

2023 Roblox report: Behind the data with GameAnalytics

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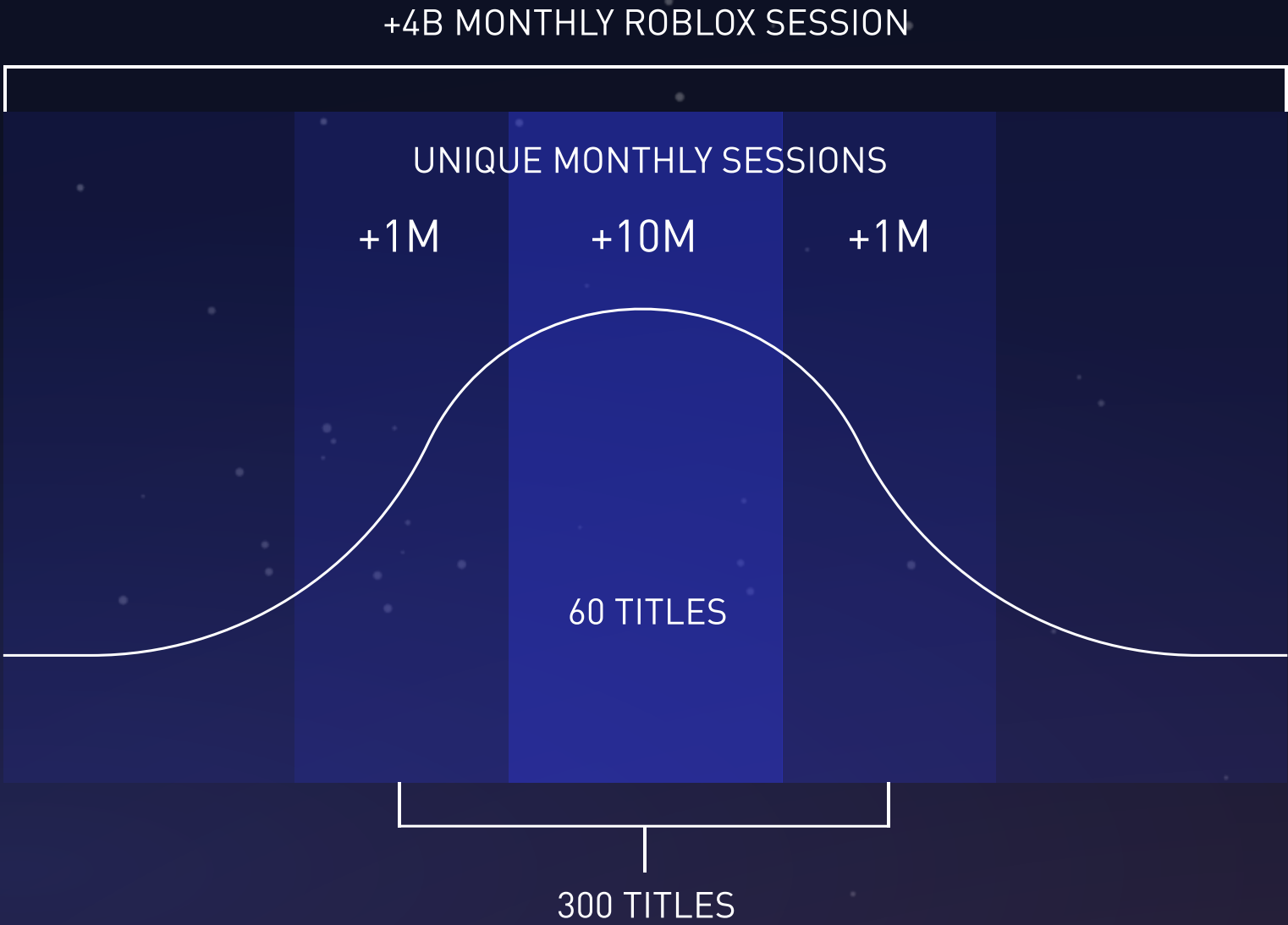
Methodology

For this report, we looked at 2023 data from thousands of the Roblox games from various of studios that integrate GameAnalytics to track their performance. The games vary in many aspects, including popularity, genre, age restrictions and more. The teams range from professional studios to solo developers.

Our data set includes hundreds of popular titles that reach over 1 million monthly active users and who collectively account for billions of Roblox visits each month.

While the data we are presenting here does not reflect the entirety of the Roblox platform, it does capture over 50% of player engagement in the games built on the platform.

This report does not reveal data about any particular games, but gives insight into aggregated stats from Roblox titles using GameAnalytics. Our goal is to compile interesting trends and insights to help the general Roblox community – and anyone interested in understanding Roblox as a platform – learn about player behavior and how the best games are performing.



The report highlights data from thousands of games, including 60 titles exceeding 10 million unique monthly sessions and 300 titles surpassing 1 million unique monthly sessions. In total, these games drive over 4 billion monthly sessions on the platform.

