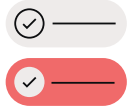
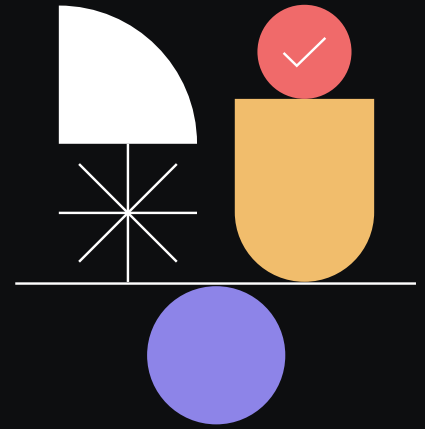


Marketing teams achieve business results faster with Asana



Just 11%

believe current business models will be economically viable through 2023¹

In challenging, dynamic markets, leaders have an opportunity to make intentional bets on long-term growth¹ by aligning their efforts with the most important business objectives.

To emerge stronger, marketing leaders need to start making changes and investments today that help build agile and resilient teams.

Value of Asana for Marketing Teams

Only Asana helps Marketing teams **meet business-critical objectives faster** by allowing them to seamlessly work with cross-functional partners and ensure initiatives align to top priorities.



ALIGN MARKETING INITIATIVES TO GOALS

94% of Marketing C-Suite say that Asana helps their team work well together²

- Bring marketers together to quickly align on new goals and get ahead of evolving business needs
- Re-allocate resources to high-priority initiatives by keeping a pulse on the team's workload
- Get a birds-eye view into progress of projects and goals with status updates and reporting



GET TO MARKET FASTER

Marketing campaigns are executed **67%** faster with Asana³

- Unite internal and external partners under a shared plan to execute campaigns and product launches faster
- Maximize time spent on high ROI activities by streamlining creative requests and workflows
- Enable frictionless communication between Marketing, Product, Sales, and Creative teams



OPTIMIZE MARKETING PERFORMANCE

180+ hours saved quarterly at **G2**

- Streamline and standardize your team's evergreen campaigns, launches, events, and request processes
- Give marketers access to historical campaign learnings and insights by storing them alongside where the work is already being tracked by templating best practices

¹ McKinsey: The Great Uncertainty: US consumer confidence and behavior during inflationary times

² IDC

³ Asana Quarterly Customer Survey Q1 FY23

“A campaign is made of many constituent parts and tasks and that connection between teams is crucial so that things aren’t forgotten. You need visibility. Asana makes teamwork effortless and helps organizations create game-changing work.”

— ROSSA SHANKS, FORMER CHIEF MARKETING OFFICER AT DOW JONES

Asana connects with your team’s favorite tools

260+ integrations (and counting) enable your team to speed up work and collaborate without the back and forth.



The Asana difference for Marketing teams



ENABLE CROSS-TEAM AND CROSS-COMPANY WORK AT SCALE

88% of marketers agree that Asana helps their team work better together⁴



EASY TO USE (AND ADOPT)

92% of marketers agree that Asana is easy to use⁵, making adoption across your team easy too.



FLEXIBLE, RIGHT OUT OF THE BOX

260+ integrations means we play well with all the tools that marketers use today, no additional setup or customization needed.

Ready to learn more?

Asana is already being used by 80% of the Fortune 100 to execute campaigns faster and drive alignment. To learn more about how we can help you and your team, contact us or reach out to your Account Executive.