

❖ EXCLUSIBLE

STEPPING INTO ROBLOX AS A BRAND

AN INTRODUCTION TO THE ROBLOX ECOSYSTEM
AND THE POWER OF BRAND INTEGRATION

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INTRODUCTION

Initially regarded as a platform primarily for children, Roblox has grown tremendously in the past years to become the first choice for brands looking to step into the Metaverse and provide a more immersive experience for their fans.

In a world where production quality is not a significant differentiator anymore, and consumers obtain information from trusted influencers or reviews online, brands must keep building brand awareness and tapping into new audiences. Doing so requires an in-depth understanding of the platforms your audience is engaging on and the innovative mindset to experiment with a new medium.

This comprehensive report will give you insights into establishing your brand presence within Roblox.



INTRODUCTION

“We believe what we’ve seen in games and play will increasingly move forward in brands, music, and, ultimately, custom IP on our platform. There’s enormous scalability in building a user-generated space where, ultimately, a brand like Lego would build a Lego experience on top of Roblox and increasingly be able to present that as their unique experience. This is the direction we’re going.”

David Baszucki, CEO of Roblox (Roblox Corporation (RBLX)
CEO David Baszucki on Q1 2022 Results - Earnings Call
Transcript, 2022)



FROM OUR CCO

"Gaming is a new marketing channel that should be on every brand's radar and marketing strategy.

It combines everything brands are looking for: a younger audience, creative story-telling, a dwell time radically longer than traditional channels, and the possibility to drive revenue through in-game currency and digital items. In the era of the "attention economy", Roblox is a fantastic opportunity."

Olivier Moingeon, Co-Founder & CCO of Exclusable



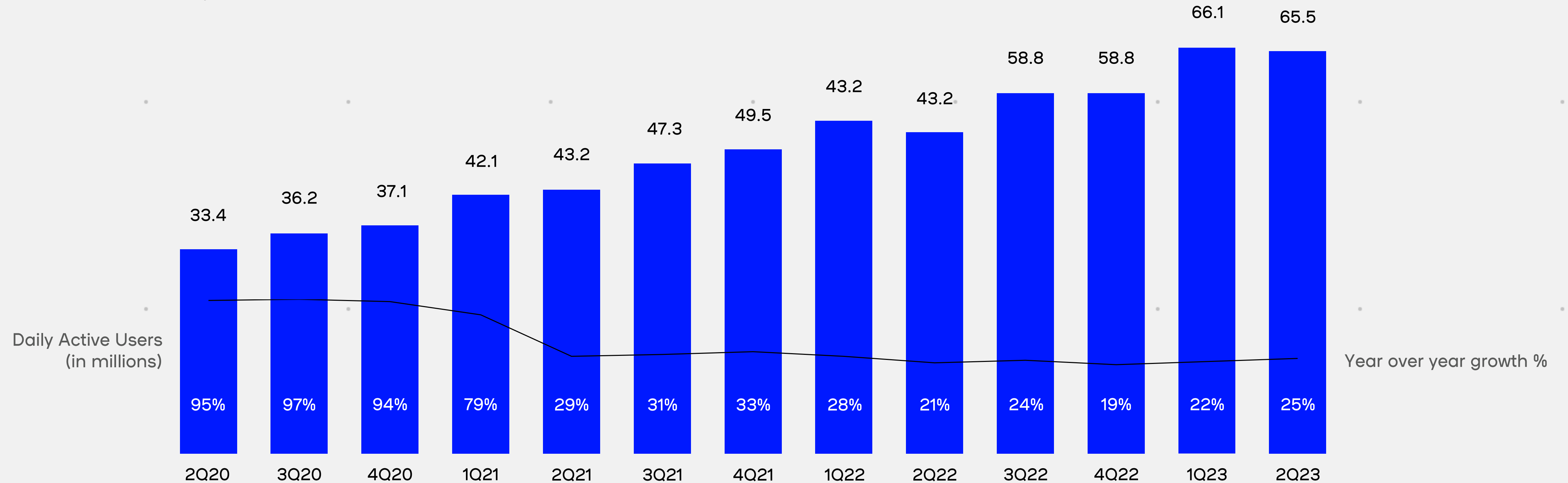
The background is a collage of Roblox-related images. On the left, a group of diverse avatars stands together, including one with a dinosaur head and another with a large red devil-like head. In the center, a blue banner contains the title text. To the right, a virtual city scene shows a crowd of avatars gathered in a public square with buildings and trees. The bottom right corner features a small green object on the ground.

UNDERSTANDING THE ROBLOX ECOSYSTEM

OVERVIEW

David Baszucki and Eric Cassel, two engineers, came up with the initial idea for Roblox in 2004. 2 years later, they launched the platform to the public. Yet, it took a long time for Roblox to truly take off. Its growth exploded when the world shut down due to the Covid pandemic.

The platform's user count grew from 23.6 million in the first quarter of 2020 to 66.1 million in the first quarter of 2023, while monthly active users grew to 214 million. Since then, daily active user numbers have declined slightly to 65.5 million in Q2 2023. (Roblox, 2023)



OVERVIEW

Roblox is an online gaming platform and game creation system featuring social elements, allowing users to design their own games or play games created by others. Games on Roblox are called "Experiences" and categorized into different genres, including Roleplay, Adventure, Fighting, Obstacle Courses (Obby), Tycoon, and Simulator.

It is currently available on Windows, Mac, Xbox, iOS, Android, and even Meta's 3D Headset, maintaining a high degree of consistency between devices. At the time of writing, Roblox has been downloaded over 905 million times since 2016, with over 56 million mobile downloads in Q2 2023. (Ruby, n.d.)



GAMING & GAME CREATION

Discover

Search



Most Engaging →

[BULLET] untitled boxing	Arsenal	BedWars [BLOCK HUNT!]	DRAG RACE! Car Dealership...	Squid Game	PLS DONATE	Phantom Forces [QOL Update]	FRONTLINES	Drift Paradise	Catal...
84% 9.3K	89% 13K	82% 89.1K	92% 26K	85% 2.7K	92% 24.2K	92% 5.3K	87% 1.9K	90% 1.3K	89%

Avatar Shops →

Catalog Avatar Creator	[NEW] Outfit Loader	[FREE] ANIME DESIGN	Avatar Outfit Creator	Avatar Outfits	HALLOWEEN Matching Outfits...	[GIRL] Avatar Outfits Ideas	[HALLOWEEN!] Matching Outfit...	[HALLOWEEN] Matching Avatar...	[HALLOWEEN] GIRL
89% 35.6K	81% 270	86% 455	77% 4K	74% 446	82% 186	79% 71	89% 120	89% 118	85%

