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7 Tips for Developing an Effective In-Application Messaging Strategy

1
IDENTIFY

Identify and Segment the Unlicensed Users Most Likely to Become Paying Customers

- Pursue the 83% of unlicensed users in mature markets who are well-intentioned victims of piracy and represent a huge opportunity for revenue recovery
- Target legally inclined users including opportunistic bargain hunters and individuals who are unknowingly using unlicensed software
- Don't waste your time pursuing license revenue from committed pirates who have no intention of paying for software

2
ALERT

Alert Unlicensed Users that the Software They're Using May Not Be Genuine

- Start by displaying a message alerting users that they may be using unlicensed software
- Offer them the opportunity to learn more or purchase a license
- Provide links to educational content about how users can protect themselves against piracy

3
COMMUNICATE

Communicate the Value of Purchasing Licensed Software

- "Enjoy safety and stability, including protection from viruses and malware prevalent in unlicensed software available through piracy channels"
- "Get access to future point releases, which include feature updates and performance enhancements"
- "Receive technical support from product experts who can help you get the most from your software"

4 PRESENT

Present the Opportunity to Purchase Licensed Software at a Discount

- Be sensitive to the fact that roughly 70% of unlicensed software users paid someone for the product they're using
- Offer unlicensed users a discount off their license as an incentive, especially if they've ignored previous in-application messages
- If they choose to purchase, send them directly to a shopping cart with the product already loaded to speed up the transaction

5 DEFINE

Define Escalation Policies Based on Usage Thresholds

- Allow time for your software release to go viral and be adopted by unlicensed users
- Capture usage data and analyze it to inform your escalation policies
- Define usage thresholds to trigger in-application messages that alert, educate, promote, and prevent

6 PREVENT

Incorporate Prevention Tactics into Your In-Application Messaging Campaign

- If users receive several messages and continue to use the unlicensed software without purchasing, consider limiting the functionality of the application to encourage conversion
- You can choose to disable certain software features or revert the application to evaluation mode

7 MEASURE

Measure Results and Drive Continuous Improvement

- Measure users/machines reached and conversion rates to track campaign effectiveness
- Test, iterate, and refine messaging to optimize campaign effectiveness in new releases

Revenera provides the enabling technology to take products to market fast, unlock the value of your IP and accelerate revenue growth—from the edge to the cloud. **www.revenera.com**