KEY TAKEAWAYS

47% OF PLAYERS ACCESS ROBLOX ON BOTH MOBILE AND DESKTOP

4% OF PLAYERS SPEND ROBUX IN GAMES

50% OF PLAYERS PLAY ROBLOX GAMES AT LEAST TWICE A DAY

THE TOP 5% OF GAMES BRING PLAYERS BACK OVER 3.5 TIMES PER DAY

THE TOP 5% OF GAMES EARN YEARLY \$7 PER PLAYING PLAYER

Understanding player behavior

To build successful Roblox games, it helps to understand as much as possible about the millions of players from around the world who spend time on the platform. In this section, we will review where Roblox players typically access the platform, how much time they spend playing, and how much money they spend on the platform.

Remember that this data is an aggregate of Roblox games that use GameAnalytics and does not include data from games that do not use our analytics. While this report provides just a glimpse into Roblox player behavior, it is also a representative slice of the entire platform's usage.



Devices players use

Roblox is currently available on a variety of devices, including desktop, mobile, tablet, console and VR. By exploring where players access Roblox, we can better understand how players engage with the platform.

Among the Roblox games we are tracking, **the largest group of players (47%) is accessing Roblox on both mobile and desktop.** These players likely switch between devices based on their circumstances, such as location and time of day.

The second largest group of players are those that just play on desktop, which makes up 37%, followed by players who only play on mobile, who account for 12%.

Console only players make up a very small percentage, roughly 1%.

These numbers differ from what Roblox has previously reported, that mobile users make up 78% and desktop users make up 20% (*Note: Roblox does not aggregate and report combined mobile and PC usage, whereas we do*). Both our data and Roblox's statements confirm that console makes up only 1% of players.

Although there are differences in the figures, the way that we're presenting the data provides a more nuanced perspective. Our data indicates that nearly half of our Roblox players use both mobile and desktop platforms to access the platform.

That's interesting because it shows that players can be fluid, switching between devices. A player might start playing a game on desktop in the afternoon and continue playing the same game on mobile during the evening.

This information can help developers see that while mobile-focused development is essential, desktop players should not be ignored, as they make up a large portion of player base. To succeed on Roblox, you should ensure that your games are going to work effectively both on mobile and desktop.

On the other hand, as the pool of console players is relatively small that optimizing for console functionality should not make or break your game's success.

Daily session frequency

Roblox is popular for having a large player base that spends a considerable amount of time engaged there every day. But what does that daily engagement actually look like for the average player? And what does it look like for Roblox's power users?

Among the players we analyzed, over half of them come to the platform and play a game at least twice a day. **A quarter of players are even coming back to the platform and play at least 3 times a day.**

Based on this data, it's clear that for these players, Roblox is part of their daily habits. They're not just coming in once and getting their fix. They're coming in multiple times a day to play a variety of games.

This high frequency of usage likely relates to Roblox offering a wide variety of games to choose from, the ease at which games can be started and the social activity that goes on between players. Regardless of why many players come back repeatedly over the course of the day, it's clear that many are and they engage with multiple games.

Roblox stated that users spend 2.4 hours on their platform per day.

As our data shows, **over half of users have multiple sessions a day.** So it's clear that the 2.4 hours of average playtime per day is not typically spent in one, long session (although that surely happens), but is rather broken up into shorter sessions.

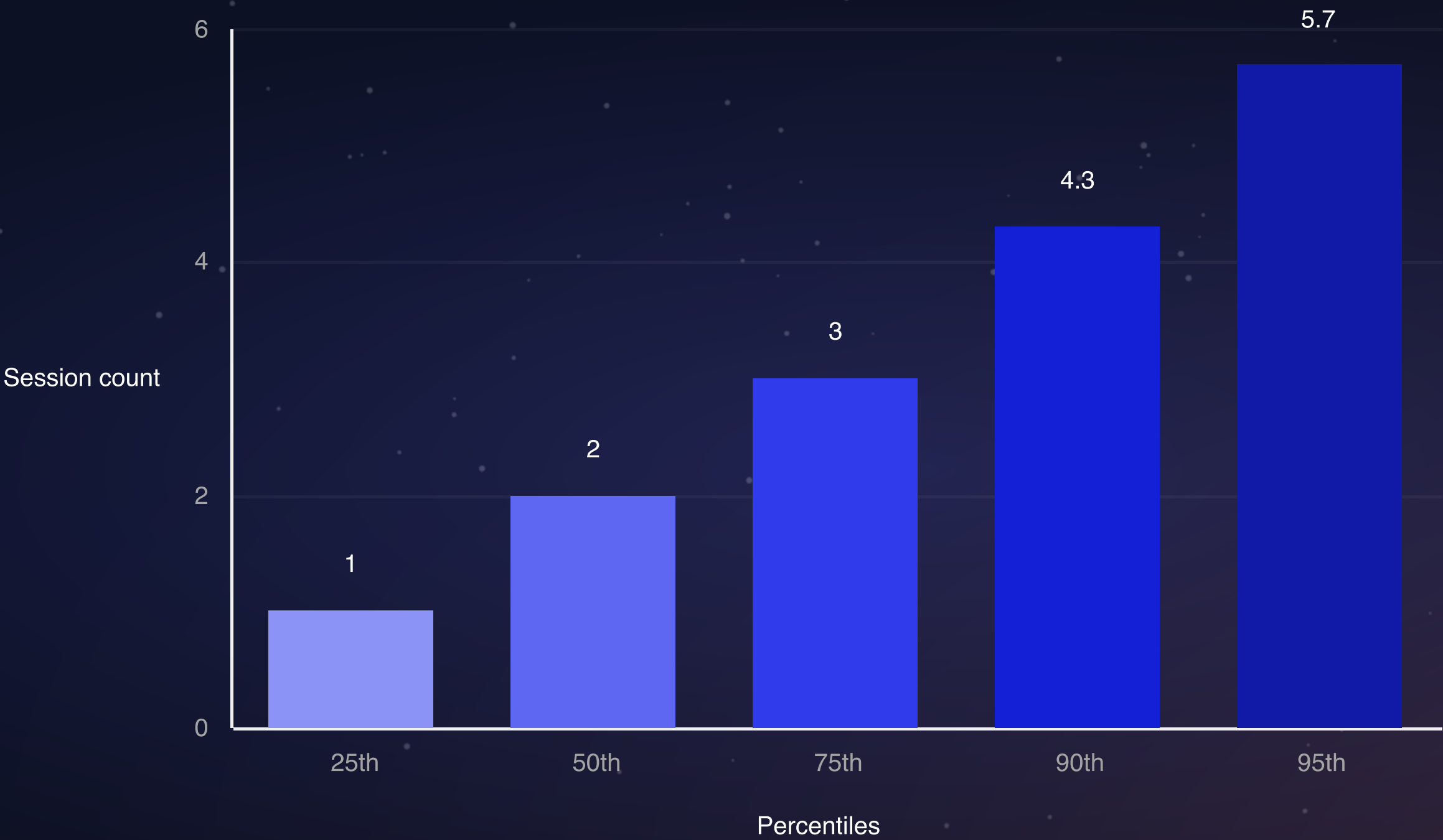
It's easy to imagine players ending school or work and playing then. Perhaps they take a break to do something else such as homework or scroll through social media. They then pop in several more times before and after dinner.

