



# Capture missed revenue with preorders.

Sell through, don't sell out.

The image displays three overlapping product cards for Submarine merchandise, each featuring a 'PREORDER NOW' button. The cards are:

- Top Card (Socks):** 'SUBMARINE Limited Edition Socks'. Price: \$9.99 One size. Includes a 'FAN FAVE' badge. Preorders ship July 2026.
- Middle Card (Shirt):** 'SUBMARINE Limited Edition Shirt'. Price: \$39.99 One size. Preorders ship July 2026.
- Bottom Card (Hat):** 'SUBMARINE Limited Edition Hat'. Price: \$19.99 One size. Preorders ship July 2026.

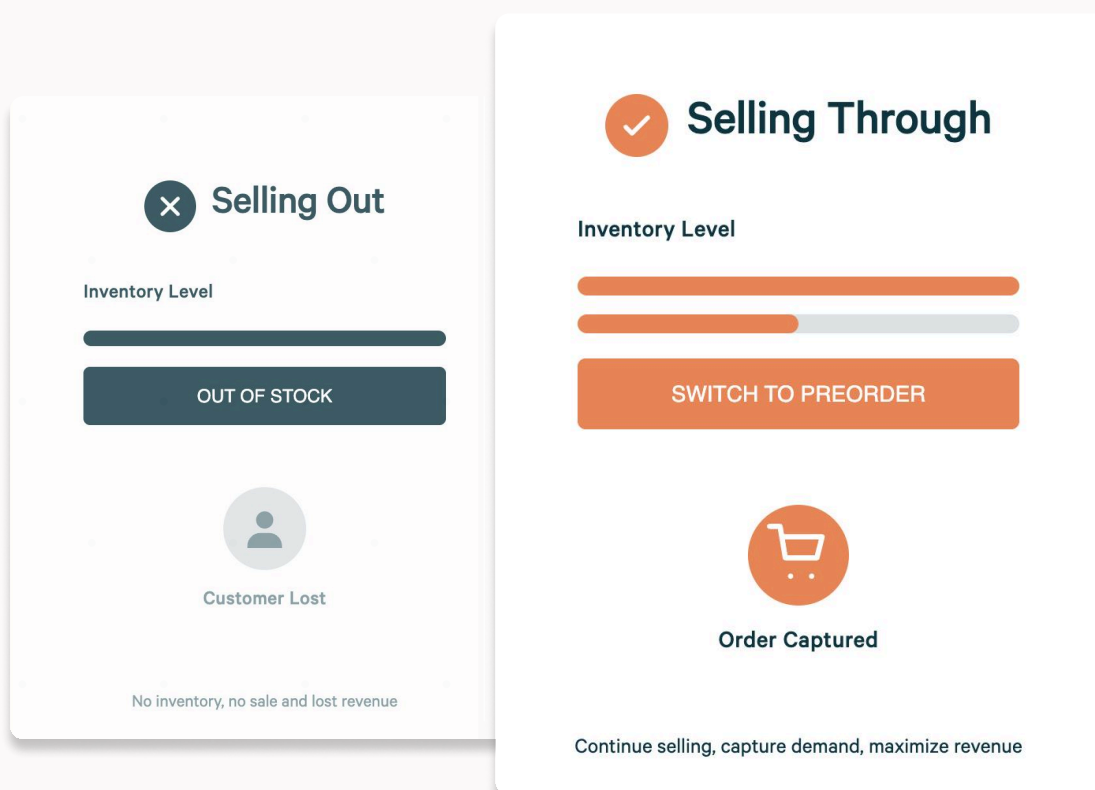
Customers involved in a preorder campaign place **38% more orders** and **spend 34% more** than the average customer.

# Turn out-of-stock into opportunity

When a customer arrives on a product page only to learn that the product is out of stock, all of the investment spent on acquisition is wasted.

But out-of-stock doesn't have to mean lost. A preorder captures purchase intent at its highest point, stopping customers moving on to a competitor.

This strategy, known as "selling through" instead of "selling out", is being utilised by more and more brands to improve customer retention, accurately forecast revenue and inventory, and to stop leaving money on the table.



# The pros of preorders

Traditional sales models gamble on guesswork: will demand match supply? When it doesn't, brands lose money, waste ad spend, and frustrate customers. Preorders turn that guesswork into certainty, capturing revenue before stock is even on hand.

## Improve Cash Flow

Reduce the capital locked up in inventory and cut funding costs, giving you the freedom to self-fund production and unlock capital for growth.

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## Forecast Real Demand

Eliminate the guesswork of overstocking, under-stocking, and inaccurate projections - so you can produce closer to true demand and protect your margins.

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## Enhance Customer Experience

Stop losing sales to stockouts and disengaged shoppers by keeping high-intent buyers in the journey, turning more interest into long-term customer value.

