

# NOTION ADS ANALYSIS

France Market | Competitive Intelligence  
Report

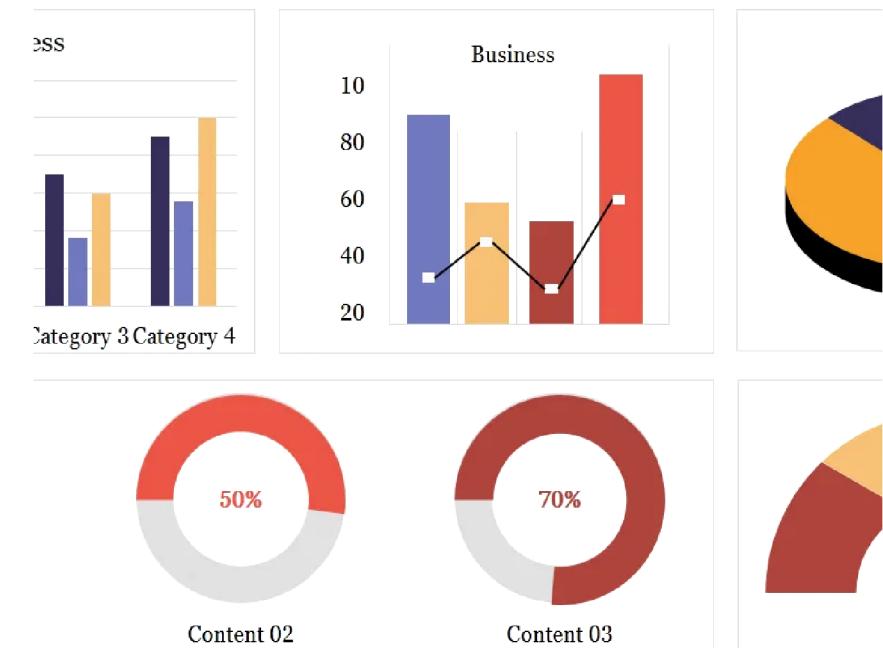
October 1 - December 1, 2025 | Prepared December 2025

## EXECUTIVE SUMMARY

# Notion deployed 150 ads in France with 35 unique creative variations

- Campaign focused on "**3 Months Free Notion Business**" promotional offer targeting enterprise users
- **91% of ads** used static image format; 9% featured video content including testimonials
- Four distinct **primary text messaging strategies** tested across 12 headline variations
- All ads ran simultaneously on **Facebook and Instagram** platforms
- Landing pages directed to Notion's business trial conversion funnel via **fb.me redirects**

Business Analytics Dashboard



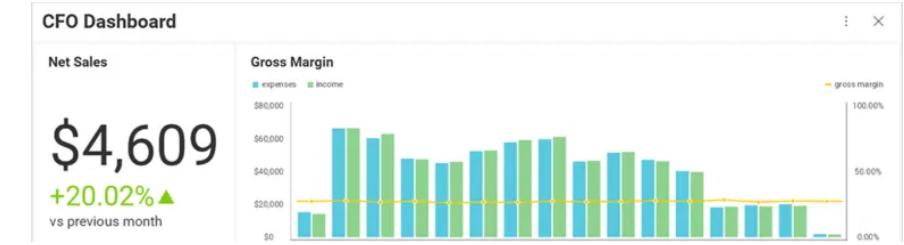
## CAMPAIGN OVERVIEW METRICS

# High-volume testing strategy with significant creative diversity

Total Ads Deployed	~150
Unique Creatives	35
Primary Text Variations	4
Headline Variations	12
Platforms	Facebook, Instagram
Date Range	Oct 1 - Dec 1, 2025

## STRATEGIC INSIGHT

Many ads showed "Low impression count" (<100), indicating extensive A/B testing of creative combinations before scaling winners.



## AD FORMAT DISTRIBUTION

# Static images dominate at 91%, with strategic video content for testimonials

# 91%



# 9%



## Data Analysis Dashboard

concise and relevant



Notion prioritized static images for scalable testing while reserving video format for high-impact testimonial content featuring customer success stories (e.g., Ramp case study).

