

# Asana Tracker Review: Features, Pricing, Pros, and Cons

Read a SERP-informed Asana tracker review covering features, pricing, dashboards, automation, integrations, limits, alternatives, and verdict.

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**TL;DR** Asana is one of the most established work management platforms on the market, suitable for medium to large teams that need a shared system for tasks, projects, dashboards, and goals. The free Personal plan handles up to 10 users and unlimited tasks; the most useful tracking features — Timeline, dashboards (full), Workload, Goals, Portfolios, native time tracking — sit on the Advanced tier at \$24.99 per user per month billed annually. Compared with Jira, Linear, monday.com, and ClickUp, Asana wins on UX polish and breadth but trails dedicated developer trackers on issue depth and BI tools on reporting flexibility. This review covers what Asana tracks well, where it stops, what each plan unlocks, and which alternative is likely a better fit for specific team profiles. Pricing and tier data verified against Asana's published pages on May 20, 2026.

## What Asana Is Best For

**Asana fits operations-heavy teams that share work across departments and want a single place to see project status. It is not a developer issue tracker, an OKR specialist, or a BI tool — the moment any of those needs dominates, a dedicated product usually wins.**

The classic Asana buyer is a 20–500-person company where marketing, operations, product, and project management all need visibility into the same set of deliverables. The platform earns its reputation in repeatable cross-functional work: campaign launches, onboarding processes, content calendars, client deliveries, and quarterly planning rounds. The combination of list, board, calendar, timeline, and portfolio views is broad enough that most non-engineering teams find a layout that matches how they think.

- **Best for:** marketing and creative teams, agencies, operations, HR, project management offices, mid-size product teams that don't live in code
- **Strong fit:** distributed teams that need async coordination without a chat-first culture
- **Acceptable fit:** light agile teams that want Kanban and a backlog but don't need burndowns or sprint velocity
- **Not recommended for:** engineering teams that need Git-linked issue tracking, deep dependency graphs, or release management
- **Not recommended for:** solo users or small teams under 5 people — Trello, Todoist, or Notion are usually faster to set up

Procurement scenario: a 40-person agency with creative, account management, and production departments. Asana lets each team work in its preferred view while the leadership

dashboard rolls up project health, capacity, and goal progress. That is the durable use case. If the team is mostly developers shipping features, Linear or Jira will close more bugs faster.

*Asana shines in cross-functional operations work. Use Linear or Jira if engineering is the centre of gravity.*

## Key Tracking Features Reviewed

**Asana's tracker stack covers tasks, projects, workload, goals, and portfolios. The depth of each layer depends on plan tier — and the gap between Starter and Advanced is the most important pricing decision in this review.**

Five tracking surfaces matter for most buyers. Each one behaves differently across plans, and the differences are usually where evaluation goes wrong.

- **Tasks and subtasks** — unlimited on all plans, including the free Personal tier. Tasks carry assignee, due date, custom fields, comments, files, dependencies, and rules.
- **Project views** — list, board, and calendar are everywhere; Timeline (Gantt) and full dashboard widgets appear on Starter and above.
- **Workload** — capacity view by person, with effort either as task count or a numeric custom field. Advanced and above only.
- **Goals** — OKR-style hierarchy from company → team → individual, with manual or automatic progress from linked projects. Advanced and above.
- **Portfolios** — roll-up views across multiple projects, with status, owner, and progress columns. Advanced and above.

The list above describes Asana's ceiling. In practice, most teams under 20 people only use a fraction — typically tasks, board view, and a single dashboard. The features that justify a Starter or Advanced upgrade are Timeline, custom field reporting, Workload, and Goals; everything else is incremental.

*Tasks and basic views are free. Timeline upgrades to Starter; Workload, Goals, and Portfolios push you to Advanced.*

## Pricing, Plans, and Feature Limits

**Asana publishes four plans: Personal (free), Starter, Advanced, Enterprise. Annual billing trims roughly 18 percent off monthly. The Advanced plan is where tracking depth becomes serious. Pricing and tier data verified against Asana's published pages on May 20, 2026.**

The pricing decision is binary for most teams: stay free until you outgrow it, then jump to Advanced once you need Workload, Goals, or Portfolios. Starter is a useful middle step only if Timeline and basic dashboards are the main missing pieces.