Recommended For You →

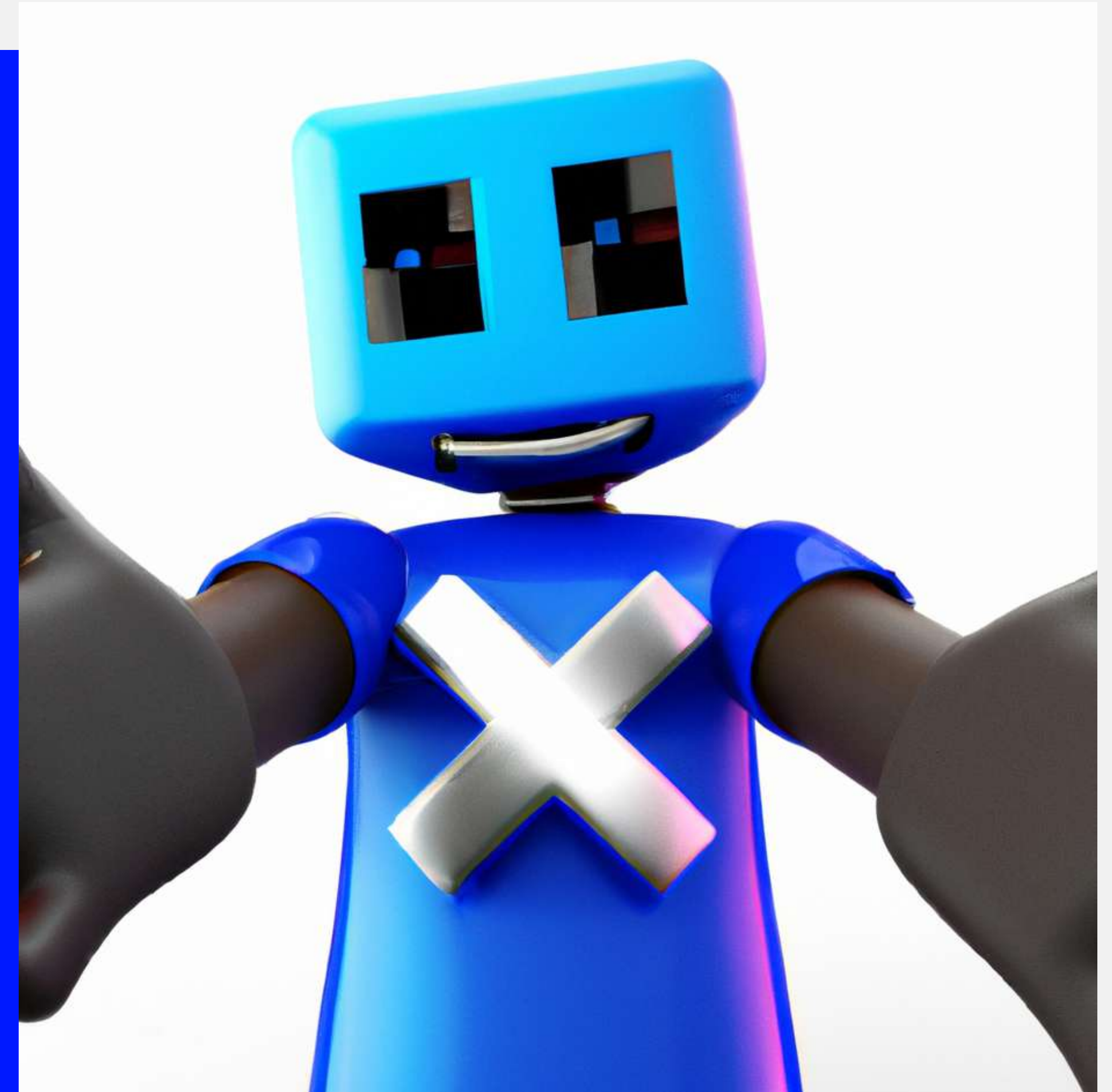
Brookhaven RP	Blox Fruits	[UPD] Blade Ball	Murder Mystery 2	Adopt Me! HALLOWEEN BEGINS!	The Strongest Battlegrounds	Obby But You're on a Bike	BedWars [BLOCK HUNT!]	Break In 2 (EVIL ENDING)	[UPD] Adventure
87% 490K	94% 485K	96% 256K	91% 81.8K	83% 133K	85% 90K	79% 78.9K	82% 89.1K	88% 61.4K	92%

GAMING & GAME CREATION

After signing up for a free account, players can discover games on Roblox's home page, which is similar to Youtube's home page: it lists some of the games available per category or trending. Users can search for words, games, creators, brands, or friends on the platform. When registering, users receive their own Avatar, which they can customize as they desire.

Anyone can create games on Roblox, making it more of a two-sided platform. Roblox counts 9.5 million active developers (Dean, 2023), of which most are Roblox users themselves and not professional developers. Roblox games are created using the Lua programming language, a perfect choice for beginners, and an array of predefined components.

"Roblox is a super compelling example of what game developers call a 'sandbox game' where players have easy-to-use tools and the freedom to create things and set their own goals," - Dr. Mimi Ito, University of California, Irvine professor (Jones, 2021).



GAMING & GAME CREATION

By the end of Q1 2023, over 40 million games were available on the platform (Roblox Corporation, 2023).

A vast majority of games on Roblox are free to play, which makes them accessible to children and anyone with an interest. The most popular game on Roblox is [Adopt Me!](#), with over 34.5 billion all-time visits as of November 2023. It's a game where players can adopt, raise, trade their pets, and roleplay with friends.

Roblox also features its own in-game currency named Robux. It can be bought with real money or earned through gameplay or the creation of games. Game developers, for example, can earn Robux by selling access to games and enhancements, selling content and tools to other developers, or items on the Avatar marketplace. Roblox retains 30% of each game purchase while paying its developers the remaining 70%.

40M GAMES

AVAILABLE IN 2023

34.5B VISITS

ALL-TIME VISITS FOR
A SINGLE GAME

REVENUE SHARING FROM IN-GAME PURCHASES

**70% TO
DEVELOPERS**

**30% TO
ROBLOX**

GAMING & GAME CREATION

THE AVERAGE USER OF ROBLOX SPENDS NEARLY \$60 PER YEAR ON THE PLATFORM (\$59.85)

 400 ROBUX

\$4.99

 800 ROBUX

\$9.99

 1.700 ROBUX

\$19.99

 4.500 ROBUX

\$49.99

 10.00 ROBUX

\$99.99

PRICES IN USD FROM ROBLOX'S PLATFORM.

UGC LIMITEDS KEY POINTS

SCARCITY CONTROL

CONTENT CREATORS POSSESS THE ABILITY TO EXERCISE INFLUENCE OVER THE SCARCITY OF THEIR ITEMS, ALLOWING THEM TO DETERMINE THE QUANTITY AVAILABLE.

PRICING AUTHORITY

CREATORS HAVE THE AUTHORITY TO ESTABLISH THE PRICING FOR THEIR UGC ITEMS.

RESALE ROYALTIES

LIMITED ITEMS ARE OPEN TO RESALE, AND THE ORIGINAL CREATOR STANDS TO EARN A 10% COMMISSION EACH TIME AN ITEM CHANGES HANDS.

MARKET REGULATION

A RESTRICTION OF ONE LIMITED ITEM PER CREATOR IS ENFORCED WITHIN A 24-HOUR TIMEFRAME TO PREVENT MARKET SATURATION.

UPLOAD FEES

CREATORS ARE OBLIGED TO PAY AN UPLOAD FEE, WHICH APPLIES EVEN WHEN THEY OPT TO DISTRIBUTE LIMITED ITEMS FREE OF CHARGE.

EARNINGS STRUCTURE

CREATORS ARE ENTITLED TO A 30% SHARE OF THE SALE PRICE, WITH ROBLOX RETAINING 30%, AND THE DISTRIBUTOR RECEIVING THE REMAINING 40%.

TOMMY HILFIGER UGC ITEMS



SOCIAL ELEMENTS

A wide variety of games and the ease of creating experiences from scratch for players are just one element that contributed to Roblox's growth. Another noteworthy element is the social interactions that Roblox facilitates in a reasonably secure environment.