## PRIMARY MESSAGING STRATEGY

# Four distinct value propositions tested to optimize conversion

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## Strategic Investment

MOST COMMON

"🎯 Strategic Investment: Up to 3 Months of Notion Business at Zero Cost → Enterprise-Grade AI Suite → No Financial Commitment Required > Invite your team!"

## Urgency-Driven

"🎯 Act Fast: Get Your Notion Business Plan FREE for 3 Months → Full AI Suite Included → No Credit Card Required"

## Brand Story

"We're changing the way work gets done. Collaboration meets AI meets beautiful functionality."

## Value-Focused

"We want you to enjoy all the best Notion tools for productivity, collaboration, and organization. Now offering a Free 3 Month Trial..."

## HEADLINE CREATIVE VARIATIONS

# 12 unique headlines emphasize productivity, AI automation, and monetary value

Organize Everything. Accomplish Anything.	PRODUCTIVITY	Get up to \$12,000 of Free Notion	VALUE/SAVINGS
Automate Productivity. Elevate Collaboration.	AI AUTOMATION	Smart Collaboration Meets AI Automation	AI + TEAMS
Transform Productivity with AI-Driven Collaboration	TRANSFORMATION	Work smarter, not harder with AI-driven collaboration.	EFFICIENCY
Dream it. Map it. Build it. Share it. Your way.	CUSTOMIZATION		

### STRATEGIC PATTERN

Headlines consistently pair AI capabilities with collaboration and productivity benefits, anchoring abstract tech concepts in tangible work outcomes.

## VISUAL CREATIVE THEMES

# Yellow and teal color schemes with Notion mascot characters drive brand recognition

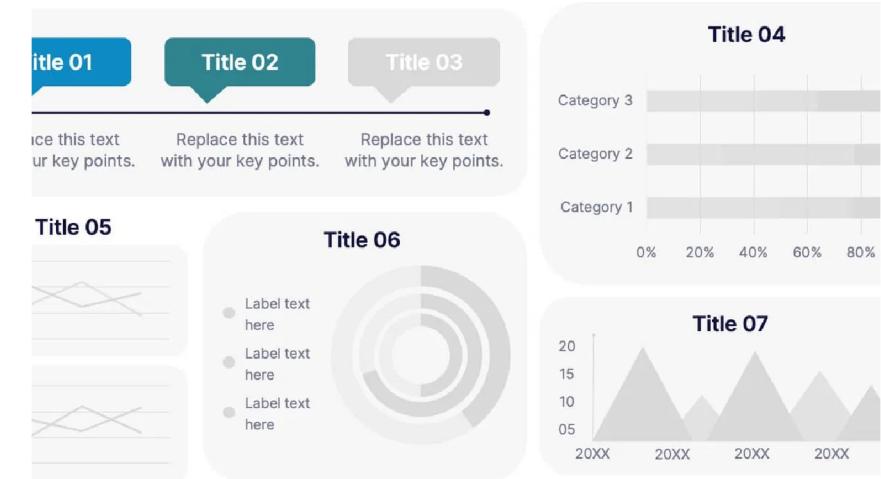
COLOR PALETTE	Yellow backgrounds (value offers), Teal/Green (productivity)
CHARACTERS	Notion mascots (checkmark, document, emoji faces)
PRODUCT UI	Screenshots showing Product and Projects interfaces
CTA BUTTONS	"Free Trial with AI Access" prominently displayed
VALUE PROPS	"\$12,000 of Free Notion" monetary anchoring

