

**Asana is a leading  
task management  
solution.**

**What do their B2B  
Facebook ads look  
like?**

**RIGHT  
PERCENT**

A quick  
overview of  
Asana's  
Facebook ads.

**We've run over \$50m of B2B ad spend for dozens of companies.**

**This commentary comes from that experience.**



# What makes a good B2B ad?

## ad?

Take a look at the parts of an ad below:

The image shows a screenshot of a sponsored social media advertisement for Zenefits. The ad features a woman sitting in an office chair with her back to the camera, looking at a calendar on the wall. The calendar is titled "THIS MONTH" and shows a grid of dates. The text "The Essential 2020 HR Calendar" is overlaid on the image. Below the image, there is a URL "ZENEFFITS.COM/CALENDAR", the text "Downloadable 2020 Calendar For HR Professionals", and a "DOWNLOAD" button. The ad is annotated with green arrows pointing to various parts: "Main Copy" points to the text "This is the ultimate downloadable calendar for HR professionals.", "Main Visual" points to the calendar image, "Visual Headline" points to the text "The Essential 2020 HR Calendar", and "Subhead/CTA" points to the "DOWNLOAD" button.

**Zenefits**  
Sponsored · 🌐

This is the ultimate downloadable calendar for HR professionals.  
...See More

**THIS MONTH**

**The Essential 2020 HR Calendar**

ZENEFFITS.COM/CALENDAR  
Downloadable 2020 Calendar For HR Professionals

DOWNLOAD

**Main Copy**

**Main Visual**

**Visual Headline**

**Subhead/CTA**

The **visual headline** is the most important part - it should get the business decision maker's attention instantly as they scroll.

For Childcare Directors



Health screens at drop off,  
without the stress

 brightwheel

## Asana Time

There's a lot more best practices, but with that, let's jump into Asana.



# Overall Summary

- Asana has clever ad ideas and visual treatments.
- They need more clarity on the main message of each ad - clearly written and bigger copy.

See specific ad commentary below  
- and an overall rating at the end!

Compelling data rich testimonial in big font - awesome! Only downside is that it doesn't immediately identify the target customer. I might test "scrum leader" or "marketing manager" instead of Kerry Hoffman as the source.

Even if your team's not in the same place, your work can be.

"We're moving  
30-40% faster..."

-KERRY HOFFMAN, CLASSPASS



[ASANA.COM](https://asana.com)


[Teams hit their goals with Asana](https://asana.com)

[asana.com](https://asana.com)

Learn More

Striking visual effect. I'd find ways to make the text bigger so it gets attention faster in the feed.

Even if your team's not in the same place, your work can be.



**New User Signup Flow**

6 7

Testing plan

Analysis

QA

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Get the big-picture way to manage every detail  
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# Same story, text needs to be more clear.


Even if your team's not in the same place, your work can be.



## New User Signup Flow

This project is **On Track**. 🌟

Status Update ● On Track

 **Greg Elzerman** on 15 June

We're one week away from launch! Thanks to everyone for their continued hard work.

### Recent status updates



 Owned by  
Amanda Buzard

### Goals this project supports

Build a world-class brand

Launch 4 ad campaigns

[ASANA.COM](https://ASANA.COM)

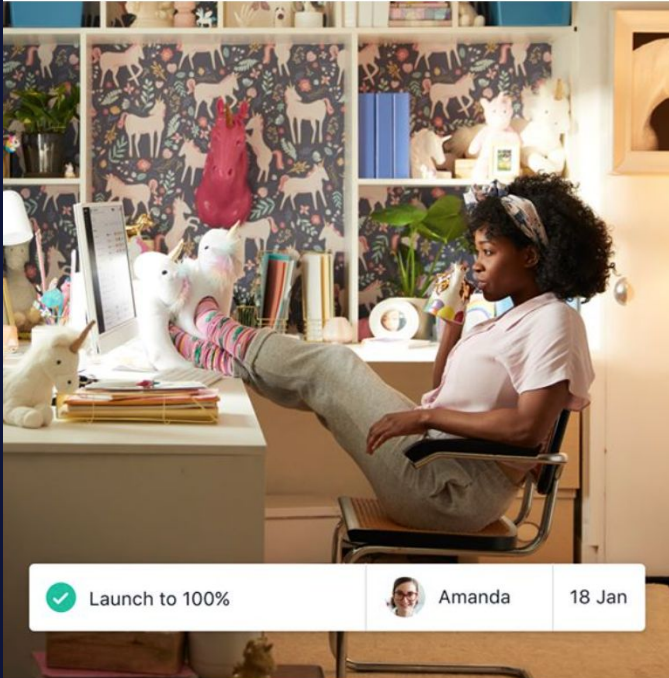
[Teams hit their goals with Asana](https://asana.com)

[asana.com](https://asana.com)

[Learn More](#)

# The Visual Headline takes too long to parse. Make the UI part at the bottom bigger and clearer.

Teamwork looks a bit different these days. But you've learned you can do this.



