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Using In-Application Messaging to Drive New License Revenue

ASSESS

Assess Which of Your Software Products Are at Highest Risk for Viral Piracy

- Search industry forums and software piracy channels to learn which of your products are being shared or made available unlicensed

- Determine the frequency of pirate-released software to figure out how easy it is to crack your code

- Understand how your software license enforcement is being disabled or bypassed to enable unpaid use

QUANTIFY

Quantify the Scope of Unlicensed Software Adoption

- Implement piracy detection or usage tracking into a production release of the target software

- Harness usage data to report on actual adoption of the software instead of installations

- Capture feature usage, license configuration, machine, and other data to inform conversion strategies

- Report on the number of unique users and devices running the software without collecting personally identifiable data

ANALYZE

Analyze and Segment Unlicensed Users for Targeted Conversions

- Analyze adoption of unlicensed software by geography, industry, usage, and other segments so you can focus conversion efforts where they'll have the most impact and prioritize target messages

- Create custom reports and dashboards to automatically analyze and segment data into categories of users or organizations (e.g., geography, customer overuse, prospect/trial piracy, or viral end-user piracy)

- Segment profi les for organizations (direct sales/compliance conversion) and end-users (automated, inapplication revenue recovery)

- Create in-application messaging templates to be displayed within the software and map them to defined segments

REACH

Reach Out to Unlicensed Product Adopters with In-Application Messaging

- Update the track and respond system to include multiple, escalating in-application messages

- Release the software, allow time for opportunistic adoption, and collect usage data

- Communicate with relevant teams (legal, compliance sales, marketing, etc.) to develop appropriate message campaigns, response processes, and workflows

- Trigger in-application messaging based on dynamic time and usage-based escalation policies to drive conversions to paid software

MEASURE

Measure Results and Optimize In-Application Messaging Campaign Effectiveness

- Measure users/machines reached and conversion rates to track campaign effectiveness

- Identify revenue generated from in-application messaging campaigns within your CRM or marketing automation solution to ensure visibility of results

- 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**