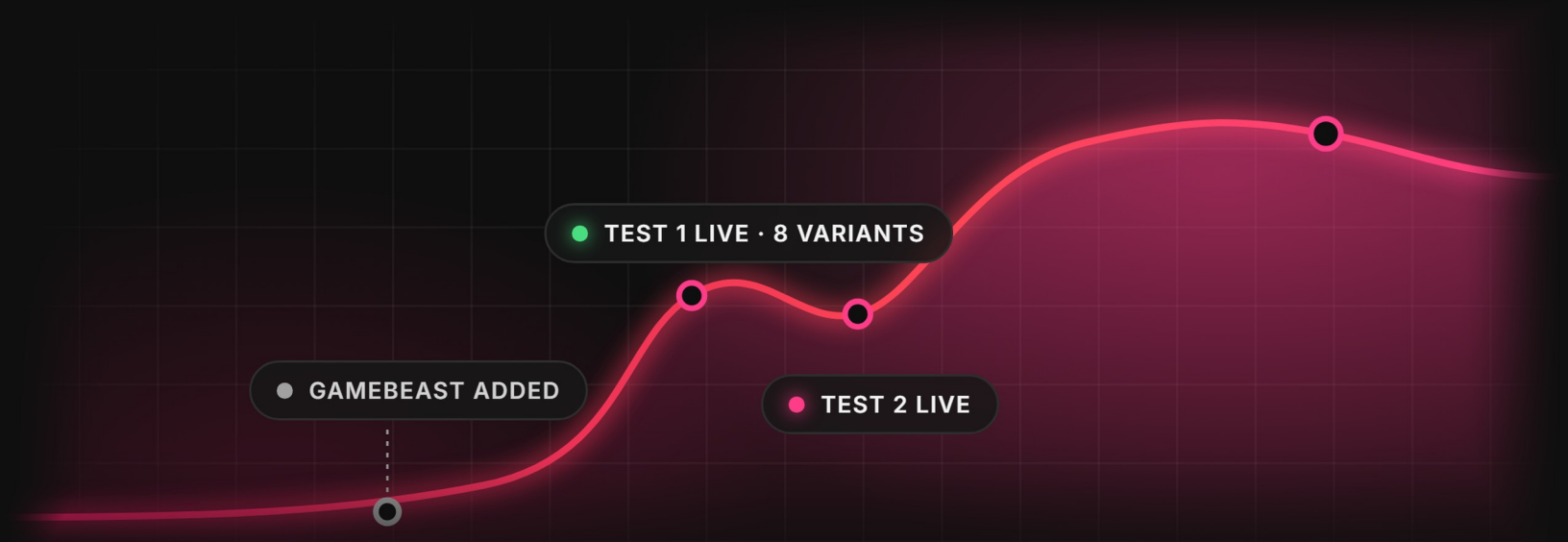
GAMEBEAST



CUSTOMER STORY

Roblox · Sports title

How a Breakout Sports Game Beat the Algorithm

A top Roblox studio built a game players love, then used Gamebeast to see what kept them playing, test changes live, and win over the algorithm. Within weeks, its game grew 12.4× in daily players and 11.4× in average concurrent players.

11.4×	59×	3.1×
average CCU after growth	peak CCU vs. pre-growth	new-player purchase rate

AT A GLANCE

STUDIO
Top Roblox studio

PLATFORM
Roblox

GAME
Competitive sports title

GENRE
Sports / Simulation

DAILY PLAYERS
Six figures

WITH GAMEBEAST SINCE
2026

THE STORY IN BRIEF

On Roblox, a surge of new players is only half the battle. Casual arrivals usually dilute engagement and monetization, and the algorithm moves on. When this game surged, its team had already done the hard part: building a game worth playing. Gamebeast was the easy part. In from late development, it let the team move fast with analytics, agents, and live experiments to go the other way: players stayed longer and converted faster as the game scaled, and the growth held.