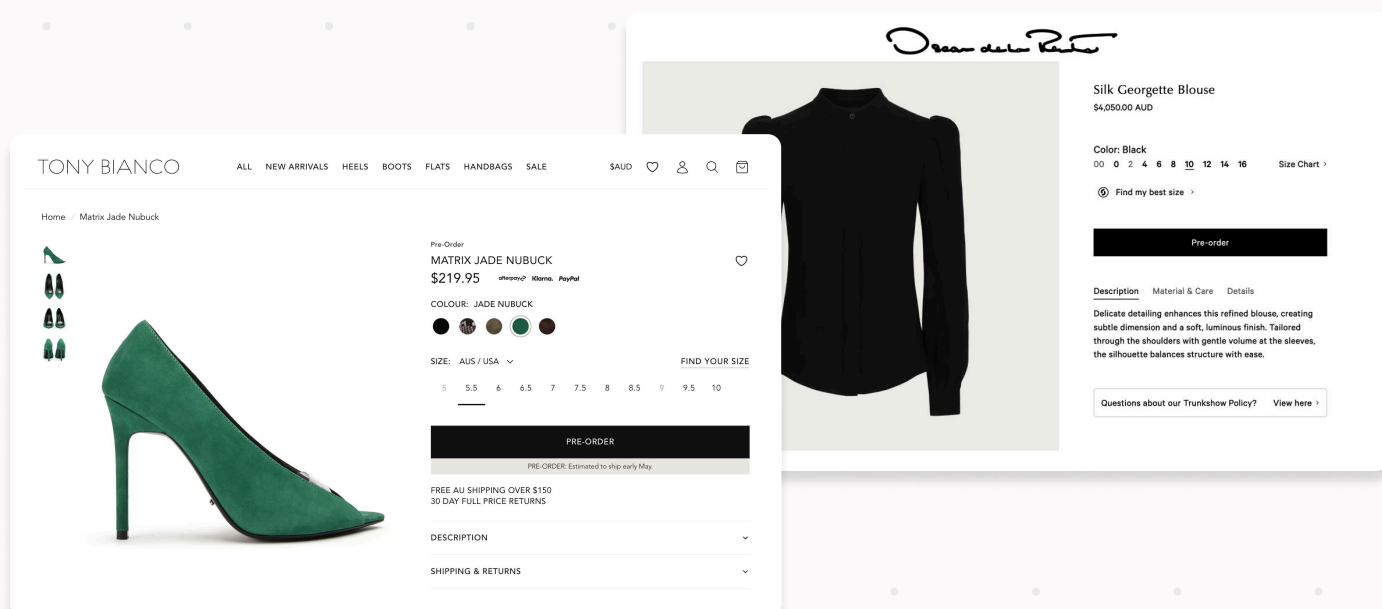
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# Stop losing sales to a broken process

Fashion retailers constantly battle two major pain points with preorders: manual order management and inaccurate forecasting. Tony Bianco and Oscar de la Renta both struggled with manual workarounds and clunky solutions before launching with Submarine.

Presales with Submarine converted 65% better than presales using a traditional Notify Me waitlist.

Seasonal ranges and high-demand pieces need more control than a standard Shopify product page with a “preorder” label or metafield. Retailers use Submarine to manage allocation at the variant level, hold or reroute orders from reaching the warehouse before stock arrives, and trigger payment capture automatically when inventory is ready. When a product sells out, you should be capturing that purchase intent in a way that doesn't cost your team hours.



# Limited release, unlimited control

When a product is tied to a cultural moment, like New Era's Super Bowl champions drop, Asmodee's limited gaming releases, or a Jazware's collectibles launch, the purchase window is short, the product isn't ready for fulfilment yet, but demand is high and arrives all at once.

Submarine manages the release with unit limits, access rules, and campaign timing run at the variant level, so the drop runs smoothly and every customer who secures one is already anticipating its arrival. Submarine Flows can handle the communication, keeping them updated on ETAs so the excitement stays alive from purchase to delivery.

The screenshot shows a product page for campaign #1044, which is 'Launched' and 'Not allocated'. It lists four presale products with their reservation status:

Product	Reservations
DEEPS® Crew (1 variant)	60% reserved (6 of 10)
DEEPS® Decompression Sweatshirt (1 variant)	80% reserved (40 of 50)
DEEPS® Tote Bag (2 variants)	80% reserved (12 of 15)
DEEPS® Hat - Black (1 variant)	60% reserved

Callouts in the image highlight the reservation percentages for the 'DEEPS® Crew' (60% reserved) and 'DEEPS® Hat - Black' (80% reserved) products.

