RoLearn

AFFILIATE CREATOR KIT

The complete guide to understanding, promoting, and earning with RoLearn.

115,000+	70M+	5 min	100+
Games Tracked	Daily Players	Update Cycle	Users in 3 Weeks

> *"RoLearn is the first and only professional intelligence platform built exclusively for Roblox developers."*

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SECTION 01

What is RoLearn?

RoLearn is a **data intelligence platform for Roblox developers**. It tracks 115,000+ Roblox games in real time and uses machine learning to help developers find trends, predict player counts, estimate revenue, and optimize their game launches.

> *Think of it as **Google Analytics meets Bloomberg Terminal — but for Roblox.***

The Problem It Solves

Roblox has 5.8M+ active experiences and 70M+ daily players. Developers face three critical challenges — and RoLearn solves all three:

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What should I build?
No easy way to find which genres or themes are growing vs. dying. Most devs rely on Discord rumors and gut feeling.

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When should I launch?
Launching at the wrong time (e.g., back-to-school season) can reduce player counts by 15–20% compared to an optimal window.

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Is my game healthy?
Developers get raw CSV data from Roblox Studio but have no benchmarks, no AI analysis, and no actionable insights to act on.

RoLearn solves all three challenges with **real data, ML predictions, and AI-powered analysis** — not guesswork.

SECTION 02

Market Opportunity

The Roblox creator economy is **massive and growing**, but developer tooling is almost nonexistent. This is a blue-ocean opportunity.

Metric	Value
Roblox Daily Active Users	70M+
Active Developers on Roblox	4.7M+
Developer Payouts (2024)	$920M+
Roblox Market Cap	~$30B
Competing Analytics Tools	Almost none — blue ocean

■ BLUE OCEAN OPPORTUNITY

Most Roblox devs make decisions on Discord rumors and YouTube videos. RoLearn brings professional-grade analytics to a market that desperately needs it — and has virtually no direct competitors.

SECTION 03

Platform Features Deep-Dive

RoLearn packs 10 powerful features into one dashboard. Here's what each one does, how it works, and — most importantly — why your audience will love it.

01 Live Trending Dashboard — ALL PLANS

What it does	Shows what's hot on Roblox right now — updated every 5 minutes.
How it works	Tracks 115,000+ games with live CCU, visits, likes, and favorites. The ML-powered Trend Score (0–100%) blends 5 signals: player count magnitude, momentum, clone saturation, genre popularity, and volatility. Filter by 16 genres and time windows from 1h to 7 days.
Why they'll love it	*Instead of manually checking games, developers get a ranked list of what's trending — and why. 'This horror game jumped 400% in 6 hours' is an instant signal to build something in that niche.*

02 CCU Forecasting (Prophet AI) — BUILDER+

What it does	Predicts a game's player count 14 days into the future.
How it works	Uses Facebook Prophet time-series models trained on each game's historical data. Shows a forecast line plus 80% confidence bands. Smart banners tell you: WINDOW STILL OPEN, HOLDING STEADY, or DECLINING TREND.
Why they'll love it	*Before spending weeks building a game inspired by a trend, developers can instantly check: 'Is this trend still growing or did it already peak?' That question alone can save months of wasted effort.*

03 Revenue Simulator — ALL PLANS

What it does	Estimates how much money a game could make based on its current metrics.
How it works	Input genre, CCU, visits, gamepass count, and average price. Output: Conservative / Expected / Optimistic monthly revenue in Robux and USD. Calibrated against real earnings data: 1K CCU ≈ $1,200/mo, 10K CCU ≈ $8,000/mo, 100K CCU ≈ $40,000/mo.
Why they'll love it	*Developers can model 'What if I hit 5K CCU?' or 'What if I add 3 more gamepasses?' before writing a single line of code. It turns guesswork into strategy.*