Key results

- **11.4× average CCU growth** — peak at 59× pre-growth
- **12.4× daily active users** — within five weeks
- **3.1× new-player purchase rate** — within 24 hours

Gamebeast products used

Analytics · **Experiments** · **Remote configs** · **Agents** · **Community Pulse**

01

The challenge

On Roblox, the algorithm decides who gets discovered, and it rewards games that keep players engaged and spending. The studio used deeper insights to better understand their players and improve the game.

Roblox's built-in analytics showed what was happening, not why, or which parts of the game to change. After weighing GameAnalytics, the studio chose Gamebeast.

The stakes peak the moment traffic arrives. A wave of new players is an audition: if engagement and conversion dip as casual players pour in, the algorithm stops sending more.

02

The solution

Two surges brought the players. The team's game kept them, and Gamebeast made it easy to see why and act fast.

ANALYTICS

Custom metrics on your own game events, plus cohorts, funnels, and retention in one place.

The team tracks scoring, win rate by character, queue times, and tutorial drop-off, and built seven new boards in 90 minutes mid-surge.

EXPERIMENTS & REMOTE CONFIGS

Test many variants at once on live servers, and ship or revert any value in remote configs in seconds.

The team moved core gameplay settings into remote configs and tested eight versions live through both surges.

03

Timeline

Weeks count from the day growth began.

Before growth

Early signal

Gamebeast goes in during late development; Gamebeast agents join two weeks out.

Week 1

First surge

Daily players rise 3.7× and sessions 4.2× within ten days.

Week 2

Experiment, then second surge

The team ships eight versions of core gameplay settings live. Days later, CCU triples in an hour.

Weeks 3–7

Iterate, hold, new peak

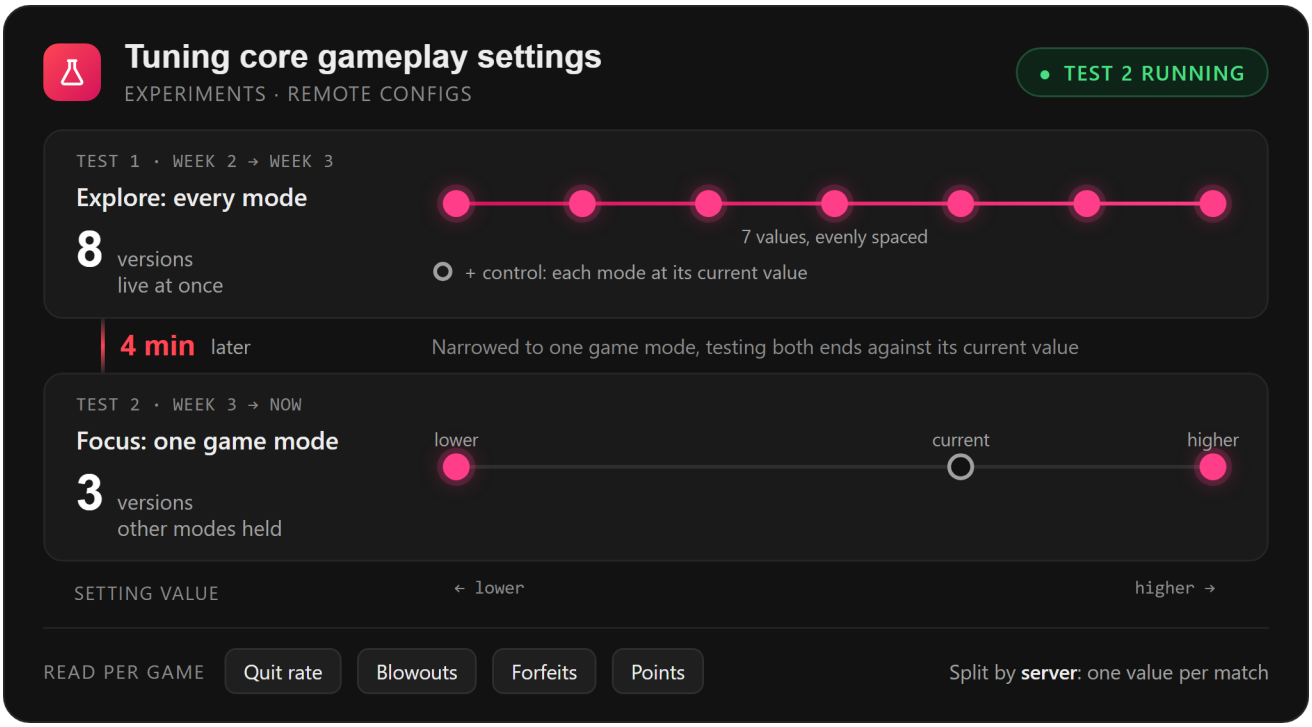
A follow-up test narrows to one game mode; peak CCU reaches 59× pre-growth.

