



How Chipotle's Roblox experience **drove** purchase journey **outcomes lift**



THE CHALLENGE

Understanding the impact of a new experience

Within the next 5–10 years, well over one-third of the US population could become metaverse regulars, making it an effective and engaging way to reach consumers, according to our [recent report on in-game advertising](#). Additionally, brand marketers believe that consumers will soon [spend more time](#) in the metaverse than on social media.

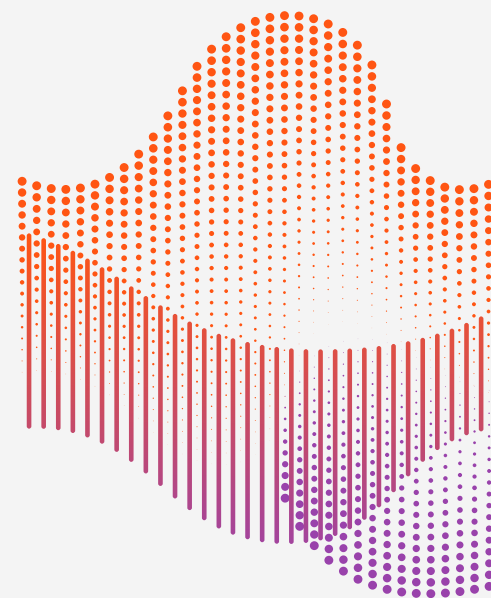
Roblox, the largest immersive platform where people communicate and connect, has seen tremendous growth with [over](#) 66M people (a 22% YoY increase) engaging on the platform daily. On average, people spend 2.4 hours a day on the platform and typically explore 14 unique new experiences a month, often with their friends. As a result, many brands are already creating 3D, virtual experiences on Roblox to deepen engagement, add value, and engage meaningfully with the community.

Chipotle is one such brand that has built a few experiences on the Roblox platform, including their award-winning, Halloween-themed Boorito Maze and Burrito Builder. In addition to engaging gameplay, iconic '90s virtual items, and social interactions, Chipotle Burrito Builder enabled users to earn and exchange virtual currency (Burrito Bucks) for real world items — for the first time in Roblox history.

Chipotle knew they had an innovative and compelling approach to connect with the Roblox community as their experiences averaged:

- **Great scale:** 24M+ visits since launch
- **Deep engagement:** on average, 14 minutes spent by each user, totalling 2.3 million hours engaged in the experience
- **Social connections:** 328K hours were spent playing together with friends, and over 7.5M chat messages were sent within the experience

These stats placed Chipotle among the top-performing branded experiences on Roblox.



THE SOLUTION

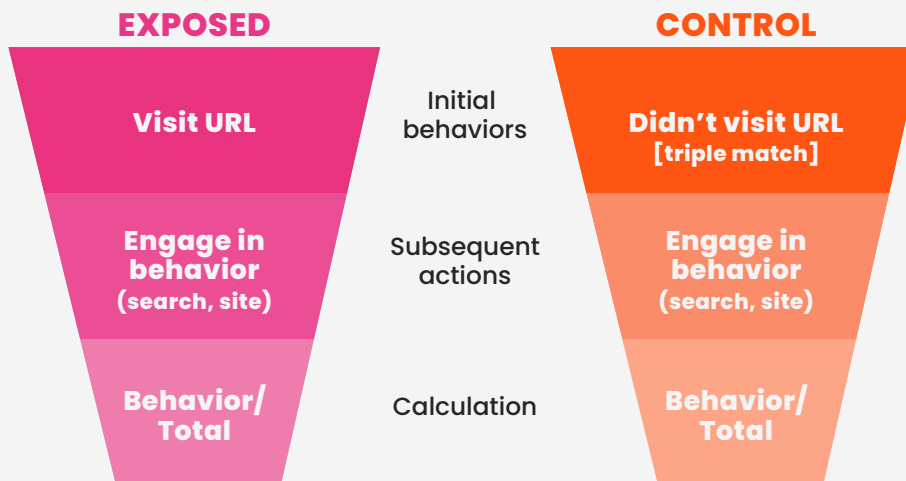
DISQO Outcomes Lift

Roblox tapped DISQO, that helps brands better understand customers, touchpoints and outcomes. They wanted to better understand the impact of time spent within several experiences, including Chipotle, on off-platform behavior.

