

Case Study: Lil Nas X

Lil Nas X was the performer for Roblox's first ever virtual concert. The concert coincided with the release of his *Holiday* EP and he performed the single "Holiday" for the first time during the concert.

Results:

- **37 million visits** to pre-show venue and concert
- Top seller of merch across the catalog
- Full concert has **7M+ views** on Lil Nas X's Youtube channel
- Influencer collab video have had more than 8M views on YouTube
- 45M TikTok views
- Trended on top social media sites



Case Study: Zara Larsson

In May 2021, Zara Larsson held a Launch Party in a virtual Swedish lake house to promote the release of her *Poster Girl: Summer Edition* album release. Users could race boats across the lake, play a fashion game in her closet and complete a Zara quiz while listening to tracks from the album. The weekend of May 21st, a video-based performance aired within the lake house 4 times.

Results

- **3.7M visits** to Experience & Performance Week 1
- Zara recorded game play collaborations with four Roblox Video Stars to raise awareness for the Launch Party. Those videos have **10M views** to date on Youtube.



Case Study: Poppy

Grammy-nominated rocker Poppy released her 5th album *Flux* on September 24th. The album was integrated into 9 top Roblox experiences for the weekend of the release and Poppy joined fans in these experiences to experience an album in a brand new way.

Marketing

- Poppy recorded collabs with 3 Roblox Video Stars promoting the Listening Party. The collabs, along with other Poppy x Roblox Youtube content has **550k+ views** to date.
- Free *Flux* “verch” items were offered in the Avatar Shop. **10.5M** users obtained them.

Results:

- **More listens on Roblox than on all other DSPs combined**
- Over **6M listens** across day of release and the following weekend (3 days)
- Poppy’s official Roblox group grew 241% over Listening Party weekend



Case Study: David Guetta

Iconic DJ David Guetta hosted Roblox's first ever avatar-based DJ set with a custom 50 minute set of some of his biggest hits in an immersive intergalactic club featuring lasers, light effects and holograms.

Results:

- Reached a more international audience than other music events
- Over 1.3million views on Youtube content related to the event from over 13 countries and in 7+ languages

