

ActiveCampaign >

2025 Ireland Gender Pay Gap Report

Introduction

Building an inclusive culture requires more than understanding where we are today—it demands clear accountability for where we're going and how we'll get there together. At ActiveCampaign Ireland Ltd (“AC Ireland”), inclusion is not just a value we hold; it's a business imperative and a shared responsibility that each of us owns. This commitment translates into tangible programs, leadership opportunities, and measurable outcomes that advance both individual careers and our collective success.

Inclusion is measured not by our intentions, but by our outcomes. We hold ourselves accountable through transparent representation data, strategic investments in women's professional development, and deliberate integration of gender equity into our performance and culture systems. In Dublin, this means ensuring investments from our Diversity, Equity, & Inclusion (“DEI”) Team and local employee working groups to create locally relevant programming while maintaining global consistency in our commitment to gender equity. We track participation, career progression, and engagement to ensure our efforts create lasting change rather than performative gestures.

This work belongs to all of us, and we are building the structure, educational resources, and cultural practices to ensure it endures beyond individual champions or moments in time.

Understanding Gender Pay Gap Reporting

Under Irish law, employers with more than 50 employees are required to report their gender pay gap annually, along with the measures being taken to eliminate or reduce the gap.

The report is based on data reflecting all payments made to our employees in Ireland in the 12 months preceding our June 30, 2025 snapshot date. This is the first year that AC Ireland is subject to Pay Gap Reporting requirements.

To evaluate the potential gender pay gap, AC Ireland reviewed key earning metrics of male and female employees, including the percentage of employees receiving bonus compensation and Benefits in Kind (“BIK”), as well as examining the mean and median Hourly Pay and Bonus Pay of each gender. Of important note, a pay gap is different from equal pay, which measures whether men and women are being paid equally for similar work, when they have similar qualifications and levels of experience. We regularly conduct equal pay reviews to ensure that men and women are paid equally for performing the same or equivalent work.

Our Results¹

Here is what our data shows:

Hourly Pay Gap

The difference in hourly pay between male and female employees, expressed as a % of the hourly pay for male employees

6.2%

Mean

0%

Median

Bonus Pay Recipients

The % of male and female employees who received bonus pay during the relevant time period

68.4%

Female

76.6%

Male

Gender Bonus Gap

The difference in bonus pay between male and female employees, expressed as a % of the bonus pay for male employees

24.4%

Mean

30.7%

Median

BIK Recipients

The % of male and female employees who received benefits in kind during the relevant time period

84.2%

Female

89.4%

Male

¹Please note that AC Ireland did not have any temporary or part-time employees in Ireland during the reporting period.

Pay Quartiles

The % of male and female employees in four quartiles, calculated by ranking employees from the highest hourly pay to the lowest hourly pay and dividing our workforce into four equal parts.

Quartile	% Male	% Female
Upper Quartile	71%	29%
Upper-Middle	38%	62%
Lower-Middle	62%	38%
Lower-Quartile	50%	50%

What this means

Our data highlights a company culture where men and women are paid equally for doing the same work. A Median Hourly Pay Gap of 0% is the ideal standard for gender pay reporting. It indicates that the midpoints in the pay ranges of men and women at AC Ireland are the same. Additionally, our Mean Hourly Pay Gap of 6.2% is on the lower end of what has generally been reported in the technology sector in Ireland², demonstrating that our compensation structures are robust and equitable.

We are also proud to have achieved gender parity within our 12-person leadership team in Ireland by successfully promoting and hiring female talent into key management and decision-making roles. However, our upper pay quartile is impacted by a few high earning employees in specialised roles within the Tech and Product and Sales organizations (both of which are predominantly male) and senior management roles. Our emphasis on an inclusive leadership team is predominantly reflected in our upper-middle pay quartile, which reflects strong female representation in management roles within the Customer and Growth organizations. Additionally, our lower pay quartile is split exactly 50/50 between men and women, demonstrating that we are attracting talent equally, regardless of gender, in entry/mid level roles at the foundation of our organization.

While the majority of AC Ireland employees are eligible to receive a bonus, there are more male employees (73%) in direct sales roles which have the highest variable compensation earning potential, depending on how much revenue they can generate. In contrast, there is a higher concentration of female employees in customer success roles (80%) with lower variable pay and generally a higher % of guaranteed income. This, coupled with the smaller size of our workforce (<100 employees) and a larger representation of men (~54.6%) at AC Ireland, has contributed to a bonus pay gap.