"Roblox is also a social platform where children can connect with players and creators who share their interests, give constant feedback, and fuel their learning." Dr. Ito (Jones, 2021)

Roblox is a social platform where players can connect with each other, share insights, and explore an immersive, fantastic world together. It features in-game chat and voice capabilities, allowing players to talk directly with each other when close in-game.



DEMOGRAPHICS

Historically, Roblox has catered to pre-teens and teens, yet the trend seems to shift with its user base growing, as its fastest-growing segment is now 17 - 24 years old. Nevertheless, a big part of Roblox users are under 13, which also indicates earlier access of this age group to internet-connected devices like smartphones and consoles. (Roblox, 2023)

Roblox is available in over 200 countries, which is reflected in the distribution of its audience. The most significant part of its daily active user base is in Europe, with 18.2 million, followed by the US & Canada.

The genders are relatively equal in distribution, with 51% of players being male and 44% female; the remaining accounts didn't disclose their gender (Clement, n.d.). Engagement on Roblox is high regardless of gender, with children in the US spending an average of 190 minutes playing Roblox on mobile devices. (Clement, 2023)

USER AGE RANGE

OVER 13

56% OF ROBLOX USERS

17-24

FASTEST GROWING SEGMENT

PLAYERS GENDER DISTRIBUTION

51%

MALE

44%

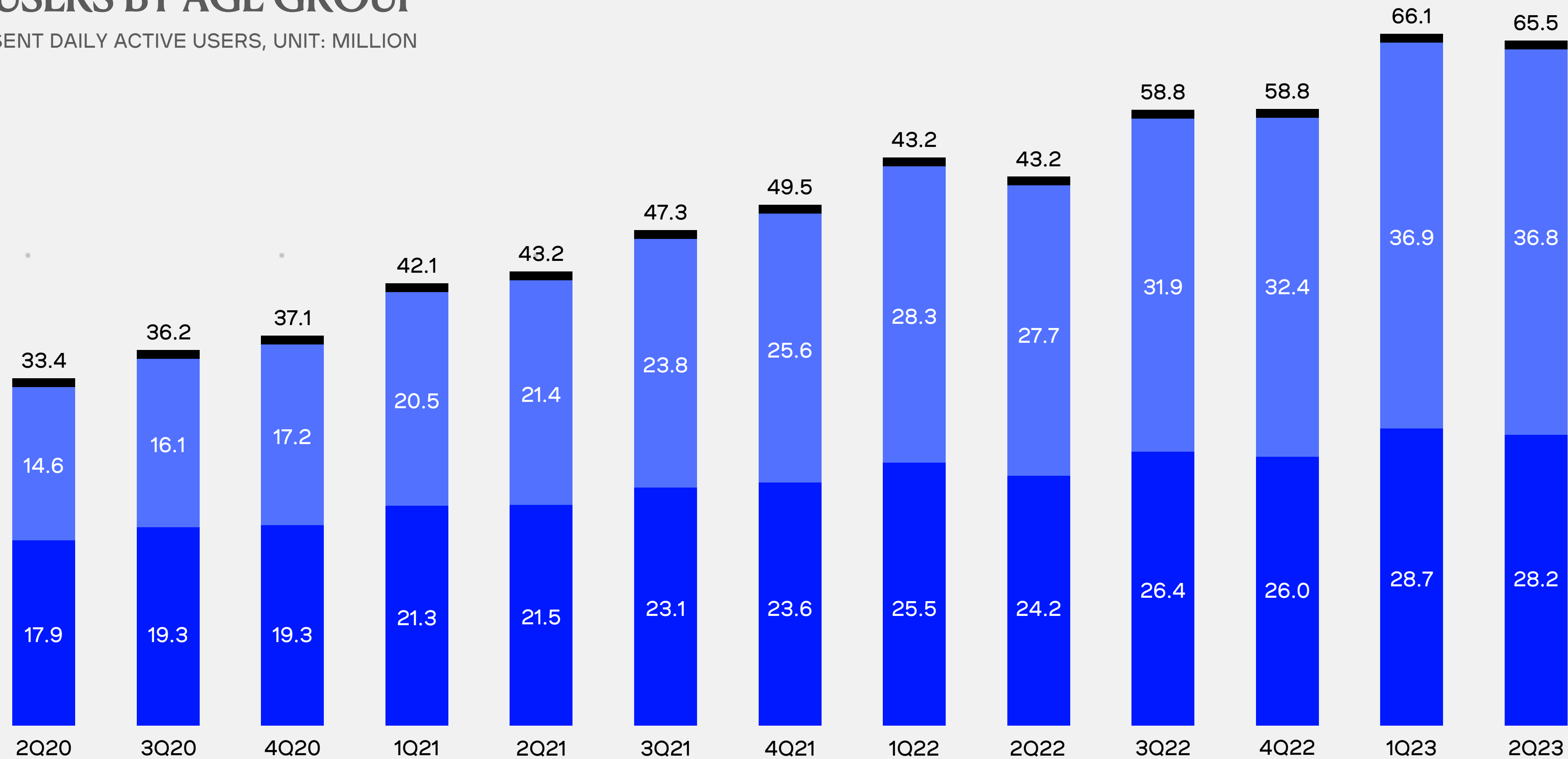
FEMALE

DEMOGRAPHICS

ROBLOX USERS BY AGE GROUP

NUMBERS REPRESENT DAILY ACTIVE USERS, UNIT: MILLION

- UNDER 13
- OVER 13
- UNKNOWN



SOURCE: ROBLOX Q2 2023 SUPPLEMENTAL MATERIALS

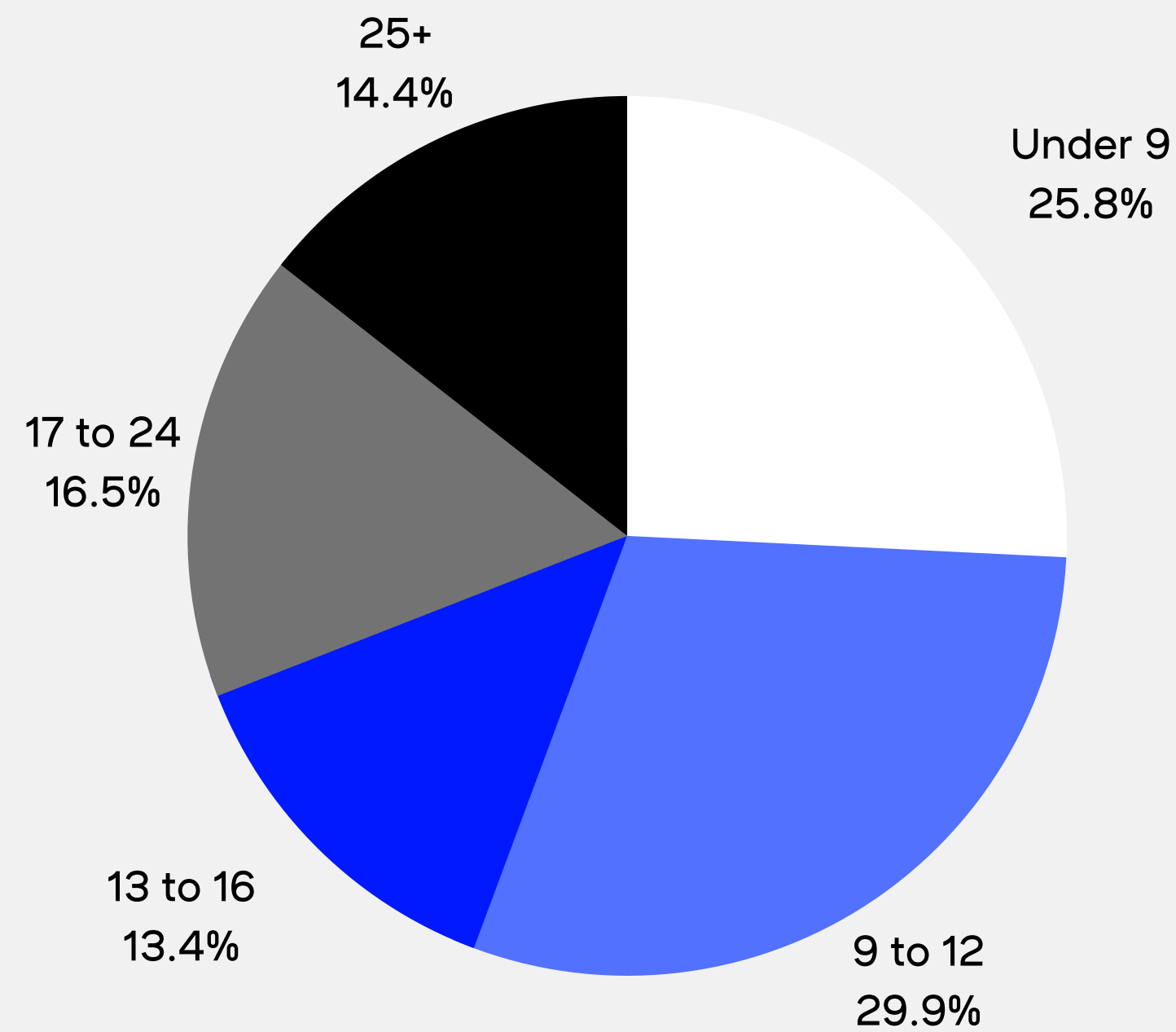
DEMOGRAPHICS

ROBLOX USERS BY AGE & GENDER DISTRIBUTION

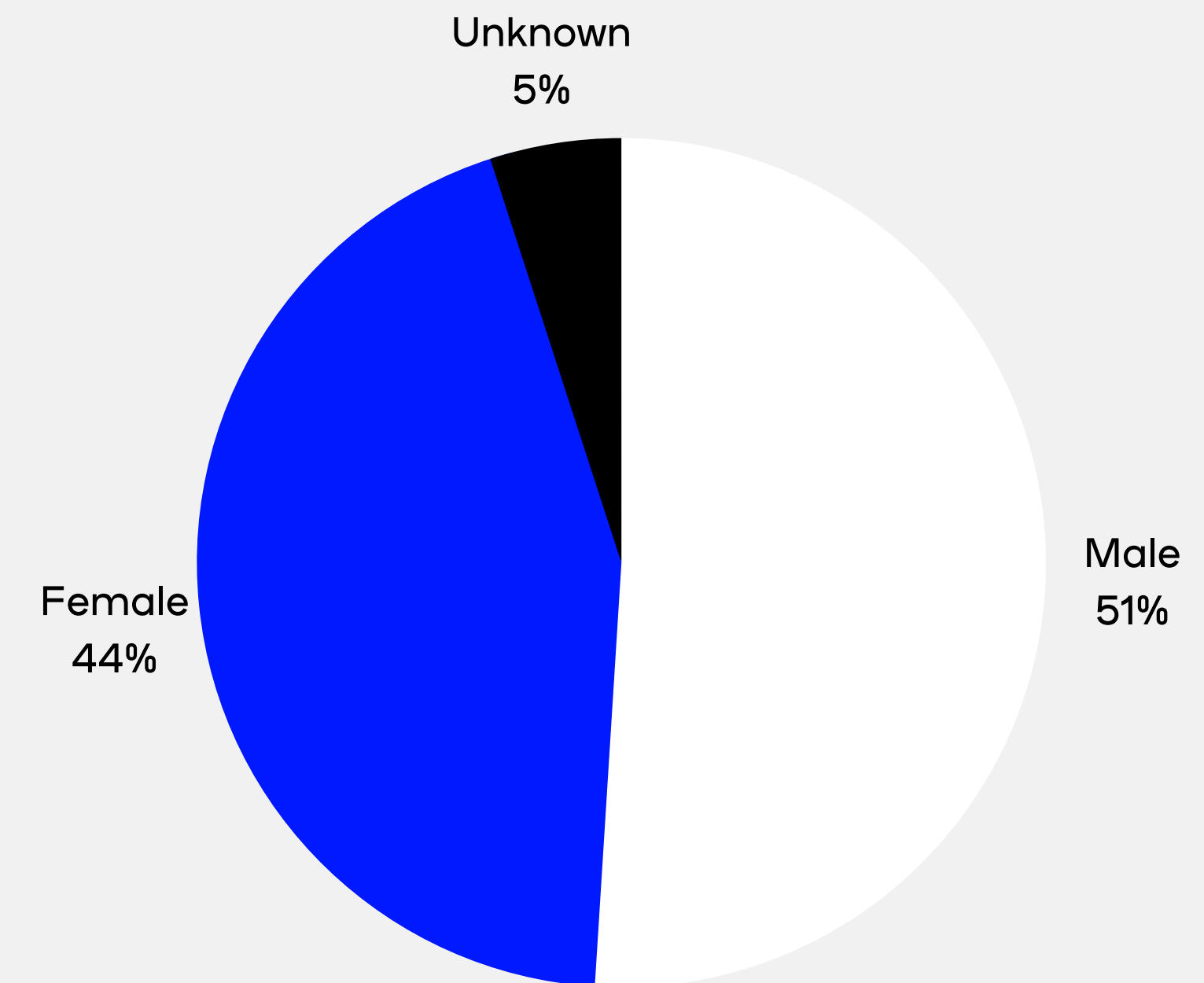
NOTE THAT IN 2016 ONLY 35% OF ROBLOX USERS WERE FEMALE

SOURCE: ROBLOX 2022 ANNUAL REPORT

AGE DISTRIBUTION



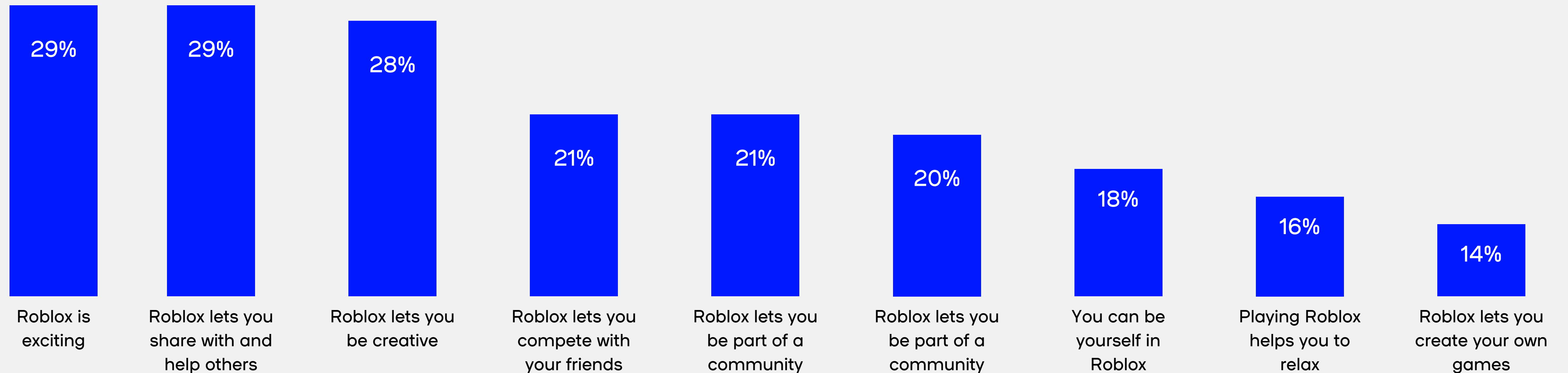
GENDER DISTRIBUTION



WHY YOUNGER GENERATION LOVE PLAYING ROBLOX?

