

Story #2: Well...I borrowed someone else's computer and...

1. Verb Past Tense
2. Adjective
3. Noun
4. Noun
5. Adjective
6. Verb Past Tense
7. Noun
8. Adjective
9. Verb Past Tense
10. Name
11. Noun
12. Adjective
13. Noun Plural
14. Adjective
15. Name
16. Name
17. Number
18. Verb Base Form
19. Proper Noun Plural
20. Noun Plural
21. Name
22. Name

23. Name

24. Noun

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"During Covid, we _____ Verb Past Tense a very _____ Adjective ad campaign for a _____ Noun. The _____ Noun was thrilled with it and remains a client until this day. But there was an awkward, _____ Adjective bump along the way that _____ Verb Past Tense home a couple of important lessons for us.

In the _____ Noun of the campaign, I received a _____ Adjective email from a contact associated with the client (who is no longer with them.) This contact _____ Verb Past Tense a _____ name _____ Noun alongside the YouTube video we had uploaded to their channel for them. He was _____ Adjective and copied the entire team for _____ Noun Plural. He was _____ Adjective that the company's product was appearing on the same page as an ad for a _____ name toy.

I had to privately explain to _____ name what most of the people he copied on the email already knew - that Google serves ads to you based on your personal search history.

_____ number lessons were awkwardly learned that day. The two my team will always remember:

1) Marketers, _____ Verb Base Form your _____ Proper Noun Plural understand how their campaign will work so there will be no _____ Noun Plural for them - especially embarrassing ones.

2)

_____ name _____ name _____ name, never blast the entire _____ Noun on an accusatory email. If
you do, make sure you're clear on who triggered the concern, or it could be very embarrassing."

- David Azar, Founder and CEO, Outsmart Labs