

# Zero Latency VR Converts 25% of All Story Mentions into Email Leads

Zero Latency VR, a virtual reality gaming experience provider, wanted to turn their excited customers' Instagram Stories into marketing opportunities. The challenge was catching every brand mention and converting these organic moments into valuable contact data.



Headquarters  
Melbourne, Australia



Website  
zerolatencyvr.com



Instagram  
@zerolatencyvr



Founded  
2013



Company Size  
150



Industry  
Entertainment and Gaming

## HIGHLIGHTS

### Automation captures every Story mention

Automated system catches and processes every Instagram Story tag around the clock, replacing manual monitoring entirely.

### Recognition drives more sharing

Quick response to Story mentions encourages repeat tagging, creating a self-sustaining UGC cycle.

### Stories convert to contacts automatically

25% of tagged Stories led to email collection through natural, appreciation-focused outreach.

## RESULTS

246

Story Mentions  
Processed

62

Emails Collected

25%

Story-to-Lead  
Conversion Rate



What I love about Scrollmark is the responsiveness. I can ping the team with an idea and they're instantly on it. Then a week or two later, it's not just done - it's live and running automatically. It's incredible to see our ideas turn into actual results without any heavy lifting on our end.








**Jeremy Bratetich**

Marketing at Zero Latency VR

# CONVERTING REAL MOMENTS INTO LEADS AT SCALE

The tricky part was ensuring no tagged Story went unnoticed and converting these social signals into valuable leads, without having someone constantly monitoring Instagram. That's where Scrollmark came in.

Zero Latency set up an automation that would instantly catch Story mentions and engage users with a personalized message, making email collection feel natural and appreciation-focused.

<input type="checkbox"/>		SOCIAL HANDLE	DISPLAY NAME 	TAGS	EMAILS
<input type="checkbox"/>		bemo.crafts	Ben M.	STORYMENTION	<input type="text"/>
<input type="checkbox"/>		lilxeats	Lil  Melbourne Food, Travel	STORYMENTION	<input type="text"/>
<input type="checkbox"/>		arisadventure_	ARI Melbourne Foodie•Lifestyl	STORYMENTION	<input type="text"/>
<input type="checkbox"/>		levelhead91	Levelhead Gaming	STORYMENTION	<input type="text"/>

## TURNING SOCIAL SHARING INTO MARKETING CONTACTS

For Zero Latency, this automated approach delivered far beyond traditional lead generation methods.

While standard lead capture might cost \$20-30 per contact, Scrollmark collected qualified leads from already-engaged customers at zero additional cost. Typical social media engagement disappears into the void but this campaign turned fleeting Stories into lasting marketing connections.

What makes this approach special is its organic nature - these aren't just any leads, they're customers excited enough to share their experience on Instagram. Paid lead gen often yields cold contacts and capturing emails from already-engaged customers who've experienced and shared about the brand always leads to better overall outcomes and efficient marketing spend.

### GET STARTED TODAY

See how you too can win on social with Scrollmark like these top brands

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