



DEMO
First chapter only

The Roblox Monetization Map

Passes, Products, Ads, and Retention Loops Designed Without Guesswork

The Roblox Monetization Map

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Why Most Small Roblox Games Earn Nothing

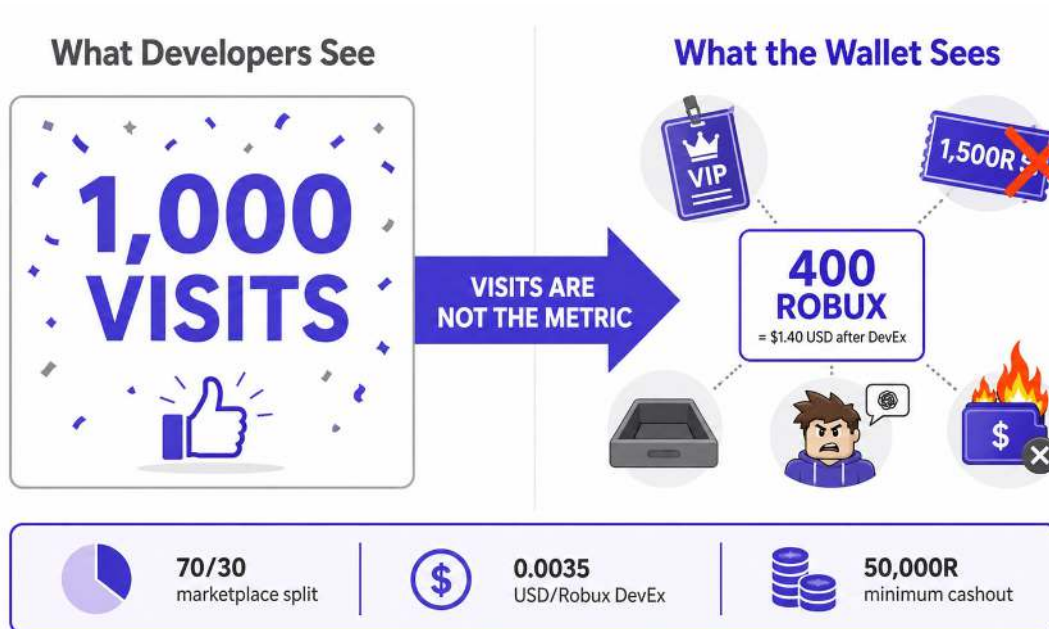


Figure 1. Visits are not the metric: the 1,000 visits developers celebrate convert to just 400 Robux—about \$1.40 after DevEx—once you apply the 70/30 marketplace split, the 0.0035 USD/Robux rate, and the 50,000R minimum cashout

1.1 The Conversation I Have Every Week on the DevForum

The message lands in my inbox roughly the same way every Monday. A solo developer has just shipped their first real obby or tycoon, the place hit a thousand visits over the weekend, and the dashboard shows a payout that does not feel like a payout. “I made 400 Robux. Did I do something wrong?”

You did not do anything wrong. You shipped a game. That is more than most people on the DevForum will ever do. The problem is not the game. The problem is that nobody told you the monetization math, and the defaults you reached for—a 100R gamepass for “VIP,” a 50R speed boost developer product, a sponsored game ad that ran for a day and bled—are the same defaults that everyone else reaches for. The defaults are not a strategy. They are what you do when you have no map.

This book is the map. Eight chapters. By the end, you will know which passes belong in your game and which do not, what each tier on your pricing ladder is supposed to do, why your retention loop matters more than your monetization plan in the first thirty days, and how to test the whole thing without lighting your Robux balance on fire.

1,000 visits

can earn a small game less than 500 Robux if the monetization is mispriced—roughly \$1.75 USD at DevEx after the platform cut, and the developer assumes the platform is broken

1.2 Visits Are Not the Number You Think They Are

Roblox tells you how many visits your experience has. The number is comforting because it is a big number. A thousand visits sounds like a thousand people decided to spend time in your world. It is not. Visits count any session a player opens to your

place, even if they leave in six seconds because the loading screen looked off or because a friend pinged them with a different game to try.

The number that actually predicts revenue is not visits. It is engaged minutes. A visitor who spends 14 minutes in your game is roughly 30x more likely to spend Robux than a visitor who spends 30 seconds. The numbers Roblox Corp publishes in their quarterly investor reports tell the same story: monetization is downstream of engagement time, and engagement time is what Premium payouts are calculated on as well.¹

1.2.1 The Three Metrics That Predict Revenue

Metric	What It Tells You
D1 retention	Of yesterday's new players, what % came back today
Average session length	How many minutes the typical player stays
Premium payout share	Engagement time from Premium players (paid subsidy)

If D1 retention is below 15%, monetization will not save you no matter how clever the gamepass design is. If session length is under three minutes, almost nobody will trigger the in-game prompt that asks them to buy. Premium payouts are the engagement-based subsidy you collect for free—they are revenue you earn by being good, not by selling.

1.3 The Five Mistakes 90% of Small Games Make

I see the same five mistakes across nearly every new place I review on the DevForum. They are not a personal flaw. They are the path of least resistance when you are excited about shipping and someone in a Discord told you that “you need a VIP pass.” Here they are, in order of damage done.

¹Roblox Corporation, Q4 2024 supplemental investor materials, “Engaged hours and bookings per DAU.”

1.3.1 Mistake 1: One Generic VIP Pass and Nothing Else

A 100R gamepass labeled “VIP” that gives a colored name tag, a sparkle effect, and access to a small lounge area. Players who want to support you buy it once. That is the entire monetization plan. There is no second purchase, no consumable, no reason to spend a second time. You capped your revenue at one transaction per loyal player and called it a strategy.