Plan	Price (USD)	Seats	Best for	Key tracking unlocks
Personal	\$0	Up to 10	Solo or small teams	Tasks, list/board/calendar, basic integrations

Plan	Price (USD)	Seats	Best for	Key tracking unlocks
<b>Starter</b>	\$10.99/user/mo (annual) — \$13.49 monthly	Unlimited	Growing teams adding Timeline	Timeline/Gantt, basic dashboards, 250 rule runs per month per project
<b>Advanced</b>	\$24.99/user/mo (annual) — \$30.49 monthly	Unlimited	Operations-heavy companies	Workload, Goals, Portfolios, Forms branching, native time tracking field, 25,000 automations per month per project
<b>Enterprise / Enterprise+</b>	Custom — request a quote	Unlimited	Large orgs with compliance needs	SAML/SCIM, audit log API, data export, HIPAA, EKM (Enterprise+)

- The largest jump is Starter to Advanced — both in price and feature scope. Many buyers undershoot and pay later in tool sprawl (separate workload tool, separate OKR tool).
- Annual billing is locked at the start of the term; downgrading mid-year does not refund.
- Free guest collaborators are unlimited on Starter and above, which is how agencies keep client seats out of the user count.

Pricing and tier data verified against Asana's published pages on May 20, 2026; numbers change one to two times a year and should be confirmed on the live pricing page before signing a contract.

*Free tier is generous. Advanced at \$24.99/user/mo is the real tracking tier; Starter is a stepping stone for Timeline only.*

## Ease of Use and Setup

**Asana ranks among the cleaner work-management UIs on the market. The learning curve is shorter than Jira, longer than Trello. Templates and onboarding flows cut early setup time substantially, especially for marketing and operations teams.**

An evaluation team can stand up a working project — backlog, views, custom fields, a couple of rules — inside an afternoon. The pain shows up later, when teams add five custom fields per project, forget to retire automations, or duplicate workspaces. Setup hygiene matters more than ramp speed.

- **Templates** — Asana ships an extensive template gallery; the Marketing Campaign, Product Launch, and Bug Tracker templates are the most-used.
- **Onboarding** — new users hit a guided checklist; admin onboarding is documented but light on field-level governance.
- **Mobile app** — solid for quick updates, weaker for editing custom fields or long task descriptions.
- **Keyboard shortcuts** — exist, but most users never learn them; Tab+M to assign and Tab+D to set due date are the high-value pair.
- **Admin governance** — workspace-level controls are basic; large orgs typically need

division admins to keep custom-field sprawl in check.

Migration question to answer before signing: where do existing tasks live? CSV import is the realistic path; Trello and Jira sync via official imports, but custom fields, attachments, and comments rarely transfer cleanly.

*Onboarding is fast. Long-term success depends on field hygiene and admin discipline, not ramp time.*

## Pros and Cons From SERP Research

**Recurring strengths in user reviews: clean UX, flexible views, mature integrations. Recurring complaints: notification overload, Goals depth, mobile editing, search relevance. Test these specifically during a paid trial.**

This evaluation framework summarises what shows up repeatedly across user feedback and procurement checklists; treat it as buyer scenarios to verify rather than measured findings.

Pros (recurring in reviews)	Cons (recurring in complaints)
Five-view flexibility from a single project	Notification volume on busy projects can overwhelm
200+ integrations, including Slack, Teams, Google Drive, Salesforce	Goals feature shallower than dedicated OKR tools
Polished UX with a short learning curve	Mobile app is reading-friendly but limited for editing
Free tier is unusually generous for unlimited tasks	Search relevance degrades in workspaces with thousands of tasks
Reporting dashboards cover most non-BI needs	Reporting cannot match Tableau, Looker, or even Jira advanced filters
Native time tracking on Advanced removes a third-party dependency	Time tracking lacks billing-grade reporting; Harvest or Everhour still needed for invoicing

- During a paid trial, deliberately stress notification settings — load the team into one big project and measure how many emails per day each member receives.
- Try a 10-task search across an imported workspace; if relevance is poor in a small dataset, it will be worse at scale.
- Test mobile by asking a non-admin to update three tasks on a phone during a real workday — the experience is the real adoption signal.

If two or more cons hit your team's critical path, plan to pair Asana with another tool rather than expecting Asana alone to cover everything.

*Test notifications, mobile editing, and search during a trial. They are the most common adoption killers.*

## Asana Alternatives to Compare

**Four alternatives consistently appear alongside Asana in shortlists. Each beats Asana on a specific dimension; none beats it across the full feature surface.**

Use this matrix to short-list. The choice is rarely "best tool overall"; it is "which dimension matters most for the next two years?"

Alternative	Beats Asana at	Loses to Asana at	Best fit
<b>Jira</b>	Issue tracking, sprint depth, JQL queries, agile reports	Non-dev workflows, marketing, UX polish	Engineering-heavy orgs with formal Scrum or SAFe
<b>Linear</b>	Speed, keyboard-first UX, simple sprint and triage	Marketing, cross-department reporting, portfolios	Modern software teams under 200 people
<b>monday.com</b>	Spreadsheet feel, customisable boards, automation builder	Goals depth, portfolio governance	Operations teams that think in rows and columns
<b>ClickUp</b>	Sheer feature breadth, lower price per seat	Stability, performance under load, polish	Cost-sensitive teams willing to absorb complexity
<b>Trello</b>	Simplicity, single-board Kanban	Reporting, workload, dependencies	Tiny teams or single-process tracking

- The most common Asana migration target is monday.com when teams want a more spreadsheet-like board with a stronger automation builder.
- The most common reason to keep Asana over Jira is design and marketing involvement on the same project — Jira frustrates non-dev users.
- The most common reason to switch from Asana to Linear is engineering velocity complaints, not pricing.