04 Dev Lens — AI Game Doctor — STUDIO ONLY

What it does	Upload your Roblox Studio CSV analytics and get an AI diagnosis of what's wrong and exactly how to fix it.
How it works	Developer exports CSV files from Roblox Studio (Retention, DAU, Playtime, Sessions, Revenue). RoLearn benchmarks data against 11 genre-specific standards. Claude AI then produces a full report with diagnosis, fixes, revenue leak detection, and a prioritized action timeline.
Why they'll love it	*It's like having a top Roblox developer review your analytics personally. No other tool does this. 'Your D1 retention is 22% — add a guided tutorial in the first 90 seconds' is the kind of insight that can double your game's success.*

05 Update Impact Tracker — BUILDER+

What it does	Log game updates and measure their actual effect on player count.
How it works	Developer logs an update (date, title, category). RoLearn measures CCU before and after a 3-day window and delivers a verdict: WIN, MISS, or NEUTRAL. Over time, patterns emerge by update category.
Why they'll love it	*Developers learn which types of updates actually work for their specific game — turning 'ship and hope' into a data-driven feedback loop. '78% win rate on gameplay updates, but monetization updates average -12% CCU' is pure gold.*

06 Genre Opportunity Finder — ALL PLANS

What it does	Reveals which genres are unsaturated gold mines vs. overcrowded red oceans.
How it works	Analyzes every genre by total CCU (demand), game count (supply), growth rate, and saturation index. Calculates an Opportunity Score (0–100). Studio plan unlocks a visual Genre Heatmap scatter plot showing blue vs. red ocean quadrants.
Why they'll love it	*Instead of building 'another simulator' in an oversaturated genre, developers discover niches like 'horror tycoon' — high demand, low competition. This feature alone justifies the subscription.*

07 Launch Timing Intelligence — BUILDER+

What it does	Tells developers exactly when to launch their game for maximum player impact.
How it works	Analyzes seasonal patterns across 9 major events (Halloween, Summer Break, Winter Holiday, etc.). Shows peak times by day, hour, and season — with expected CCU boost per launch window.
Why they'll love it	*A horror game launched October 1st gets 35–45% more players than the same game launched October 20th. Timing is completely free — developers just need to know when to push the button.*

08 Game Benchmarking — ALL PLANS

What it does	Compare your game's metrics against every other game in your genre.
How it works	Input CCU, visits, likes, favorites, and theme. Get a percentile ranking for each metric: 'Your CCU is top 15%, but your favorites are bottom 40%'. Includes actionable recommendations for each weak metric.
Why they'll love it	*'500 CCU' means nothing without context. 'Top 20% in Horror' is immediately actionable. Developers finally know if their numbers are good or bad — and what to do about it.*

09 Keyword Intelligence — ALL PLANS

What it does	Discover which search keywords players use and which are completely untapped.
How it works	Tracks keywords by game count (supply), average CCU (demand), and 7-day trend. Labels each: BLUE OCEAN, GROWING, MODERATE, DECLINING, or AVOID. Title Scorer: paste your game title and get a score with better keyword suggestions.
Why they'll love it	*'RPG' has 10,000 competing games. 'Roguelike RPG' has 50 games but similar CCU. That's a discoverability goldmine waiting to be found.*

10 Clone & Competition Detection — ALL PLANS

What it does	Finds games similar to yours and measures market saturation for your game type.
How it works	String similarity analysis across 115K+ game titles and descriptions. Shows clone count, average similarity %, and saturation level (HIGH / MEDIUM / LOW). Includes a competitor pie chart visualization.
Why they'll love it	*Before building a game, check if 200 clones already exist. HIGH saturation = pivot your concept. LOW saturation = you've found a genuine opening in the market.*

SECTION 04

Pricing Plans

RoLearn has three tiers. The free Explorer plan lets anyone get started with no credit card. Affiliates should focus on converting free users to Builder or Studio.

Feature	Explorer FREE	Builder $19/mo	Studio $49/mo
Trending games	Top 20	Top 100	Unlimited
CCU history	7 days	30 days	90 days
Tracked games	3	20	Unlimited
Revenue simulator	1/day	Unlimited	Unlimited
CCU Forecasts (14-day)	—	✓	✓
Launch Timing Intelligence	—	Full	Full
Email Alerts	—	✓	✓
Update Impact Tracker	—	✓	✓
Genre Heatmap	—	—	Full
Dev Lens AI Diagnostics	—	—	Full
Annual pricing (save ~35%)	Free	$149/yr	$399/yr

Affiliate tip: The Builder plan at $19/mo pays for itself if a single insight saves even one day of development time. Frame it that way when talking to developers.