This gives us a better picture of how players come to the platform. For developers, this is useful because you can think of ways you fit into that play pattern.

Daily quests, login rewards, customization that gives players a sense of ownership, progression systems with unlockable levels, and addressing community feedback are a few ways that successful Roblox developers bring players back to their games on a daily basis.

Daily session count per user

GameAnalytics data reveals that in 2023, the top 5% of Roblox players, on average, initiated 5.7 sessions per day. Additionally, more than 50% of players engaged with the platform at least twice daily.



Average revenue spent per user

Like other games and gaming platforms, Roblox has its own in-game currency called Robux. Robux can be spent on a variety of goods from UGC virtual items in the Roblox marketplace to game passes and developer products within individual games.

While we know that Roblox as a platform generates billions in revenue, primarily through the sale of Robux, we don't know how much paying players are spending in games. Roblox shares average bookings per DAU. In Q3 of 2023, this figure was \$11.96.

The problem with this metric is that it paints too broad a brush stroke by looking at an average of both paying and non-paying players. It doesn't tell you what percentage of the entire Roblox player base spends Robux within games (as opposed to in the marketplace), nor how much those paying players spend in games.

Fortunately, GameAnalytics data can help shed light on this situation. 4.2% of Roblox players are spending Robux in games analyzed by GameAnalytics. So if we took that percentage and applied it to the entire 70.2M of Roblox DAUs in Q3 of 2023, that

would equate to 2,976,480 spenders. That's the approximate size of the pool of users all games are trying to reach.