Run two short pilots in parallel rather than choosing on a feature checklist. The real differences show up in how a team uses the tool in week three, not week one.

*Jira for engineering, Linear for fast software teams, monday.com for spreadsheet-first ops, ClickUp for budget. Otherwise Asana.*

## Final Verdict: Who Should Choose Asana

**Asana is a defensible choice for the broad middle of the work-management market — operations, marketing, agency, and cross-functional teams between 20 and 500 people. It is the wrong choice for solo users at the low end and engineering-led orgs at the high end.**

The decision matrix below mirrors how most procurement conversations resolve. Use it as a sanity check before signing an annual contract.

If your team is...	Pick	Why
Solo or 2-4 people	Trello, Todoist, or Notion	Asana is overkill at this size; the free tier still feels heavier than needed
Marketing or operations, 10-80 people	<b>Asana Advanced</b>	Workload, Goals, Portfolios, native time tracking — the full bundle
Cross-functional, 80-500 people	<b>Asana Enterprise</b>	SSO, audit log API, data export, custom branding

If your team is...	Pick	Why
Engineering, less than 100 people	Linear	Faster UX and Git-native
Engineering, 100+ people with Scrum	Jira	Sprint depth, JQL, advanced roadmap
Agency tracking client work	<b>Asana Advanced</b> + Harvest or Everhour	Client work, capacity, and billable hours under one roof
Heavy OKR culture	Lattice, Workboard, or Mooncamp + a project tool	Asana Goals is competent but not a dedicated OKR product

- Next step before signup: open a free Personal workspace, import a real project, invite three people, and run one full week of regular work in it.
- If notifications are tolerable, search returns what you expect, and the mobile flow doesn't break the team, upgrade to Advanced.
- If any of those three fails, run a parallel pilot with monday.com or Linear before committing to an annual contract.

Methodology: this evaluation framework synthesises Asana's public documentation, plan pages, and recurring patterns in published user reviews. Pricing and tier data verified against Asana's published pages on May 20, 2026 and should be reconfirmed before purchase. No hands-on benchmarks were performed for this review.

*Choose Asana Advanced for operations-heavy mid-size teams. Skip it for solo users and engineering-led orgs.*

## FAQ

### Is Asana free?

Yes. The Personal plan is free for up to 10 users and includes unlimited tasks, projects, and messages, plus list, board, and calendar views. It is enough for solo users, freelancers, and small teams running a single workflow. Timeline, dashboards, Workload, and Goals are paid features.

### How much does Asana cost per user?

Starter is \$10.99 per user per month billed annually (\$13.49 monthly). Advanced is \$24.99 per user per month billed annually (\$30.49 monthly). Enterprise and Enterprise+ are custom-quoted. Pricing verified against Asana's pricing page on May 20, 2026.

### Does Asana have native time tracking?

Yes, on the Advanced plan and above. Asana includes a time tracking field with a built-in timer at the task level. Many teams still pair it with Harvest, Everhour, or Clockify for invoicing and detailed reporting, since Asana's native time data is light on billing features.

### Can Asana replace Jira for engineering teams?

Usually not for formal Scrum or SAFe organisations. Asana lacks story points as a first-class concept, native burndown charts, and Git-linked issue workflows. Smaller, less formal engineering teams sometimes prefer Asana because it keeps marketing, design, and PM in the

same workspace.

### **How does Asana compare to monday.com?**

monday.com leans into a spreadsheet feel with strong custom automations; Asana leans into project hierarchy, Goals, and Portfolios. Buyers usually pick monday.com when boards-as-spreadsheets is the mental model and Asana when cross-functional reporting and OKR-style goals matter more.

### **Does Asana support OKRs?**

Yes, on the Advanced plan and above through the Goals feature. Goals support a company → team → individual hierarchy, with manual or automatic progress updates from linked projects. Dedicated OKR tools like Lattice or Workboard still go deeper on review cycles, weighting, and check-in workflows.

### **What about Asana for client and agency work?**

Agencies are a strong fit. The Advanced plan unlocks Portfolios, Workload, and unlimited free guest collaborators, which is how most agencies keep client seats out of the user count. Pair it with Harvest or Everhour for billable-hour reporting and you have a reasonable agency stack.

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