

COMPETITIVE INTELLIGENCE

Asana

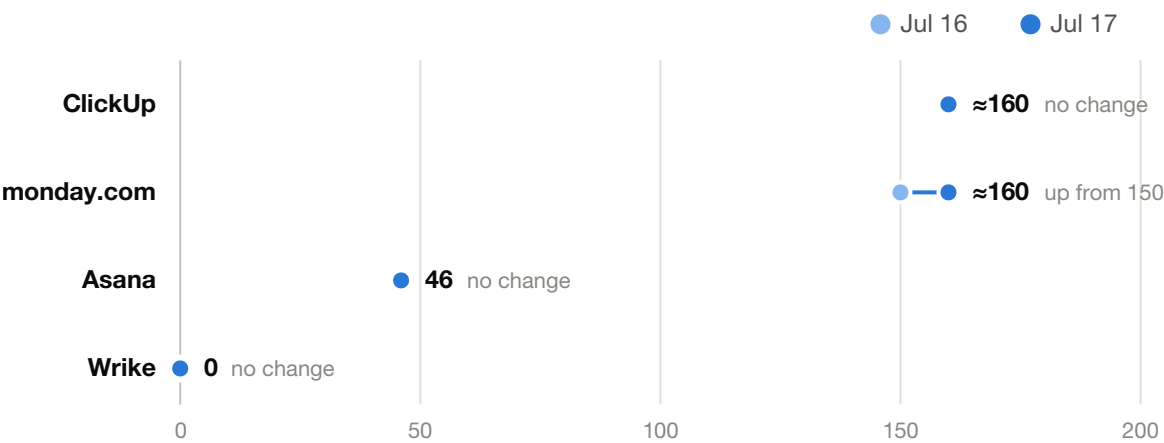
2026-07-17 · prepared by Sergey Ross

Nothing moved at scale this week: Meta ad volumes held across all four companies, with monday.com's ten new ads the only additions.

Asana kept its exact 46 Meta ads, ClickUp held about 160, and monday.com added ten on 14 July — the only launches in the field. Wrike stayed dark for a third run. Last week's three-to-one Meta gap held, pricing and positioning didn't change, and the governed-agent claim only Asana can make is still on its site and not in its ads.

Active US Meta ads, 16 → 17 July

Matched on the same ad-library page across both runs



Asana Meta ads	monday.com Meta ads	New Meta ads, whole field	Asana's Meta gap to each rival
46	≈160	10	≈3x
unchanged · 0 new, 0 dropped	up from ~150 · 10 new (14 Jul)	all monday.com; others static	46 vs ~160 — held from last week

Behind the numbers

- The category paused. One week after monday.com's ramp, no company launched at scale; the only movement was monday.com topping up an existing campaign with ten ads.
- Asana is standing still where a rival keeps iterating. It neither added nor retired a single Meta ad while monday.com refreshed — on the platform where it already runs the smallest presence, it is also the least active.
- For a second week the governance angle stays out of the creative: the one AI-agent claim no rival can advertise this quarter — governed, auditable agents with scoped permissions and audit trails — is on asana.com and in none of Asana's ads.

What we recommend considering

1. **Meta creative refresh** — Asana's 46 ads are the identical set to last week. A static library while a rival adds new creative may warrant a refresh, at minimum to test whether the format mix (Asana is the only company running creator video) still earns its place.
2. **Governance in the creative** — the claim no competitor can make this quarter remains unused; a governance-led Meta or LinkedIn track is the broader response to AI-agent message parity, and the copy is already public on asana.com.
3. **Comparison search terms** — Wrike still holds "vs the competition" ground on Google and ClickUp runs "#1 alternative" superlatives; a defensive buy on "Asana vs" queries may warrant consideration.
4. **A quieter field as a window** — with Meta paused across the set, a measured push now meets less competitive noise than it would have during last week's ramp.

