# The state of virtual brand experiences Part III

GEEIQ

geek noun \ ˈgēk \

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# Foreword

**Charles Hambro,**
**CEO & Co-Founder**


Brands in virtual worlds are getting smarter. Across the platforms that GEEIQ tracks, **new activations from brands grew 58% in the first half of 2024,** compared to the first half of 2023.

I've said it before, but **the 'hype' is very much over.** Favorable press is no longer a justification for entering this space. In 2024, this opportunity is **now firmly rooted in performance marketing.**

That's why so far this year we've witnessed a **consolidation of platforms.** Brands are focusing their efforts on the gaming channels that they know will guarantee value. The leading virtual worlds are the ones that continue to evolve in response to the needs of brands. Today, it's the likes of Roblox and Fortnite that are not only adapting but are benefitting from the decline of some of the less effective players.

The first half of 2024 was a watershed moment. GEEIQ partners such as **Walmart** are now **using virtual worlds like Roblox to conduct full-funnel marketing** - from awareness at the top, and consideration in the middle, to conversion at the bottom. And our platform will continue to track this evolution in e-commerce.

The first half of the year was also the **most diverse we've seen in terms of industries entering these spaces.** In 2024, platforms that were once dominated by Fashion & Apparel have seen **Food & Drink, Sports Organizations** and **Media & Entertainment all increase their share in this new attention economy.**

And we've recognized a link between the industry and the way in which it activates. Media & Entertainment, for example, is becoming smarter in this space - syncing its traditional marketing practices with its virtual activations.

With **campaign-based activations around album launches and movie releases,** we've seen time-limited integrations into existing experiences from this vertical grow consistently, while fully-fledged brand experiences aren't growing at the same rate.

Meanwhile, in a year of major sporting moments, Sports Organizations are understanding the foothold that existing sponsors already have in virtual worlds and gaming. While the likes of **Manchester City FC** became the first football club to release its own Fortnite map, its rival **Manchester United** chose to tap into an existing sponsor, **Adidas,** and its presence on Roblox.

**Integrations continue to rise in popularity** as a route to activation. According to GEEIQ, they've **grown 194% in the first half of 2024,** in comparison to the first half of last year. And while Roblox accounts for the majority of these, Fortnite is becoming increasingly dominant.

GEEIQ partner **Versace** recently entered a popular Fortnite map for a limited time to promote its Mercury sneaker. Activations like this provide a lower barrier to entry and a guaranteed audience.

But activations are not limited to experiences and integrations. We've seen platforms like **ZEPETO** slow in regard to brand experiences, but grow in other ways. GEEIQ partner **COACH** just recently created an activation on the South Korean platform that was focused on digital assets and avatar personalization.

In our next report, we'll be tracking digital assets more closely.

At the heart of these activations, however, remain brand experiences. If digital assets are a crawl for brands in virtual worlds, integrations are walks, and experiences are runs.

And underpinning this all, is consistent growth. The first half of 2024 was the largest H1 on record for new brand activations in virtual worlds and gaming. While specific quarters may traditionally see more action than others, year-on-year new brand activations are growing.

From the ashes of metaverse 'hype' has emerged a similar narrative around AI. Innovation teams that once held the purse strings for activations in spaces like Roblox are now, from my experience, focused largely on the utilization of artificial intelligence.

Today, the brand decision makers for virtual worlds and gaming are now sat within teams focused on ROI. For many, the test and learn phase is over. And if the 'hype' was ever truly real, then it's almost certainly come to an end.

The data is clear. **More brands are entering virtual worlds and gaming than ever before.**

Not only are the ways in which they're approaching this emerging marketing vertical **diversifying,** but the opportunity is becoming **increasingly full funnel, with coalescence around a smaller number of platforms that are agile enough to adapt to the brand's needs.**

# Terms you need to know

## Virtual worlds

These are platforms like Roblox, Fortnite, ZEPETO, and The Sandbox. Some call them games, others call them metaverse platforms. Blockchain-based or not, we call them virtual worlds.

## Virtual brand activations

This term encompasses any form of brand activity in virtual worlds. It includes ‘brand experiences’, ‘brand integrations’, and the creation of branded digital assets.

## Brand integrations

These refer to when brands activate within existing virtual experiences for a time-limited period. Think L’Oréal in Livetopia, one of Roblox’s most popular non-brand-owned experiences.

## Brand experiences

These are brand-owned virtual experiences that exist within virtual worlds. They are created and owned by the brand. For example, PLANET HUGO on Roblox.

## User-Generated Content (UGC)

Content created by players or independent developers on a platform, sometimes in partnership with a brand, which can include anything from mini-games to avatar accessories.

## H1 2023 and H1 2024

You’ll see these referenced throughout the report. This refers to the first half of a specific year. Rather than look at data from specific quarters in this report, we’re digging into the data from the first half of 2024 and how that compares with the first half of 2023.

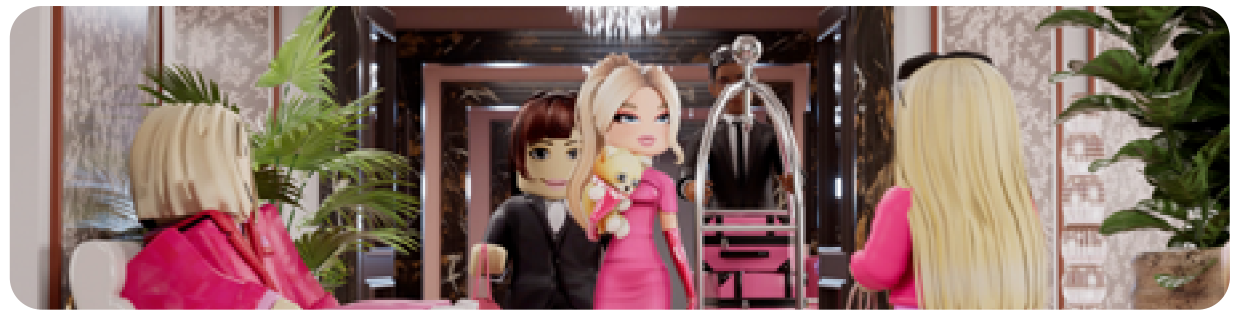
# Key takeaways

1. **New activations have grown significantly versus the first half of 2023.**

**347**
new virtual brand activations in the first half of 2024.

**58%**
increase from the same period last year.

**250**
new activations were brand experiences (72% of all activations).



2. **Integrations are becoming a popular activation for brands.**

**97**
new activations were brand integrations (28% of all activations).

**194%**
growth in number of new integrations compared to H1 2023.

**81%**
of brand integrations GEEIQ tracked took place on Roblox.

3. **Roblox holds onto its throne.**

**85%**
growth in new Roblox brand activations compared to H1 2023.

**50%**
of these activations were integrations.

# Key takeaways

4. **Fortnite grew the most of any platform compared to the first half of 2023.**

**231%**
growth in new Fortnite brand activations compared to H1 2023.

**15%**
were integrations.

**17x**
increase in integrations versus in H1 2023.

**42%**
increase in the number of new Fortnite integrations from H2 2023.

5. **Multiple industries see a rise in new activations.**

**84**
new Media & Entertainment activations (+121%).

**32**
new Fashion & Apparel activations (+3%).

**30**
new Food & Drink activations (+11%).

**26**
new Automotive activations (+271%).

**23**
new Sports Organizations activations (+77%).

# Gen Z and the evolution of attention

**The attention economy is evolving,** which means the way brands are interacting with their audiences is also shifting.

**Gen Z,** notably, is not accessible through the channels that previous generations had been heavy consumers of.

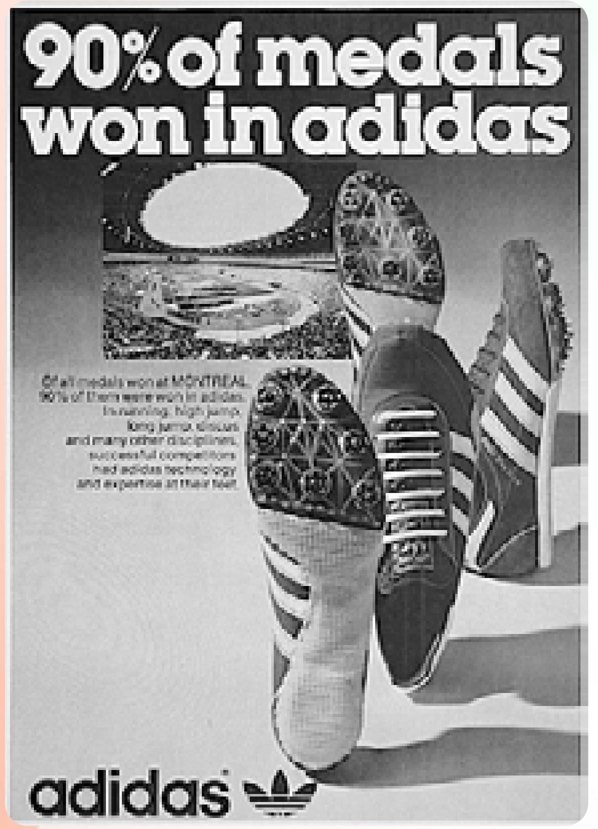
Traditionally, brands relied on one-way, passive communication channels to capture consumer attention.

In 2024, that's no longer the case. The rise of social media in the 2000s was a precursor to this new reality, with audiences becoming accustomed to greater interactivity.

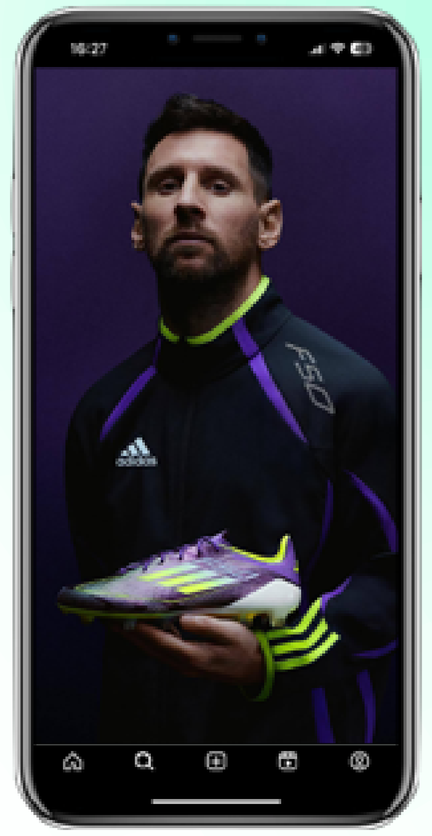
Today, **brands are using immersive marketing channels** like virtual worlds and gaming to create new ways to engage consumers.

Take **Adidas.** In June 2024, one of its **virtual necklaces sold for $25,000 on Roblox in under a minute.**

Now, **consumers can incorporate brands into their digital identities,** which play a crucial role in **online self-expression.**