ACCORDING TO THEM

Source: Dubit Trends. EEQ3. Which of the following sentences would you say apply to this game? (Base: US October 2020 2-15 year olds 1592).



POPULARITY AMONG GEN Z

As the numbers illustrate, Roblox enjoys massive popularity amongst Gen Z, born between the late 1990s and the early 2000s. It's not the first multiplayer game environment, but it has captured more players than any before.

A few of the main drivers behind this success are the following:

SOCIAL INTERACTIONS

Roblox is a social gaming network within the metaverse where users can connect with their friends and get to know new people inside a global community. In 2021, the company estimated that it was sending around 2.5 billion text messages daily (up to 3 billion as announced during the Roblox Developer Conference), facilitating the creation of up to 17 million friendships per day (Roblox Corporation, 2022). Ever since Roblox rolled out spatial voice chat, users can also talk to any nearby player. The only restriction is that users have to be over 13 and age-verified.

Another social element that contributes to the in-platform experience is the ability to up and downvote games, which aids others in judging the quality. Whenever players do well, they also earn bragging rights, which can be considered another social driver.



POPULARITY AMONG GEN Z

SAFETY MEASURES AND PARENTAL CONTROL

Parents feel more comfortable with their kids spending a significant amount of time using Roblox because of the platform's commitment to establishing a safe environment. Roblox has strict in-game rules that forbid cyberbullying, harassment, and discrimination. Anyone behaving threateningly or violently will be banned. These rules are enforced by censoring in-game chats through filtering software. Additionally, Roblox employs 1,500 human moderators who help respond to any problems. (Baszucki, 2022)

Parents can further add safeguards such as restricting changes in account settings via a PIN or altering the privacy settings to allow their children to communicate only with friends. Additionally, they can define lists of games that kids can and cannot access.



POPULARITY AMONG GEN Z

EDUCATIONAL VALUE

Besides being a socially and reasonably secure environment for kids to immerse themselves in, Roblox also boasts educational value. The ability to shape your own world within it serves as an outlet for creativity. It empowers kids to craft their own experiences and think of their own games.

Roblox's in-game programming language, Lua, might even help players learn programming and coding. In the Roblox studio, players can use precomposed elements or go more advanced by embedding code in their experiences. This way, Roblox doesn't just teach the first steps into programming but also principles of general UI/UX design and web development.

Beyond the technical aspects, Roblox can help players learn about entrepreneurship as successful games earn the creator Robux.

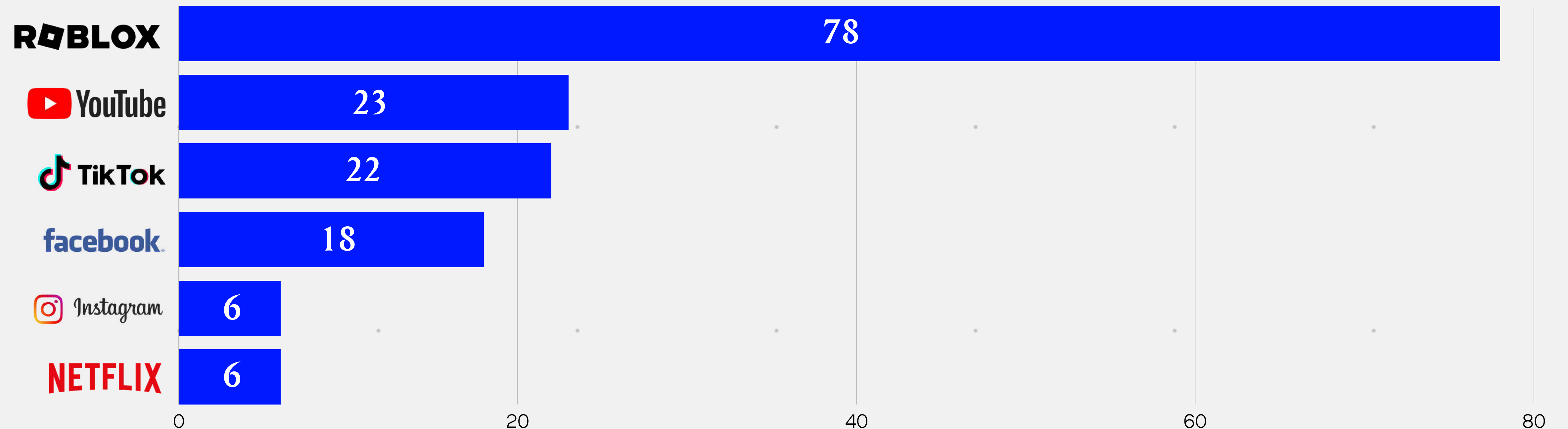
Overall, Roblox is an environment where players can fantasize, feel empowered, socialize with their friends and others, and learn new things, all while staying relatively safe. All these things together also make Roblox an attractive place for brands to explore and connect with a younger audience.



ROBLOX IS THE BEST MEDIA FOR YOUNG GENERATION

AVERAGE TIME SPENT PER MONTH

Source: Roblox Corporation Annual Report + Roblox User and Growth Stats 2023 (backlinko)



ROBLOX
AVERAGE DAILY ENGAGEMENT

2.6 HOURS
PER USER PER DAY

PLATFORM OUTLOOK

Roblox continues to evolve, with significant updates announced at the Roblox Developer Conference 2023.

CEO David Baszucki outlined Roblox's vision for the next five years, envisioning expansion into fashion, education, and live music. With its growing 17-24 age demographic, Roblox's future may even include dating offerings for age-verified users. (Peters, 2023)

Roblox remains a dynamic platform inviting exploration from both brands and users alike.

ROBLOX CONNECT

A VIDEO CALL FEATURE.

ROBLOX ON PLAYSTATION

AND HINTS AT FURTHER EXPANSION

SUBSCRIPTION SYSTEMS

INTRODUCTION OF SUBSCRIPTION SYSTEMS IN GAMES.

AVATAR MARKETPLACE

ENHANCED ANALYTICS FOR USER-GENERATED CONTENT.

ANALYTICS: ASSISTANT TOOL

INTRODUCTION OF AN ASSISTANT TOOL TO AID CREATORS.

AVATAR CREATION

PLANS TO ENABLE AVATAR CREATION FROM IMAGES AND PROMPTS.

SAFETY ENHANCEMENTS

LEVERAGING MACHINE LEARNING AND A BANNING API FOR IMPROVED SAFETY.



THE POWER OF BRAND INTEGRATION

NARS COSMETICS

Various brands have already stepped into Roblox, launching custom experiences to connect with new audiences. This section will examine a few examples of brands that have successfully entered the Metaverse via Roblox.

