

Roblox Thwarts Automated Bots and Protects Fair Play

Roblox is a massive game creation platform with 9+ billion hours of engagement monthly, attracting a massive audience of kids and teens.



The Challenges

Virtual Currency Monetization:

Fraudsters used automatic scripts to create fake accounts to monetize in-game currency.

Game Ranking Manipulation:

Bots were used to create poor-quality games that outranked legitimate user creations, diluting the community experience.

Conversion Rate Loss:

A previous bot-mitigation tool made verification so difficult it caused a double-digit reduction in account creation conversion rates.

Traffic Redirection:

Malicious actors were successfully redirecting genuine traffic away from the Roblox platform.



The Arkose Labs Solution

Brand-Integrated Challenges:

Developed custom challenges using Roblox's unique 3D art assets to ensure security checks felt on-brand and fun.

AI-Driven Adaptability:

Leveraged Arkose Titan data to automatically "step-up" challenge complexity based on risk, incrementally wasting attacker resources.

Economic Deterrence:

Designed adaptive challenges to break the economics of attacks, making them financially non-viable for fraudsters.

Feedback-Loop Intelligence:

User session data is fed back into the system to improve future predictions and proactively adapt to evolving attack types.



Business Results

Recovered Conversion Rates:

Successfully stopped automated abuse with no reduction in account creation conversion rates; a "night and day" difference from previous tools.

Restored Rankings:

Genuine user-created games returned to their rightful rankings based on authentic engagement rather than bot manipulation.

Meaningful Engagement:

Restored the integrity of the community experience by ensuring interactions were legitimate and seamless.

Long-Term ROI:

Successfully undermined the ROI of attacks, providing protection without adding friction for genuine players.

**SCHEDULE CALL
WITH AN EXPERT**

Arkose Labs is the leading global provider offering a proactive fraud deterrence platform purpose-built to neutralize modern attacks, including those powered by Agentic AI and large language models (LLMs). Its comprehensive solution combines proprietary device identification (device ID), behavioral analysis, phishing protection, email intelligence, scraping prevention, API defense and bot management. Headquartered in San Mateo, California, the company maintains a global presence with offices throughout APAC, Central America, EMEA and South America. © 2026 Arkose Labs. All rights reserved.