

**eBRIDGE**

MARKETING SOLUTIONS INC.



# Zero Latency Case Study

*“eBridge composed a multi-channel digital advertising program to gain awareness and drive bookings”*

**eBridge Marketing Solutions Inc.**

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**Zero Latency Vancouver is a state-of-the-art virtual reality arena. In January of 2020, Zero Latency had launched to considerable media coverage and created a buzz in Vancouver. This initial buzz was unfortunately quieted just two months later with the onset of COVID-related lockdowns. How would the company proceed forward in this new environment?**



## **THE PROBLEM**

By the time summer of 2020 rolled around, COVID restrictions were easing locally, allowing Zero Latency to operate again. But the initial brand recognition gained from the company's successful launch had subsided by then. So, Zero Latency sought an outside marketing partner to remedy this unfortunate loss of momentum and to help them grow in the challenging circumstances they'd inherited.

## **THE SOLUTION**

eBridge Marketing Solutions was engaged for digital advertising services, with a two-headed mandate of gaining brand awareness at the top-of-the-funnel and generating bookings at the bottom. We went to work crafting a comprehensive multi-channel advertising program with campaigns running on Facebook, Google, YouTube, and Tik Tok. When iOS 14 and its consumer-oriented privacy measures were rolled out, we successfully adjusted course, ensuring Facebook campaigns remained measurable and profitable. We used our knowledge of Google advertising best practices to reach those searching for virtual reality entertainment. We worked with Zero Latency's creative team, who provided engaging videos for YouTube advertising, which were used for website retargeting. And we were early very adopters of Tik Tok advertising in Canada, which ended up being an excellent channel to gain awareness among Zero Latency's target audience of young adults; we also found Tik Tok videos contributed

to a significant increase in Google searches for Zero Latency's brand name. These four advertising channels have proved to be a success mix for gaining brand awareness and ultimately bookings.

## THE RESULTS

- We worked with Zero Latency to endure the pandemic and shutdowns, helping to achieve revenue targets at pre-pandemic levels.
- We composed a multi-channel digital advertising program to gain awareness and drive bookings.
- We successfully integrated with Zero Latency's marketing and creative teams to run coordinated campaigns.
- We mitigated challenges tracking conversions and achieved a measurable 5x return-on-ad-spend.