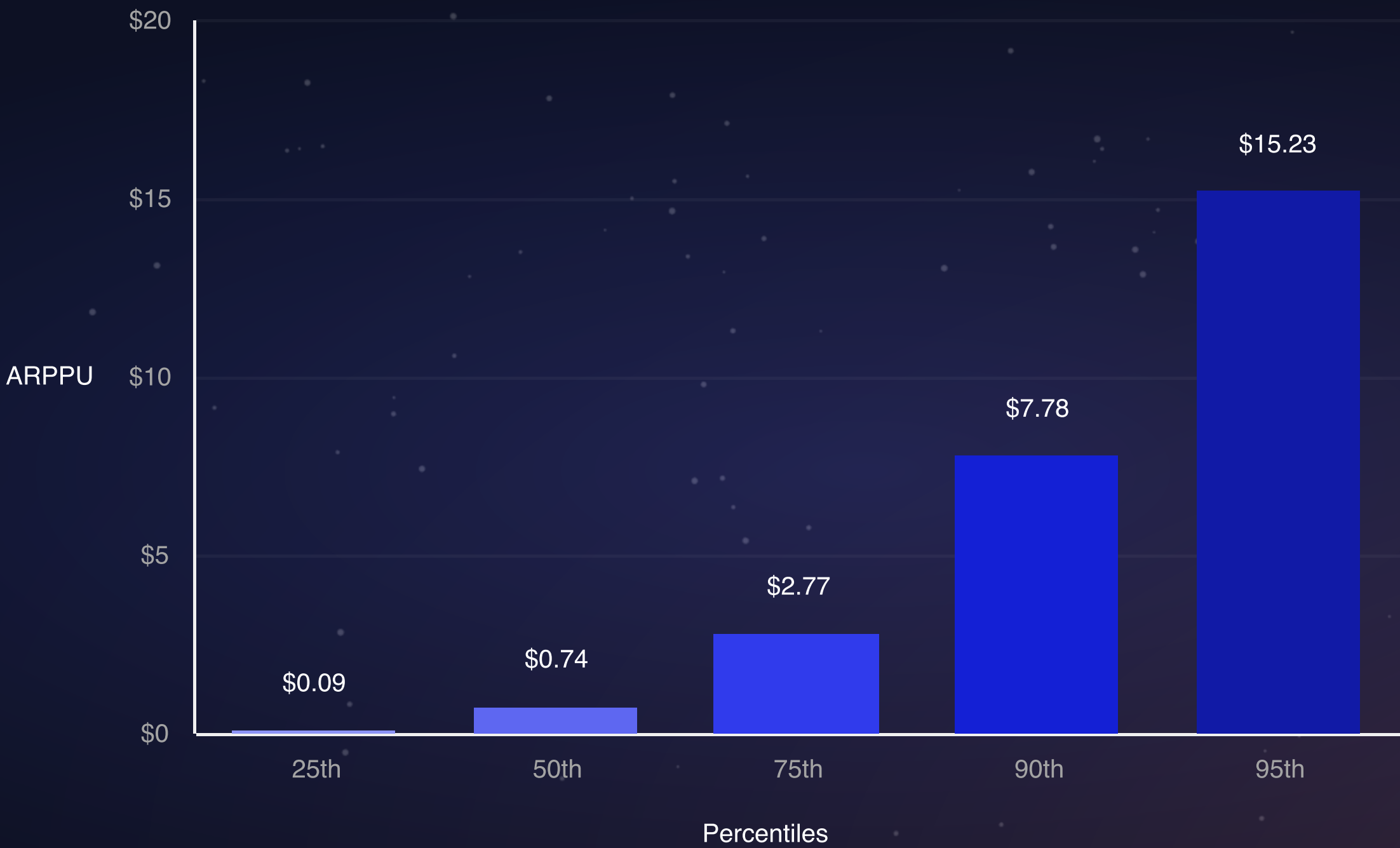
Over half of paying players are spending less than \$1 per year in games tracked by GameAnalytics. Note, this is just for games and does not include players spending Robux for UGC in the marketplace. Nor does it count spending in GameAnalytics tracked games that are not actively tracking monetization.

With a big jump in yearly spending from the 75th percentile user (\$2.77) to the 95th percentile user (\$15.23) illustrates that a small but significant group of users are spending a lot of the money in games.

Games that effectively monetize are good at attracting and converting these high spending players with fun and valuable gamepasses and developer products that provide ways to level up more easily and/or customize their avatar with compelling cosmetics.

Average revenue spent per user

In games tracked by GameAnalytics, over half of paying players spend less than \$1 per year. Conversely, the top spenders on Roblox shell out an average of \$15.23.



Understanding top games benchmarks

Next let's shift our attention from Roblox as a platform to top-performing Roblox games. Here are benchmark metrics you can use as a measuring stick to evaluate how their games are performing.

You can also use these benchmarks to set goals to strive for. Depending on how well a game is performing now and how serious you are about making it a top-performing Roblox game, aiming for the 75th percentile or higher might make sense. If a game is already doing well with consistent traffic, you might need to aim higher for the 95th percentile.



Session length benchmarks

Session length is an important metric to gain favorability with the Roblox algorithm. Long session times indicate that a game is sticky and fun, which gets it algorithmically boosted on the Roblox homepage. That can drive a significant amount of free organic traffic.

But what's a good session length to aim for? Let's look at our GameAnalytics data.

If a game has an average session length of six minutes, it's doing better than over half of the games we are tracking.

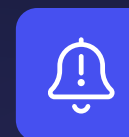
Over 13 minutes puts a game at a really successful level, in the 75th percentile.

For the best of the best in the 95th percentile, these games are engaging players nearly a full half of an hour.

What drives longer session times? The answer is that it really depends on a variety of factors, including game genre and how fun the game is to play. A simple obby like Chill Obby might have shorter

session times than an engrossing role playing game like Warrior Cats: Ultimate Edition, but the opposite could be true. It all depends on the specifics of the games.