NARS cosmetics, a portfolio brand of Shiseido, has launched 2 majorly successful events in Roblox over the past 2 years, targeting the 13 - 24-year-old demographic.

NARS COLOR QUEST

Color Quest was the first 90-day activation that NARS ran to introduce Roblox users interested in Beauty to the brand's products (Sandler, 2022). The experience was inspired by the brands Blush, Laguna, and Light reflecting franchises.

The Color Quest experience was set on four tropical islands, representing a different part of the brand. On each island, players could play games and complete challenges.



NARS COSMETICS

Furthermore, Nars added NPCs (non-playable characters) to the experience, which included their founder, Francois Nars, and others based on the brand's franchises. Players would learn about Nars and gain access to special abilities by interacting with them.

Nars didn't just allow players to find items but enabled the creation of custom makeup looks that users could share with others.

While it was live, over 41 million players visited Color Quest, and it collected 54k upvotes with an overwhelmingly positive reception of 86% of players liking the experience.



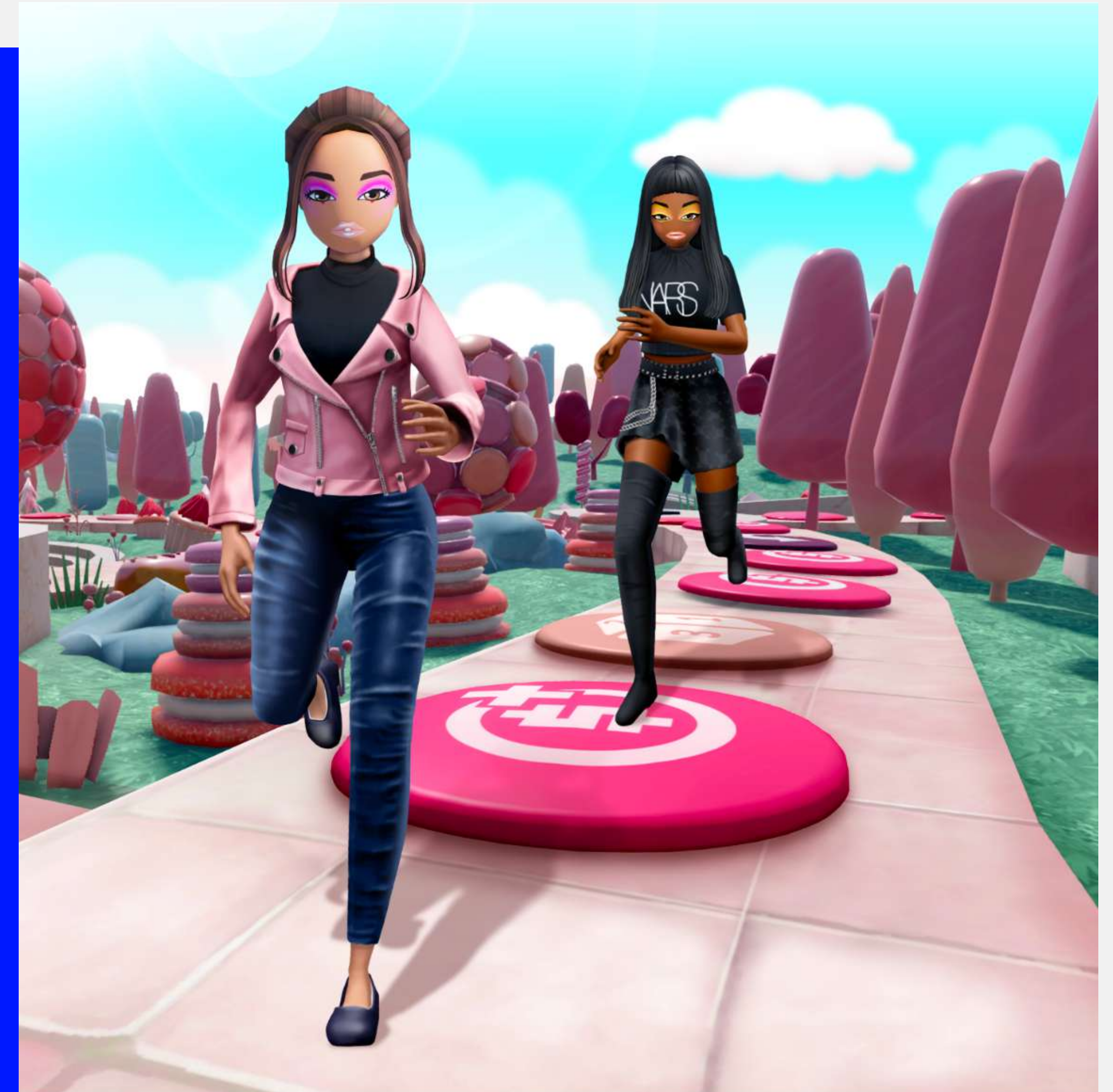
NARS COSMETICS

SWEET RUSH

Earlier in 2023, the NARS team launched their second activation campaign, running from May 30 - to July 10, building on the success of their first custom experience (NARS Cosmetics, 2023). In Sweet Rush, players could explore a colorful, candy-coated universe inspired by the world of Afterglow. In this universe, NARS offered challenges, games, and activities encouraging players to collect fashion items for their avatars.

Sweet Rush was complemented by a Board Game Experience, where visitors rolled a dice and completed short mini-games, collecting as many NARS-style assets as possible. The board game experience also invited players to interact with their friends while racing against each other, tapping into the player's competitive spirits and encouraging social interactions.

Sweet Rush was a hit, receiving over 9.5 million visits during the activation campaign and 10,465 upvotes. (Roblox Games - Sweet Rush, 2022)



NARS COSMETICS

WHAT MADE THEM SUCCESSFUL

NARS created an environment that feels familiar, engaging, and worth exploring for users. Throughout both experiences, users can interact with the brand and discover new things about it. A major element of both experiences was the ability to unlock new items by returning daily or weekly, encouraging users to interact repeatedly with Nars, further enhancing its connection with the new audience.

NARS embraced core principles that make Roblox successful, such as social interaction, competition, and exploration. It taps into the creativity and the want to express oneself in the digital realm. On top of that, NARS stayed cohesive with its experiences, translating its brand identity accurately to the new medium.



NARS COSMETICS

“NARS is a brand with a distinct and iconic creative identity. To authentically translate its style to Roblox, we developed a visually sophisticated beauty adventure experience deeply rooted in the history and creative cues of the brand.”

NARS VP of global digital innovation and strategy Dina Fierro in a written statement. (Lee, 2022)

To make the most of their limited-time campaigns, NARS took content created in Roblox outside of it, sharing the games on YouTube and TikTok, amassing millions in views.



NARS COSMETICS

KEY FIGURES - NARS SWEET RUSH

DATE: NOVEMBER 08, 2023

SOURCE

❖ BLOXMETRICS

LIFETIME VISITS

9.5M+

MARKED AS FAVORITE

31.4K+

LIKES

10K+

RATING

83%

GENRE

BOARD GAME

AGE

ALL AGES

LAST UPDATE

AUG 17, 23

CREATED ON: DECEMBER 14, 2022

NARS COSMETICS

KEY FIGURES - NARS COLOR QUEST

DATE: NOVEMBER 08, 2023

SOURCE

📊 BLOXMETRICS

LIFETIME VISITS

41M+

GENRE

MINI GAMES

RATING

86%

AGE

ALL AGES

VANS WORLD

The skateboarding and lifestyle brand Vans marked its entrance into the metaverse with the launch of the Vans World in September 2021. While the initiative started during the pandemic to engage with a changing consumer landscape, it became a permanent addition to the Roblox ecosystem and continues to be developed.

