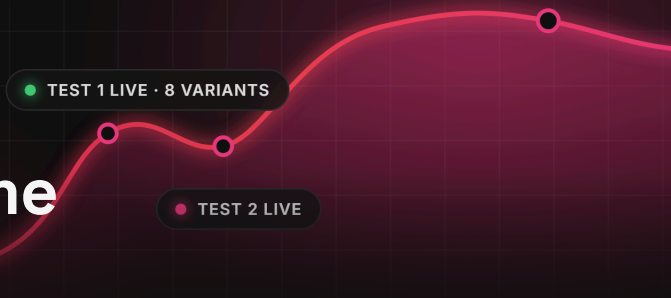
GAMEBEAST

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 test changes live and win over the algorithm, and the growth held.

12.4×	11.4×	59×	3.1×
daily active users within five weeks	average CCU after growth	peak CCU vs. pre-growth	new-player purchase rate in 24 hours

THE CHALLENGE

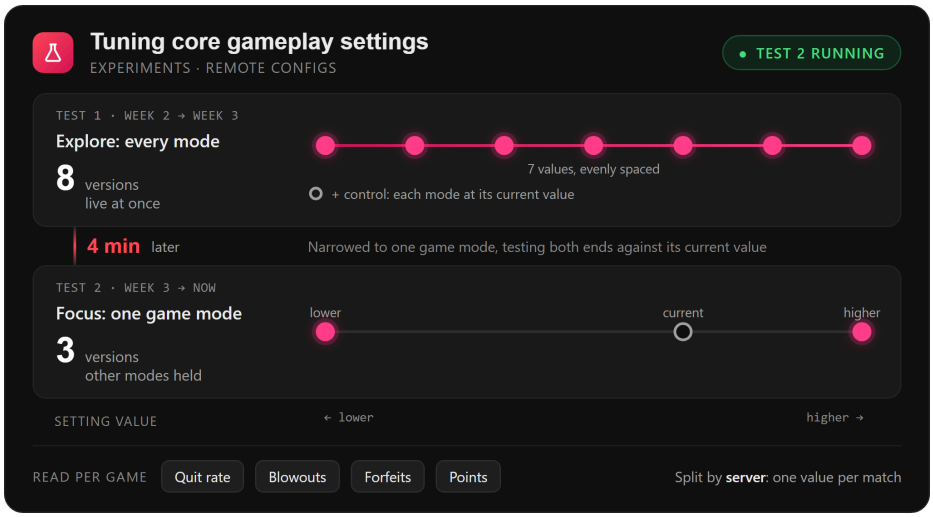
A wave of new players on Roblox is an audition: if engagement dips, the algorithm stops sending more. Built-in analytics showed what was happening, not why.

WHAT THEY DID

With Gamebeast in from late development, the team tracked the game itself (scoring, win rate by character, queue times, tutorial drop-off), moved core gameplay settings into **remote configs** to test them live with no game update, and leaned on **Gamebeast agents** right as each surge hit. With **Community Pulse**, they saw what players praised and complained about, and correlated that with game performance.

SPOTLIGHT: EIGHT TESTS AT ONCE

In Week 2, the team put eight versions of those settings live at once, split **per server** so a whole match shares one value, then adopted the winner straight from the dashboard.



IT DIDN'T DILUTE, AND IT HELD

Session length grew 25%, first-day sessions per new player rose from 5.7 to 7.4, and revenue per daily player rose 2.7×. A great game earned the surge; a team that knows its community and acts on data fast kept it.

AT A GLANCE

STUDIO	Top Roblox studio
GAME	Competitive sports
GENRE	Sports / Simulation
PLAYERS	Six figures daily
SINCE	2026

PRODUCTS USED

Analytics · Experiments · Remote configs · Agents · Community Pulse

TIMELINE

WEEK 1
First surge: daily players 3.7×, sessions 4.2× in ten days.

WEEK 2
Eight versions of the settings go live. Days later, CCU triples in an hour.

WEEKS 3–7
Follow-up test on one game mode; peak CCU hits 59× pre-growth.

WHAT'S NEXT

The studio is taking the playbook across its portfolio. Everyone on their team can now work with Gamebeast agents in their own tools and workflows, and apply their own expertise faster.

See what Gamebeast can do for your game.

gamebeast.gg/contact · sales@gamebeast.gg

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