

How to turn telemetry data into recurring revenue

The 2026 Playbook for
creating a new
monetization stream from
your customer base



The New Growth Imperative

Monetization Starts with the Customers You Already Have

Most organizations chase growth the same way: acquire more customers. That's why Demand Generation Manager is one of the common marketing hires. The KPI never changes: leads, leads, leads.

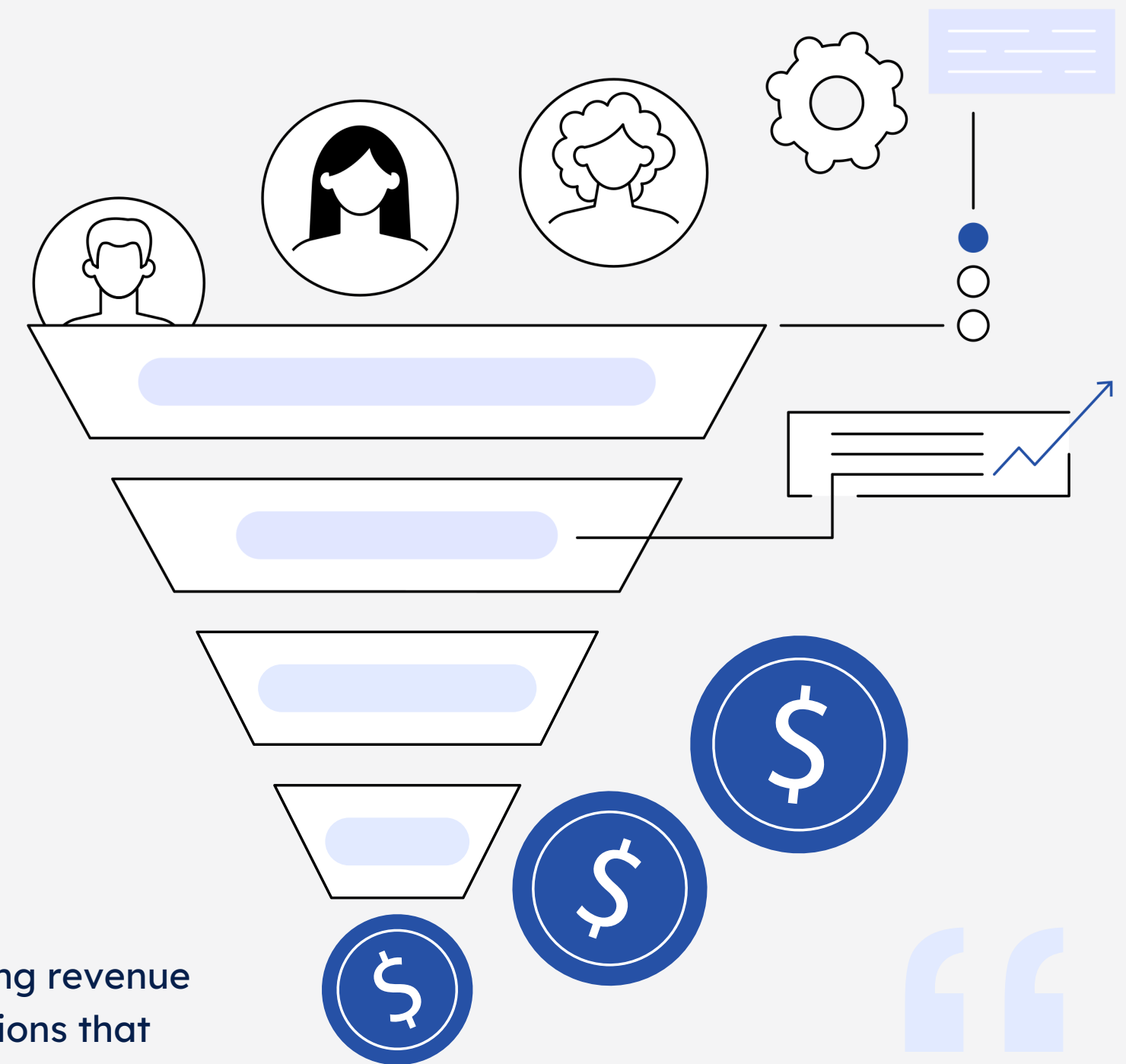
But here's the reality of the market today:

- Customer acquisition costs (CAC) are up 222% in the past five years
- AI is making spend on Google Ads and similar channels less effective
- Average conversion rates are falling

Companies that depend on constant acquisition eventually hit a wall. Annual recurring revenue (ARR), upselling, and cross-selling help, but they're just the beginning. The organizations that thrive long-term spend are building a monetization engine within their existing customer-base.

Here's the best advice you'll get for 2025 and beyond:

Build a revenue engine that listens to the signals your customers already send—and responds with Moment of Truth offers that convert.



“RECURRING REVENUE IS BUILT
ON TIMING, NOT JUST INTENT.
MOMENT OF TRUTH MESSAGES BUILT
ON TELEMETRY DATA ARE THE KEY”.

02 • How to turn telemetry data into recurring revenue

Why Current Monetization Approaches Fail

Companies often fall back on familiar—but outdated—strategies to generate more revenue from existing accounts



EMAIL CAMPAIGNS: TOO LITTLE, TOO LATE

Customer hits roadblock Tuesday— your upsell arrives Friday. They've already found a solution or forgotten the problem. You miss the buying moment.



RETARGETED ADS: WRONG PLACE, WRONG TIME

The user has problem, sees your ad three days later while scrolling social media. Urgency is gone. Problem forgotten or solved. That's why re-targeted ads convert at just 0.7%.



CALENDAR NOT CUSTOMER-DRIVEN PUSHES:

Most upsells launch in Q4 for internal targets, not customer needs. Pain points happen in real time. Pushing on your schedule feels like sales pressure, not support.



GENERIC PROMOTIONS:

Blanket discounts ignore individual problems. "30% off premium features" assumes everyone needs what you're selling. Generic promotions convert at 1-2% and train customers to ignore you.

The Hidden Signals in Everyday Use

Every customer interaction leaves a trail of signals. Most companies collect this data (logins, usage patterns, system status); however, few have the system intelligence or platform to turn it into an automated revenue-generating engine.

The gap isn't in data collection—it's in conversion infrastructure.

Many companies have telemetry data that show opportunities and buyer intent. But how do they respond? Retargeted ads that show up days later? Email blasts that customers ignore? Generic campaigns that miss the moment entirely?

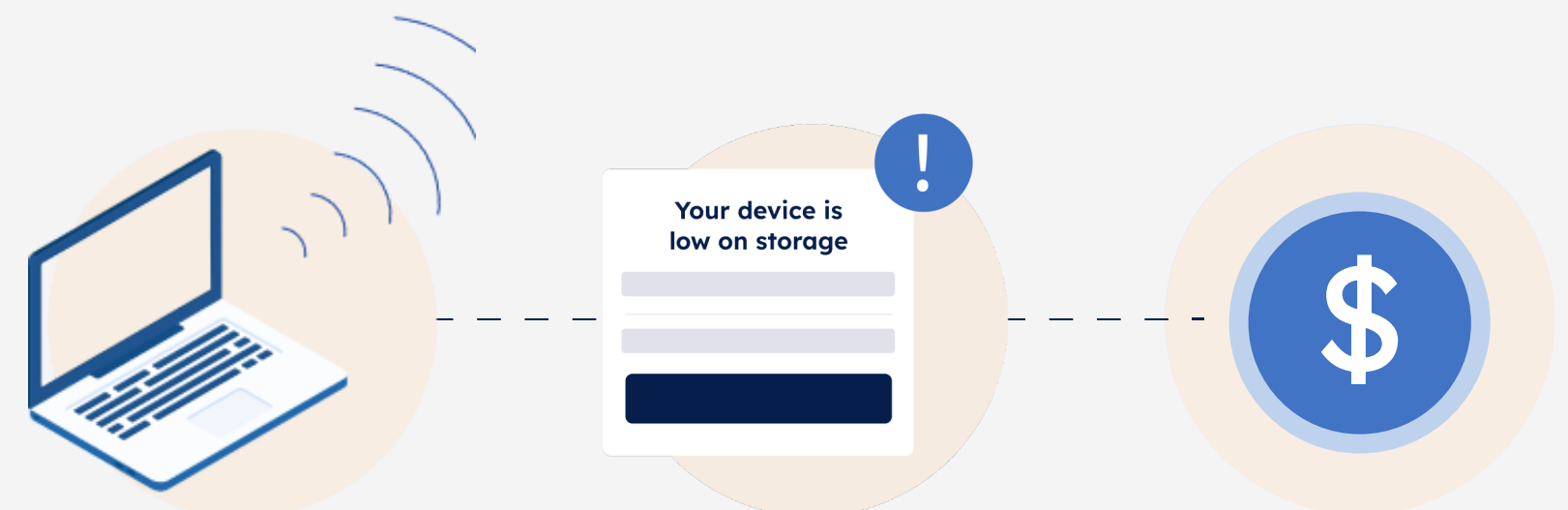
The challenge: converting these customer signals into revenue demands a dedicated monetization engine that delivers the right message at precisely the right moment.