## VISUAL STRATEGY

**Consistent brand identity across all creatives with clear value proposition hierarchy.**

## Key Visual Elements

content concise and relevant

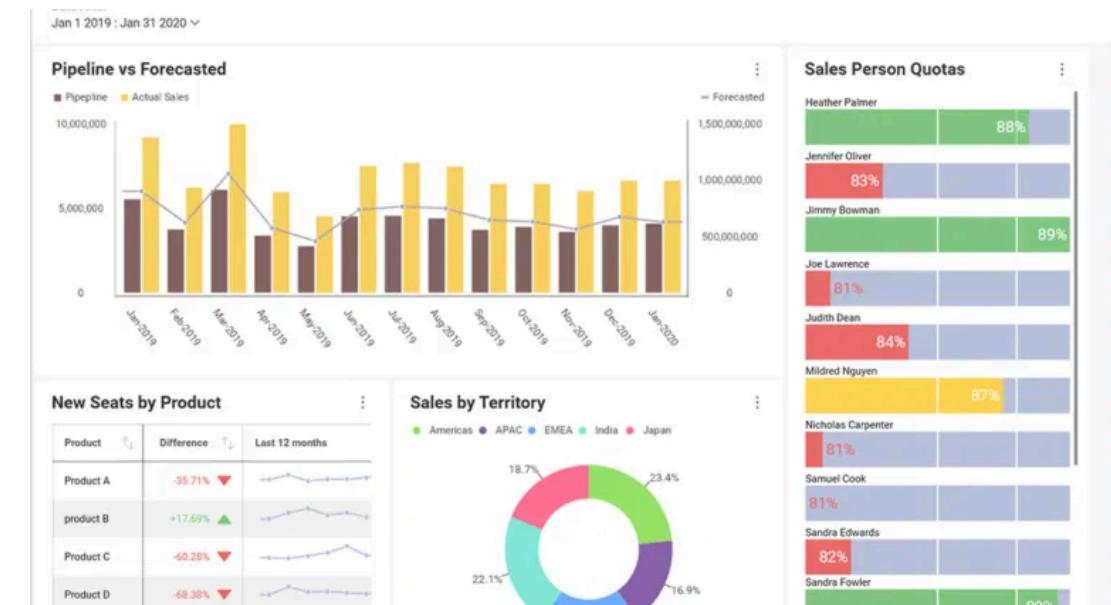


## CAMPAIGN TIMELINE ANALYSIS

# November 2025 saw peak activity with 30 unique ad launches

MONTH	AD COUNT	ACTIVITY LEVEL
October 2025	2	Campaign Start
<b>November 2025</b>	<b>30</b>	<b>Peak Activity</b>
December 2025	3	Latest Launches

Campaign ramped up significantly in November, likely aligned with Q4 business planning cycles and year-end budget decisions.



## CALL-TO-ACTION STRATEGY

# Simplified CTA approach with "Get offer" driving conversions

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### | CTA DISTRIBUTION

**Get offer**

IMAGE ADS Direct conversion

**Watch Video**

VIDEO ADS Engagement/Education

### | FUNNEL STRATEGY

All ads direct to a unified landing page via fb.me redirects, enabling centralized conversion tracking and A/B testing of landing page variations.

**Ad Click (Facebook/Instagram)**



**fb.me Redirect Service**



**Notion Business Trial Page**

## KEY TAKEAWAYS & RECOMMENDATIONS

# Scale through rigorous testing, convert through high-value anchoring

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## 01 Creative Velocity

High-volume testing (150+ ads) is essential. Launch many variations to identify winners before scaling spend.

## 02 Format Strategy

Use static images for broad reach and message testing; reserve video for high-trust social proof and testimonials.

## 03 Offer Anchoring

Quantify value explicitly. The "\$12,000 value" anchor is a powerful psychological trigger for enterprise adoption.

## 04 AI Positioning

Move beyond "AI features" to "AI outcomes." Focus on automation, efficiency, and tangible work results.



## APPENDIX

# Sample Ad IDs for Verification

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A representative sample of the 150+ unique ad identifiers collected during the observation period (Oct 1 - Dec 1, 2025).

892341567091234	892341567091235	892341567091236	892341567091237	892341567091238	892341567091239
892341567091240	892341567091241	892341567091242	892341567091243	892341567091244	892341567091245
892341567091246	892341567091247	892341567091248	892341567091249	892341567091250	892341567091251
892341567091252	892341567091253	892341567091254	892341567091255	892341567091256	892341567091257

*Note: Full dataset available in the accompanying CSV file: notion\_ads\_france\_oct\_dec\_2025.csv*