Where we could be wrong

- ClickUp and Wrike's LinkedIn ad-library totals both read exactly 2 this run, down from 1,594 and 584. Two independent accounts landing on the identical value points to a library-reporting artifact or a query-scope change, not two simultaneous real wind-downs; we have not treated it as a real pause and it carries none of the brief's numbers. It warrants a re-check next run.
- Ad counts are not spend. Meta counts are active-ad tallies matched on stable Library IDs (reliable within Meta); LinkedIn totals are cumulative and geo-mixed; Google figures are coarse domain buckets. Comparisons hold within a platform, not across them.
- monday.com's Google capture failed this run (a script hang, not a block), so any move on its Google presence is unmeasured this week; its Meta and LinkedIn both captured cleanly.

The field at a glance

	Position	Entry price	LinkedIn	Meta (active US)	Google
Asana	"OS for human-agent teams"	\$10.99	2,404	46 (flat)	~2K
monday.com	"You lead. Agents act."	€9	2,771	~160 (up from ~150)	capture failed
ClickUp	"Replace all software"	\$7	2 (from 1,594 — see caveat)	~160 (flat)	~5K
Wrike	"Predictable pricing"	\$10	2 (from 584 — see caveat)	0	~300

Counts: LinkedIn = cumulative library totals (the ClickUp/Wrike drop to 2 is flagged as a likely artifact — see caveats); Meta = active US ads matched on stable Library IDs; Google = approximate domain buckets, and monday.com's Google capture failed this run. Per-company detail and the capture appendix follow.

Asana

Held completely still this week: the same 2,404 LinkedIn brand cards, the same 46 active Meta ads with nothing added and nothing retired, and informational search terms on Google. Still the softest copy in the set — no ROI figure, no comparison, no governance claim — and the only company running creator/influencer video on Meta (#AsanaPartner talking-head testimonials, a format no rival uses). Verbatim: *"Asana is the OS for human-agent teams. AI Teammates show up where the real work is—with your context, your goals, ready..."* · *"You direct the work—AI delivers it. See how 170k+ teams are innovating the way work gets done."* · creator: *"I'm working smarter, not harder. With Asana AI, I'm saving hours on manual work that AI can handle for me..."* Its site sells governed agents — scoped permissions, audit trails, cost constraints — and none of that reaches the ad copy.

[Ad Library](#)
[Ad Library Report](#)
[Ad Library API](#)
[Branded Content](#)

United States
All ads
Asana

Asana

[Ads](#)
[About](#)

~46 results

keyword

Filters

Sort by

Active status: Active ads

Active

Library ID: 154909986290814

Started running on Jan 13, 2026

Platforms

This ad has multiple versions

See ad details

Asana

Sponsored

No matter what kind of work you do, Asana helps you manage it.

Manage any kind of work

Sign Up

Active

Library ID: 2193493271504895

Started running on Jan 16, 2026

Platforms

This ad has multiple versions

See ad details

Asana

Sponsored

Asana helps your team maximize their resources and deliver better work sooner.

Serve clients better

Learn More

Active

Library ID: 1544049173539011

Started running on Jan 13, 2026

Platforms

This ad has multiple versions

See ad details

Asana

Sponsored

Coordinate work without the chaos. Asana keeps every team updated on who's doing what by when.

Work across teams in Asana

Sign Up

Active

Library ID: 980373397851238

Started running on Apr 20, 2026

Platforms

This ad has multiple versions

2 ads use this creative and text

See summary details

Asana

Sponsored

With AI that understands your team's work and knows how to get it done, you can focus on what matters.

Create your free account

Sign Up

Active

Library ID: 1301041985478359

Started running on Jan 15, 2026

Platforms

This ad has multiple versions

See ad details

Asana

Sponsored

Asana empowers agencies to plan capacity, reduce bottlenecks, and get to launch faster—all from one central hub.

Gain efficiency with Asana

Learn More

Active

Library ID: 1393486562501073

Started running on Jan 13, 2026

Platforms

This ad has multiple versions

See ad details

Asana

Sponsored

Go beyond spreadsheets with Asana. Connect work to goals, collaborate across teams, and increase efficiency for your entire organization.

ASANA.COM
Try Asana For Free Today

Sign Up

Active

Library ID: 1255360580006844

Started running on Jun 5, 2026

Platforms

This ad has multiple versions

2 ads use this creative and text

See summary details

Asana

Sponsored

You direct the work—AI delivers it. See how 170k+ teams are innovating the way work gets done.