Passive
Print, TV & radio



Social
Social media

Immersive
Virtual worlds

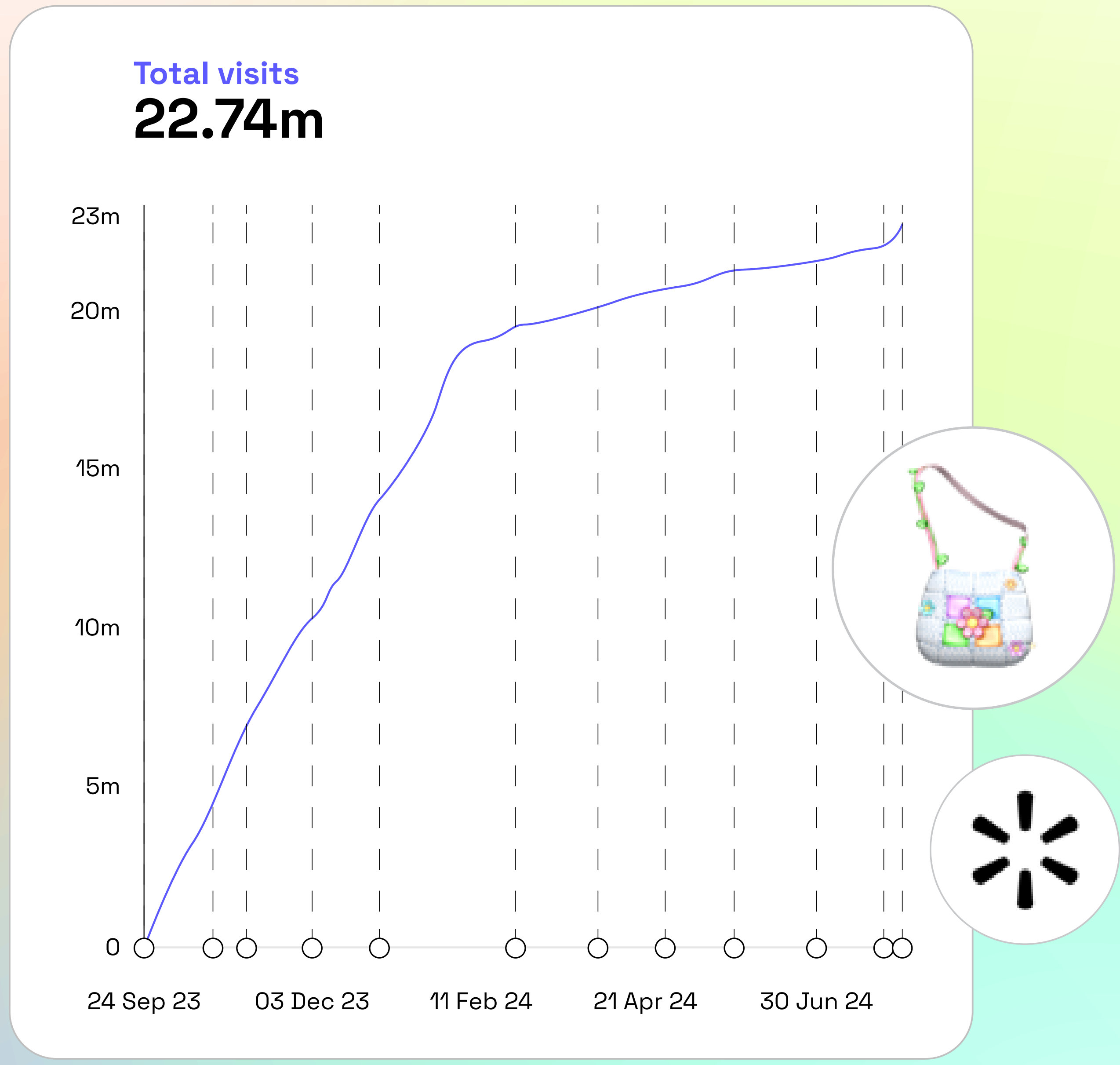
# A new full-funnel opportunity

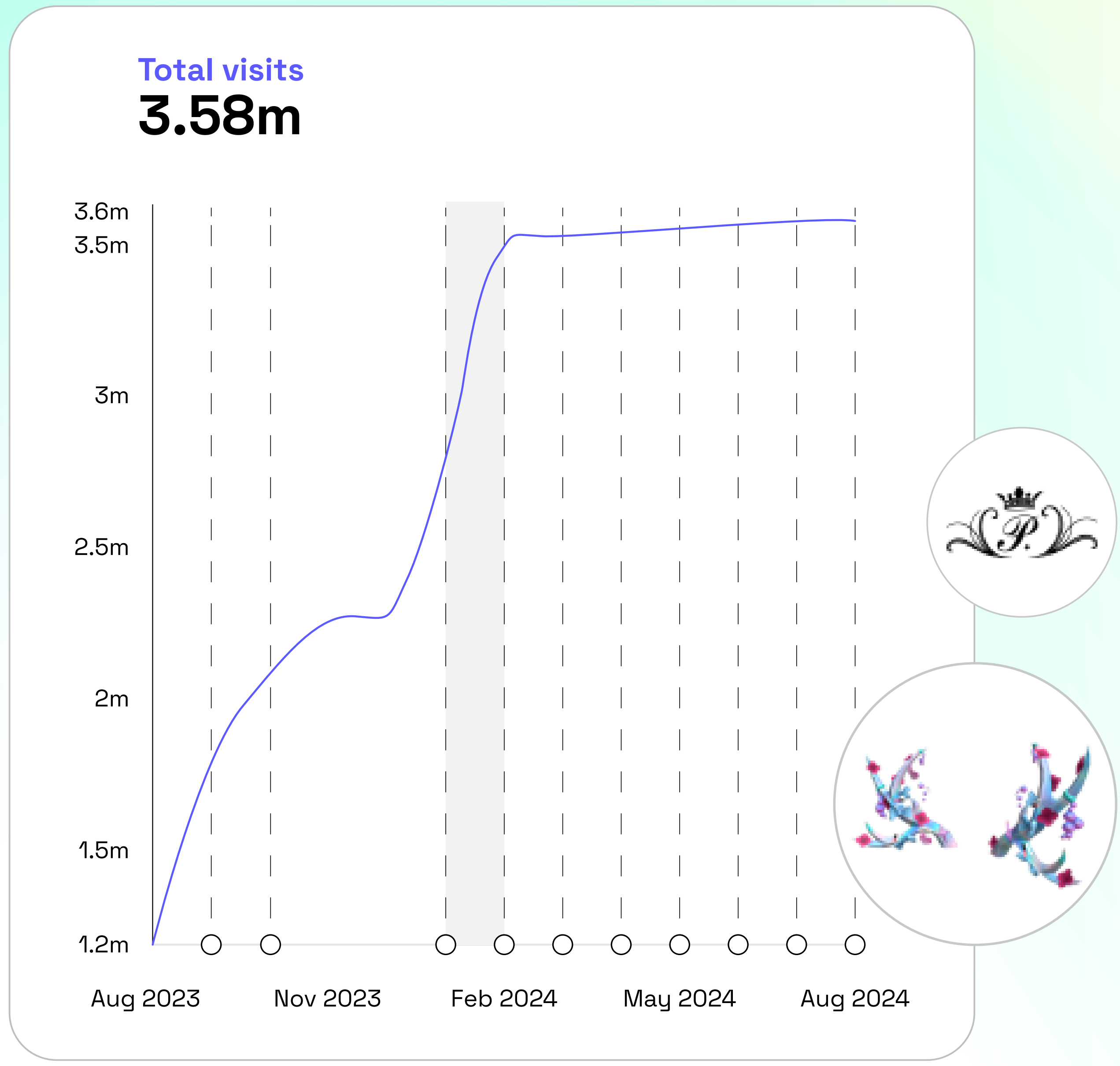
For the first time, H1 2024 saw brand activations in virtual worlds **hit KPIs attached to every stage of the marketing funnel** - from **brand awareness** and **education,** all the way through to **loyalty** and **conversion.**

Notable brands such as **Hilton Hotels & Resorts, E.L.F. BEAUTY,** and GEEIQ partner Walmart have built activations that now address the bottom of their marketing funnels.

Today, in addition to running top-of-funnel immersive ads, Walmart is selling real-world products (and digital twins of items) in its Roblox experience, Walmart Discovered.

**Hilton Hotels & Resorts** also integrated into **Paris Hilton's** Slivingland on Roblox to capture first-party data **for its CRM,** with the brand enrolling over **27,000 Roblox players onto its loyalty program.** During the **one-month** integration, **total visits to the experience grew 49%.**



# The virtual worlds marketing funnel

## Awareness

Connect with a harder-to-reach audience at scale, driving brand recall and **reach.**

- Daily/Monthly active users
- Unique visitors
- Earned & paid media impressions
- Brand awareness

## Consideration

Drive deeper **engagement** and connect with a gaming audience with non-disruptive brand storytelling.

- Time spent
- Click-throughs
- Approval rating
- Social engagement
- Completion rate
- Mini-game plays
- Brand uplift

## Conversion

Boost **transactions** with real-world and digital sales.

- Physical sales
- Digital item sales
- Item try-ons
- Item claims

## Loyalty

Build brand loyalty and favorability through **rewards** programs and loyalty integrations.

- Loyalty program sign-ups
- Player retention
- Repeat purchases

# Brand activations in H1 2024

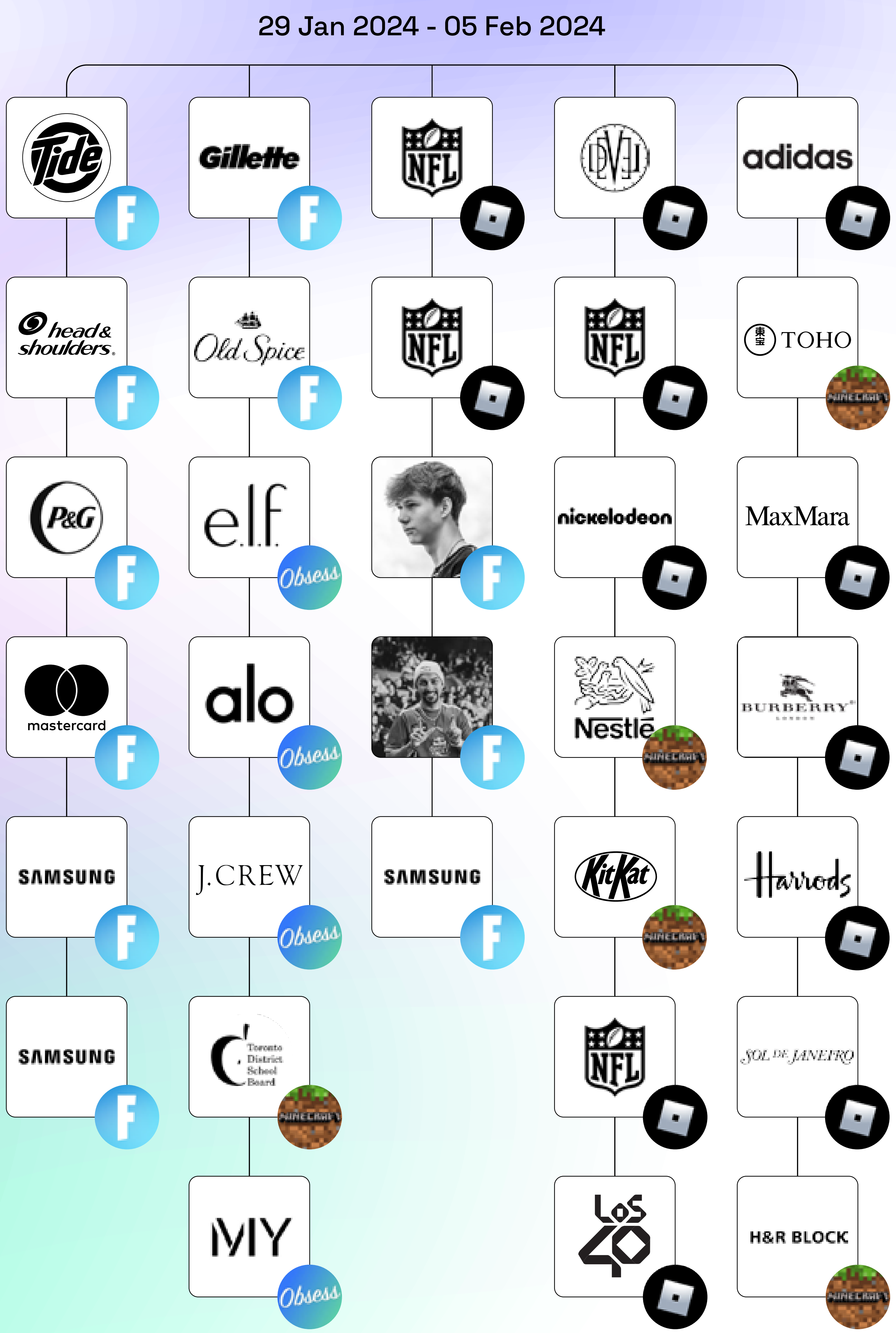
Since the start of 2024, **at least 312 brands have activated in virtual worlds.** This includes the **BBC, Max Mara, UEFA,** and **Visa.**

Notably, the first week of February broke the record for the most brand activations in seven days.

Multi-platform strategies are also on the rise. Brands are increasingly launching multiple activations on one platform, or across multiple different platforms.

In-line with Super Bowl LVIII, the **NFL launched four Roblox integrations in just one week,** while GEEIQ partner COACH has created multiple activations across **Roblox** and **ZEPETO.**

In the same way brands activate across multiple social media platforms, having a presence across a number of virtual worlds helps them to **engage diverse and fragmented audiences.**




GEEIQ's brand activation timeline tracks which brands are activating in virtual worlds and when.

# Back-to-back record-breaking quarters

The first half of 2024 saw **347 new virtual brand activations.** That's a **58% increase** from H1 2023.

Q4 2023 is still a record-holding quarter for new brand activations in virtual worlds and gaming, with Q1 2024 in second place. However, this **Q1 and Q2 is the strongest we've seen for brand activations in gaming and virtual worlds yet.**

So, what's the context?

1. **Q4 is traditionally a quarter of heavier media investment.**

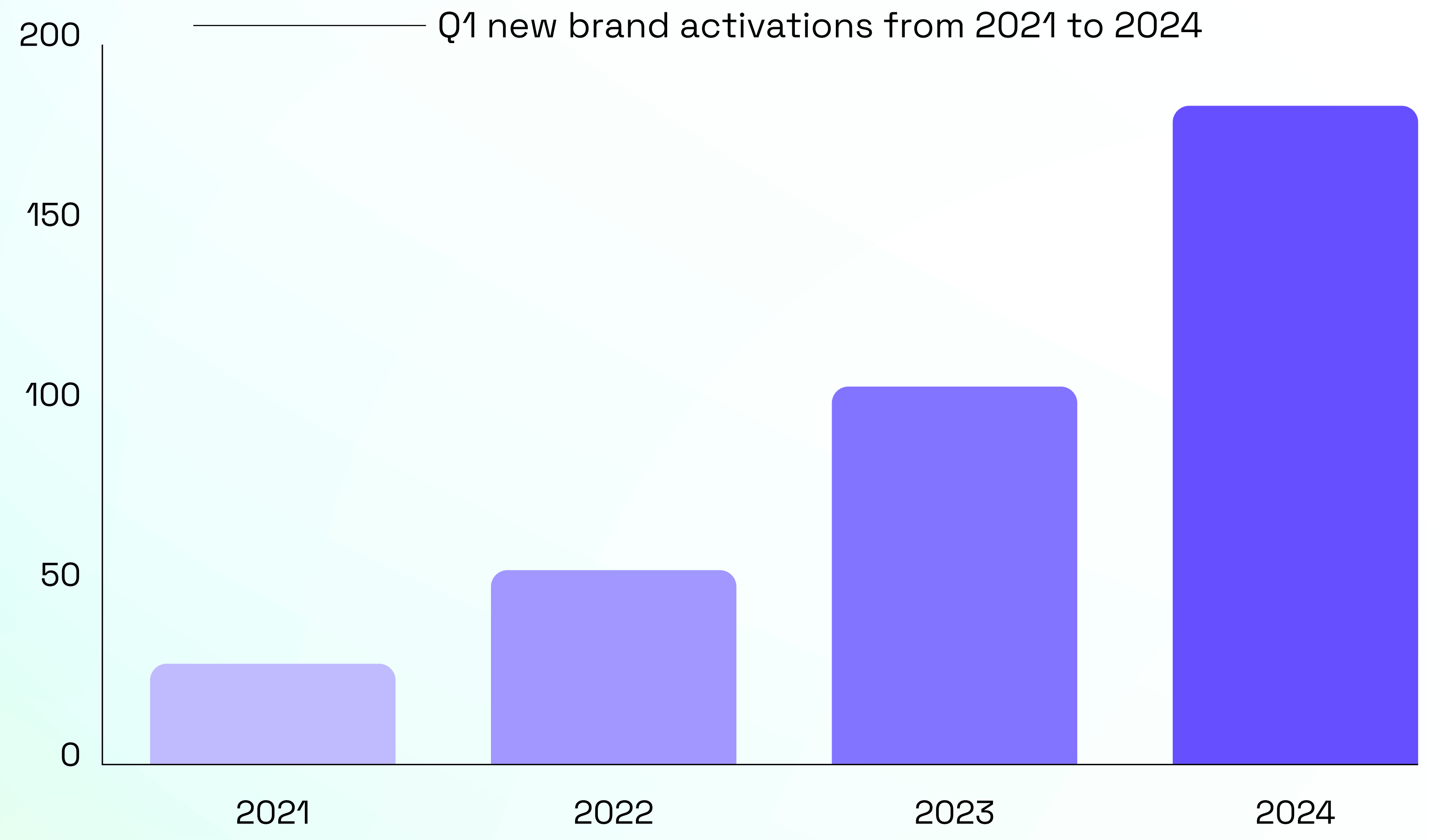
   Many of the 240 new virtual brand activations in Q4 2023 were centered around the holiday season.

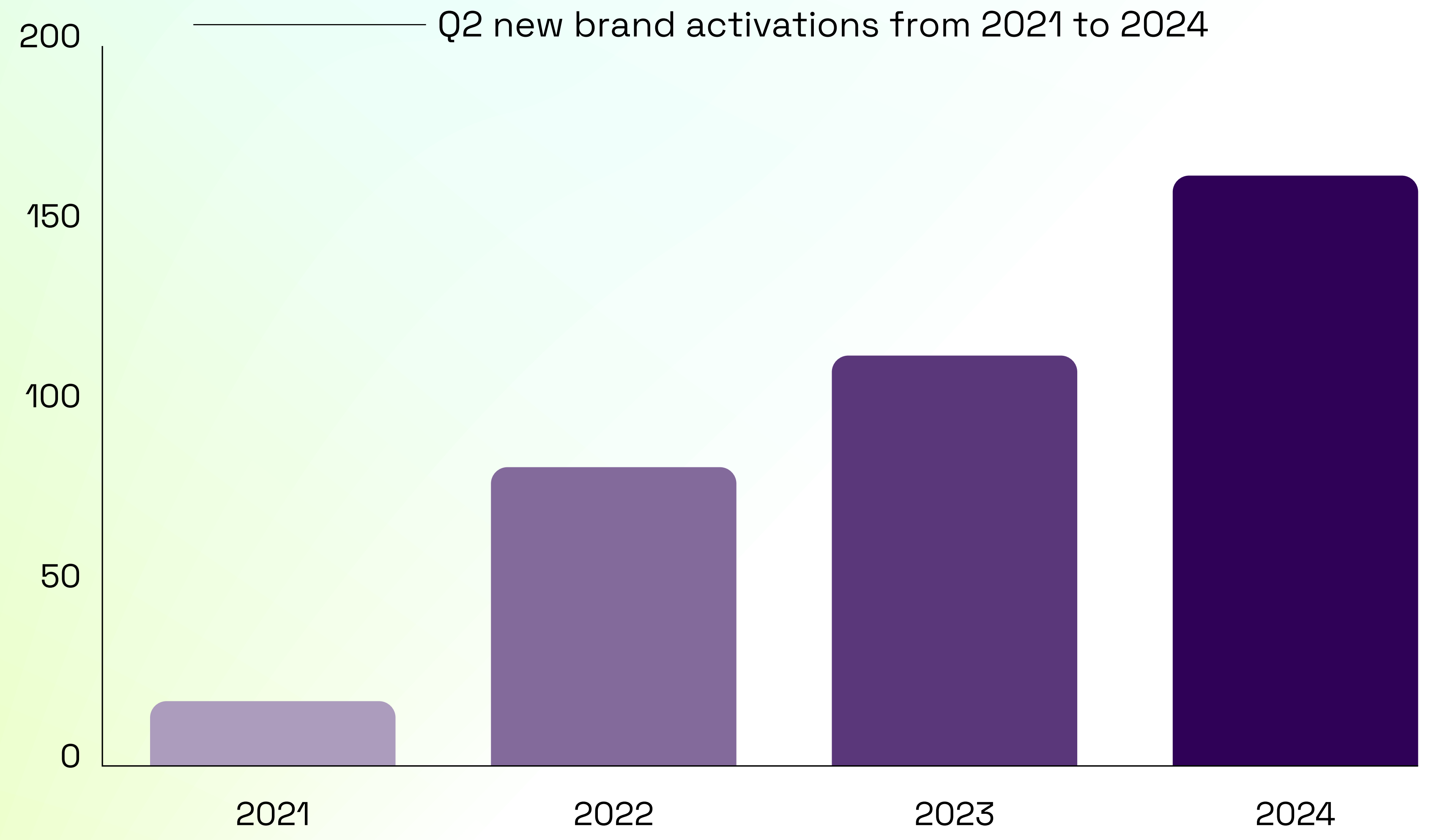
2. **More players than ever in brand owned experiences in Q1 2024.**

   Roblox's Average Active Users (AAU) within its brand-owned experiences increased by 26% in Q1 2024 when compared to the previous quarter.

3. **Some platforms continued to welcome a rise in new brand activations.**

   According to GEEIQ data, new brand activations on Fortnite grew 21% in H1 2024 when compared to H2 2023.



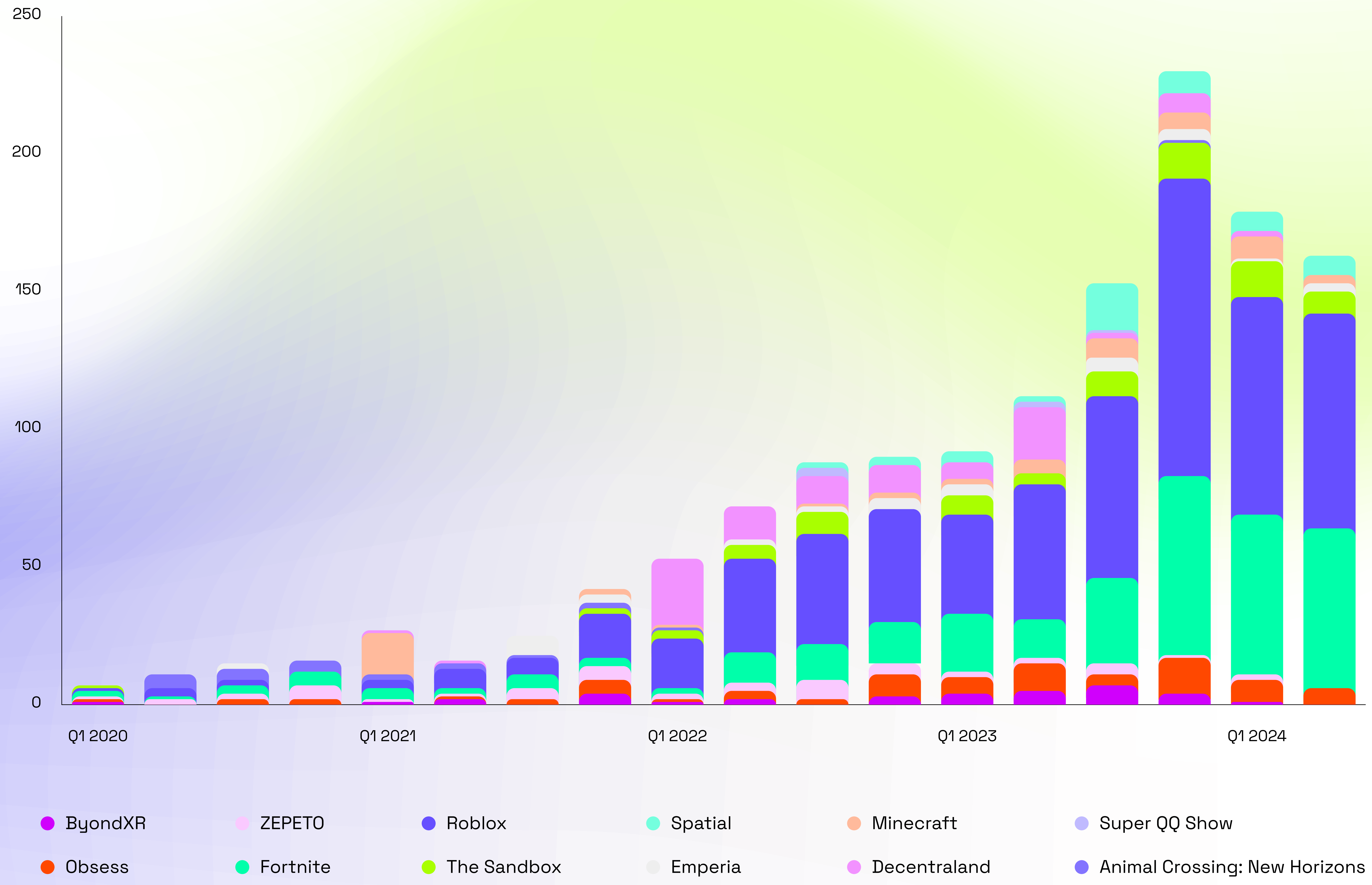



# The current landscape: Total activations to date

GEEIQ's platform shows us that since we began tracking activations in 2018, **at least 865 brands activated in virtual worlds by the end of H1 2024,** with over **1273 activations.**

In The State of Virtual Brand Experiences Part I, our data showed that there were more brands on Roblox alone than across every other platform GEEIQ tracks, combined.

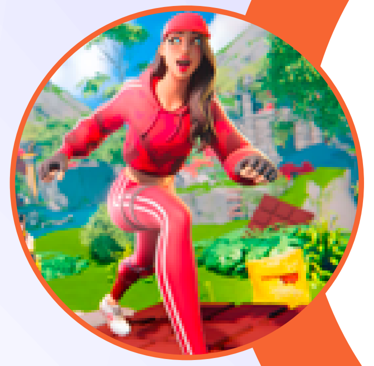
Today, that's no longer the case. It's only when you combine the number of brands across both Fortnite and Roblox that it amounts to more brands than the rest of the platforms GEEIQ tracks combined.

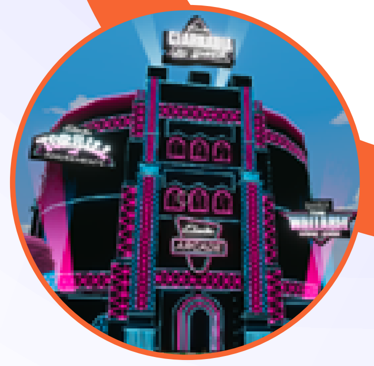


By the end of Q2 2023:

**+350**
brands in virtual worlds

**+500**
brand activations in virtual worlds

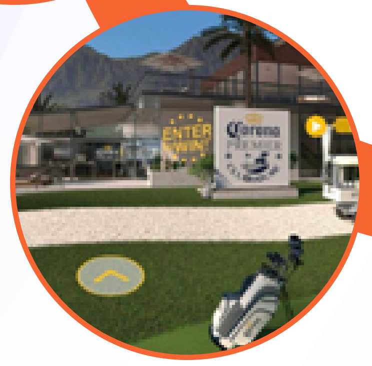




By the end of Q4 2023:

**+700**
brands in virtual worlds

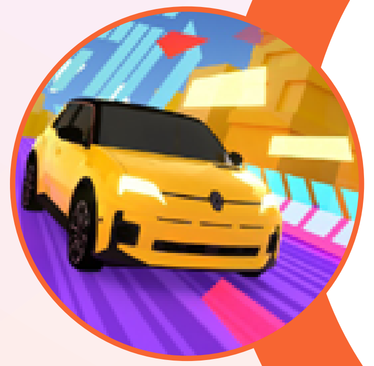
**+1000**
brand activations in virtual worlds



By the end of Q2 2024:

**+850**
brands in virtual worlds

**+1200**
brand activations in virtual worlds



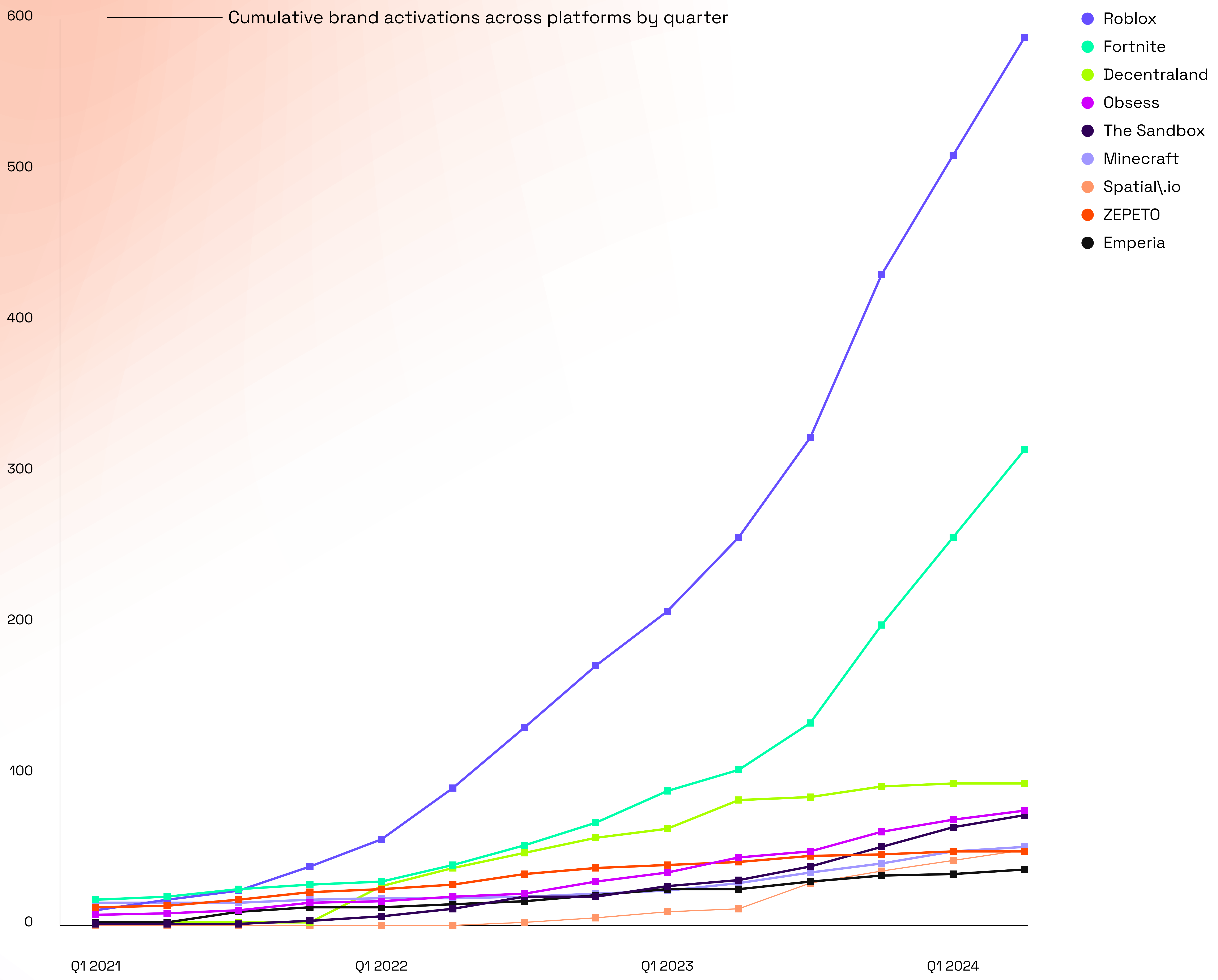
# What platforms are brands investing in?

Across the platforms GEEIQ tracks, there were **347 new brand activations** in the first half of 2024.

**45%** of these **new activations** were on **Roblox,** while **33%** were on **Fortnite.**

In third place is blockchain-based world, **The Sandbox,** which accounts for **6%** of new activations across this period. **Spatial** and **Minecraft** follow, accounting for **4%** and **3%** of new activations respectively.

Other platforms GEEIQ tracks have seen their growth plateau or decline. Why?



We have observed a decrease in the number of platforms where brands are engaging. In the second half of 2023, brand activations occurred across **19 different virtual platforms.** In the first part of 2024, we've noticed a **26% reduction.** Brands are focusing on leading **platforms that are expanding their solutions to offer full-funnel functionality,** like Roblox.

**Albane Prioux,**
Partnerships & Insights Director

# Consolidating platforms & market maturity

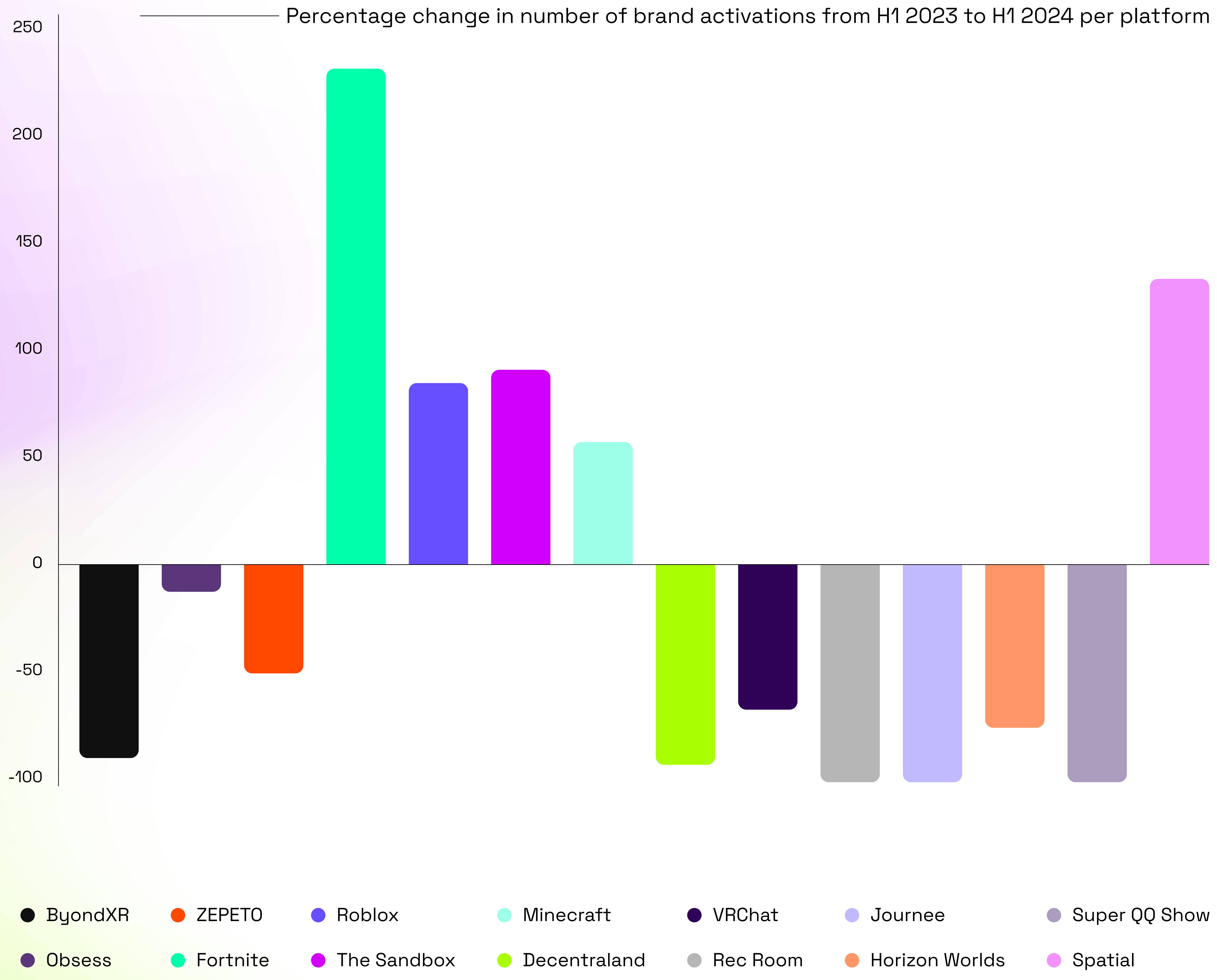
According to the GEEIQ platform, virtual **activations from worlds outside of Fortnite & Roblox** accounted for 45% of activations in H1 2023. In H1 2024, those activations **only account for 21%. The market is maturing and consolidating.**

However, **a decrease in number of brand activations isn't necessarily negative for a platform.**

Number of activations is only one metric for tracking the health of a platform. More than this, **some platforms lend themselves more towards branded virtual items and avatar customization** rather than experiences or integrations (tracked in the graph to the right).

For example, **COACH** recently launched a photo booth and styling competition in **ZEPETO.** That is not defined as an integration or experience, but it is more aligned with the ZEPETO community's interests.

Brands are becoming **smarter** and more **adaptive.** They are **tailoring their virtual strategies to specific platforms** as well as specific **marketing campaigns, seasons** (e.g. Christmas), and **geographical locations.**



# 194% growth in brand integrations

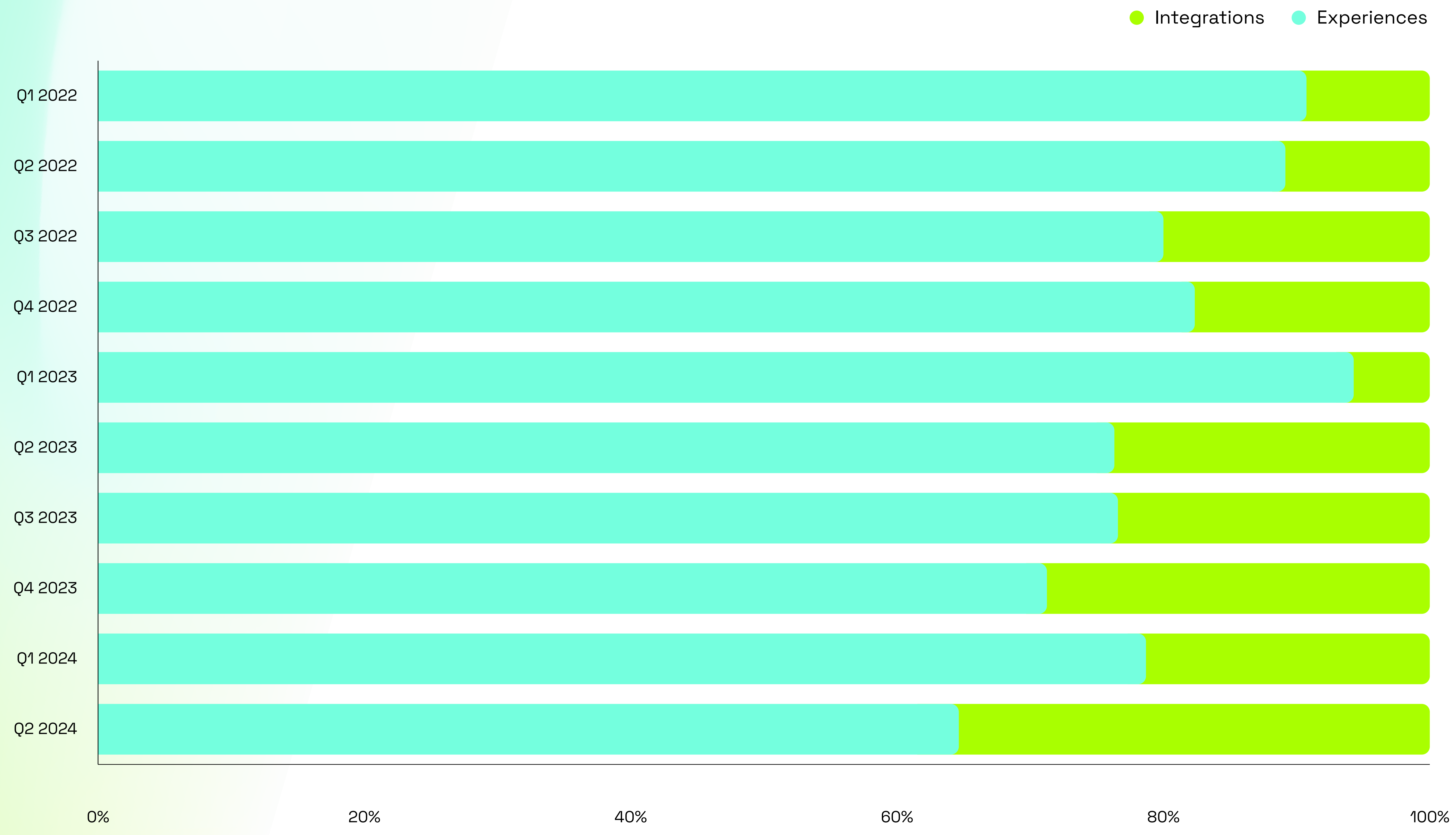
Across the platforms GEEIQ tracks, the first half of 2024 saw **97 new brand integrations,** compared to the first half of 2023 seeing just 33. That's **194% growth.**

Integrations offer a lower barrier-to-entry than brand experiences. They typically require less investment and lend themselves well to time-limited campaign-based marketing activities.

Let's put this growth into perspective.

In H1 2022, integrations only constituted 10% of all new activations across virtual worlds. **In 2024, they account for 28%.**

Percentage of brand experiences vs. integrations across all platforms



Traditional gaming partnerships are expensive and PR-driven. **Integrations on UGC platforms make it easier for brands to actualize** in this space and they're increasingly becoming key components of virtual brand strategies. The data shows that the **platforms that offer integrations,** like **Fortnite** or **Roblox, are welcoming more brand activations.**

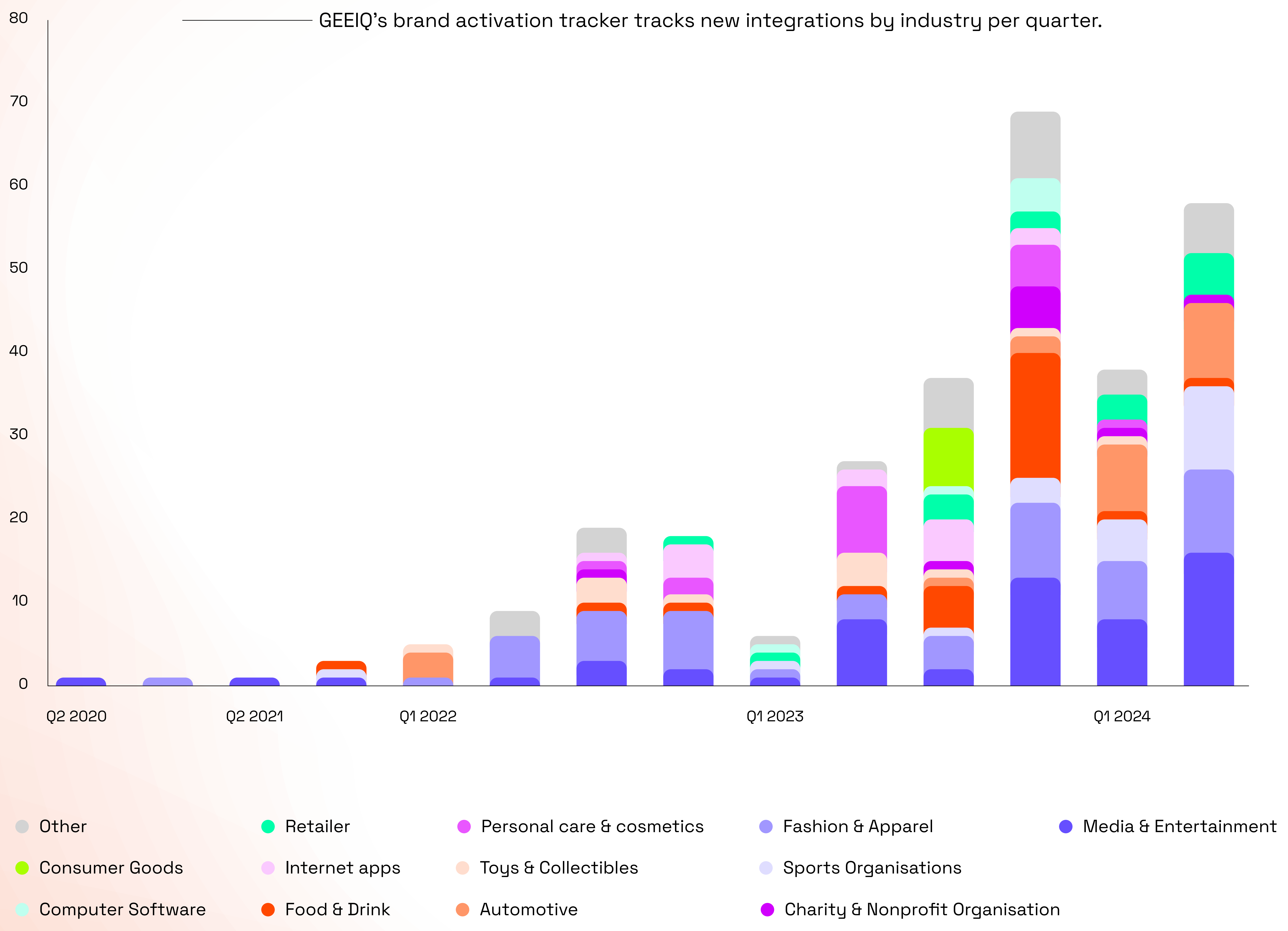

**Giovanna Demopoulos,**
Senior Marketing Executive

# 2024 is the year of integrations

Across the industries GEEIQ tracks, **Media & Entertainment** brands launched the most new integrations in H1 2024, accounting for **24 integrations.**

Integrations by the **Automotive** industry grew from zero in the first half of 2023 to **17** in H1 2024. **More than half of those took place in Driving Empire** - a Roblox experience built by GEEIQ integration partner, **Voldex.**

Of the 97 integrations GEEIQ tracked in the first half of 2024, **Roblox accounts for 81%.** In second place is **Fortnite,** which accounts for **18%** of total integrations.



# Lamborghini, McLaren and the brand integrations in pole position on Roblox

Our team sat with Harry Bienenstock, Head of Growth at Voldex, the development studio behind some of Roblox's most popular experiences, including Driving Empire.

### Why was Voldex created?

Voldex was created to be the home for the top user-generated-content (UGC) games that connect and entertain players worldwide.

### Voldex owns and operates some of Roblox's most popular games: Why are brands integrating into these experiences?

Brands are integrating into these games because the **attention of Gen Z and Gen Alpha is firmly anchored in gaming.** With Roblox users spending an average of **2.5 hours per day on the platform,** brands see a powerful opportunity to connect with this **highly engaged audience.**

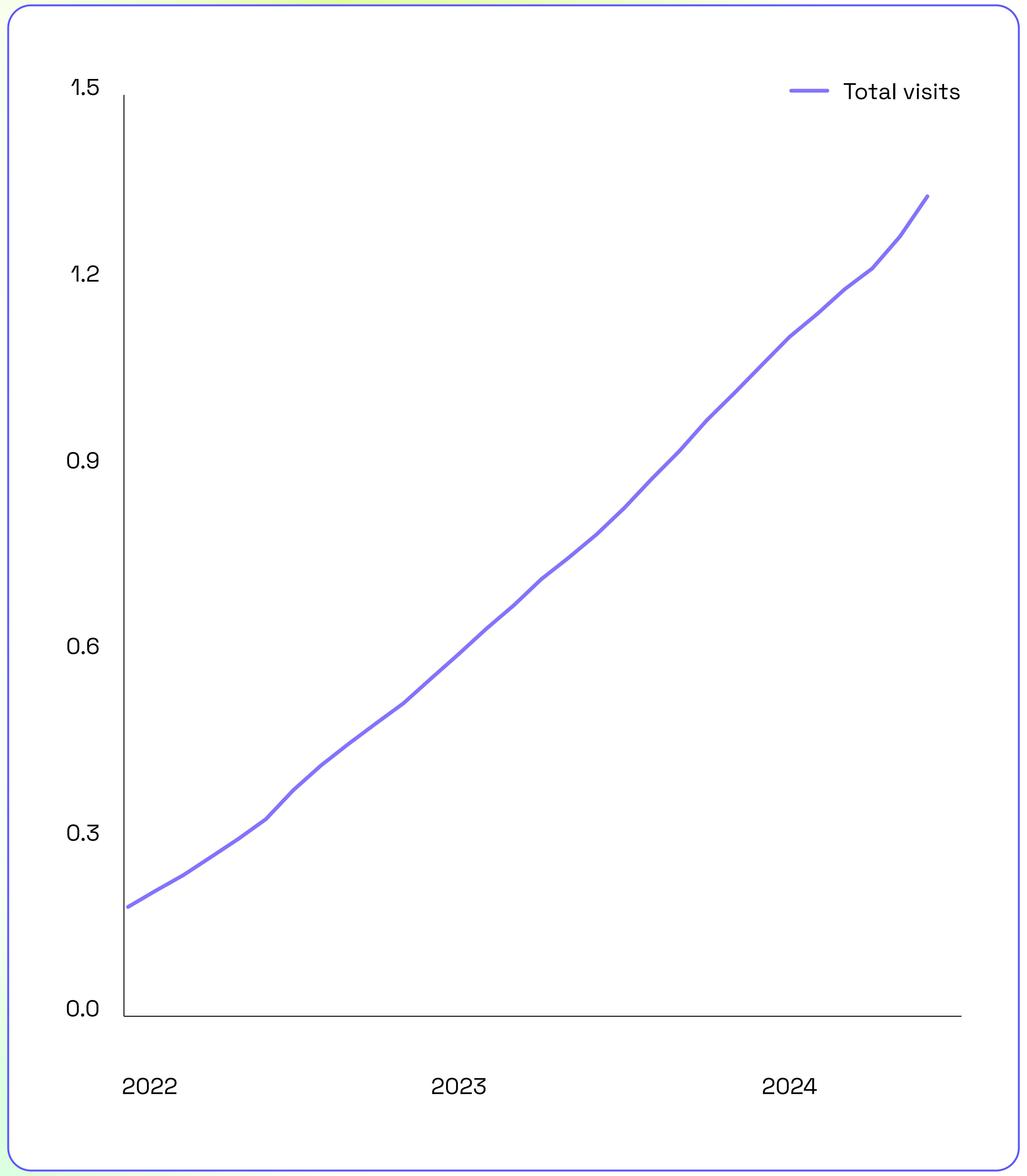
Beyond just reaching them, these integrations allow brands to **create immersive, interactive experiences that foster deeper connections.** The **scalability of Roblox** ensures that brands can **amplify their message globally,** making these activations both **impactful and effective.**

**Why do you think integrations are becoming an increasingly attractive way of activating for brands?**

Many brands have tried to launch their own experiences on Roblox without the success they would have liked to have. They don't always realize the commitment it takes to build and run a successful game for years to come. Brands are activating within existing experiences to reach the audiences that exist there. They know that they can **secure impressions, engagements with their brand for a fraction of the cost of building an experience themselves.** There is a ton of value in partnering with established games to ensure **more targeted and impactful** brand activations.

**Why did the likes of Audi, Lamborghini and McLaren all integrate into Driving Empire this year and what makes these activations unique?**

Driving Empire is the first driving experience on Roblox to work with these big automotive manufacturers. **Audi, Lamborghini, McLaren,** and more chose to integrate into Driving Empire due to the game's **reputation for high-quality car models and meticulous attention to detail.** Not to mention the **reach** of the game, with its **50 million visits per month** spanning over **15 million Monthly Active Users.** These brands can now showcase their vehicles in a virtual world where the craftsmanship of the cars are fully represented. This **level of detail** not only enhances the gaming experience but also allows players to **engage with the brand in an authentic and immersive way,** making these activations stand out in the gaming space.




Average monthly visits (June 2024)

**64.8m**

Lifetime visits

**1.4b**

Voldex's Roblox experience, Driving Empire, is one of the most popular Roblox automotive experiences.

### What are some of the most engaging brand collaborations Voldex has worked on?

Lamborghini's work with us led to several milestones for them, including having the most visited Automotive branded experience on Roblox in June 2024 and a **Roblox Innovation Award** nomination for **"Best Branded Experience".**

I'll also highlight the back-to-school activation we did with Shipt. Driving Empire reimagined the online shopping journey by **gamifying the back-to-school experience,** enabling players to navigate Driving Empire as virtual Shipt delivery drivers. This allowed Shipt to **drive brand awareness & engagement** in an entirely new and immersive way.

### Tell us about the International Cricket Council's integration into Ultimate Football.

The **ICC's integration into Ultimate Football** has been a hit with its U.S. football audience, who loved being introduced to the **cricket mini-game** that was built for them. The exposure to cricket through the game allowed players to experience a new sport within a familiar environment. It sparked curiosity and excitement, with many players appreciating the **opportunity to learn about cricket** while still enjoying their favorite football game.

### What does the future look like for Voldex and brand integrations?

**Incredibly promising.** As the gaming landscape continues to grow, Voldex is poised to **expand its partnerships with major brands,** offering even more immersive and interactive experiences within their games. By leveraging their **expertise in user-generated content and high-quality game design,** Voldex will likely attract more brands looking to connect with engaged audiences in a **cost-effective** way. The focus will be on creating **authentic, detailed,** and **memorable activations** that **resonate with players and brands** alike.




Voldex has facilitated integrations with brands from Shipt to Land Rover to the International Cricket Council.

# Roblox holds the throne

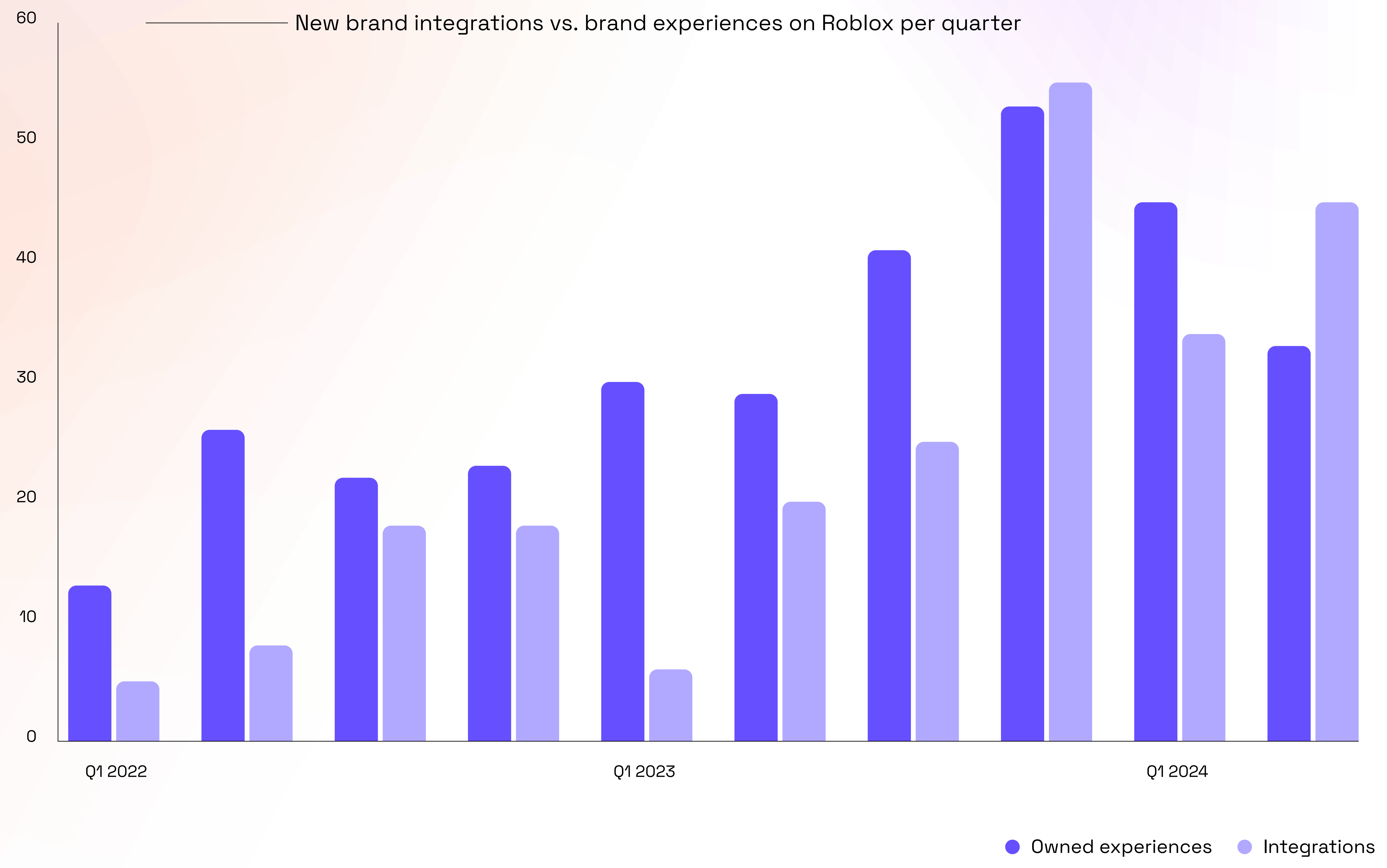
In the first half of 2024, Roblox was the **most popular virtual world for brand activations,** making up **45% of all new activations.**

**New brand activations** on Roblox **grew 85%** in the first half of 2024 when compared to the first half of 2023.

This shows no sign of waning, thanks to a consistent evolution of its brand offering, including **new paid media formats, loyalty integrations,** and **real-world commerce.**

Recent brands investing in Roblox include the **R&A, McLaren, Nickelodeon, Hasbro,** and **Renault.**

In H1 2024, **new brand integrations outnumbered new brand experiences,** accounting for **50% of all new activations** on the platform.

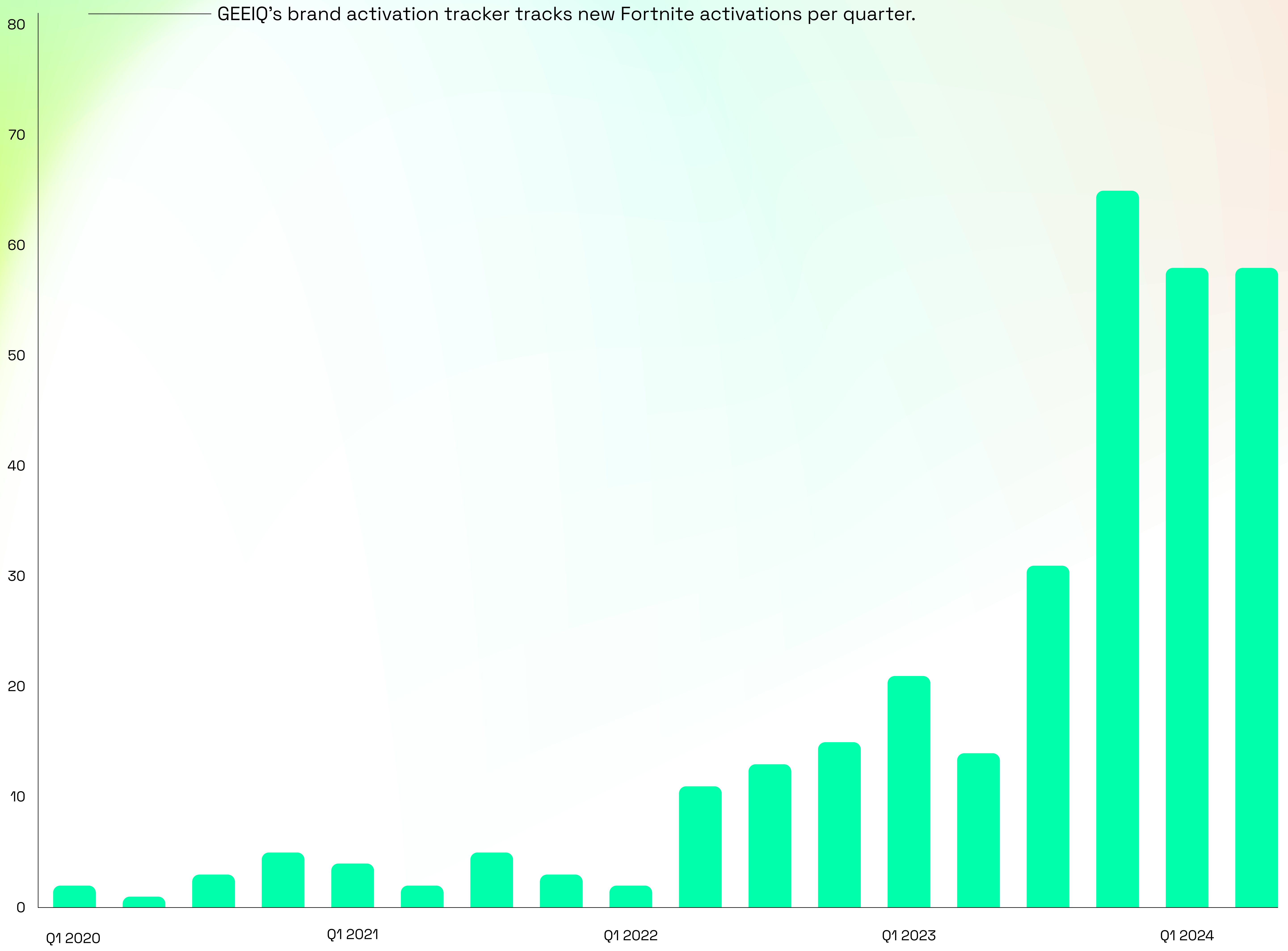


# The growth of Fortnite

New Fortnite brand activations have **grown 231%** in the first half of 2024, when compared to the first half of 2023. **This is the fastest growth GEEIQ has tracked for any platform across this time period.**

GEEIQ tracked a **17x increase** in new **brand integrations** on Fortnite in H1 2024 versus H1 2023. The platform also tracked a **191% increase** in new **brand experiences** across the same period.

Notable integrations include GEEIQ partner **Versace's 'Murder Mystery' integration.** 2024 has also seen appearances from the likes of **Billie Eilish, Metallica,** and **Lady Gaga** on the platform through the Fortnite Festival game mode. With powerful IP getting involved with Fortnite, its growth is likely to continue.



Integrations let brands **tap into Fortnite's vast, engaged player base** without needing to create owned maps that rely on discoverability. With **UEFN's high-fidelity toolset,** these Creative maps unlock **unique storytelling opportunities** that enable brands to **drive deep engagement** in an established community. Leveraging Fortnite's **massive influencer network** helps to **amplify reach** and drives **lower funnel opportunities** not directly achievable on the platform itself.

**Emmy Pollock,**
GEEIQ Account Manager
HUGO BOSS, Versace, CoppaFeel!

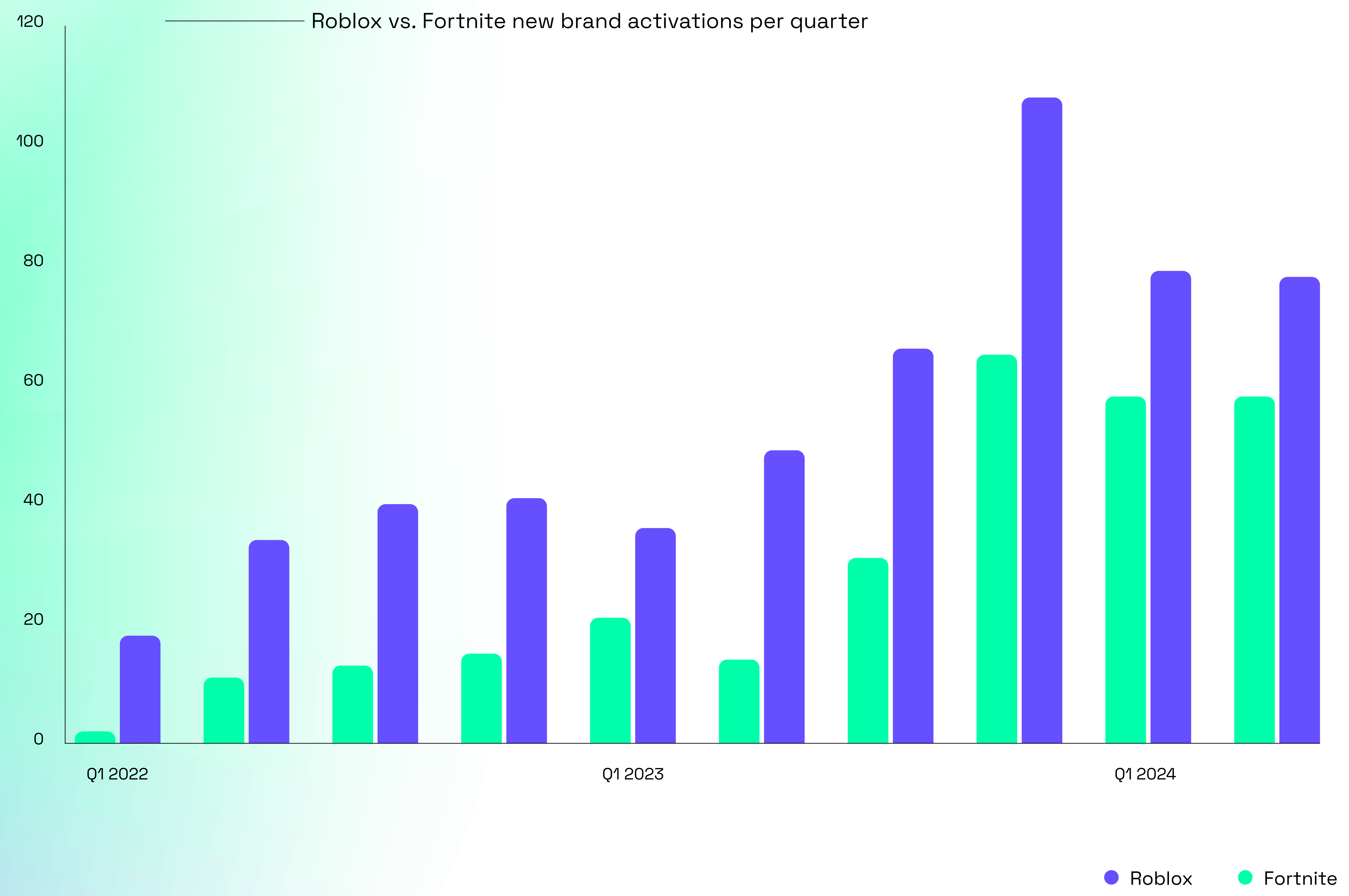
# Roblox vs Fortnite: Closing the gap

The gap between the number of new activations held by Roblox and Fortnite is closing every quarter. Fortnite has consistently increased its share of brand activations between the two leaders.

In H1 2023, Fortnite only accounted for 16% of all new virtual activations in comparison to Roblox's 39%. In H1 2024, **Fortnite accounted for 33% versus Roblox's 45%.**

Fortnite is also growing faster than Roblox. When compared to H1 2023, **new brand activations on Fortnite have grown 231%.** New brand activations on **Roblox have grown 85%.**

But there is still considerable ground to cover for Fortnite to match the total number of brands Roblox plays host to.



Roblox and Fortnite have different value propositions, which means they **provide unique value depending on a brand's goals and KPIs. Fortnite's data collection** capabilities are currently more limited than Roblox's which results in more **limitations when it comes to measurement & attribution.** This could affect long-term investment in the platform as **brands struggle to measure ROI.**

**Megan Cheong,**
GEEIQ Account Director
Gucci, H&M, Max Mara, Copper, Sam's Club

# Other platforms to watch in 2024

## The Sandbox

The Sandbox has seen a **91% increase in new activations** in H1 2023 versus H1 2024.

Activations include **ITV, Forbes,** and **Renault.**

65% of brands who entered in 2024 sit within Media & Entertainment. These brands can use blockchain-based worlds like The Sandbox to offer fans utility in the form of NFTs, tokens and early-access to tickets and exclusive content. Despite a relatively small audience, they remain an interesting way for brands to translate their IP and open new revenue streams.

**Barney Lynch, Account Director**
Louis Vuitton, BBC, Walmart

## Emperia

The number of new activations on Emperia in H1 2024 remained consistent with H1 2023.

Activations include **L'Occitane, Walmart,** and **BOSS.**

Consumers spend upwards of 10 minutes in Emperia's branded environments. So, why is growth slow? "Immersive" commerce is heavily tied to VR and while big tech is making strides here, consumer popularity will determine the platform's marketable audience.

**Craig Tattersall, Account Director**
L'Oréal Paris, Maybelline, Lancôme

# Other platforms to watch in 2024

## Minecraft

Minecraft has seen a 57% increase in new activations in H1 2023 versus H1 2024.

Activations include **KitKat, Knorr,** and **DreamWorks Animation.**

Minecraft is iconic. Whilst it is more difficult for brands to activate in Minecraft, the recent release of the Minecraft Marketplace Pass points towards an attitude shift at Mojang/Microsoft to make their game more comparable to UGC platforms like Roblox.

**George Ditch, Product Development Manager**

## Spatial

Spatial has seen a 133% increase in new activations in H1 2023 versus H1 2024.

Activations include **Save The Children, Absolut Vodka,** and **LG.**

Spatial are working hard to grow their player-base through their first party titles. As a web-based platform, the barrier to entry for third party developers is fairly low. As their development tools improve, so will the opportunity for brands.

**Tom von Simson, Account Manager**
Walmart, Elton John, BBC

# The leading industries in virtual worlds

In The State of Virtual Brand Experiences Part I and Part II, Fashion & Apparel brands made up the majority of total brand activations in virtual worlds and gaming.

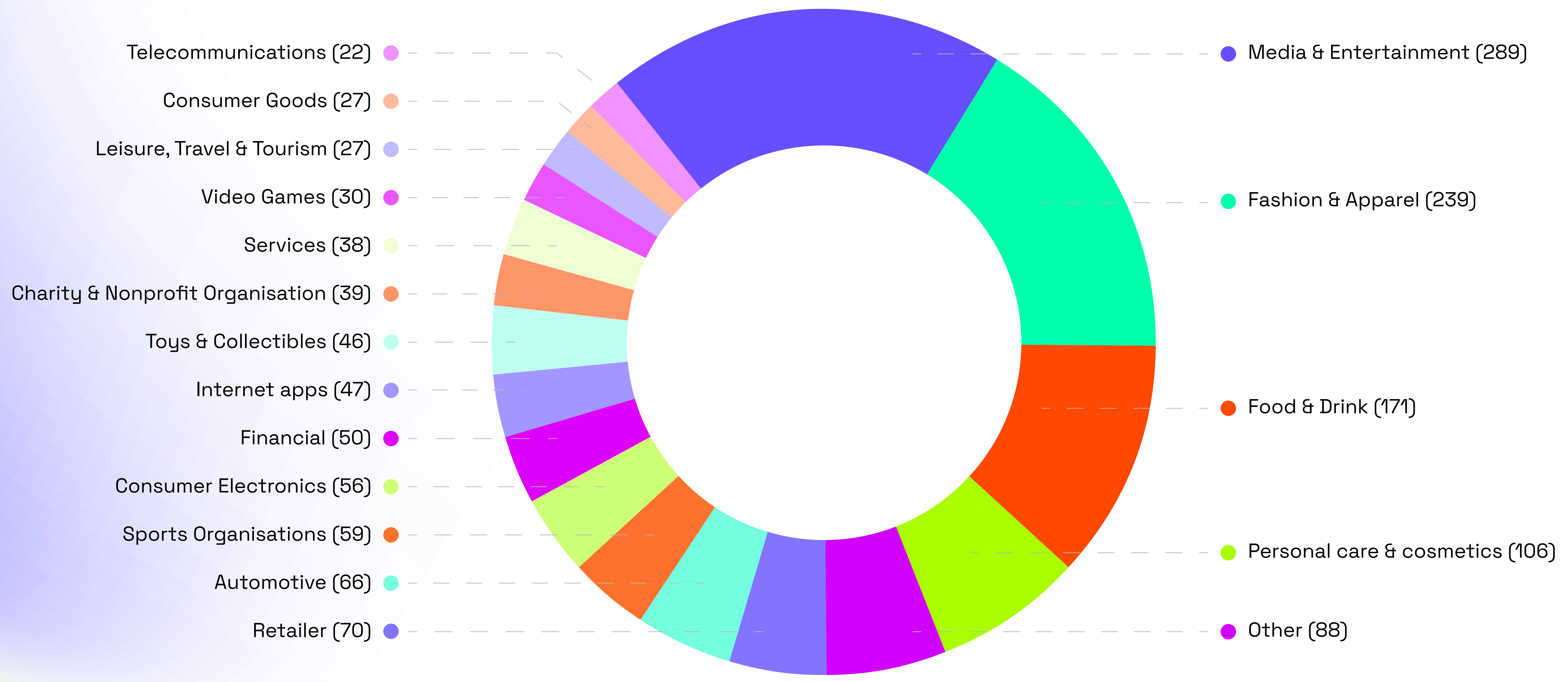
In Q1 2024, **Media & Entertainment overtook Fashion & Apparel** in terms of total activations across time, with **251 activations versus 224.**

**Media & Entertainment brands** also launched **more new activations than any other industry** GEEIQ tracks, with **84 new activations** versus **Fashion & Apparel's 32.**

Compared to the first half of 2023, new activations by **Media & Entertainment grew 121%.** In contrast, new activations by **Fashion & Apparel brands grew by 3%.**

The **Food & Drink** industry sits in third, with **30 new activations** - an **increase of 11%** from H1 2023.

Total brand activations across time by industry

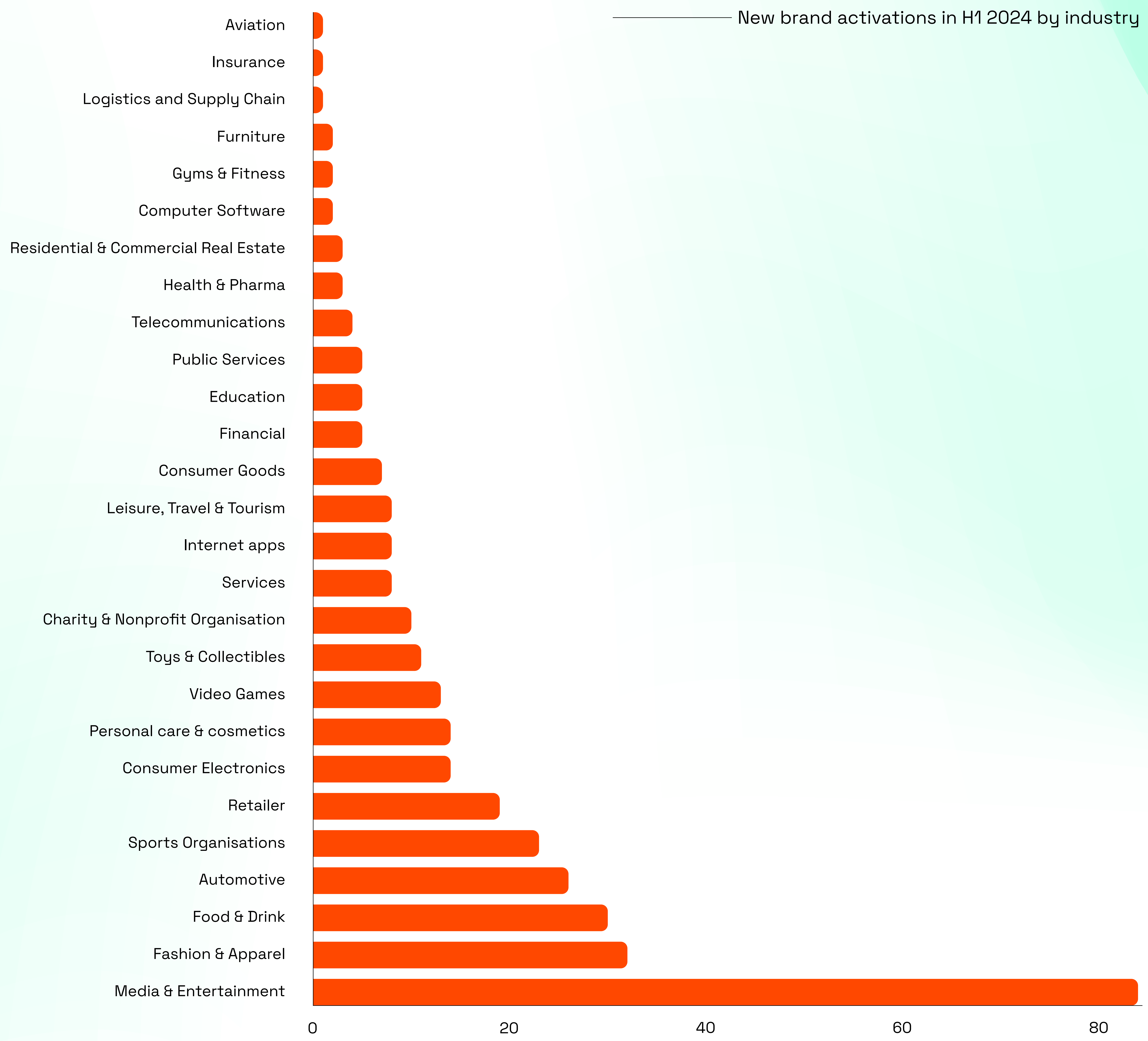


# The growth industries in virtual worlds

GEEIQ tracked **26 new Automotive activations** in the first half of 2024. That's a **271%** increase in new activations compared to H1 2023.

**Sports Organizations increased 77%** in the first half of 2024 compared to the first half of the previous year, totalling **23 new activations from this sector.**

When compared to new activations in the first half of 2023, H1 2024 saw a **357%** increase in **Retail** activations, **167%** for **Leisure, Travel & Tourism, 133%** for **Consumer Goods,** and **43%** for **Charity & Nonprofit Organizations.** However, it is worth noting that these industries typically have seen fewer than 20 activations.



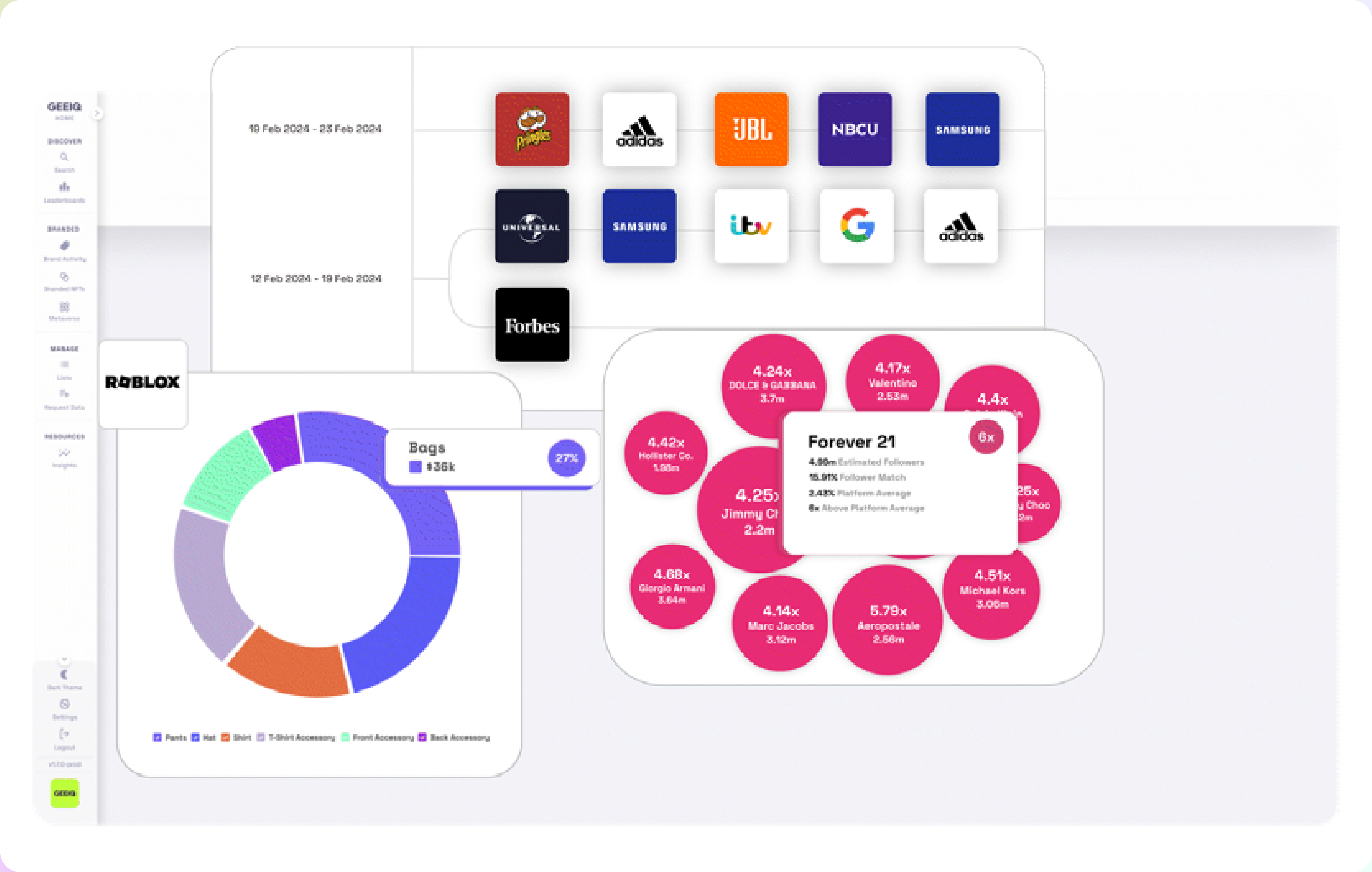
# What is GEEIQ and where do you get your data?

GEEIQ is a data platform, team of experts and insights provider that fuels brand success in gaming and virtual worlds.

Our platform collates data from across the virtual worlds ecosystem. We aggregate it, contextualize it, and layer easy-to-use features on top for brands and stakeholders to measure activations, identify new opportunities and to understand the wider landscape.

Our data is a mix of publicly available data and private partnerships with virtual worlds and gaming platforms.

We also provide a team of experts to brands like Walmart and H&M, who act as in-house extensions of the brand's team. Our Account Directors, Managers and Executives use GEEIQ's data and insights to educate and upskill, curate virtual strategies, identify appropriate platforms and partners, and deliver bespoke reporting and competitor analysis.



## When was this data collected?

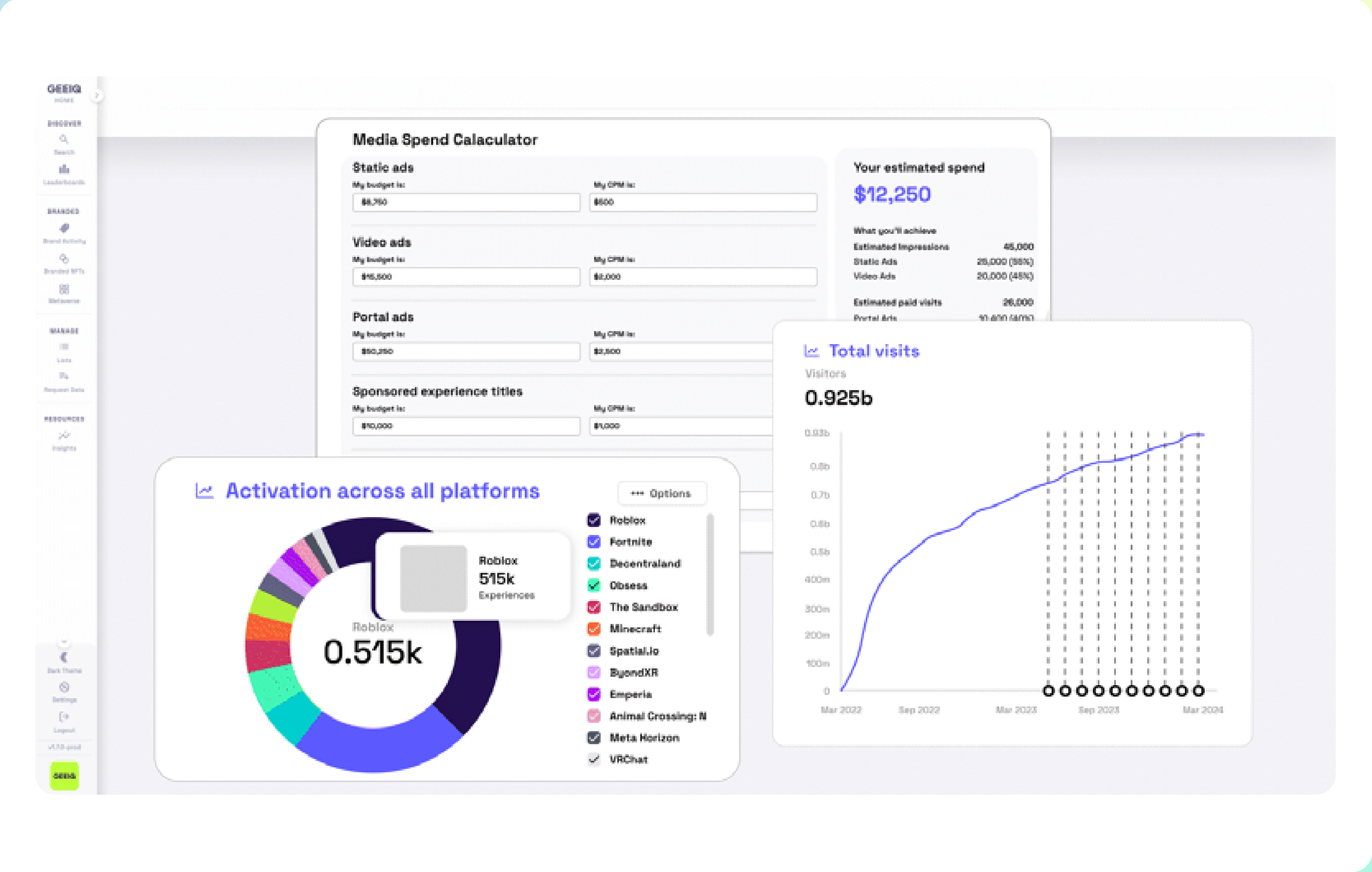
This data was collected on July 5th 2024. Our platform collects this data automatically, but it is manually verified. If you have any questions around the data in this report, please contact [hello@geeiq.com](mailto:hello@geeiq.com).

## What kind of data points does GEEIQ track?

GEEIQ provides both private and public engagement data from brand activations across the biggest virtual worlds, such as Roblox, Fortnite and ZEPETO. It also showcases influencer data, as well as social media metrics, esports data and development studio insights.

GEEIQ has a series of private data partnerships with some of the largest virtual worlds platforms, as well as integration partnerships with a number of game studios behind some of the most popular non-branded experiences on Roblox, including Century Games (Livetopia - +4 billion visits) and Voldex (Driving Empire - +1 billion visits).

These data points are available to GEEIQ users through dynamic features including: Leaderboards, which ranks games, developers, influencers and activations across key metrics; our Private Data Dashboard, which showcases granular sales and engagement data for a brand's own experience; and our Brand Activation Tracker, which showcases growth of platforms and industries in virtual worlds and gaming.

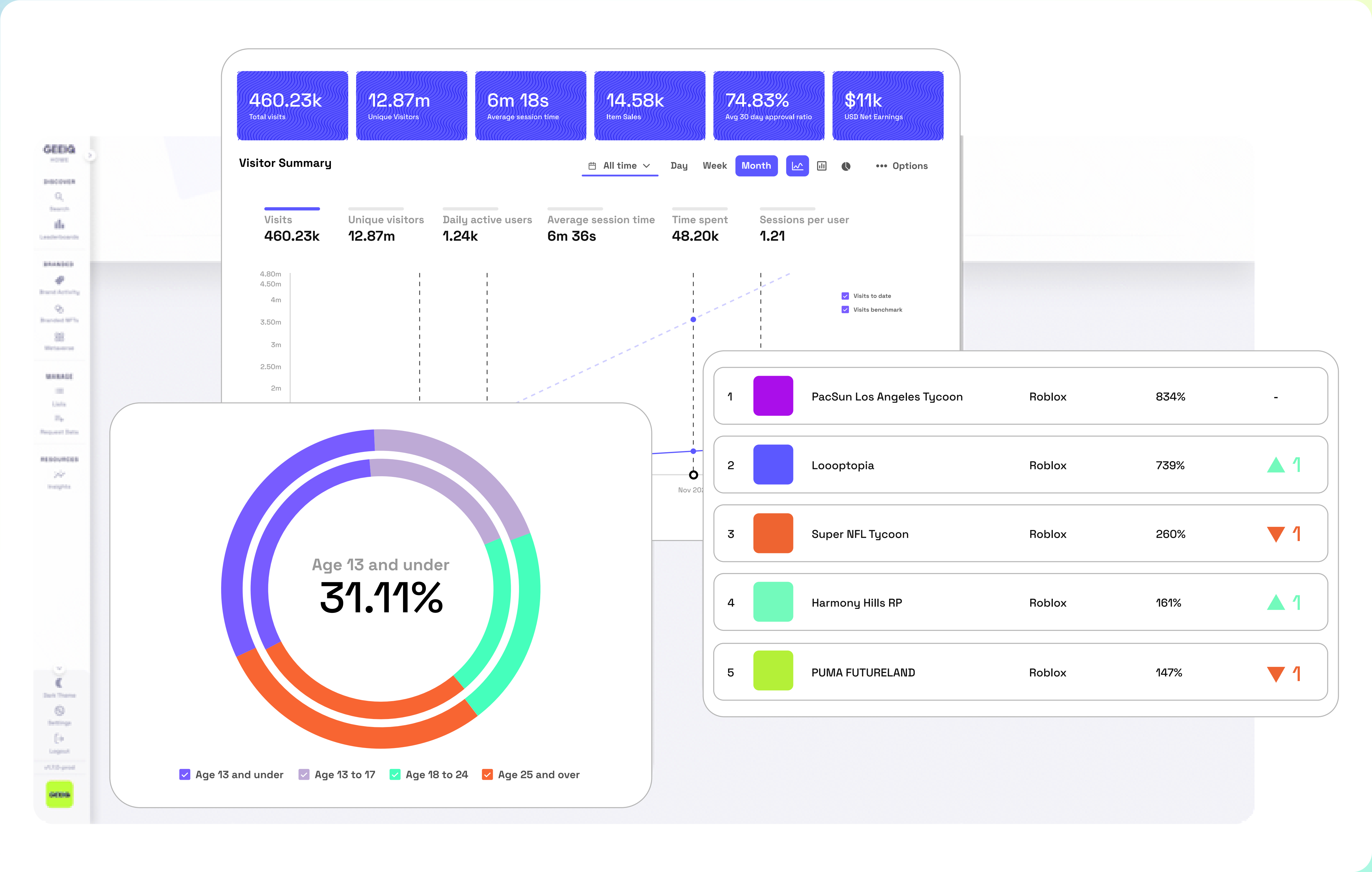


# Who does GEEIQ service?

GEEIQ is the launch-pad, measuring kit, and revenue identifier for brands and stakeholders in gaming and virtual worlds, across every stage of the marketing funnel, whatever phase of their virtual worlds journey.

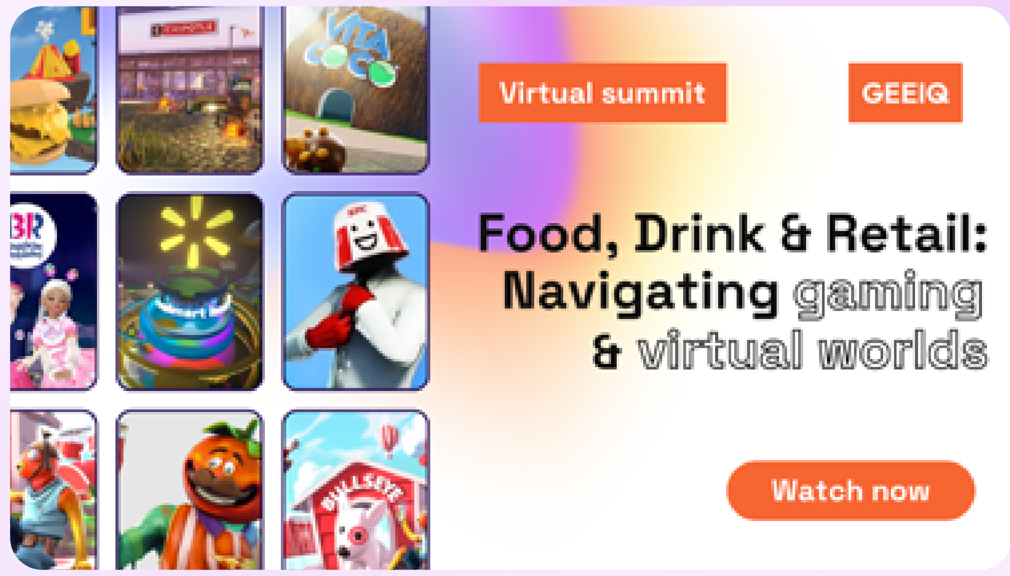
New to all of this? Our platform and experts paint a picture of the fragmented gaming landscape, with data around every major virtual world. GEEIQ ensures brands are educated and making the right investments in this new marketing channel. We also help brands that are ready to go, as well as those that are already active in the space. How?

1. **Activation launching**
   Platform insights, partner identification, influencer identification and audience insights for the brand just starting out.
2. **Activation reporting**
   Private data dashboards, competitor analysis and bespoke reporting is available for brands already active in virtual worlds and gaming.
3. **Activation optimization**
   Expert strategy diagnostics, revenue identification and performance optimization for brands looking to take their virtual and gaming presence to the next level.

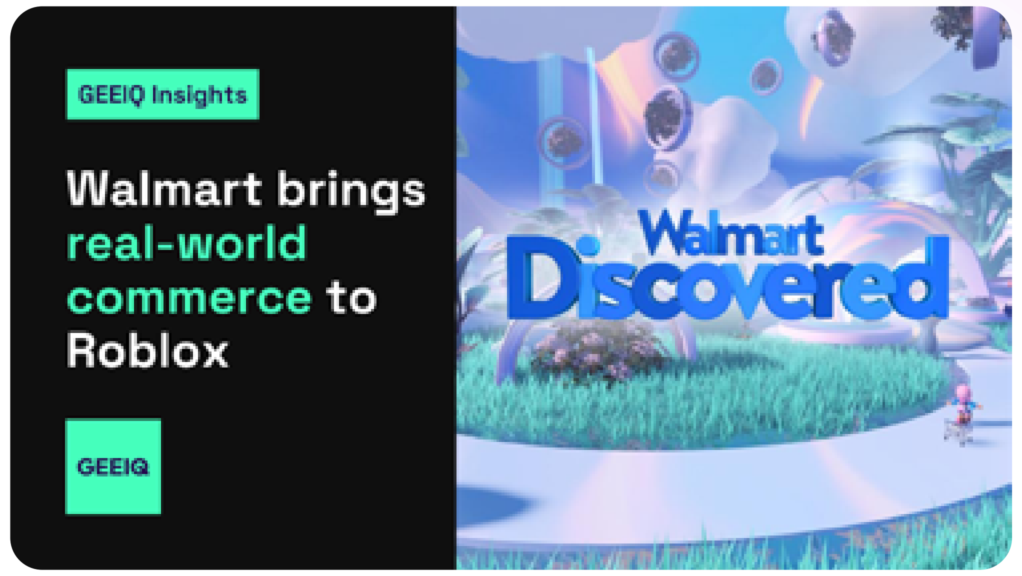


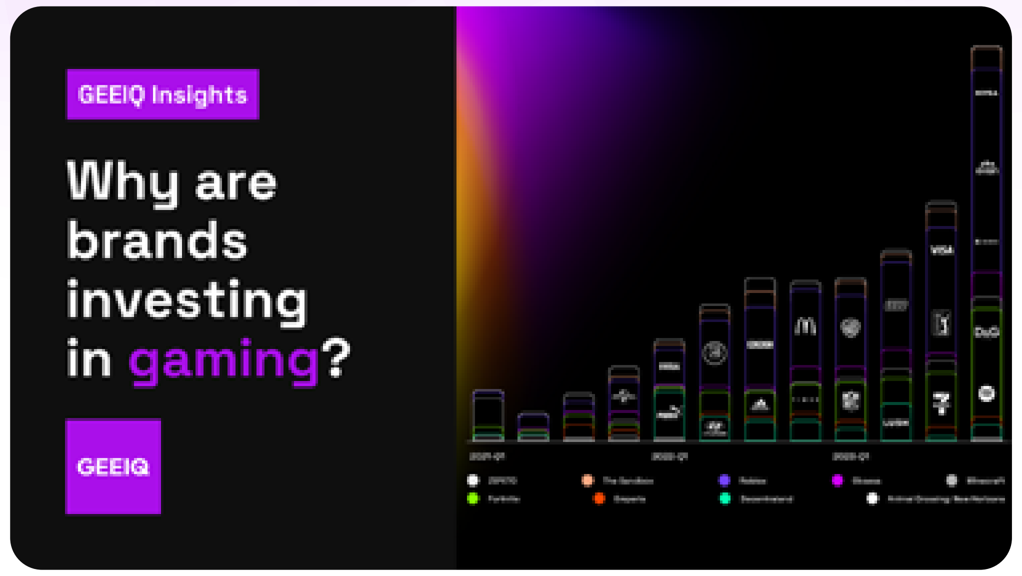
# Check out more GEEIQ insights

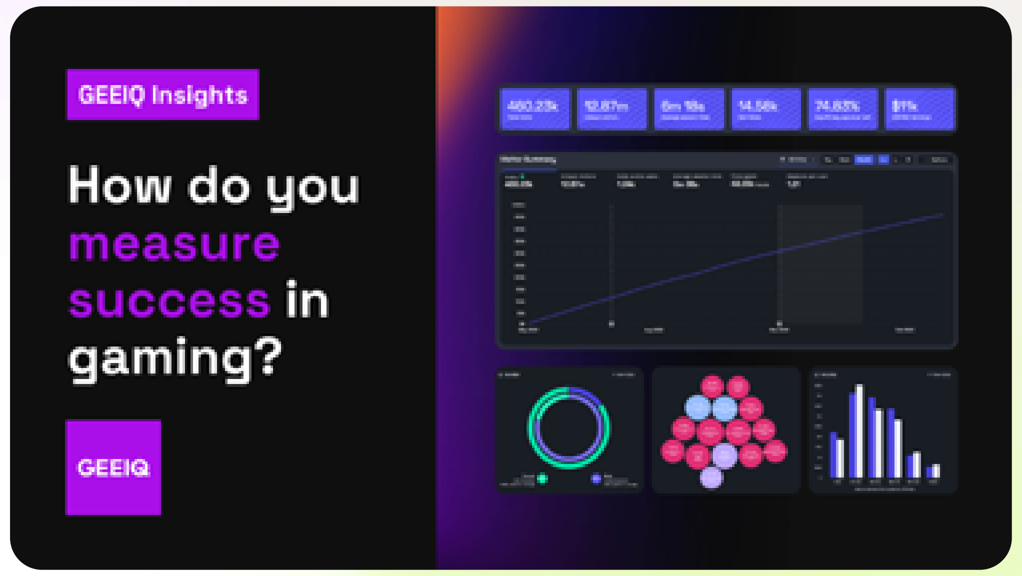
## Webinars


## Case studies & blogs




## Reports