Description	Stats
Average Sign-On Bonus Win Rate	85.1%
Sign-On Bonus Win Rate YOY Change	**+3.9%**
Average Sign-On Bonus Prevalence	54.8%
Sign-On Bonus Prevalence YOY Change	**-7.3%**

Sign-On Bonus Win Rate & Offers w/ Sign On Bonus

● Win Rate   ● Offers w/ Sign On Bonus

Notes:

Product Management reflects a consistent win rate in relation to the fluctuating numbers of offers with a sign on bonus.

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Offers-based data from the world's best tech companies: