

## INTRODUCTION/BACKGROUND

Feenix Group helps brands, sports organisations and entertainment IP enter gaming ecosystems in ways that are safe, credible and measurable. Roblox specialists with in-house game development and advertising expertise. The idea is to create an SDK Toolkit / Platform that can assist them with ads managements & analytics

## 1. GOALS/MOTIVATION

*“Attention is all you need for branding.”*

*Sounds simple for branding, however inside Games, a seamless gaming experience matters.*

Motivation: Need a way to advertise & reach out to customers, without hampering the experience.

Goal: To create a platform that can programmatically allow to deploy, manage & control the ads & accessories, such that customer experience isn't hampered & brands are promoted.

## 2. MARKETING STRATEGY

**Brand identity – "Powered by Feenix"**

Standalone from Feenix B2B · Dynamic visuals for approachable entry

Ad Integration Strategies

**Brand Ambassador NPCs**  
AI characters provide branded quests/tasks, creating self-initiated user experience.

**Social Amplification Ads**  
Players share rewards with teammates, creating organic brand reach.

**Interactive Knowledge Ads**  
Branded quiz portals allow for earned, intrinsic rewards through player choice.

**Key Insight:** Players engage more when brand interactions are experiences, rather than passive ad placements.

Funnel and Engagement Metrics

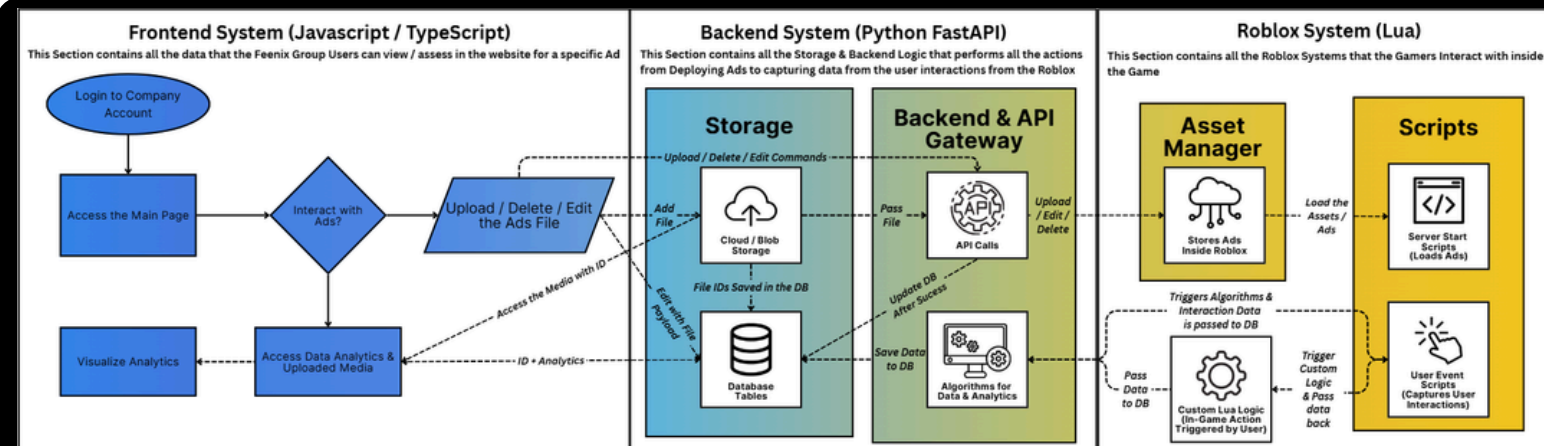
**Retention**  
D1/D7/D30 return rate · DAU/MAU stickiness · Time-to-return

**Engagement**  
Avg. session length · Reactivation rate · Post-interaction return

**Commerce**  
UGC item conversion rate · Claims vs. total visits

**Outcome:** Curiosity aids in building periodic brand interactions that translate into sustained, recurring user engagement.

