



How To Build Your Roblox Client Base

Description

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This article discusses the growing Roblox abuse lawsuits and how attorneys can quickly build their Roblox case volume to address the needs in the market.

Roblox was introduced to the market in 2006. Younger users were attracted to the colorful graphics and the idea of getting to create their own games that they and their friends could play. Most parents likely felt it was a fairly harmless way for their kids to be creative and have fun. After all, Roblox has hosted millions of user-created games. It wouldn't be so popular if it wasn't safe, right? Sadly, it turned out to be unsafe for many kids and teens. And the lawsuits are mounting against Roblox.

The focus of Roblox lawsuits

A wide breadth of lawsuits are being pursued, some of which are focused on:

- **Sexual exploitation and grooming of children** — Plaintiffs in these lawsuits allege that some of the features of Roblox made it easy for adult sexual predators to pose as children and gain the trust of young users. The lacking age verification, open chat, and easily-bypassed parent control features failed to protect minors. Once adult predators gained access to children, they could easily move their conversations to other platforms (e.g., Snapchat, Discord, etc.) to continue

grooming kids. This led to numerous incidences of sextortion, physical abuse, abduction, and suicide.

- **Wrongful death** â?? Wrongful death lawsuits have been filed on behalf of teenagers who committed suicide after being groomed and blackmailed by adult predators they met on Roblox.
- **Addiction and mental health issues** â?? Some lawsuits contend that Roblox knowingly included addictive gaming features on its platform. This has harmed many minors, who now suffer from anxiety, depression, sleep loss, and other psychological issues.
- **Negligence and product liability** â?? These lawsuits argue that Roblox was negligent in its product design and in its responsibility to protect young users. By Robloxâ??s own estimates, their monthly player base includes 50% of all American minors under the age of 16. Plaintiffs contend that Roblox had focused more on building its user base than on developing a safe product.
- **Data privacy** â?? Plaintiffs in these lawsuits claim that Roblox secretly gathered extensive amounts of data from children under 13, without the consent of their parents. This would be a violation of COPPA (Childrenâ??s Online Privacy Protection Act).

So, with such a wide range of lawsuits, how big is the opportunity for attorneys to build their Roblox case volume?

Potential Roblox case volume

At this point, it is difficult to assess with any certainty the number of Roblox-related cases that could develop. Given the sheer size of Robloxâ??s user base, it is a safe bet that there will be significant case volume. Roblox currently has about [380 million](#) active users and [111.8 million](#) daily active users (DAUs). Its user base grew significantly after 2018, driving company revenues from \$325 million in 2018 to [\\$3.6 billion](#) in 2024. When you consider the startling estimate that one-half of U.S. kids under 16 have gamed in Roblox and that most of these lawsuits are filed on behalf of minors, it is likely we will see a massive number of lawsuits.

How attorneys can build Roblox case volume

The most time-efficient way for attorneys to grow their Roblox-related case volume is to outsource the processes of identifying injured parties and moving them through intake. A full intake lead is an ideal solution for attorneys who want to spend less time prospecting and more time developing cases.

Full intake leads are consumers who have been harmed by their usage of Roblox, are looking for representation, and have gone through the intake process, complete with a signed intake form. These consumers initially viewed online marketing related to Roblox abuse lawsuits and provided their contact data and information about their case. Once prequalified, they spoke with an intake professional to complete the intake process. As part of full intake deliverables, attorneys receive incident reports, user data, medical/impact details, and a signed intake form ready for representation. They only need to contact the consumer to get started on developing the case.

Benefits of Roblox full intake leads

Beyond being a time-effective way to identify and intake potential clients, Roblox full intake leads offer many other benefits, including:

- **Opt-in high intent** â?? These are *consumer-initiated* leads where they have opted in to speak with professionals about their potential Roblox abuse case. They have signed an intake form and are ready for representation.
- **High quality** â?? These leads drive conversion rates consistent with overall tort benchmarks. A niche focus only on Roblox-specific cases will drive even higher close rates.
- **Compliant** â?? The marketing used to generate full intake leads should be fully vetted by attorneys experienced in federal and state marketing law. At The Leads Warehouse, our full intake leads are fully vetted, ethically sourced, and aligned with upcoming pro-consumer social media rulings.
- **Exclusive** â?? Full intake leads are only sold once, meaning attorneys gain exclusive access to the client, without competition.
- **Scalability** â?? After an initial set-up period, full intake lead volume can scale immediately.
- **Strong ROI** â?? The average settlement per Roblox case will be \$1+ million, consistent with tort norms. And there will be upside in class-action or high-profile Roblox claims. It is plausible that attorneys could see annualized ROIs of more than 500%.

Are you ready to grow your Roblox case volume?

If you would like more information on how you can build your Roblox case volume, give The Leads Warehouse a call at **1-800-884-8371** or visit our website at <https://theleadswarehouse.com>.

Date Created

2025/11/13

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