Create your free account

Sign Up

Active

Library ID: 773960711663494

Started running on Jan 13, 2026

Platforms

This ad has multiple versions

See ad details

Asana

Sponsored

Never miss another deadline. Asana helps teams keep their work and goals on track.

Track your work with Asana

Sign Up

Active

Library ID: 1366536192285275

Started running on Jul 6, 2026

Platforms

This ad has multiple versions

See ad details

Asana

Sponsored

You don't need another email chain. Asana makes it easy to capture, prioritize, and act on every request—fast.

Streamline work in Asana

Learn More

Sergey Ross · Competitive Intelligence

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monday.com

The only company that moved: ten new Meta ads, live since 14 July, lifting it from about 150 to 160, on top of a 2,771-card LinkedIn library heavy with "Elevate '26" conference promotion and thought-leadership under named executives. The message is agents plus scale plus competitor pressure. Verbatim: *"One AI work platform for any business outcome. Use monday.com to let people and agents execute and operate as one team."* · *"There's a reason why 250K+ customers use monday.com to efficiently manage their teams, work and processes."* · *"We're so close. There's a good chance your competitors already use monday.com and now it's your move."* Its Google capture failed this run and is unmeasured.

The screenshot shows the Meta Ad Library interface for the advertiser 'monday.com'. The top navigation bar includes 'Ad Library', 'Ad Library Report', 'Ad Library API', and 'Branded Content'. The search bar shows 'monday.com' with a search icon and a close button. Below the search bar, the 'monday.com' logo and name are displayed, along with a link to 'About' and a note that there are '~160 results'. The main content area displays a grid of 12 active ads. Each ad card includes a status indicator (Active), a library ID, the start date, platforms (Facebook, Instagram, Messenger), and a 'See ad details' button. The ads themselves feature various visual elements: some have video thumbnails with play buttons, others have static images with text overlays. The text in the ads promotes monday.com as a platform for managing teams, work, and processes, often mentioning AI agents and the benefits of using the platform. Each ad card also includes a 'Sign Up' button at the bottom.

ClickUp

Held its Meta presence flat — about 160 ads, none new and none dropped — carrying the most combative copy in the set and the lowest seat price (\$7, with AI sold separately at \$9–28/user). AI agents now dominate its creative. Verbatim: *"You can hire an AI agent today. It takes about 3 minutes... You just hired your first AI employee."* · *"ChatGPT is great until you need to know why you killed that feature six quarters ago. ClickUp AI has 100% of your work context."* · Google: *"Does What Others Can't - ClickUp™ Wins Vs The Rest."* Its LinkedIn ad-library total read 2 this run, down from 1,594 — flagged as a likely artifact, not a confirmed pause.

Meta Ad Library screenshot showing ClickUp ads. The interface includes filters for United States, All ads, and a search bar containing "ClickUp". The results show approximately 160 results.

Key ad details visible:

- Ad 1:** ClickUp Sponsored. Supercharge productivity. Streamline work by doing it, and seeing it, in one place. Library ID: 850972580881528. Started running on Jan 7, 2026. Platforms: Facebook, Instagram, Messenger, Display, Video.
- Ad 2:** ClickUp Sponsored. Supercharge productivity. Streamline work by doing it, and seeing it, in one place. Library ID: 1808145789674942. Started running on Feb 25, 2026. Platforms: Facebook, Instagram, Messenger, Display, Video.
- Ad 3:** ClickUp Sponsored. Supercharge productivity. Streamline work by doing it, and seeing it, in one place. Library ID: 25448354371491918. Started running on Jan 7, 2026. Platforms: Facebook, Instagram, Messenger, Display, Video.
- Ad 4:** ClickUp Sponsored. Teal Days with ClickUp. Finally, a calendar that can schedule your day for you! Introducing @clickup calendar – your smart scheduling assistant. Smart time-blocking that automatically prioritizes your most important tasks. Library ID: 1152788350190582. Started running on Feb 25, 2026. Platforms: Facebook, Instagram, Messenger, Display, Video.
- Ad 5:** ClickUp Sponsored. What if you could get 10 hours back every week, without hiring anyone new? ClickUp AI Agents don't just suggest—they execute. They generate project summaries in seconds, turn meeting notes into tasks automatically, and answer team questions while you sleep. Faster output. Better results. Time back to focus on growth. Library ID: 897445149942055. Started running on Feb 25, 2026. Platforms: Facebook, Instagram, Messenger, Display, Video.
- Ad 6:** ClickUp Sponsored. Projects that manage themselves—in seconds. ClickUp AI Agents auto-generate plans, tasks, and timelines and post updates automatically. Spend less time planning and chasing status, and more time shipping work inside one workspace. Get your free workspace with AI Agents. Library ID: 1081486877412142. Started running on Jan 7, 2026. Platforms: Facebook, Instagram, Messenger, Display, Video.
- Ad 7:** ClickUp Sponsored. Supercharge productivity. Streamline work by doing it, and seeing it, in one place. Library ID: 1152788350190582. Started running on Feb 25, 2026. Platforms: Facebook, Instagram, Messenger, Display, Video.
- Ad 8:** ClickUp Sponsored. AI That Automates Work. Library ID: 122939622454986. Started running on May 28, 2026. Platforms: Facebook, Instagram, Messenger, Display, Video.
- Ad 9:** ClickUp Sponsored. Even complex projects can look simple with Mind Maps! Get the perspective you need by drawing connections between tasks, mapping out workflows, organizing messy layouts, and more. Try ClickUp for free today! Library ID: 1461608455642612. Started running on Feb 25, 2026. Platforms: Facebook, Instagram, Messenger, Display, Video.
- Ad 10:** ClickUp Sponsored. Hot take: more AI tools do not mean better work. Bring the top AI models into one ClickUp workspace so your team can plan, write, and execute without bouncing between tabs. Create your free ClickUp workspace today. Library ID: 122939622454986. Started running on May 28, 2026. Platforms: Facebook, Instagram, Messenger, Display, Video.
- Ad 11:** ClickUp Sponsored. Supercharge productivity. Streamline work by doing it, and seeing it, in one place. Library ID: 1461608455642612. Started running on Feb 25, 2026. Platforms: Facebook, Instagram, Messenger, Display, Video.

Wrike

Unchanged: dark on Meta for a third run running (a verified empty, not a capture failure), with its whole paid effort concentrated on Google comparison search, backed by January's pricing rebuild (the Apex and Pinnacle tiers). Verbatim: *"Wrike Vs. the Competition — Five plans at five prices. It's that simple with Wrike's policy of radical transparency."* · *"Why Wrike Wins Over MS Project — A simple approval process makes projects go smoothly. Ditch MS Project and go with Wrike."* · *"Switch to Wrike Today."* Its LinkedIn total read 2 this run, down from 584 — the same artifact caveat as ClickUp.

Google Ads Transparency Center

Sign in

FAQ

All topics Political ads

Find the ads you've seen by searching by advertiser name or website

Ads in United States

wrike.com

This domain includes results for multiple advertiser accounts with ads pointing to this domain. You can filter by individual advertiser below.

-300 ads

Any time All platforms All formats

Wrike, Inc. Verified

Online Pooling Tool - Free Version Available

Project management software with easy-to-use and powerful tools - try Wrike for free now!

Wrike, Inc. Verified

Free Version Available - Unlimited Team Capacity

Resource Management

Wrike Project Management Tool

Wrike, Inc. Verified

trial.wrike.com

Enterprise PM Tools by Wrike

Get your own personal AI agent to execute workflows autonomously. No coding required.

Wrike, Inc. Verified

trial.wrike.com

Wrike Pricing and Plans - Pick Your Wrike Package

See how Wrike can help you manage your projects and teams with ease.

Pricing and Plans

Watch a Wrike Demo

Product Overview

40+ Pre-Built Templates

Wrike Project Management

Wrike, Inc. Verified

trial.wrike.com

Wrike Portfolio Management

Wrike's project portfolio management software helps you access deadlines and insights.