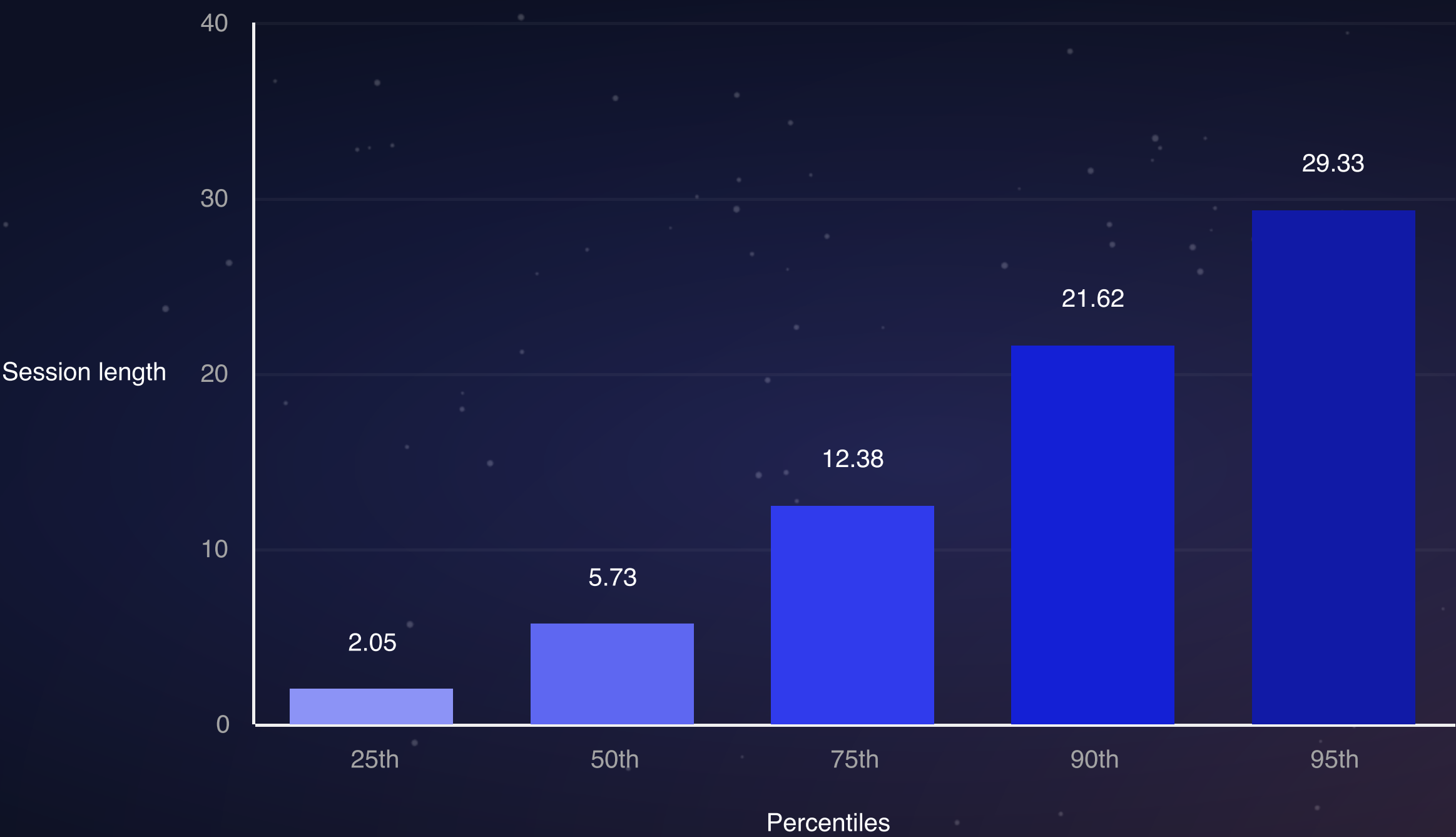
In order to maximize session times, examine what the top-performing games in your genre are doing to keep players engaged, whether it's having more levels, more earnable rewards, more social features, etc. Then evaluate whether it makes sense to bring any of these ideas into your game and measure their impact.



This only accounts for time spent in GameAnalytics games. It does not include time spent on the Roblox Discover page, in the Marketplace, or in games not covered by GameAnalytics.

Average session length per Roblox game

GameAnalytics data indicates that the average session length for at least 50% of the games does not surpass 6 minutes. However, the top 5% performing games can engage players for nearly 30 minutes per session.



Session count benchmarks

Session count refers to how many sessions (on Roblox these would be displayed publicly as visits) a player has in a game. For sticky games, players keep coming back time and again, which drives up session totals. For less popular games, players may come in and not want to come back, leading to lower session totals.

Based on our data, **successful games in the 75th percentile are ones that bring players back at least twice per day**. The very best games in the 95th percentile are bringing players back over three and a half times a day on average.

You should examine whether your games have mechanisms to bring players back multiple times a day. Do your games have enough gameplay to keep players coming back? Are there many levels, rewards and features that would bring them back over and over again?

The very best games that currently attract the most players such as Brookhaven RP, Obby But You're on a Bike, Strongman Simulator, Barbie DreamHouse Tycoon, and Blade Ball are all robust, offering lots for players to sink their teeth into.

As mentioned before, daily quests, login rewards, customization, progression systems, and addressing community feedback are a few ways that successful Roblox developers keep players engaged.

Content refreshes with new levels, challenges, items and rewards also keep games dynamic and engaging. Hosting special events or challenges can create a sense of urgency and excitement, encouraging them to play longer.