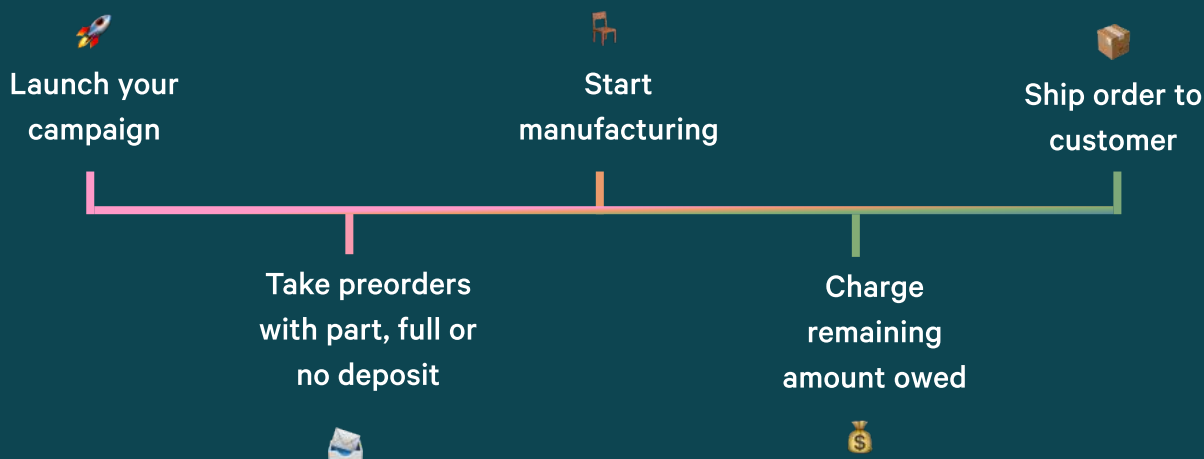
AOV for orders containing a presale were 41% higher than orders without a presale. AOV for regular orders: \$78, AOV for orders with a presale: \$110

# Commit to orders, not to risk

Committing to a production run for made to order, custom, or high price point items is risky in an economic climate that has profit margins shrinking. Most merchants work around it manually but Submarine lets merchants take orders before production begins, with any deposit structure from zero to full payment upfront.

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## Made to order workflow



# Launching with Submarine preorders

MERCHANT AGENCY

## Preorder need identified

Merchant is losing sales without a preorder, backorder, or made-to-order capability.

AGENCY

## Validate requirements

Agency qualifies the opportunity: scopes requirements, confirms Submarine fit, and flags any complex scenarios.

AGENCY

## Introduces Submarine

Agency makes the introduction and shares high-level information

MERCHANT AGENCY submarine

## Discovery call

Submarine and agency walk through requirements with the merchant

MERCHANT submarine

## Merchant signs off

Submarine provides commercials and solution design — merchant reviews and signs off

AGENCY

## Build and test

The agency handles theme work, third party integrations, and end-to-end order testing. Submarine available for support

MERCHANT AGENCY submarine

## Launch and ongoing support

Merchant goes live with Submarine on hand throughout

# Trusted by global Shopify merchants

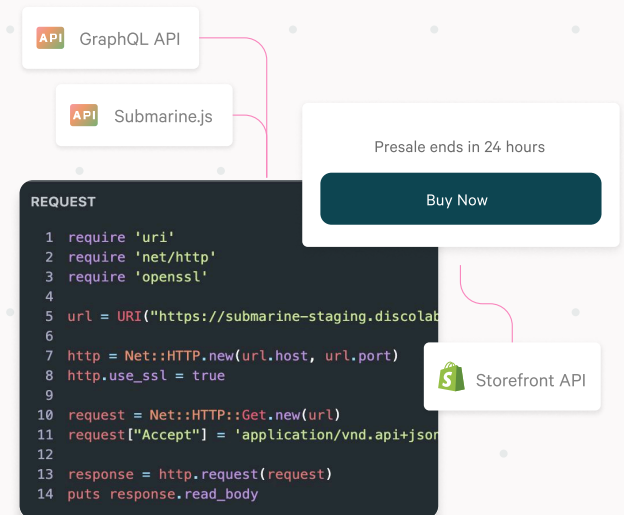


# Why Submarine?

## Submarine is built by developers, for developers.

This is the foundation of Submarine, and it shapes how the platform is architected, how the documentation is written, and how the team operates when something comes up.

The APIs are built to give developers genuine flexibility. There's no prescribed architecture, no forced workaround. The building blocks are there; how you use them is up to you. The documentation is comprehensive so you can build elegantly from day one.



### Agency partnerships

Agencies and partners sit at the core of our platform, not the edge of it. We offer dedicated partner channels with direct access to the Submarine team, who have a wealth of experience solving tricky problems.

### High touch merchant care

Onboarding new merchants is white glove and high touch at Submarine. From kick-off to launch, you work with people who've built the platform and know it inside and out. We've worked with some of the biggest retailers in the world, and you're next.

“We needed a preorder system that could handle the sort of peak volume that comes with the drop of the latest must-have collectible figurine. In Submarine, our team found a solution that could be moulded to requirements while scaling to hundreds of millions of dollars in orders.”



**Piers Thorogood**

Co-founder, We Make Websites

# Ready to give it a try?

Connect with our team to dive deeper with Submarine.

[hello@getsubmarine.com](mailto:hello@getsubmarine.com)  
[www.getsubmarine.com](http://www.getsubmarine.com)



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