Wrike, Inc. Verified

trial.wrike.com

Project Management Software

Get powerful project management software with Gantt charts, timelines, and custom dashboards.

Wrike, Inc. Verified

Sponsored

trial.wrike.com/

Google Apps Project Management

Powerful Project Management with Full G Suite Integration.

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Wrike

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Sign Up to Proven ROI

What you see is what you get with Wrike's straight-up messaging and predictable pricing.

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Wrike, Inc. Verified

No Built-In Budget Time Bomb

Get advanced security, cross-project visibility, and powerful AI — for one straight price.

Learn More

Wrike, Inc. Verified

Wrike, Inc. Verified

Wrike: Automate Your Business

Easily Build, Connect, Automate, And Scale Your Workflows With Wrike.

Wrike, Inc. Verified

Wrike, Inc. Verified

Sponsored

trial.wrike.com/collaboration/tool

Wrike Collaboration Tool - Try Wrike Collaboration Free

Collaborate With Colleagues Across the Globe Without Ever Leaving Your Home Office.

Wrike, Inc. Verified

Wrike, Inc. Verified

trial.wrike.com/

Wrike Project Management

Work More Efficiently With Wrike's Versatile Project Management Software.

Wrike, Inc. Verified

Wrike, Inc. Verified

www.wrike.com/

Wrike

trial.wrike.com/

Appendix: captures & method

Eleven of twelve captures succeeded (LinkedIn, Meta, Google ad libraries × 4 companies), local headless Chrome, zero external spend. monday.com's Google capture failed — the process hung inside capture.js's Google iframe text-harvest loop (no per-frame timeout); it wrote the page HTML but no parsed JSON or screenshot, so it is reported as failed, not as a zero. Full screenshots, rendered HTML and parsed ad JSON sit in this run folder; counts are read from the parsed JSON, never from screenshots.

Company	Platform	Files	Count	Note
Asana	LinkedIn	asana-linkedin.json	2,404	geo-mixed creatives (DE/IT/JP)
Asana	Meta	asana-meta.json	46	page ID 180143175668; 0 new / 0 dropped
Asana	Google	asana-google.json	~2K	Asana, Inc.; excluded co-advertisers "MightyHive, INC." + "TAJALAI TOY EVANS"
monday.com	LinkedIn	monday-linkedin.json	2,771	Elevate '26 + named-exec advocacy
monday.com	Meta	monday-meta.json	~160	page ID 314197722000030; 10 new (live 14 Jul), 0 dropped
monday.com	Google	monday-google.html only	failed	capture hung; no count parsed; not a zero
ClickUp	LinkedIn	clickup-linkedin.json	2 (from 1,594)	likely artifact — see caveats
ClickUp	Meta	clickup-meta.json	~160	page ID 304981139881438; 89 parsed, 0 new / 0 dropped
ClickUp	Google	clickup-google.json	~5K	Mango Technologies, Inc.; excluded "Lumexon Group Kft"
Wrike	LinkedIn	wrike-linkedin.json	2 (from 584)	likely artifact — see caveats
Wrike	Meta	wrike-meta.json	0	verified empty (3rd run); page resolved with checkmark
Wrike	Google	wrike-google.json	~300	Wrike, Inc.; excluded "RAJIV RANJAN KUMAR"

Pricing (public pages, annual billing): Asana Starter \$10.99 → Advanced \$24.99 → Enterprise custom. monday.com Basic €9 → Standard €12 → Pro €19 (EUR-rendered; US list unconfirmed). ClickUp Unlimited \$7 → Business \$12, AI add-on \$9–28/user. Wrike Team \$10 → Business \$25 → Pinnacle/Apex custom. No pricing changed since last run.

Competitor selection: G2's Asana-alternatives listing plus two 2026 category roundups named monday.com, ClickUp and Wrike; TrustRadius corroborated ClickUp and Wrike through its "Asana vs monday.com vs Wrike" comparison. G2 and TrustRadius product pages returned 403 to direct fetch, so that evidence came from search snippets (noted, not fetched page content).