## 3. IMPLEMENTATION



Implementation followed 3 Phases:

1. Creation of a system that can deploy & manage ads inside Roblox using their Cloud API
2. Connecting the Roblox system (Luau Servers) to the Backend System with a custom API Gateway to grab the Asset ID (Identity number for any media inside Roblox)
3. Creating a Data Mapping, Analytics & In-game Accessories creation features as a toolkit for faster brand material development

## 4. RESULTS: HOW THE SYSTEM WORKS

Attached is a QR code of how the Ads Management works:

- User can log into the system through an authentication system. Accounts are Games & Brand Specific; however, there can be multiple user accounts under a specific game + brand pair
- Users can upload & manage the media for brands through the platform. System requires the users to map the media to the desired in-Game Location, where the ad is to be displayed
- API Gateway, which is common for all the accounts, connects multiple games to the backend server, where the mappings data is passed to Roblox
- When a Roblox server is restarted, the new ads mappings are shown & thus, a new marketing campaign is deployed.
- Analytics for ads is media specific & hence, Analytics data is managed on a campaign to campaign basis with the ability to check previous campaigns



## 5. CONCLUSION & FUTURE GOALS

Throughout the project, we were able to create a system that can:

- Programmatically deploy & manage interactive ads inside Roblox Games
- Create in-game accessories or images ads using Image & 3D GenAI models
- Capture user interaction with in-game components & interactive ads elements, providing simple, yet comprehensive marketing analytics

Future Goals or Scope of Expansion include:

- Expanding the existing system concept to other games with similar tool kits
- Implementing AI Agents, directly inside interactive ads for personalization

## 6. ACKNOWLEDGEMENTS

We acknowledge Feenix Group Stakeholders (Michelle Perez, Hari Rajaram, Trev Keane, Sinead Hosey, and Felipe Canuto) for their guidance on varied aspects of the project, Data Mine Stakeholders (especially Cai, Director Ward, etc.), Marketing & Computer Science Faculties, Professor Lee, Professor Zhang, TA (Shreya) & all Data Mine team members for an excellent project experience.

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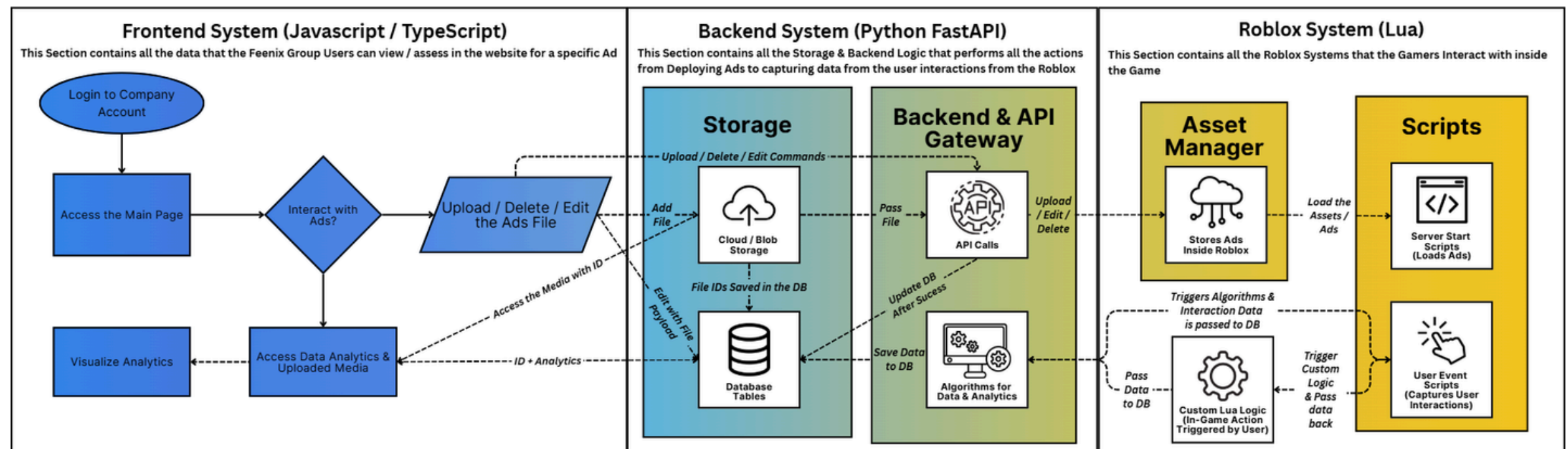
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**Currently, we are on Phase 3 & are testing the features developed.**



## RESULTS: HOW THE SYSTEM WORKS

In the System, we have:

1. Authentication (Game & Email Specific)
2. Media Manager & Data Mapping to manage the media uploaded & the media is mapped with inside the game.
3. API Gateway to send ID data in Roblox & bring back analytics from Roblox
4. Analytics Section for Dashboarding & observing Game Specific Data on how ads performed

## WHAT'S NEXT

- Expand the current platform functionality to other games like Fortnite
- Improve & complete the feature development for Ads Generation inside the portal
- Test & Enhance the current features like In-game Accessory generation on a larger scale