“We didn’t build this to be there for two weeks. We plan on building and learning from the community and updating it and creating a true, unique experience that evolves with what we hear from the community.”

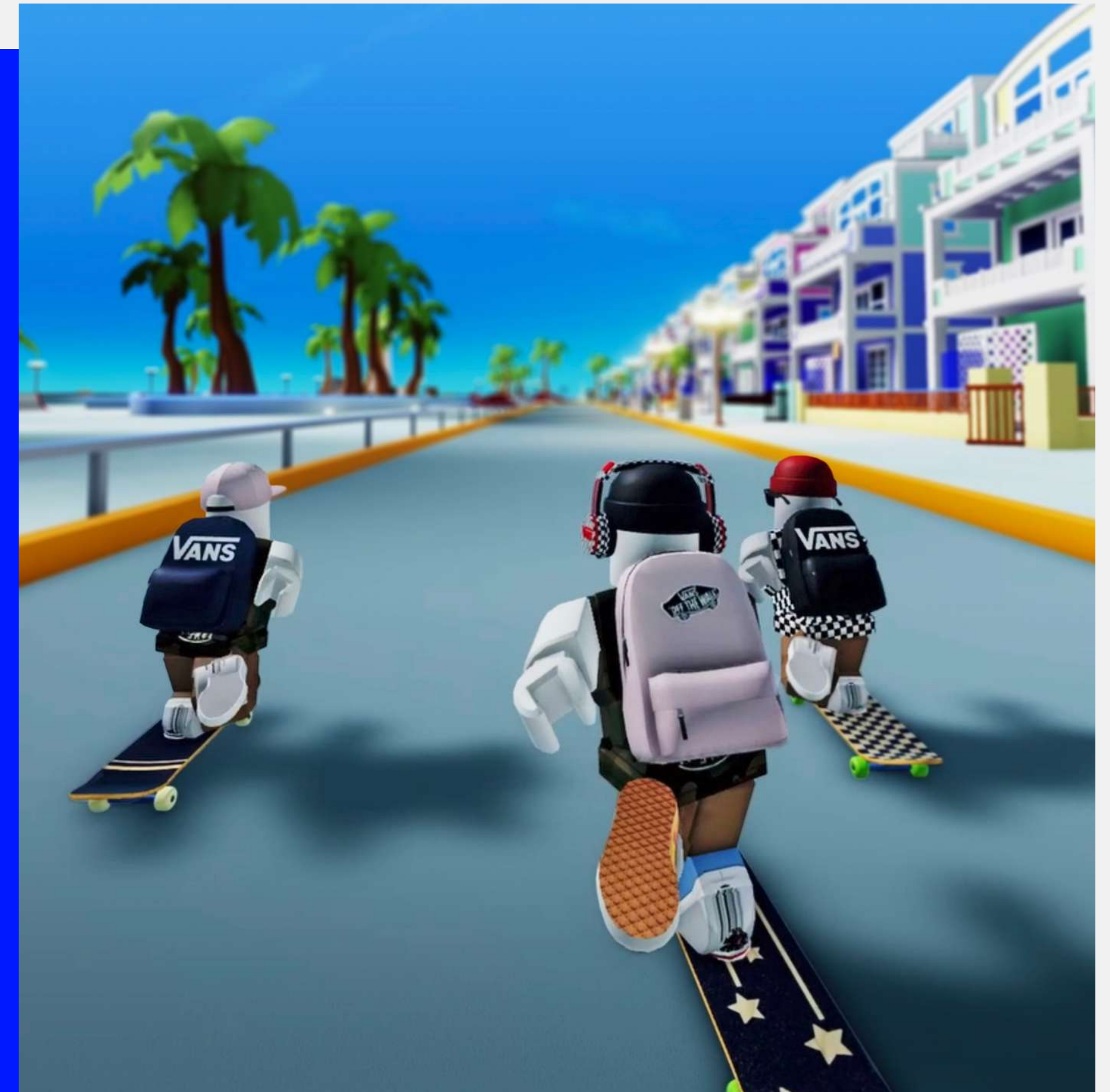
Julia Patkowski, senior manager of global brand digital marketing at Vans (LaPorte, 2021)



VANS WORLD

In line with the brand, the Vans world is a virtual skatepark inspired by real-world destinations and includes parks like the Vans off-the-wall skatepark in California. In the experience, visitors can skate with their friends, learn new tricks, collect coins, and earn new items. Items inside of Vans World are in part inspired by iconic products like the Sk8-Hi shoes and the checkered print that fans of the brand love. A big part of Van's brand image is tied to shoes; an item usually paid little attention to in the metaverse. In the Vans world, however, players can win shoes, customize them, and then use them with their avatar even outside of the Vans world - an overall valuable addition to creative expression.

In just two years, Vans World has become one of the most successful brand experiences in Roblox, reaching a record of 100 million visitors in July 2023. To celebrate, the brand launched three exclusive items available only for a limited time. (Braun, 2023).



VANS WORLD

WHAT MADE THEM SUCCESSFUL

Vans has tapped right into the spirit of Roblox with its world focused on allowing people to express themselves creatively, be inclusive, and adapt to the new digital environment. It's been one of the longest-running experiences because they continue learning from their community and adding to the experience, making players come back and see what's new.

In the Vans world, the brand has stayed authentic to its identity, integrating it in various ways visually and in the form of the interactions it encourages.

"Throughout the past 2+ years, Vans has built an experience that prioritizes what is really valuable to the Roblox community," said Marcus Holmström, co-founder and CEO at The Gang Sweden, the developers behind Vans World. Their emphasis on quick, fun gamification, customization options, and smoothly maintaining brand integrity has helped drive success in this experience." (LaPorte, 2021)



VANS WORLD

KEY FIGURES

DATE: NOVEMBER 08, 2023

SOURCE

📊 BLOXMETRICS

LIFETIME VISITS

105M+

RATING

91.5%

MARKED AS FAVORITE

650K+

GENRE

MINI GAMES

LIKES

239K+

AGE

ALL AGES

AVG SESSION LENGTH

7.6 MIN

LAST UPDATE

OCT 31, 23

CREATED ON: APRIL 14, 2021

CHIPOTLE

While a food franchise differs from what people expect in a digital world, Chipotle has proven that a fast-food restaurant can leverage Roblox to connect with a younger audience. In 2021, the restaurant chain launched its first Roblox experience, the Boorito Maze, based on its real-life events of encouraging custom dining during Halloween.

The Halloween event saw Chipotle launch a virtual restaurant with a maze where players could explore and unlock exclusive costume items. Additionally, for each day of the event, the first 30,000 players would receive a code for a free burrito in real life when going to the virtual restaurant's cashier.

The event was so successful that it became Chipotle's No. 1. digital order day, indicating that users who claimed codes went on to use them. Interestingly, the restaurant also noticed that players would spend more time in the virtual experience than in Chipotle restaurants.



