WHITE PAPER · 2026

REDIFY

FASHION · DIGITAL COMMERCE

Features vs Revenue

Why adding new features does not automatically increase sales.

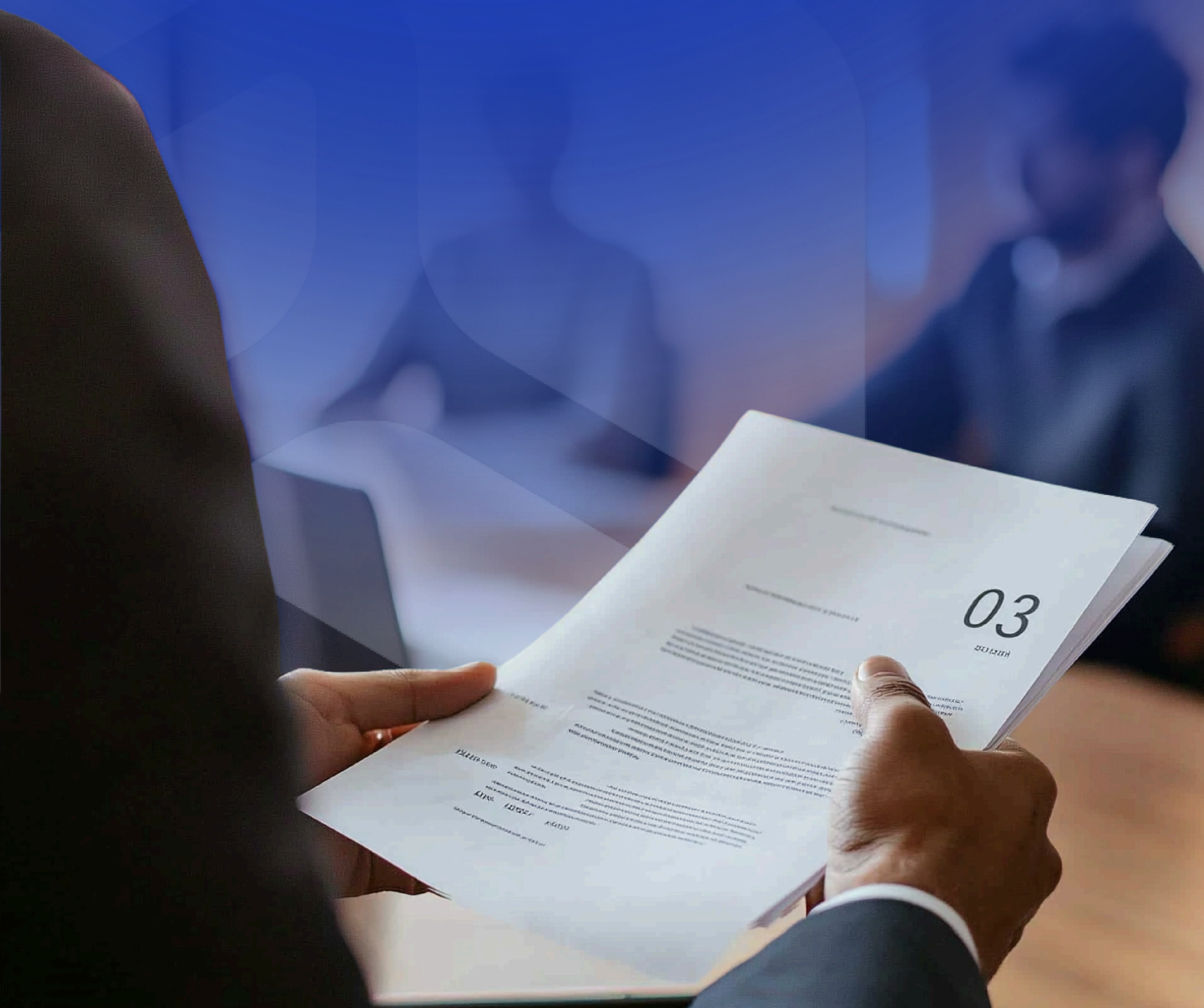

TABLE OF CONTENTS

Document Structure

1. Executive Summary

The myth “More Features = More Revenue” and what the data actually shows

03

2.The Myth “More Features = More Revenue”

Feature bloat, buyer journey friction, and comparison between models

04

3. Stat Snapshot

Feature adoption and B2B buyer behavior

06

4. Redify Prioritization Framework

Business-first: Value/Effort matrix, JTBD, hands-on workshop

08

5. Typical examples in custom manufacturing

From theory to roadmap: MVP, A/B test, sunset, case study

12

6. Anonymous case study

Custom manufacturing

15

7. Organizational Alignment

20% tech, 80% stakeholder management

17

8. Conclusions

Prioritization checklist

18

WHITE PAPER · 2026

1. Executive Summary

In B2B manufacturing, especially in custom manufacturing, many CEOs and Product Owners still assume that “more features” in the ecommerce platform automatically means “more sales” and higher margins.

> **The actual data on feature adoption, perceived complexity, and B2B buying behavior shows the exact opposite: most users regularly use less than 40% of the available features, while the surplus of complexity creates friction in the buyer journey and increases churn risk.**

SaaS benchmarks indicate that the average adoption rate of core features is around 20–30%, with several studies reporting an average in the 24–25% range, leaving 70–80% of functionality barely or never used.

At the same time, B2B buyers are asking for self-service portals that are simple, searchable, and fast: over 80% of B2B buyers prefer to place their orders online in self-service mode, and up to 80% of B2B sales will be generated digitally in the coming years.

<40%

Feature usage

Most users regularly use less than 40% of the available features.

24–25%

Average core adoption

Average adoption rate of core features according to SaaS benchmarks.

80%

Buyer self-service

80% of B2B buyers prefer to place their orders online in self-service mode.

For manufacturing, this means that the main growth lever is not to keep adding new configuration options, price lists, and modules, but to reduce friction in the fundamental activities: finding the right product, configuring it correctly, getting a clear price, placing and reordering orders without errors, and tracking production and delivery.

ⓘ This white paper presents a “business-first” prioritization framework (Redify Prioritization Framework) that helps you decide which features to build, when to say no, and how to explicitly connect every product evolution to its impact on revenue, friction reduction, and scalability enablement.

2. The Myth “More Features = More Revenue”

The idea that more features automatically bring more customers and more revenue comes from a tech-first mindset: it assumes that perceived value increases linearly with the feature list, and that this list is a decisive sales argument for B2B buyers.

In the real context of B2B buying teams, with multiple roles and complex validation processes, excess functionality often turns into confusion, longer validation cycles, and stronger resistance to change.

> **Studies on digital products show that customers consistently use less than 40% of the features they pay for, with an average adoption rate of core features around 24–25%. The “add more features to justify a higher price” strategy tends to fail: it increases product complexity, reduces real engagement and, in the medium term, accelerates churn.**

Why vendors love feature bloat but buyers do not

On the vendor side, a long list of features is easy to showcase in a comparison slide: more green checkmarks than competitors, plus apparent arguments for the sales team. But for the buyer, every extra bullet point turns into something else to understand, configure, integrate into internal processes, and get approved by IT, procurement, quality, and operations.

In RFP processes, functional checklists push suppliers to “tick all the boxes”, even when many of those capabilities are not critical to the business outcome.

The result is that platforms enter the company with far greater intrinsic complexity than what buyers will actually use, generating hidden costs in training, change management, and maintenance.

Buyer journey friction in B2B custom manufacturing

In make-to-order manufacturing, the digital buyer journey is already complex by nature: technical configurations, production constraints, regulations, logistics, and contracts.

If the B2B ecommerce portal turns into a “feature monster” (infinite filters, complex modules, dozens of un-guided configuration options), every extra layer increases the likelihood that the buyer will drop off, switch back to traditional channels, or stick to the existing supplier to avoid risk.

Sales and customer service teams experience this first-hand: the more complex the portal is to explain and support, the higher the support cost and the less the digital channel is actively promoted internally.

⚠ This creates a paradox: the company invests in features that should reduce back-office workload, but their complexity generates new support requests and often creates duplicated work (digital + manual).

WHITE PAPER · 2026

Feature-rich vs streamlined: two models compared

The practical difference between a “feature-rich” and a “streamlined” approach in B2B manufacturing can be summarized as follows:

DIMENSION	FEATURE-RICH PORTAL	STREAMLINED PORTAL
TIME-TO-QUOTE	LONG: MANY STEPS AND FIELDS TO FILL IN	SHORT: GUIDED PATH, ONLY ESSENTIAL INPUTS
TRAINING REQUIRED	HIGH: EXTENSIVE ONBOARDING FOR BUYERS AND SALES	LOW: INTUITIVE FLOWS, MINIMAL TRAINING
CONFIGURATION ERRORS	MORE FREQUENT (HIGHER CHANCE OF INCONSISTENT CHOICES)	LESS FREQUENT (GUARDRAILS AND DEFAULTS REDUCE ERRORS)
SUPPORT NEEDED TO CLOSE	HIGH: MANY HELP REQUESTS	LOWER: MORE SELF-SERVICE, FEWER ESCALATIONS
TECHNICAL DEBT	HIGH: LARGE, RIGID CODEBASE	LOWER: FOCUSED SCOPE, EASIER TO MAINTAIN
FUTURE EVOLUTION	SLOW, EXPENSIVE	FASTER, MORE SUSTAINABLE

> **In practice, streamlined portals win on the metric that really matters to the board: how much B2B revenue shifts to digital with positive margins. The feature-list war is won on PDFs, not on the P&L.**

Correlation between features, adoption, and revenue

Functional adoption metrics clearly show there is no automatic correlation between the number of features and revenue; what matters is how intensively key features are used in the critical journey stages (search, configuration, quoting, ordering, reordering).

A small set of well-designed, deeply adopted features (for example: guided configurator, quick reordering, simple personalized price lists) often drives higher conversion, average order value, and retention than a long tail of marginal features

WHITE PAPER · 2026

On the opposite side, unnecessary complexity increases change-management, training, documentation, and IT maintenance costs, eroding the margin you hoped to generate with new sales. When the roadmap is driven by tactical requests (“we need the same feature as competitor X”) instead of a clear logic of impact on revenue and friction, the risk is to accumulate tech debt and block future evolution.

Tech debt from over-engineering in manufacturing

In B2B ecommerce for manufacturing, over-engineering often shows up as hyper-complex configurators, redundant multi-layer pricing systems, or approval workflows that are more elaborate than necessary.

These choices create codebases that are hard to evolve, rigid integrations with ERP and MES, and dependence on a small number of internal or external specialists, increasing long-term operational risk.

Technical debt is not just an IT issue; it directly impacts the company’s ability to react to new business models (for example new channels, new markets, as-a-service offerings) and to rapidly experiment with new digital value propositions.

A structured prioritization framework is the practical antidote to this spiral of complexity.

3. Stat Snapshot: feature adoption and B2B buyer behavior

To make the feature-bloat problem more concrete, it helps to anchor the discussion with a few key numbers that act as “augmented reality”.

<40% of features used

In many B2B SaaS products, less than 40% of the available features are used regularly by end users.

20–30% core-feature adoption

In many B2B SaaS products, only 20–30% of core features are consistently adopted by end users.

10–15% usage for nice-to-have features

So-called ‘nice-to-have’ features often stay below 10–15% usage after launch, despite absorbing a significant share of development budget.

>80% of buyers prefer self-service

Over 80% of B2B buyers say they prefer a digital self-service buying model for at least part of their decision process.

~80% of B2B sales going digital

A growing share of B2B sales (estimated up to around 80% in the mid term) is moving or will move to digital channels, whether direct or hybrid.

Complexity = abandonment

The complexity of the digital buying process is cited as one of the main reasons for abandonment or for reverting to traditional channels in numerous B2B buying-behavior studies.

Short flows = higher completion

Portals with shorter, clearer flows show significantly higher completion rates than portals with long journeys full of low-relevance options.

Tech debt = slowdown

Technical debt linked to under-used features is one of the main causes slowing down the ability to roll out new digital initiatives.

ⓘ These numbers act as a ‘conceptual seat belt’: they help CEOs and Product Owners remember that the statistical default is low adoption, not the other way around.

WHITE PAPER · 2026

4. Redify Prioritization Framework (Business-First)

To break the “more features = more revenue” myth, you need a prioritization framework that starts from the business, not from technology.

The Redify Prioritization Framework introduces a value/effort matrix tailored to B2B manufacturing, enriched with three assessment lenses: impact on revenue, reduction of buyer-journey friction, and enablement of operational scalability.

The axes of the Value/Effort matrix

The horizontal axis (Effort) measures the overall effort required to bring a feature into production: development, integrations (ERP, PIM, MES, CRM), change management, internal training, and impact on support.

The vertical axis (Business Value) combines three components: direct/indirect revenue uplift, measurable reduction of buyer-journey friction, and contribution to scalability (reduced manual work, fewer errors, faster time-to-quote).

In practice, every initiative is evaluated and positioned into four quadrants:

High Value / Low Effort

“Fast Revenue Wins”

High priority, short-term horizon.

High Value / High Effort

“Strategic Bets”

High priority, but requiring structured planning.

Low Value / Low Effort

“Nice-to-have”

Only if they do not distract from strategic elements.

Low Value / High Effort

“Features to say NO to”

To postpone or deprioritize.

Buyer Journey Friction Analysis embedded in the framework

The framework embeds Buyer Journey Friction Analysis as a mandatory step before assigning business value.

For each backlog item, you map: at which step of the journey it intervenes (discover, evaluate, configure, quote, order, reorder, support), and which frictions it removes or could introduce (for example mandatory fields, extra steps, dependencies on internal roles).

> Features that add extra steps or non-essential decisions at key moments (configuration, quoting, checkout) are penalized in the value score, even if some internal stakeholders “like” them. This makes the trade-off explicit: do we really want to slow down the buyer just to satisfy an internal request?

Feature adoption metrics as guardrails

Feature-adoption metrics act as quantitative guardrails. Since average core-feature adoption hovers around 20–30%, the framework forces a provocative question: “Why do we believe this new feature will exceed that threshold, for this buyer segment, in this process context?”

In practice, for each candidate feature you ask:

- What is the adoption event we want to measure (for example, first completed use of configurator X)?
- What adoption target over 3–6 months makes sense, given benchmarks and use cases?
- What will we change or “sunset” if, after 6–12 months, adoption stays below a defined threshold?

This introduces discipline: you stop adding ‘no-return’ features, and the roadmap explicitly includes the retirement of low-usage capabilities.

WHITE PAPER · 2026

Example of a backlog evaluated with the framework

Let’s imagine a simplified backlog of 6 initiatives for a B2B custom-manufacturing portal:

#	INITIATIVE	EVALUATION	CLASSIFICATION
1	QUICK REORDERING FROM ORDER HISTORY	HIGH VALUE (MORE ORDERS, LESS FRICTION), MEDIUM-LOW EFFORT	FAST REVENUE WIN
2	ADVANCED CONFIGURATOR WITH ALL TECHNICAL VARIABLES EXPOSED	MIXED VALUE (HIGH ONLY FOR A FEW EXPERT USERS), VERY HIGH EFFORT	STRATEGIC BET OR TO BE SEGMENTED
3	ORDER AND PRODUCTION-STATUS DASHBOARD FOR BUYERS AND CLIENT PM	HIGH VALUE (FEWER TICKETS, MORE TRANSPARENCY), MEDIUM EFFORT	FAST REVENUE WIN / STRATEGIC BET
4	NEW COMPLEX PROMOTIONAL DISCOUNTING SYSTEM	VALUE OFTEN OVERRATED, HIGH EFFORT (PRICING, ERP, CONTROLS)	CANDIDATE FOR NO OR FOR HEAVY SIMPLIFICATION
5	REAL-TIME CHAT WITH THE TECHNICAL OFFICE	SITUATIONAL VALUE, MEDIUM EFFORT	NICE-TO-HAVE, TO TEST ON LIMITED SEGMENTS
6	MICRO GRAPHIC CUSTOMIZATIONS FOR INDIVIDUAL KEY ACCOUNTS	SYMBOLIC VALUE, HIGH CUMULATIVE EFFORT	TYPICAL EXAMPLE OF A REQUEST TO SAY NO TO

This type of analysis makes it clear to the board and stakeholders that some very ‘loud’ ideas do not hold up when you look at the numbers.

The Redify Framework as a 2-hour workshop

The framework becomes truly operational when it is used as a ritual, not as a slide. A typical 2-hour workshop format includes:
Participants: PO/Digital Lead, sales, operations, IT, a customer-service representative, and possibly a key account manager.
Inputs: raw backlog of requests, current usage data, main customer complaints, and declared North Star Metrics.

WHITE PAPER · 2026

Customer Jobs-to-Be-Done in Manufacturing

The most effective way to counter feature creep is to shift the focus from “requested features” to the customer’s jobs-to-be-done. In custom manufacturing, the buyer is not asking for “more options in the configurator”, but for a set of digital capabilities that reduce the risk of errors, shorten time-to-quote, and make reordering easier.

Real needs vs feature wishlists

The wishlist collected from sales, customer service, and customers often contains features described in interface terms (“add a field”, “new filter”, “layout change”). Taken literally, these requests lead to incremental, fragmented solutions that increase complexity without necessarily solving the underlying need.

By reframing each request in terms of jobs-to-be-done (“reduce back-and-forth to clarify specs”, “speed up internal approval of quotes”, “reduce configuration errors”), the product team can design simpler and more transversal solutions, often with fewer features but higher impact.

Three archetypal JTBD in custom manufacturing

To make the JTBD logic operational, it helps to define a few archetypes of typical jobs:

Technical buyer / engineer

Main jobs: verify the technical compatibility of solutions, reduce design-error risk, access clear documentation.

Frictions: configurators that expose irrelevant options, lack of constraints, fragmented documentation.

Success metrics: number of “right-first-time” quotes, reduction in post-order revisions.

Procurement buyer / purchasing department

Main jobs: obtain clear commercial and contractual conditions, comply with internal policies, minimize supply risk.

Frictions: opaque pricing, approval flows not reflected in the portal, difficulty tracking order status.

Success metrics: time-to-quote, percentage of orders without disputes, budget adherence.

Dealer / distributor

Main jobs: serve end customers quickly, reduce manual workload, avoid errors that damage the relationship.

Frictions: portals designed for end users only, with no multi-account or multi-price-list logic and no bulk-reorder capabilities.

Success metrics: time required to complete a multi-line order, number of support requests to the manufacturer.

> Designing the portal starting from these jobs, instead of from a sum of requests, naturally leads to simpler, outcome-oriented solutions.

5. Typical examples in custom manufacturing

Instead of adding dozens of new options to the configurator, introduce configuration templates pre-validated for recurring application segments (for example standard lines for key industries), reducing the risk of non-manufacturable configurations and simplifying choice.

Instead of building custom reporting for every client, offer a standard dashboard with key KPIs (orders, production lead times, shipment status) plus the ability to export data for local integrations.

Instead of multiplying price lists, introduce transparent pricing logic with a few key drivers (volume, frequency, product mix) and self-service simulations.

These solutions focus on simplicity and reusability, reducing product complexity and increasing adoption.

User research and validation as an anti-feature-creep filter

Qualitative user research (interviews, shadowing buyers and technicians, analysis of support conversations) and quantitative research (journey analytics, configuration funnels, heatmaps) are the most effective tools to distinguish superficial requests from real needs.

Feature-adoption and functional-usage metrics, combined with targeted surveys, make it possible to identify which features are truly core to daily workflows and which can be simplified or removed.

In manufacturing, this means not stopping at feedback from the “loudest customer” or the “noisiest key account”, but observing aggregate behavior and downstream error patterns (production rejects, complaints, in-flight order changes).

These solutions focus on simplicity and reusability, reducing product complexity and increasing adoption.

WHITE PAPER · 2026

Implementation Strategy: from theory to roadmap

A prioritization framework only creates value if it turns into a concrete delivery approach. In manufacturing, the implementation strategy must balance the need for operational continuity with the ability to experiment (MVP, A/B tests, feature flags) and progressively phase out low-adoption features.

MVP approach aligned to the buyer journey

The MVP is not a stripped-down version of the portal, but the minimum version that covers the core jobs-to-be-done.

For manufacturing, a sensible MVP focuses efforts on: searchable catalog, guided configuration for the highest-volume products, clear pricing for standard scenarios, a frictionless order and reorder process, and order-status tracking.

New capabilities are introduced in controlled cycles, with buyer segmentation (for example pilot clients, specific markets) and clear adoption and impact goals. This makes it possible to quickly measure whether a feature actually reduces friction and improves conversion or average order value

12-month roadmap in 4 quarters

One possible timeline:

Q1 – Discovery and foundations

- **Align on North Star Metrics and priority jobs-to-be-done.**
- **Analyze current usage data, and run interviews with buyers and sales.**
- **Define the initial backlog and run a workshop using the Redify Framework.**

Q2 – MVP and first experiments

- **Build or refactor the core (catalog, guided configuration for key products, simplified checkout).**
- **Launch 1–2 targeted experiments (for example quick reorder for a client segment).**
- **Set up tracking for feature adoption and journey analytics.**

Q3 – Scaling and optimization

- **Extend MVP capabilities to the main segments.**
- **Run A/B tests on critical flows (configurator vs guided selling, different pricing-display variants).**
- **Start the sunset process for low-adoption, high-cost features.**

Q4 – Consolidation and new bets

- Rationalisation of the product based on adoption data.
- Introduction of 1–2 high-potential Strategic Bets (e.g. integration with customer systems, as-a-service offers) evaluated with the framework.
- Alignment with the following cycle, based on measured results.

This structure makes it possible to avoid “one shot projects” and pushes towards continuous yet disciplined evolution.

A/B testing and feature flags in B2B

IIn digital B2B, A/B testing should not be seen only as a marketing tool, but also as an instrument for product discovery.
You can test variants of configuration flows, checkout layouts, ways of presenting pricing, with selected buyer groups, measuring completion rates, errors, and the average time to complete the task.
Examples of useful experiments:

Full vs guided configurator
“Full options” configurator vs step-by-step guided configurator, measuring time to completion and abandonment.

Immediate prices vs quote
Prices shown immediately vs “request a quote” for standard scenarios, measuring requests and conversions.

Reordering from history vs catalogue
Reordering from order history vs reordering from catalogue, measuring time and errors.

Feature flags allow you to activate/deactivate functionalities for specific segments, reducing the risk of negative impact on the entire customer base.
In this way, it becomes easier to experiment with potentially complex features, while keeping a lean main portal for the majority of users.

Sunset of low-adoption features

Statistics show that a large share of launched features never reaches a significant adoption threshold; in the SaaS industry, an adoption rate between 20 and 30% is considered “good”.
For manufacturing, any feature that is steadily below a defined threshold and is not critical for a high-value segment should be explicitly considered a candidate for sunset.
A quarterly “feature review” process, based on usage analytics and feedback, makes it possible to decide:

- which features to keep and improve
- which to consolidate or simplify
- which to remove, with a clear communication plan towards both internal and external users

6. Anonymous case study: custom manufacturing

A European custom manufacturing company (packaging lines for the food industry) launched a B2B portal to configure complex production lines.
In the first release, the focus was on maximum functional coverage: an advanced configurator with all possible combinations, multi-level approval workflows, detailed modules for every component.

<15%

configurator usage

Less than 15% of customers were using the advanced configurator after 12 months.

40min

Average configuration time

The average time for online configuration exceeded 40 minutes.

>60%

Abandonment rate

The abandonment rate was higher than 60% in the central phases of the flow.

Applying an MVP approach and the Redify Prioritization Framework, the company redesigned the portal around a few core jobs-to-be-done: quick selection of preconfigured lines, guided quote requests, and simplified order-status tracking.

The advanced configurator was hidden behind a guided path for expert users only and limited to product segments where it actually delivered value.

Over the following 9 months, the online-quote completion rate increased by more than 20 percentage points, the average time to submit a request was cut in half, and the share of orders managed fully online grew significantly. The reduction of marginal features also simplified code maintenance and sped up the release of subsequent improvements.

Metrics Beyond Feature Count

Counting how many features are released in a quarter is a vanity metric: it says nothing about how effectively the product is enabling the business. In B2B ecommerce manufacturing, the focus has shifted to a set of North Star Metrics that connect portal usage, adoption of key features, and economic outcomes.

WHITE PAPER · 2026

North Star Metrics for B2B ecommerce manufacturing

Some typical North Star Metrics include:

Digital revenue share

Percentage of total revenue generated through digital channels (ecommerce share over total B2B orders).

Auto-served orders

Rate of auto-served orders (orders completed without human intervention).

Time-to-quote

Average time-to-quote for standard and custom quotes.

Digital reordering rate

Reorder rate handled via the digital portal, by customer.

Time-to-quote (error reduction)

Reduction in configuration/order errors compared with traditional channels.

These metrics make it possible to tie the roadmap to clear business objectives, reducing the weight of internal delivery metrics (story points, feature count) as success indicators.

Correlation between feature usage and revenue

Feature-usage studies show that the relevant measure is not how many features exist, but how many are regularly used by the right user segments.
Metrics such as feature-adoption rate, breadth (how many users use a feature) and depth (how often they use it) help estimate potential impact on conversion, retention, and expansion.

In practice, there is often a tipping point where adoption of a core feature (for example, quick reorder from order history) translates into a measurable increase in customer lifetime value, lower service costs, and higher loyalty.

Conversely, rarely used features seldom have a meaningful impact on revenue, but they do contribute to a more fragmented experience and higher technical debt.

WHITE PAPER · 2026

7. Organizational Alignment: 20% tech, 80% stakeholder management

Even the best prioritization framework fails if the organization is not aligned. In manufacturing, roadmap governance typically involves sales, marketing, operations, IT, finance, plus external partners; conflict between local requests and the global vision is the rule, not the exception.

The real challenge: saying NO credibly

Most of a Product Owner's or Digital Commerce Lead's job is communication: explaining why certain features will not be developed now (or ever), even when they are requested by influential stakeholders.

This requires a clear narrative that links every decision to company strategy, North Star Metrics, and capacity constraints.

Feature-adoption data and buyer-behavior insights become political tools as well as analytical ones: it is much easier to say NO to an isolated request if you can show that similar features in the past had sub-10–15% adoption and did not move the business metrics. In this sense, transparency on results (including when a sponsored feature has failed) is critical.

Product roadmap as business contract, not technical list

To move beyond the "roadmap as feature list" mindset, it is useful to frame the roadmap as a business contract: for each period (for example, a quarter) you state the business outcomes you aim to achieve and the product hypotheses you will test.

20% – Technology

Choose the right architecture, implement well, and ensure technical quality and scalability of the solution.

80% – Stakeholder management

Build consensus around priority jobs-to-be-done, make trade-offs visible, and negotiate between local requests and system-wide benefits.

The result is a culture where 'shipping fewer things, better' is seen as a sign of maturity, not of slowness.

WHITE PAPER · 2026

8. Conclusions: Prioritization Checklist

To avoid feature creep and link the product roadmap to business results in B2B manufacturing in a disciplined way, every new initiative should pass through a concise checklist. This checklist is, in practice, the operational version of the Redify Prioritization Framewor

Practical checklist for CEOs and Product Owners

1. Business outcome

Which North Star or supporting metric do we want to influence (digital revenue, auto-served orders, time-to-quote, retention)? Is there a measurable baseline we can use to assess impact?

2. Job-to-be-done

Which buyer or internal-team job are we solving for? Is it backed by evidence (data, interviews, tickets)? Are we responding to a recurring pattern or to an isolated case?

3. Buyer-journey friction

At which stage of the journey does this initiative intervene? Are we reducing steps, complexity, and ambiguity, or adding them? Can we achieve the same benefit by simplifying what already exists instead of adding a new feature?

4. Expected feature adoption

What is the minimum adoption threshold that makes this feature worthwhile (for example 20–30% of the target segment)? How will we measure adoption in the first 3–6–12 months, and what will we do if we stay below threshold (improve, pivot, sunset)?

5. Effort and technical debt

What is the overall effort (development, integrations, training, support), and which areas of technical debt are we at risk of increasing? Which other initiatives will be delayed or cancelled if we choose to invest here?

6. Organizational alignment

Do all critical stakeholders understand the link between this feature and the stated business outcomes? Is it clear whom we are saying NO to, and why, given our delivery capacity?

WHITE PAPER · 2026

> Applying this checklist with discipline does not guarantee that every decision will be perfect, but it shifts the conversation from a feature list to the creation of real value for customers and for the business.

In B2B custom manufacturing, where complexity is already intrinsic to the physical product, digital competitive advantage comes down to a single word: simplicity.

References

- How to Track Feature Adoption in SaaS Products – Userlens — It’s calculated by dividing the number of users who used the feature by the total number of active users.
- Feature Adoption: The Complete Guide for B2B SaaS Product... – Jimo — Industry benchmarks suggest the average core feature adoption rate sits at 24.5%, with a median of 1...
- What Is Feature Adoption Rate in SaaS? How to Improve It — Feature adoption rate measures the percentage of monthly active users engaging with specific features.

REDIFY

INSIGHTS

redify.co/insights

Marketing Orchestration in Fashion

EDITION

v1.0 · 2026

English edition

© REDIFY 2026 FASHION · DIGITAL COMMERCE