1.3.2 Mistake 2: Pricing Aspirationally

A 1,500R pass that grants “Mythic Tier.” The Robux exchange rate makes 1,500R roughly \$18.75 from a player’s wallet at the Roblox storefront rate.² At that price point, your conversion rate from the average small-place audience will hover around 0.1–0.3%. The pass exists; almost nobody buys it. You priced for the whale you do not yet have.

1.3.3 Mistake 3: No Consumable Products

Gamepasses are for permanent unlocks. Developer products are for consumables: revives, speed boosts, in-game currency packs, double XP for an hour. Most small games skip developer products entirely. That is leaving the entire repeat-purchase business on the table. A player who buys a gamepass once might buy a 25R revive twenty times.

1.3.4 Mistake 4: Aggressive Monetization Before Retention

A new player loads into your obby, dies on stage 3, and is shown a 50R “Skip Stage” prompt before they have decided whether your game is worth ten more minutes of

²Roblox Robux pricing: 1,700R for \$19.99 on the standard mobile bundle; 1,000R for \$9.99 desktop bundle; rates vary by platform and promotion.

their time. The prompt is annoying, the player leaves, the prompt cost you the player. You monetized a player who had not yet decided to be a player.

1.3.5 Mistake 5: One Sponsored Ad and No Tracking

You bought a 24-hour sponsored game ad for 5,000R because someone on the forum said “sponsored ads are how you grow.” You did not pixel-track conversions, you did not segment by traffic type, you have no idea whether the visits you bought converted into revenue or bounced after twelve seconds. The 5,000R is gone and you cannot tell anyone what it bought you.

5

monetization defaults this book replaces with measurable, testable systems—each one of them silently common, each one of them silently expensive

1.4 What Earnings Actually Look Like for a Small Hit

Let me set realistic expectations. A small hit on Roblox in 2026—an experience with 50,000–200,000 visits, a small but loyal player base, modest sponsored traffic—earns in a band, not a number. Here is roughly what the band looks like for small developers I have walked through monetization audits in the last twelve months.

Stage	Monthly Robux	USD via DevEx
First place, no monetization plan	1,000–5,000	\$3.50–\$17.50
First place, baseline monetization	10,000–40,000	\$35–\$140
Small hit, structured monetization	80,000–250,000	\$280–\$875
Small hit, full retention + ladder	250,000–800,000	\$875–\$2,800

DevEx rate: 1,000R cashed out equals approximately \$3.80 USD at the standard developer exchange rate of 0.0038 per Earned Robux. Roblox keeps the rest. The gap between the storefront price players pay for Robux and the cash you receive is wide on purpose—it is the marketplace fee, the payment processing, and the platform overhead bundled into the exchange rate.³

Key Insight

The leap that actually pays your rent on Roblox is not from one to ten thousand visits. It is from a monetization plan that captures 10% of your engaged players to one that captures 30%. The same audience, on a structured ladder with a retention loop, earns three to four times what the same audience earns on a single VIP pass. The difference is design, not luck.

1.5 The 70/30 Cut You Cannot Negotiate

Every Robux a player spends in your game is split. Roblox keeps 30% as the marketplace fee. You keep 70%. This is non-negotiable, applies to gamepasses, developer products, and in-game purchases of every kind, and is built into every revenue number you see in the Creator Dashboard.

When you see “Robux earned: 100,000” on your dashboard, that is your 70% share already. The player spent $100,000 / 0.70 =$ roughly 143,000R at the storefront for you to earn that 100,000R on your side of the cut.

Then comes DevEx. The 100,000R you earned converts to roughly \$380 USD when you cash out (subject to the 30,000 Earned Robux minimum and the 0.0038 per Earned Robux rate). Many developers are surprised by how much of the storefront price they never see. The math is what it is, and the only honest response is to design for it.

³Roblox Developer Exchange (DevEx) rate published in the Creator Hub; standard rate is 0.0038 per Earned Robux, with a 30,000 Earned Robux minimum cashout. A higher 0.0054 US 18+ rate begins 2026-06-08.

70/30

the Roblox marketplace split on every purchase—you keep 70%, Roblox keeps 30%; built into every Robux earned figure you see on the dashboard

1.6 What This Book Will Give You

Eight chapters. Each one builds on the last. By the end:

- A pricing ladder mapped to real Robux price points (the 50R / 250R / 1,000R structure)
- A retention loop that runs for the first seven days a new player is in your game
- A clear separation between gamepasses (permanent) and developer products (consumable) with examples from games like Hyper Sleek, Buzz Studios, and Voldex's catalog
- A Premium payout strategy that earns you revenue from players who never spend a single Robux directly
- A 30-day budget framework for sponsored game ads with stop-rules
- A migration path for the most-loved mechanic in your game to live on as an AI agent on phantoid.com

Case Study

The First-Time Dev Who Doubled Earnings With One Pricing Change

A solo developer in the DevForum showed me their place: a tower-defense game with about 4,200 visits per day, one 100R gamepass for "Extra Tower Slot," nothing else. Monthly earnings were sitting at 11,000R, roughly \$38.50 USD via DevEx. We added two developer products—a 25R "Skip Wave" consumable and

a 75R "Premium Tower Pack 1" single-use unlock—and lowered the gamepass from 100R to 75R to test elasticity. Three weeks later monthly earnings were 24,500R. The 25R Skip Wave alone accounted for 40% of new revenue because players hit a hard wave, paid for the skip, and kept playing rather than rage-quitting. No marketing change, no new mechanics, no traffic increase. The change was the ladder.

DEMO

This is a free preview of the full edition.

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