²*This is based on a review of a sampling of publicly available Pay Gap Reports for 2024 and 2025 published in Ireland for SaaS and other tech companies.*

Where We Are Today and What We will Continue to Do:

At AC Ireland, we are committed to creating an inclusive, innovative, and global community, where employees can bring their whole selves to work. This work involves a number of different initiatives that we will continue to implement:



Recruiting

Our efforts to attract and retain a diverse team starts with our Talent Acquisition efforts, and the Talent Acquisition and DEI Teams advise hiring managers on effective recruiting and interviewing practices. For leadership roles, we ensure focused outreach to attract qualified candidates of all genders and backgrounds. We provided targeted education and training to interview teams, and have specific measures in place to build diverse interview panels with representation across genders and other protected classes. AC Ireland has also partnered with Gradguide, a graduate program mentorship for women early in sales careers, which resulted in us hiring women into entry-level sales roles through this program.



Supporting Our Employees's Mental, Physical, and Financial Wellbeing

Our team members have the autonomy to decide whether they work from home or from one of our office hubs. Our employees can switch between these paths every quarter, offering genuine flexibility that adapts to different life stages and personal responsibilities.

To ensure this flexibility is equitable, we offer two distinct support paths:

Hub Perks Path

For those who choose to work from an office, this program enhances their experience with benefits such as free lunches and commuter support.

Remote Home Office Program

For those working fully remote, this provides a quarterly stipend to help offset at-home office expenses.



Medical and Financial Benefits

AC Ireland's health plan provides comprehensive support for all employees including preventative health screening, access to independent mental health counseling, telemedicine, and specialty care. For our female employees, we offer core benefits covering maternity care, fertility treatments, and specific menopause support. Employees can further tailor this support by selecting Personalised Packages for postnatal home support.

Our Maternity plans provide benefits like postnatal domestic cleaning sessions and a contribution towards a postnatal doula. We also currently provide benefits for major fertility treatments like IVF and egg freezing, and offer a generous maternity leave for all female employees, which they are eligible for on their first day of employment. We actively encourage all eligible employees to take their full Parents' Leave entitlement, ensuring they have the opportunity to take that invaluable time. For every baby born and/or adopted to AC Ireland employees, we currently provide families with a gift bundle to support their journey in parenthood.

AC Ireland also offers benefits to make sure our employees are looked after during unexpected life events. We provide a benefit that protects employees pension contributions and maintains life cover payment, supporting employees until they can return to work or reach retirement. Also, to ensure employee beneficiaries are supported, AC Ireland provides a significant Life Insurance benefit offering financial support to our employees' loved ones.



Time off

AC Ireland is committed to supporting our employees' wellbeing and actively encourages them to take time off throughout the year to rest and recharge by using our generous Annual Leave policy. Additionally, we are proud to offer an incredible Sabbatical benefit to reward long-term commitment. This program offers employees with 5 or more years of service the opportunity to take a well-deserved break. Employees on sabbatical can take a month of time off and receive a stipend, allowing them to truly disconnect and return feeling refreshed and inspired.



Employee Resource Groups (ERGs)

AC Ireland's Employee Resource Groups (ERGs) represent a strategic investment in building a culture where inclusion drives measurable business outcomes and every employee experiences genuine belonging. These groups serve as critical infrastructure for advancing DEI work across a global workforce. We have eight active ERGs, including Moms of AC and Women of AC.

These ERGs are open to all employees and provide both community and professional support. Women of AC is the largest ERG and has provided a strong leadership bench for women to grow and develop their careers at AC Ireland. Women of AC has also supported career development programs specifically for women in our Dublin hub. The impact is that we continue to maintain near parity in our representation of women at the company.

Conclusion

Overall, the results of our Gender Pay Gap analysis reflect our efforts to maintain fair and equitable pay practices. Our compensation philosophy is grounded in a commitment to paying all employees equitably, based on factors such as role, experience, and level. While we recognize our results reflect a higher male representation in high-value, variable-pay functions and the upper pay quartile, we remain confident in our equitable pay practices and continue to focus on building a diverse workforce, reflective of the markets that we serve.