What is software monetization?

With how wide the internet today, there are tons of applications for every need, from finance to health applications and lots more. Those applications comes with free versions and paid version which includes more privilege or can unlock more functions compare to the free one. In turn some individuals or group of people creates a copy of the paid version illegally.

Software Monetization is the continuous process utilized by software suppliers to extract maximum value from their product and services while protecting their applications and their IP.

Software monetization broadly applies to software licensing, protection, and entitlement management solutions. In the digital advertising space, the term refers to solutions that increase revenue through installs, traffic, display ads, and search.

Software monetization drives success across four key strategic initiatives:

- **Embracing new business models** - suppliers require the flexibility to implement new business models that supports multiple licensing models in a single software licensing system in order to cope up with the markets change.
- **Maximizing revenue** - New licensing models such as subscription or usage based can be offered, providing ongoing revenue streams. This also gives customers more licensing choices. A software monetization platform enables these innovative business models while controlling access to software, ensuring only eligible customers have access. You get what you pay for. When you buy a software or application package you can select a suitable plan for you. Example below of licensing choices for avast antivirus software.

- **Streamlining back-office processes** - A back-office licensing system manages several tasks including electronic software delivery, license and entitlement management, provisioning and creating product packaging and upgrade paths. A software monetization platform automates these processes, cutting distribution costs, making sure customers receive what they're entitled to and protecting software IP.
- **Innovating quickly and effectively** - Insights gained from customers through software usage tracking is one of the key benefits of a software monetization system. Understanding which features customers are using is valuable input for future development planning. It also helps simplify software product packaging, aligning pricing with customer value and enabling the creation of new offerings to meet changing market needs.

An optimum software monetization platform not only delivers results for software suppliers, it also improves the customer experience by providing more transparency in the licensing process.

If your software isn't protected it can be copied and used free thus reducing the revenue of the software. Software monetization prevents this from happening.