Additional requirements include: real-time detection systems, contextual messaging engines, conversion workflows, and payment processing. Most companies would need 12 - 18 months of development time, dedicated engineering resources, and significant budget just to get started.

A monetization platform can change your trajectory

Instead of building from scratch, you plug into an existing engine that's optimized for conversions. When telemetry detects a problem, the platform automatically delivers the right offer at the exact moment customers are ready to buy.



The Roadblocks to Building a Monetization Platform

A cybersecurity software provider deployed RealDefense SmartScan™, a monetization platform that helped them expand their product portfolio without taxing internal development resources.



**THE DIFFERENCE:
YOUR DATA BECOMES
REVENUE IN DAYS, NOT MONTHS**



Months of planning



Big budgets



Complicated infrastructure



Dedicated teams

Customer Experience vs. Revenue Balance

The biggest objection to Moment-of-Truth messaging is: "Won't this annoy our customers?"

Customers aren't annoyed by solutions to real problems. They're annoyed by irrelevant offers at irrelevant times.



REALDEFENSE SMARTSCAN RESULTS POWERED BY TELEMETRY DATA RESULTS IN CONVERSION RATES 12X HIGHER THAN GENERIC MESSAGING

When Messages Feels Pushy:

- Product works fine → "Upgrade now!" = Annoying
- Customer using another app → Upgrade notification = Interruption
- No current problems → "Buy premium features!" = Sales pressure

When Monetization Feels Helpful:

- Problem previously unknown to the customer → "Your computer has 3GB of junk files" = Awareness
- Performance issue detected → "Resolve this immediately" = Assistance
- Usage threshold reached → "Get more capacity" = Relief

The difference is timing and relevance.

When you align your messaging with a customer's actual needs—surfacing solutions precisely when they encounter friction—you transform marketing from an interruption into a valued service, boosting both conversions and customer satisfaction.

HOW TO START MONETIZING IN 30 DAYS

Your First 30 Days: A Practical Framework. A clear path to get your monetization engine moving without delays

Week 1 • Identify Revenue Signals

- Audit existing usage data: What pain points do customers experience most often?
- Prioritize signals with clear, urgent impact

Week 3 • Select Your Platform

Choose a solution that:

- Embeds easily into your product
- Supports telemetry detection
- Manages purchase flow automatically

1

2

3

4

Week 2 • Map Offers to Moments

- Define clear offers for each signal
- Design messages that feel like help, not promotion

Week 4 • Launch and Optimize

- Start with a test segment
- Monitor conversion and engagement
- Refine messages for clarity and relevance



REALDEFENSE PARTNERS GENERATE MILLIONS IN ARR EVERY YEAR – WITHOUT HEAVY DEVELOPMENT LIFT.

Case study:

How a global cybersecurity company generated new revenue with a RealDefense partnership

A global cybersecurity provider with millions of PC users partnered with RealDefense to monetize device-level telemetry data and deliver targeted, in-product offers through SmartScan—driving recurring revenue growth without product rebuilds.



Challenges:

Rising customer acquisition costs: CAC had increased by 222% over five years, making new user growth less efficient and more expensive.

Thin profit margins: Price sensitivity limited the ability to increase subscription rates, putting pressure on earnings.

No capacity to build in-demand products: The company lacked the internal dev resources and roadmap space to respond to customer demand with new product offerings.

CASE STUDY: RESULTS

Results from partnering with RealDefense:

\$8-FIGURE REVENUE ↑
IN NEW ANNUAL
RECURRING REVENUE

10% PROFIT LIFT
PER QUARTER ACROSS THE
ENTIRE DIVISION


50% CONVERSION ↑
RATE IN PAID-TO-TRIAL
CONVERSIONS


44% CTR
ON MOMENT OF TRUTH
OFFERS


About RealDefense SmartScan


YOUR READY-TO-DEPLOY MONETIZATION ENGINE

RealDefense SmartScan is purpose-built to help you monetize customer behavior quickly and effectively.

- 

Lightweight DLL installs in minutes
- 

Telemetry detection finds performance, privacy, and security issues in real time
- 

Moment of Truth messaging converts friction into recurring revenue
- 

Proven results across industries

With SmartScan, partners generate millions of dollars in revenue annually.

No heavy lift. No complicated roadmap. Just predictable income from the customers you already serve.

Ready to see it in action?

Book a Demo

