Our co-founders were inspired to start Asana after experiencing the growing problem of work about work firsthand. Instead of spending time on work that generated results, they were spending more time in status meetings and long email threads trying to figure out who was doing what. They recognized this pain was universal to teams that need to coordinate their work effectively to achieve their objectives. As a result of that frustration, they were inspired to create Asana to solve this problem for the world's teams.

Reducing work about work

According to IDC, the adoption of collaborative technologies accelerated by almost five years in early 2020. With the worldwide collaborative applications market growing at a five-year CAGR of 18%, there is a need to securely and effectively connect every worker to each other and their work.

Our Platform

Asana is a work management platform that helps teams orchestrate work, from daily tasks to cross-functional strategic initiatives. With Asana, organizations have a living system of clarity where everyone—regardless of where they’re located—can see, discuss, and execute their team’s priorities.

More than 114,000 paying customers and millions of teams around the world, from small businesses to large enterprises, rely on Asana to manage everything from company objectives to digital transformations to product launches and marketing campaigns.

Numbers at a glance

- $401M Q3 FY22 annualized revenue run rate
- 145% revenue growth for customers spending $5k+
- 90% DBNRR customers $50k+
- 96% total addressable market non-GAAP gross margin

Today, the world’s 1.25B knowledge workers (September 2019, Forrester) spend 60% of their time on work about work. (IDC Worldwide Collaborative Applications Forecast, July 2021)

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Please see our earnings press release on December 2, 2021 for full disclosure.

Note: Growth rate is year-over-year. We calculate our dollar-based net retention rate by comparing our revenues from the same set of customers in a given quarter, relative to the comparable prior-year period. Our reported rate equals the average of the prior four quarters. Annualized revenue run rate is latest quarterly revenue x 4. Total addressable market is based on IDC worldwide semiannual software tracker, May 2021 for worldwide collaborative applications revenue in 2025. All metrics as of quarter ended October 31, 2021.