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Asana is the tool we all know even if we don't use it ourselves. With that famous B2C CEO that decided to do SaaS next.

It's crossed $250,000,000 in ARR and is starting to march upmarket

Here are 5 Interesting Learnings from Asana at $250M ARR:

#1. Asana, like Slack, has self-service roots. But now, 40% of its customers are closed by the sales team, trending to 50%.

Asana is now planning to double the size of its sales team in 2020

#2. Asana has 115% NRR overall, but it's the segmentation that's interesting.

140% NRR for $50k+ customers
125% NRR for $5k-$50k customers
100% or so NRR for < $5k customers

Given it still skews 60% SMB, this is consistent with other market leaders like Zendesk, etc

#3. Asana is growing 55% at $250M+ in ARR, which is very impressive and top-tier. But its $50k+ accounts are growing >>100%+<<

We saw with Zendesk and Shopify the SMB growth keep pace with enterprise, and we saw with Slack enterprise be the engine of growth

Asana is in middle

#4. Its crossed 89,000 customers, so the average customer pays ~$2,800 a year. So the average ticket is still quite small.

Asana has the challenge many of you do. The Big Customers are growing fastest (100% YoY), but 40% of its revenue is still from accounts < $5k ACV.

#5. Revenue growth is >far< outpacing new customer growth. This is an important theme for almost all SaaS leaders except Slack.

Asana is growing 55% at $250m+ in ARR!! But new customer growth was ~10% YoY.

So again, lean way, way into your existing customers.

Some bonus learnings:

#6. Churn has returned to pre-Covid levels. So no more blaming Covid here.

#7. Asana added 130+ new features in 2020. How about you? Agile wins in very competitive spaces. Asana is in a very competitive space.

#8. It's late, but as Asana leans into $50k+ deals, it's adding more classic -- and necessary -- enterprise features. Enhanced admin controls & enterprise-wide security especially.

You just have to add admin-level controls if you want to go enterprise. So do it early.

A deeper dive here:

https://t.co/gN4YSINoX6