SPOTLIGHT

Testing at the speed of a surge

Most studios test one change at a time. This team tested eight at once, while the players were arriving.

Some settings shape a whole match: whether players queue again, how lopsided games get, and whether they quit. In Week 2, the team put eight versions live at once, then narrowed to one game mode.



Both tests as configured in Gamebeast, on one shared scale. Settings and values withheld.

What made it possible

- **Per-server testing** — split players or servers, so a whole match shares one value.
- **Multi-variant tests + remote configs** — eight versions at once, no game update.
- **Read-outs tied to segments** — quit rate, blowouts, and forfeits per version, with players ready for retargeting.

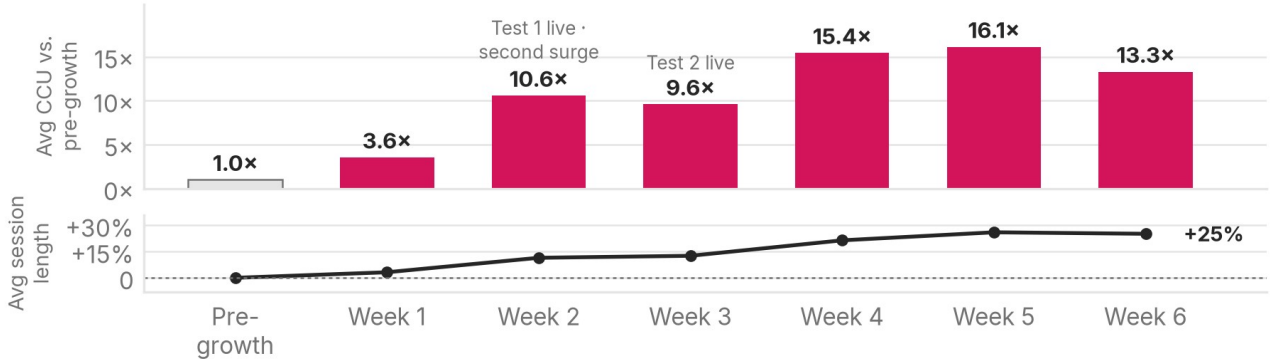
The team behind it

The tools made it easy; the team made it work. They know their community: with Community Pulse, they saw what players praised and complained about, and tied it to game performance. And they act on data fast, shipping changes mid-surge.

04

The results

Daily players grew 12.4× and average CCU 11.4×, and the growth didn't dilute.



Weekly average CCU as a multiple of pre-growth (top) and change in average session length (bottom).

Peak CCU reached 59× pre-growth. Per-player numbers rose with it: session length grew 25%, first-day sessions per new player rose from 5.7 to 7.4, new players bought within 24 hours 3.1× as often, and revenue per daily player rose 2.7×.

05

What's next

A great game earned the surge; acting fast on what Gamebeast showed them helped them keep it. Next, the studio is taking the playbook across its portfolio, with everyone on their team working with Gamebeast agents in their own tools and workflows to apply their own expertise faster.

Give your team the same edge. Know what's working, test changes live, and put Gamebeast agents to work in your own tools. Book a walkthrough at **gamebeast.gg/contact**.

YOUR GAME NEXT

See what Gamebeast can do for your game.

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About the data: Gamebeast telemetry over roughly ten weeks in 2026. Figures are multiples of the pre-growth average (the ~10 days before growth began).