Data Steward Cost Comparison:
Internal vs. Outsourced

Internal Data Steward

Weekly Hours: 40

Annual Salary: $78,000*

Benefits: $23,088**

Annual Cost: $101,088

Internal Marketing Team Supervisor

Annual Salary: $120,000*

Benefits: $35,520**

Time spent supervising data steward: 10%

Annual Cost: $15,552

Outsourced Data Quality Pro*

Weekly Hours: 40

Hourly Rate: $31

Benefits: $0

Annual Cost: $64,480

Outsourced Supervisor**

Hourly Rate: $165

Annual Cost: $12,870

* Data Quality Professionals are trained, experienced and 100% devoted to data quality

** Data Quality supervisors have years of experience in data quality and most have worked in top law firms managing CRM systems and projects

Hiring an Internal Data Steward and Marketing Team Supervisor

$116,640

$15,552
Annual for Supervision by Marketing Team Member

$101,088
Annual Cost for an Internal Data Steward

Outsourcing Trained Data Quality Professional Team from CLIENTSFirst Consulting

$77,350

$12,870
Annual cost for Supervisor

$64,480
Annual cost for Trained Outsourced Data Quality Professional

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*Estimated salaries are based on 2024 regional averages for data stewards and marketing managers in law firms

**Benefits = 29.6% or $12.06 per hour, based on 2023 data