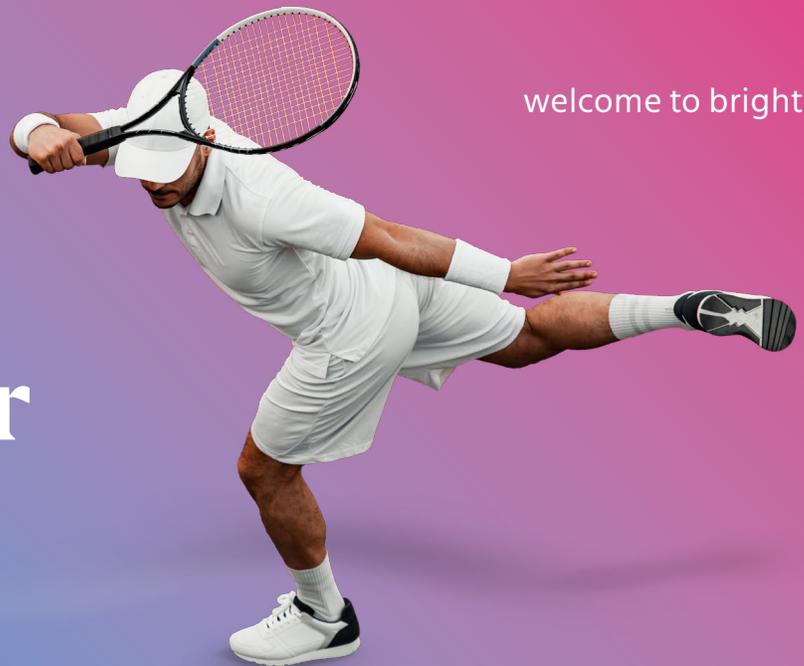


# Introducing Skills Pricer

Mercer Skills-Edge Suite



## Determine which skills are most valuable to your organization

**Skills Pricer** is a self-service web application that shows which skills are influencing the pay of a selected job. Through this skills-based market approach, you can determine which skills are **most valuable** to your organization in attracting and retaining in-demand talent.

Our interactive platform lets you explore **the impact of skills on pay**. Skills Pricer uses predictive modelling to evaluate market demand for skills and **highlight the importance of a given skill and its availability in the labour market**.

Mercer's proprietary algorithm leverages our Total Remuneration Surveys, the world's most robust salary data source, alongside real-time labour market data, to provide **guidance on which skills are most valuable to your organization** when rewarding, attracting, retaining or upskilling talent.



### How does Skills Pricer work?



Skills Pricer uses predictive modelling and multiple data sources to show you supply and demand for specific skills and help you understand trends.



Backed by powerful compensation insights and advanced analytics, Skills Pricer makes acquisition, retention, compensation and development simple and targeted.



Working through the data and statistical model, Skills Pricer provides a viewpoint on the criticality and scarcity of each skill to each job.

## Skills Pricer in three steps

1. Draws on Mercer's comprehensive Skills Library to map jobs to the skills that comprise them
2. Maps the value for each skill by combining criticality and market availability data
3. Delivers output data sets to an interactive web-based dashboard

United States x Digital x Search

200 results found for "Digital"

- General Sales & Marketing - Senior Manager II (M5)  
JOB SMP02.001.M50  
97 Organizations 313 Incumbents United States
- Business Development Strategy & Planning - Senior Manager II (M5)  
JOB SMP02.021.M50  
198 Organizations 751 Incumbents United States
- Business Development Strategy & Planning - Specialist Professional (P4)  
JOB SMP02.021.P40  
199 Organizations 1225 Incumbents United States
- Pricing Research - Senior Manager (M4)  
JOB SMP02.029.M40  
13 Organizations 16 Incumbents United States

SEARCH FILTERS Clear all

Family Choose One

Sub Family(es) Choose One

Career Stream Choose One

Career Level(s) Choose One

APPLY FILTERS

JOB

Digital Marketing Strategy - Specialist Professional (P4)

SMP02.025.P40 Family: Sales, Marketing & Product Management Sub Family: Sales & Marketing

35 Organizations 106 Incumbents United States

	25th %ILE	Median	75th %ILE	Average
Survey Base Pay	\$94,873	\$105,000	\$120,600	\$108,187

POTENTIAL SKILLS IMPACT ON BASE PAY

Skill	Demand	Supply	Adjustment
Adobe Analytics	MEDIUM	MEDIUM	HIGH
Analytics	HIGH	HIGH	LOW
Business Development	MEDIUM	HIGH	MEDIUM
Contextual Advertising	HIGH	MEDIUM	LOW
Demand Generation	MEDIUM	MEDIUM	MEDIUM
Digital Marketing	HIGH	HIGH	LOW

## Skills Pricer in action

1. Search via keywords and select job
2. View market base pay and skills scarcity information
3. Rank skills by their impact on salary
4. Gain insights into impact of skills on compensation

## Why use Skills Pricer?

- ➔ **Make informed pay review decisions and shape your strategy for attracting and retaining talent. Understand the supply of and demand for key skills, and see the relevance and impact of specific skills on pay at the job level.**
- ➔ **Instantly aggregate data** from multiple sources to generate market-informed compensation recommendations.
- Prepare your organization for the Future of Work** by accessing tools and data to unlock pay-for-skills.

## Skills Pricer: Sample use cases

Understanding the value of skills is essential in talent management processes:

- Recruiting can review market demand and supply to adjust offers for candidates who exhibit critical skills.
- Retention teams can review data on skills to determine bonuses.
- Compensation teams can use the data to consider pay adjustments for certain roles to ensure competitive pay plans.

Contact your [Mercer consultant](#) to learn more about our Skills Library and related solutions, [Skills Pricer](#) and [Skills Pay Planner](#).