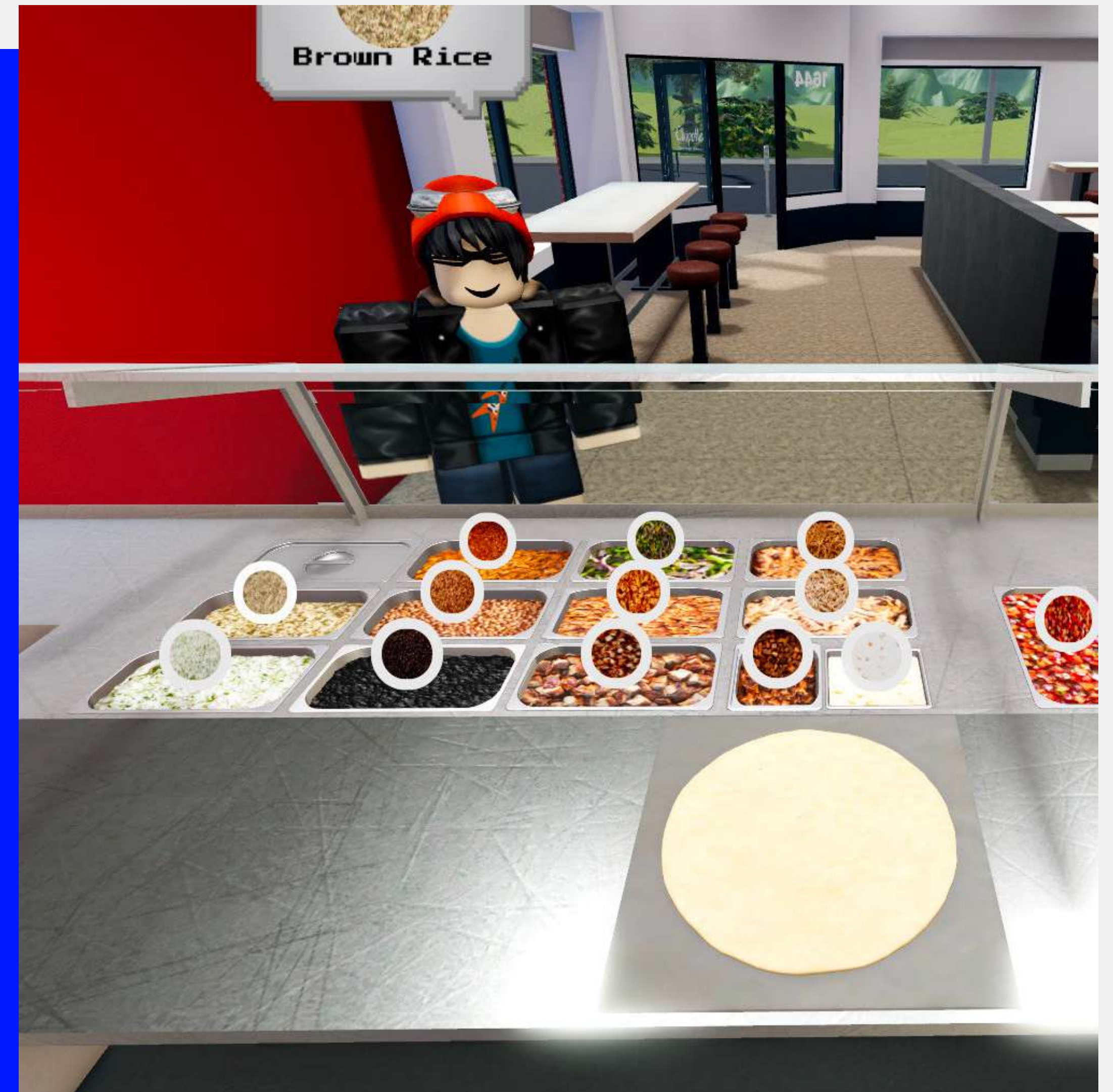
CHIPOTLE

BURRITO BUILDER

Building on the success of their first event, Chipotle also launched a Burrito builder on National Burrito Day.

The idea was inspired by their community members, who often compared the art of putting together burritos to a complex video game. Players could roll burritos and earn Burrito Bucks, which could then be exchanged for an entree code for use in the Chipotle app. It was also the first time that a brand gave Roblox players the ability to turn their in-game experience into real-world items, like a burrito or other starter from the menu.

Additionally, the builder turned Chipotle into the first franchise to serve virtual food on Roblox. While only the first 100,000 players were rewarded with discount codes, over 24 million have visited the Burrito builder experience.



CHIPOTLE

WHAT MADE THEM SUCCESSFUL

Like other brands, Chipotle focused on retaining Chipotle's interior, as well as textures, characters, and animations that would resonate with players while still falling under the broader brands.

Chipotle used key dates such as Halloween and National Burrito Day to launch its experience, combining in-store experiences like custom dining with virtual extensions. Adding gamification and rewards into the mix further increased user engagement, and the reward of earning a real-life burrito contributed to the immersive experience. While the Roblox servers crashed during their first event, this increased brand awareness, generating over 4 billion impressions (Jones, 2023).



CHIPOTLE

KEY FIGURES - CHIPOTLE BURRITO BUILDER

DATE: NOVEMBER 08, 2023

SOURCE

📊 BLOXMETRICS

LIFETIME VISITS

24.9M+

RATING

66.7%

MARKED AS FAVORITE

204K+

GENRE

SIMULATOR

LIKES

46K+

AGE

ALL AGES

AVG SESSION LENGTH

4.1 MIN

LAST UPDATE

OCT 19, 23

CREATED ON: OCTOBER 30, 2021

BLOXMETRICS

Bloxmetrics, created by Exclusible, is your ultimate destination for comprehensive marketing and data insights on the rapidly growing Roblox platform. It offers real-time metrics, including current users per game, play frequency, active experiences, monthly active users, and average session length.

In addition, Bloxmetrics provides clear rankings for the hottest and most popular experiences, making it the go-to resource for understanding the latest trends and data on one of the most trending gaming platforms.

Get in touch

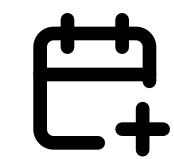
Explore bloxmetrics.com

The screenshot displays the Bloxmetrics website interface. At the top, there is a navigation bar with the Bloxmetrics logo, links for 'Roblox Stats' and 'Rankings', a search bar with the placeholder text 'Search for an experience', and a 'Get in touch' button. The main content area features a large green card for the 'Experience of the Day' on 1st Nov. 2023, highlighting 'Navy Simulator'. The card includes a description: 'Play as the captain of your own ship and be a protector or a marauder of the high seas', a 'View Details' button, and a version number '4.2.0'. Below this, there are tabs for 'CCUs', 'Visits', 'Ratings', and 'Avg. session length', with 'CCUs' selected. The 'CCU Rankings for all experiences' section is titled 'Ranked by total no. of players available at the same time' and includes a 'See all' link. The rankings list includes: 1. Navy Simulator (Developer, 500 active CCUs, up 10), 2. Car Obby (Developer, 500 active CCUs, up 8), 3. Red light green light (Developer, 500 active CCUs, up 10), 4. Iron man simulator (Developer, 500 active CCUs, down 3), and 5. Age of heroes (Developer, 500 active CCUs). A right arrow indicates more items in the list.

❖ EXCLUSIBLE

WANT TO UNLOCK THE POWER OF
ROBLOX FOR YOUR BRAND?

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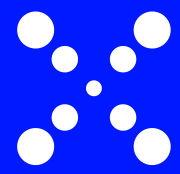
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