SECTION 05

Your Affiliate Playbook

The Elevator Pitch

> ***"RoLearn is a data platform that helps Roblox developers find trends, predict player counts, and make more money from their games. It's like having a professional data analyst on your team — but it costs less than a pizza."***

Key Stats to Drop in Conversations

- Tracks **115,000+ Roblox games** in real time
- Updates every **5 minutes** — always current
- **26+ ML features** computed per game
- **14-day CCU forecasts** with confidence intervals
- **AI-powered diagnostics** (Dev Lens) for personal game data
- **Free tier available** — no credit card required

Handling Common Objections

Objection	Your Response
"I can just check Roblox charts"	Roblox shows you what's popular now. RoLearn predicts what will be popular next week — and tel
"It's too expensive"	The free plan includes 20 trending games, 3 tracked games, and daily revenue simulations. Builde
"I don't need data, I just build games"	The top Roblox studios use data to decide what to build. RoLearn gives indie devs the same comp
"How accurate are the forecasts?"	They use Facebook Prophet — the same model used by major tech companies. Not a crystal ball,

SECTION 06

Content Strategy Guide

The best affiliates create content that genuinely helps Roblox developers — and naturally showcases RoLearn as the tool they need. Here are proven content angles.

YouTube / TikTok

→ "What's Trending on Roblox Right Now" — weekly series using RoLearn's live dashboard

→ "I Used Data to Find the Perfect Roblox Game to Build" — trend discovery walkthrough

→ "Is This Roblox Game Actually Making Money?" — revenue simulator deep dive

→ "The Best Time to Launch a Roblox Game in 2024" — Launch Timing feature showcase

Blog / Newsletter

→ "The Data-Driven Guide to Picking Your Next Roblox Game Genre"

→ "How to Know If Your Roblox Game Will Succeed Before You Build It"

→ "5 Roblox Genres That Are Blowing Up Right Now (And Why)"

→ "The Hidden Cost of Launching at the Wrong Time: A Roblox Study"

Twitter / X

→ Weekly 'What's trending on Roblox' thread with screenshots from the dashboard

→ Revenue estimate reveals: 'This game probably makes $X/month. Here's why.'

→ Genre opportunity threads: 'Horror tycoon is a blue ocean right now — here's the data'

→ Tip threads: '5 data signals that predict a Roblox trend before it goes viral'

Discord / Community

→ Share weekly trend data in Roblox dev communities (with your link)

→ Answer 'what should I build' questions with actual RoLearn data

→ Host live trend analysis sessions using the dashboard

→ Offer free genre analysis as a value-add to community members

SECTION 07

Quick Reference Card

Links & Access

Platform	URL / Info
Main Website	rolearn.dev
Free Signup	rolearn.dev (no credit card required)
Support	Contact page on rolearn.dev

Launch Timing Cheat Sheet

Season / Event	Best Launch Window	Expected Boost
Halloween	Oct 1–7	+35–45%
Winter Holiday	Dec 15–22	+40–50%
Summer Break	Jun 1–15	+20–30%
Back to School	September	■ AVOID (–15–20%)

Revenue Benchmarks

Concurrent Players (CCU)	Estimated Monthly Revenue
1,000 CCU	≈ $1,200/month
10,000 CCU	≈ $8,000/month
100,000 CCU	≈ $40,000/month

Affiliate Onboarding Checklist

1	■ Sign up for a free RoLearn account at rolearn.dev
2	■ Explore the Trending Dashboard — screenshot something interesting for content
3	■ Run the Revenue Simulator for a popular game in your niche
4	■ Check the Genre Opportunity Finder — note the top blue-ocean genres
5	■ Review the Launch Timing data for an upcoming season

6	■ Draft your first piece of content using the ideas in Section 06
7	■ Share your affiliate link in your bio, description, and content

Ready to start? Head to rolearn.dev and create your free account.

No credit card. No commitment. Just data that helps Roblox developers win.

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