Launch to 100%



Amanda

18 Jan

ASANA.COM

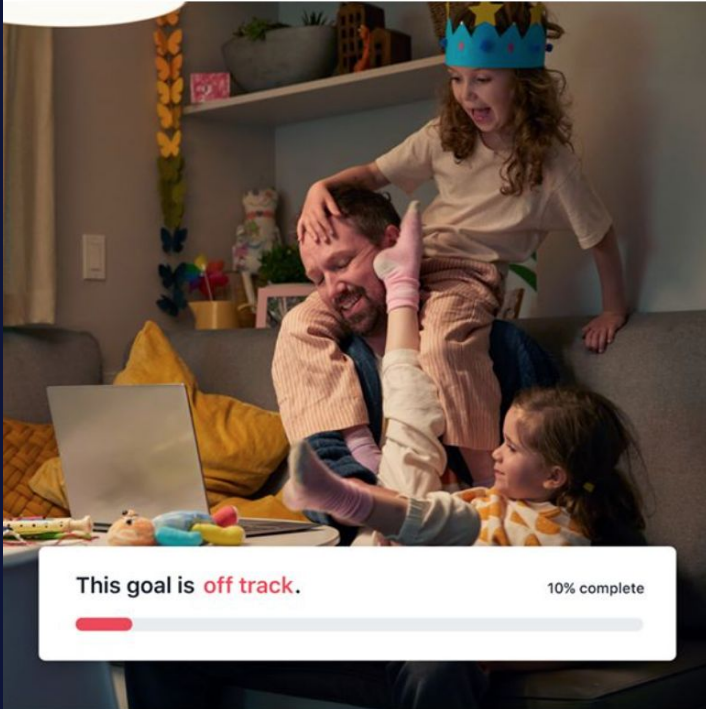
Get the essential business tool for teams

asana.com

Sign Up

I actually love the Visual Headline here, but I think it should be bigger. You can even keep the image, though I feel like it might get some angry comments :)

Teamwork looks a bit different these days. But you've learned you can do this.



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# Too messy, I'd simplify, even if the end result doesn't look like the exact UI.

Asana organises work so teams know what to do, why it matters and how to get it done.

**Product Launch**

**To do**

- ✓ Share GTM Strategy  
Marketing  
22 Jan 3 2
- ✓ Set launch targets

**In progress**

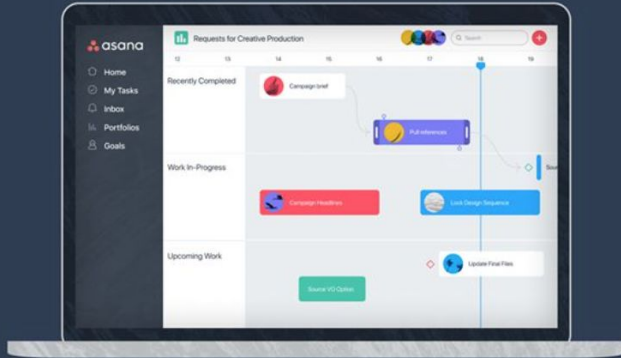
- ✓ Schedule kickoff  
Design  
16 Jan
- ✓ Create list of theories
- ✓ Pull data from A/B tests  
+ Add subtask
- ✓ Confirm launch date  
19 Jan 1

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Not great. I don't think you need the laptop here, I'd just show that chart in grey with short, understandable copy.

Asana organises work so teams know what to do, why it matters and how to get it done.



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Get the essential business tool for  
teams  
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Not an ad, but I think a really compelling ad for them could be “never miss a product launch deadline again” showing a project management chart with clear deliverables.

# Overall Rating: 7/10

Lots of clever ideas,  
needs more focus on getting the  
main message of each ad out up  
front.



Want us to improve your B2B  
ads and ad strategy?

Get in touch below:

GET IN  
TOUCH

[growth@right  
percent.com](mailto:growth@rightpercent.com)

[rightpercent.c  
om](http://rightpercent.com)