The study was conducted with DISQO's audience of opted-in adult consumers with tracked digital exposure and subsequent behavioral shifts. DISQO first identified a group of US adults (18+) who visited the Chipotle experience on Roblox. This exposed group was then evaluated for any shifts in off-platform digital behaviors like visits to Chipotle's website and searches related to the brand. Results from the exposed group were then compared to a mirror-matched control group (with consistent demographics and geographics) to measure incrementality.

EXPOSED - CONTROL = LIFT

Point increase in outcome of interest due to ad exposure



The research was focused on directly assessing behavioral changes off-platform. As a result, the DISQO study uncovered an increase in post-exposure behaviors, including branded search and branded website visitation for Chipotle.

* Exposure events for Chipotle were measured between October 28, 2021 - September 16, 2022. For any adult to qualify as having searched for or visited the website, they had to do so within the campaign's timeframe after their initial branded experience on Roblox. In total, results are based on 2253 exposed and 1080 control panelists.

THE IMPACT

Immersive 3D experiences create positive brand intent

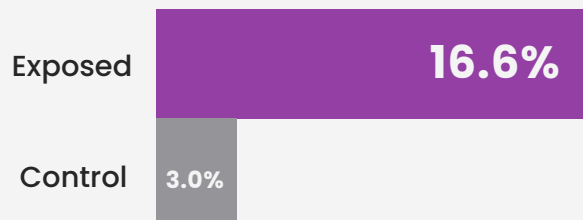
The study compared the behavior between people in the panel who visited the Chipotle experience and those who did not. The results demonstrate consumers who visited Chipotle's experience on Roblox were 5-6x more likely than the control group to search for Chipotle online or visit the Chipotle website.



BEHAVIOR OUTCOMES

Search (top) and site visitation (bottom)

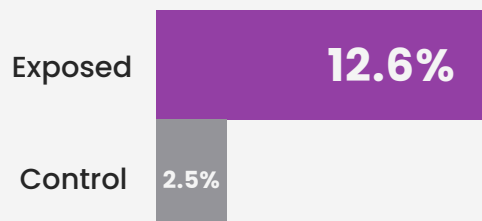
BRANDED SEARCH



+13.6 pt

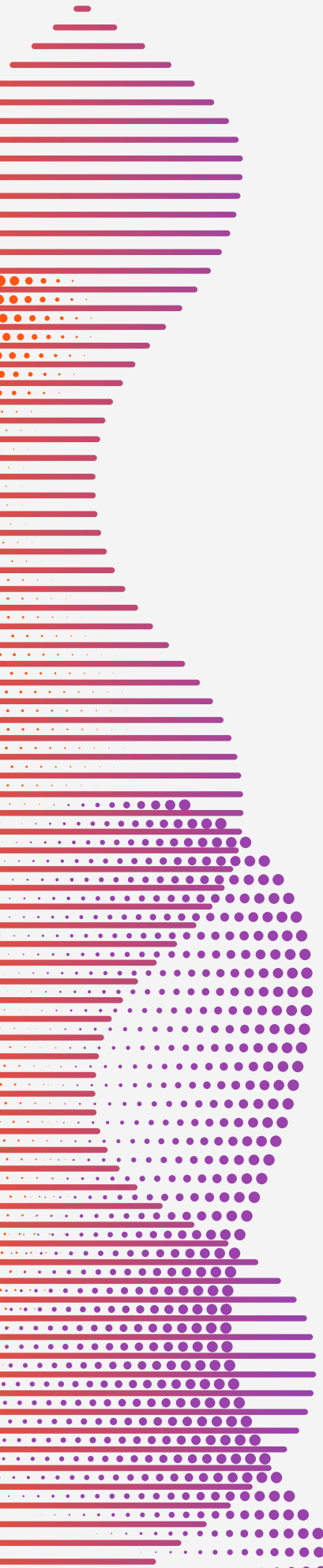
lift score in branded search (5-6x)

BRANDED SITE VISITATION



+10.1 pt

lift score in branded site visitation (5-6x)



Roblox is a new medium where brands can authentically connect with their consumers in a deeply engaging way. In addition to on-platform metrics, we also work with them to measure the wider, off-platform, long-view impact of their Roblox presence. **The behavioral outcomes data from DISQO demonstrates how Roblox activations translate to off-platform success.**

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Go beyond traditional measurement with **Outcomes Lift**

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