

Narrative Framework

By using the following building blocks when gathering/writing our customer's moments and stories, we ensure there is consistency across channels and use cases.

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Emotional

The moment - A specific moment in the customer's broader story that serves as the emotional centerpiece. Relatable, conversational, and authentic.

Emotional/
Functional

The context - Who the customer is, the industry their employer/business is in, and relevant information that sheds light on the circumstances.

Functional

The how - How the moment motivated the customer to take action and what tools/resources they used.

Emotional

The why - The reason why this was such an important moment for the customer.

Functional

The outcome - The results of the action(s) created through the moment.

Customer Moment: Stepping out of a comfort zone

Juniper Lemons

The moment - Ashley posted a blog that announced her online store, Juniper Lemons, would go live on November 1st.

The context - She started working on this clothing brand, but hadn't committed to a launch date yet.

The how - Once she set a hard deadline, Ashley used AdRoll's Shopify integration to get her digital marketing plan off the ground. She was able to create beautiful ads easily and deliver them to her target audience once her shop was live.

The why - Ashley funded Juniper Lemons out of her own pocket; her savings were on the line.

The outcome - Juniper Lemons is now live and recently enjoyed their highest sales numbers to date.