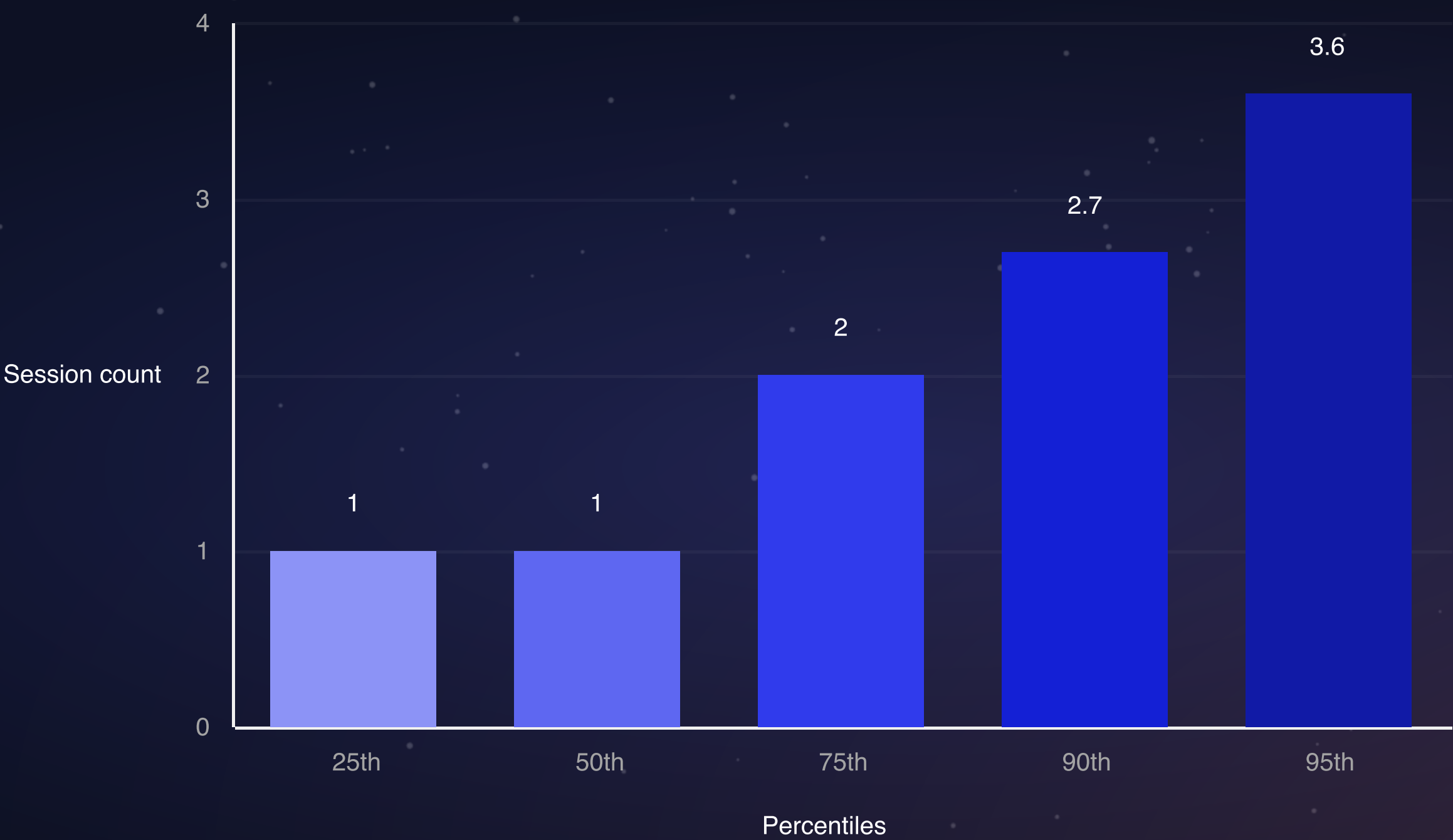
“GameAnalytics is as important to us as radar when you're flying at night, through a thunderstorm; without it, we'd be flying blind.”



Eric Park
Trihex Studios

Daily average session count per Roblox game

Each day, a minimum of half of the games monitored by GameAnalytics generate one session. In contrast, the top 10% of games average 2.7 daily sessions, showcasing higher user engagement.



Retention benchmarks

Retention is another important metric for the Roblox algorithm that reflects how strong a game is at bringing players back. Retention can have a big impact on session count because the games that have the highest retention are ones that accumulate the most visits.

As the following data illustrates, retention is a real struggle for games to master platform wide.

After 1 day, only about 12-15% of players are coming back to the game, from across the 25th all the way to the 95th percentile of games we examined.

This means that the vast majority of Roblox games (85%+) are unable to bring back new users the day after a player tries the game for the first time. The numbers drop off even further from there as more time passes. After two weeks, only 1-2% of players have returned, across the 25th through 95th percentile users.

The fact that we see low Day 1 and Day 14 retention across not just the 25th percentile games but also the 95th percentile

games points to low retention not having to do as much with the quality of the games. More likely, this points to the typical user behavior on the Roblox platform. Since there are so many games available for players to access for free, it could be that Roblox players are more prone to play a variety of different games, rather than coming back to their favorites repeatedly.

If you are seeing low retention, know that this is normal, and you are not alone. Even the best games with highest retention struggle to keep players coming back.

There are over 15 million active experiences on Roblox, and so there's lots of competition for attention.

What you can do is try to make a strong first impression that gets people instantly hooked. You should also consider how you are getting people back to your games. Are you pushing live ops updates? Some top games are releasing updates every single week. For example, BedWars and Gunfight Arena both release new updates every Friday, while Arm Wrestle Simulator pushes updates on Saturdays.

Retention typically follows after engagement. So in order to increase retention, you should focus on making your games better in terms of session length and session count. That should start impacting retention numbers in a positive way.



