

# 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



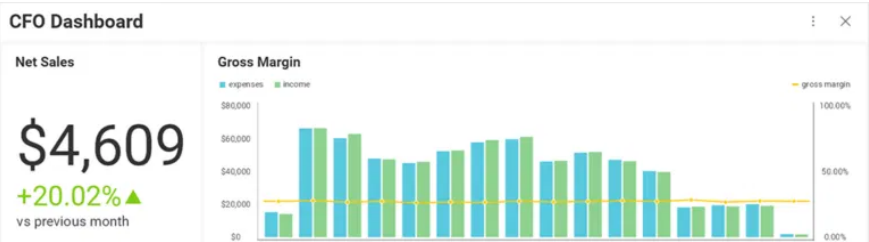
CAMPAIGN OVERVIEW METRICS

# 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

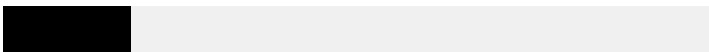
91%



Static Images

32 ads

9%



Video

3 ads

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).

Data Analysis Dashboard

concise and relevant



# Four distinct value propositions tested to optimize conversion

## 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

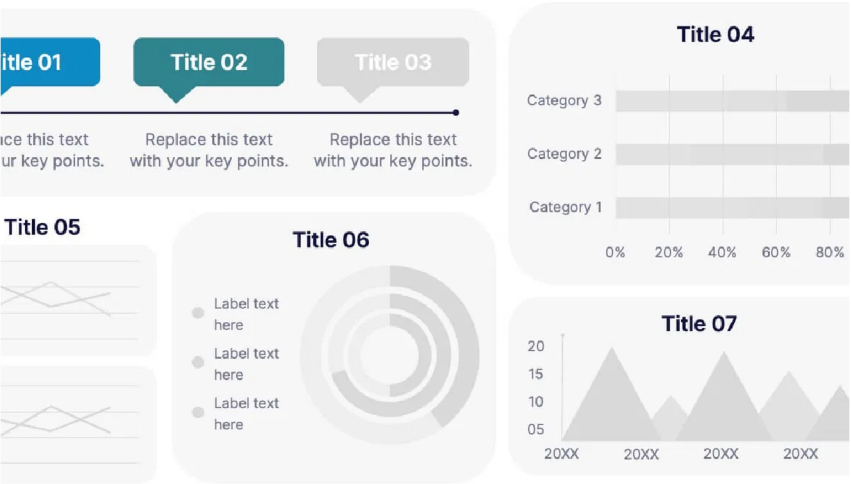
COLOR PALETTE	Yellow backgrounds (value offers), Teal/Green (productivity)
CHARACTERS	Notion mascots (checkmark, document, emoji faces)
PRODUCT UI	Screenshots showing Product and Projects interfaces
CTA BUTTONS	"Free Trial with AI Access" prominently displayed
VALUE PROPS	"\$12,000 of Free Notion" monetary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

VISUAL STRATEGY

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

## Business Data Analysis Dashboard

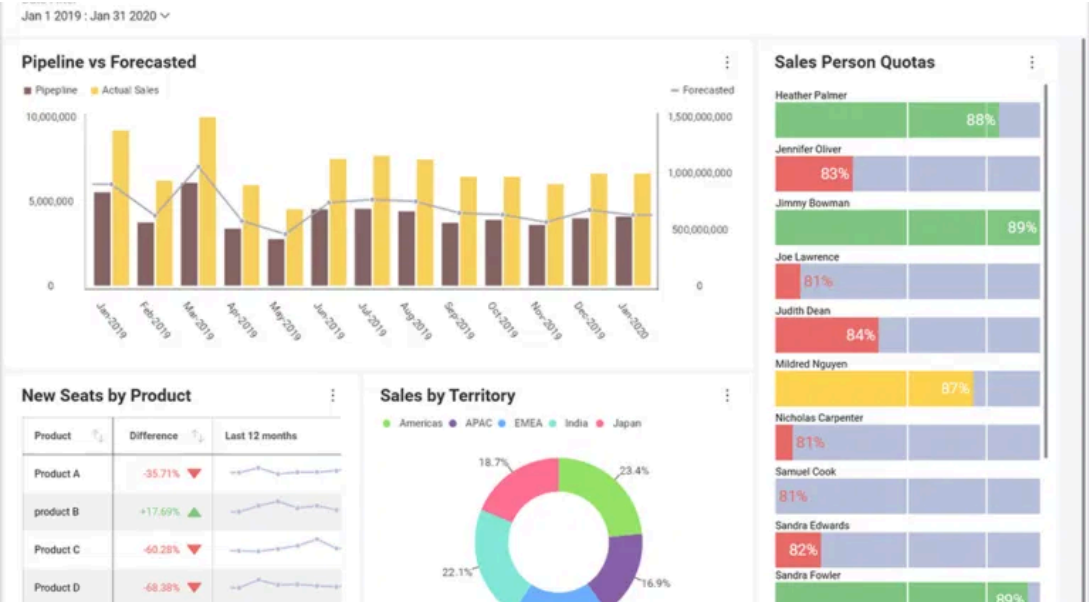
content concise and relevant



# November 2025 saw peak activity with 30 unique ad launches

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

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





# 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

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*