

# "How to Get More Traffic to Your Roblox Robux Generator Site Using SEO"

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In July 2025, Shopify announced it would become the first commerce integration partner of Roblox, allowing merchants to sell physical items in immersive digital experiences on Roblox's online game platform. Ecommerce merchants hosting their online stores with Shopify can now expand their customer reach to those playing games and buying items on Roblox.



Roblox, founded in 2004 by entrepreneurs David Baszucki and Erik Cassel, is an immersive gaming and creation platform where people can explore, create and share millions of unique experiences and games. In two decades, Roblox has grown to host millions of user-generated games, and has roughly 89 million daily active users.

With plans to make the Shopify commerce solution available to the broader community in early 2025, Roblox will enable creators and brands to sell physical products within their immersive experiences and games on the platform.

[Click here to start selling now with Shopify](#)

You can start getting prepared by learning how to sell virtual items on Roblox—and how selling physical items on Roblox games using Shopify's new integration may work in the future.

How digital purchases work on Roblox

On Roblox, every user plays as a unique and customizable character called an avatar. Roblox users can change the appearance of their avatars by purchasing virtual items like accessories, clothing, and character bodies. Players can purchase these items using Robux, a proprietary virtual currency that users can purchase using real money.

Brands have a growing opportunity to sell digital items on immersive platforms. Data from Roblox's 2023 Digital Expression Report showed that 52% of Gen Z users were comfortable budgeting up to \$10 per month for digital fashion, 19% were willing to spend up to \$20 per month, and 18% were open to spending \$50 to \$100 per month.

How to sell virtual items on Roblox

Model your digital asset

Import your item into Roblox Studio

Add the item to the Roblox Marketplace

Set the parameters of the sale

Publish your item

Consider reselling limited items

Here are six basic steps to follow when creating and selling virtual items on Roblox:

### 1. Model your digital asset

Create the virtual item you plan to sell using third-party 3D modeling software like Blender—an open-source tool—or a paid application like Autodesk Maya. These tools let users create 3D models by generating shapes, sculpting them, and adding colors or textures.

Different digital assets on Roblox have specific requirements, so research the appropriate rules for your asset. For example, rigid accessories like hats or sunglasses and other geometric shapes need to be watertight without exposed holes. Layered clothing like pants, shirts, and jackets must use Roblox's armature template to ensure clothing products move and change according to a user's avatar.

### 2. Import your item into Roblox Studio

Once you've sculpted and designed your digital items, upload your creations to Roblox Studio—Roblox's free game development platform for building new games or virtual environments.

Within Roblox Studio, select "Import 3D" from the top menu bar to use Roblox's built-in 3D importer tool. Select and upload the digital asset you created in your third-party software tool. Roblox's 3D importer tool will provide a visual preview of the model and alert you to any specific errors with the file. Once your creation is imported, it's saved in the Toolbox or Asset Manager section of Roblox Studio.

### 3. Add the item to the Roblox Marketplace

The Roblox Marketplace is the central digital location for Roblox users to sell and buy virtual items like accessories or clothing for their avatars. Access the Roblox Marketplace through the web or in the app. To publish and sell items on the Roblox Marketplace, you need a valid ID and a subscription to Roblox Premium 1000 or Roblox Premium 2200.

Navigate to the “Creations” tab on your Creator Dashboard. Under the “Avatar Items” tab, select between the character bodies, clothing items, and accessories you’ve imported in Roblox Studio. Select the item you want to sell and navigate to its “Manage Item” page. There, you can add an item name (up to 50 characters), an item description (up to 1,000 characters), and up to five tags to make it easier for users to search for your digital items.

#### 4. Set the parameters of the sale

When adding your item to the Roblox Marketplace, you must decide whether your virtual creation is “Non-limited” (players can buy an unlimited quantity) or “Limited” (you set a fixed quantity). You can also choose to limit the number of copies any single user can have of your digital asset. Typically, limiting the number of an item makes it more valuable.

Next, set your price. Roblox provides a price floor for different types of assets based on their performance in the marketplace. You can set your Robux pricing at or above the price floor, but not below it.

#### 5. Publish your item

Publishing items on the Robux Marketplace costs Robux. Different asset types require different publishing advances, and the price differs depending on whether it’s a limited or non-limited item.

Once submitted, your item goes through a review process to ensure it abides by Roblox’s Marketplace Policy.

#### 6. Consider reselling limited items

You decide whether users can resell your digital products. If you decide to allow the reselling of your items, you can earn a commission from all resales.

### How to sell physical items on Roblox with Shopify

Launch your Shopify store

Create an immersive experience in Roblox

Include virtual twins of your products

Advertise on Roblox

The Roblox sales channel is now available to all merchants via the App Store.

#### 1. Launch your Shopify store

To sell physical items on Roblox, first create an online store. Use Shopify’s website builder to create your store in a few quick steps. Select a customizable store theme, upload your

products with images and descriptions, and customize your checkout process using Shopify Checkout.

Build your dream online store today

Join the ranks of the world's best online stores with Shopify's powerful tools and features. With the highest-converting checkout, Shopify stores sell more products, lower your costs, and save you time.

[Learn more](#)

## 2. Create an immersive experience in Roblox

Use Roblox Studio to build a digital experience that reflects your company's unique brand identity. Your digital environment could call to mind a busy urban area, a lush forest, or a seaside town—you're only limited by your imagination. Roblox players can purchase the physical items you're selling through your Shopify ecommerce store directly within your Roblox digital environment.

Shopify merchants will be able to access this commerce integration in 2025, but there already is a precedent for brands creating digital experiences on Roblox. For example, luxury fashion brand Ralph Lauren launched an immersive holiday-themed digital experience on Roblox called The Winter Escape. Similarly, fashion designer Carolina Herrera partnered with model Karlie Kloss to sell their Resort 2024 collection within Kloss' Fashion Klossette, an immersive digital experience on Roblox that lets players put on their own fashion shows with a catwalk and gallery.

## 3. Include virtual twins of your products

According to the same 2023 Digital Expression Report, Gen Z users active on the platform are often looking for a correlation between their virtual and physical looks. In fact, 54% of Gen Z respondents said they were inspired to dress in a certain way in the physical world based on what their avatars wore. Additionally, 43% of Gen Z respondents said they want "twinning" items, meaning a virtual copy of a physical accessory or clothing item. Consider matching your physical products with digital counterparts on Roblox. You might include them as free perks for players who purchase your physical items.

## 4. Advertise on Roblox

Once you've set up your ecommerce store and developed a digital experience on Roblox for your company, consider launching an ad campaign on Roblox. For example, you could use Roblox's Ads Manager to create and target ads that drive traffic to these experiences, such as Search, Sponsored, and Portal Ads.