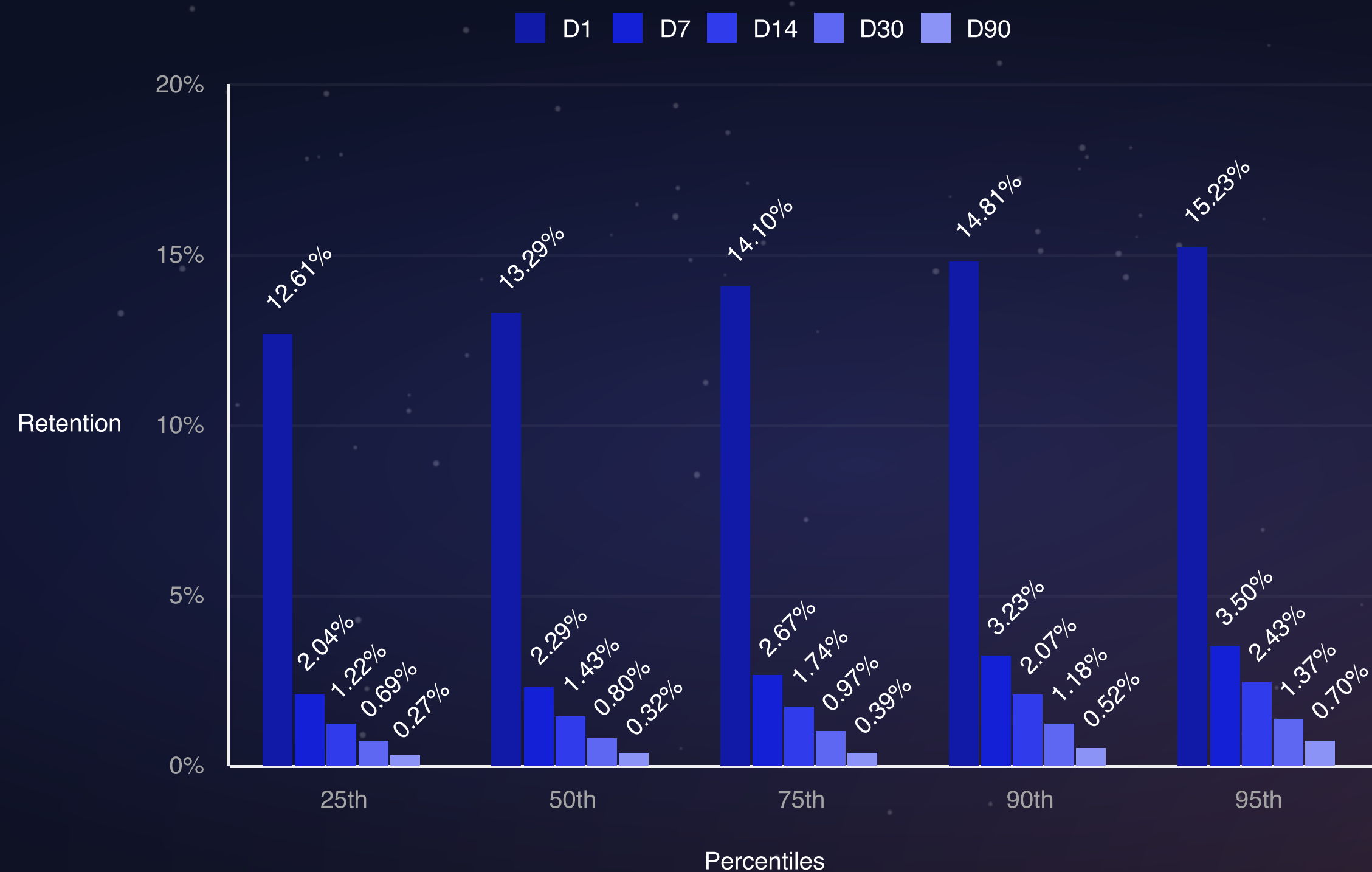
“GameAnalytics has been a game-changer for delving into the performance of our Roblox titles. Its ability to track custom events offers us a level of insight that's really valuable. We're now uncovering aspects of player behavior and game interactions that were previously overlooked. It's a great tool for any Roblox developer looking to deeply understand and enhance their game.”



Emily Yuan
Basket Studio

Roblox games retention benchmarks

Across the Roblox games monitored by GameAnalytics, D1 retention typically ranges between 12.31% and 15.23%. After a week, this rate declines significantly: by over 10% for the bottom 25% of games and nearly 13% for the top 5% of games. By D90, the retention rate across all games dips below 1%.



Revenue benchmarks

Last but certainly not least of our benchmarks is revenue. As we saw earlier at the platform level, over half of the 4% of paying players who spend on Roblox games don't spend very much money, less than \$1. **Over half of the GameAnalytics Roblox games that are seeing monetization are seeing players spend less than \$0.50 USD per year.**

Certainly, this speaks to the considerable challenges of monetizing on the platform. If making a compelling game that brings players back multiple times a day is hard, making a game that monetizes effectively is even harder for developers. In order to capture a share of paying players' spending, you must make games that are exceptionally strong.

As with retention, monetization is heavily dependent on other metrics such as session length and session count. Making the most fun and engaging game that brings players back is a step in the right direction in terms of unlocking revenue.

When you are seeing strong session length and session count, you should create sellable products that align with your core game loops.

To increase revenue, you can test out ways to drive more players to purchase and/or offering higher priced products that increase their average order value.

If driving monetization is important for your Roblox development studio, you can also explore whether running advertising or subscriptions make sense for your game.

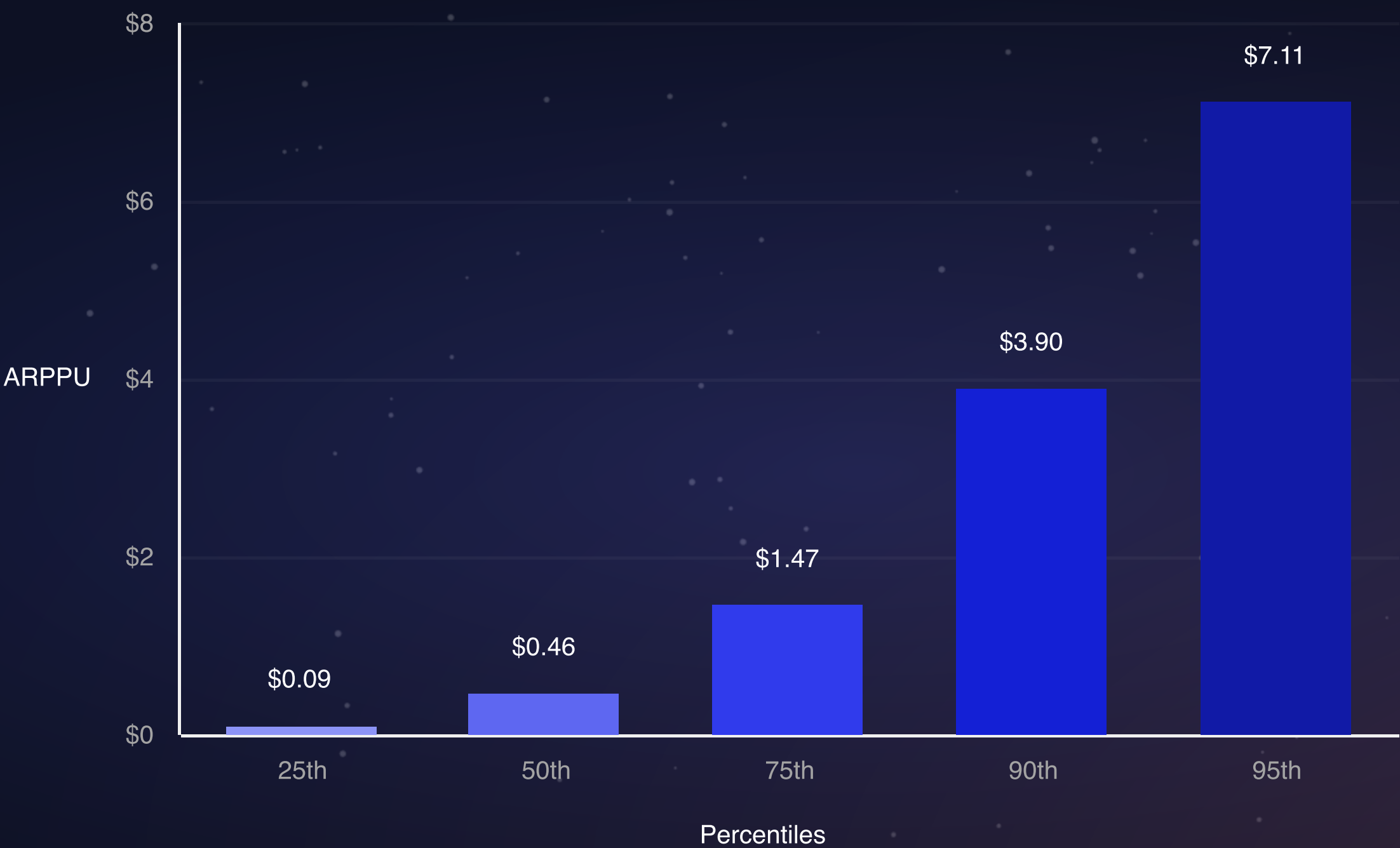
■ ■ *We were pumping out updates every week on a Friday – and probably about 80% of the bugs we caught were because we were using GameAnalytics.*



Janzen Madsen
Splitting Studios

Roblox games revenue benchmarks

The top 25% of revenue-generating games typically generate nearly \$4 per user, while the majority falls below \$1.5, with the bottom 25% often not exceeding \$0.09.



GameAnalytics for Roblox creators

At GameAnalytics, we stand at the forefront of gaming insights, with SDKs for all major game engines, environments, and platforms, including Roblox. But we go beyond mere data collection. We process and aggregate data to provide actionable insights directly to game studios — with a tonne of powerful functionality included.

The GameAnalytics platform integrates seamlessly through the official Roblox SDK, making the process straightforward and efficient. It does not require significant time or effort, allowing developers to quickly benefit from the data analytics insights to enhance their games.

With our platform, studios and developers gain a complete overview of their game portfolios, effortlessly optimize games, implement live ops changes, and much more.

GameAnalytics recognizes the unique challenges Roblox creators face on their analytics journey. As their games offer focused and straightforward gameplay experiences, they need to track specific in-game events related to design and custom progression.

Similar needs are shared with indie Roblox creators, who emphasize key metrics such as retention, playtime, progression, and IAP revenue. Out-of-the-box features include retention and playtime tracking, as well as business events. Additionally, A/B testing to experiment with various builds is relevant to both.

Alongside our commitment to delivering top-tier analytics, we are a privacy-first company, ensuring every piece of data is handled with industry-leading security and compliance.