PURPLE DOT

5 PRE-ORDER STRATEGIES

to Sell Earlier and Grow Smarter



Pre-orders give brands **more control** over when they sell and how they **respond to demand.** They can help brands **launch earlier**, keep selling through **inventory gaps**, make smarter **buying decisions**, and build a more **flexible path to growth.**

At Purple Dot, we think about these opportunities through **two pre-order operating models.**

Pre-Order Model

Sell What You Make

Turn inventory that is already planned, ordered, or on its way into revenue sooner.

Launch Early

What it unlocks

Open the selling window before inventory reaches the warehouse, giving new products and collaborations more time to convert demand.

TIMEX

Nearly **50%** of incoming Timex x Superman inventory sold on the first day of pre-order.

$1M+ extra revenue from pre-orders within five months.

Keep Selling Through Stockouts

What it unlocks

When replenishment is confirmed, keep accepting orders instead of replacing Add to Cart with Sold Out or Notify Me.

oh POLLY

49% increased pre-order revenue from out-of-stock products through automation.

Launch Despite Delays

What it unlocks

Protect your merchandising calendar when inventory is delayed by launching on-time with clear delivery expectations and easy workflows.

handful

30% of a delayed collection sold before reaching the warehouse, with a 10% page-to-buy conversion rate.

Selling incoming inventory earlier captures demand that already exists. The next opportunity is using that paid demand to decide what should come next.

CAPTURE DEMAND **BEFORE IT DISAPPEARS.**

Pre-Order Model

Make What You Sell

Use paid customer demand to guide what, and how much, you buy or produce.

Maximize Demand

What it unlocks

Convert stronger-than-expected demand and increase production, redirect inventory, or put more marketing behind proven top sellers.

$100K in pre-order revenue in two days, followed by 20% higher sales and 50% less excess inventory than previous new-line launches.

JAXXON



Reduce Overstock

What it unlocks

Drive buying decisions based on actual demand vs shaky forecasts and reduce inventory risk.

0% Overstock on pre-order collections and up to 50% higher sell-through on gowns.

SACHIN BABI



A paid pre-order does more than signal interest.

It gives the business an actionable demand signal: where to pull back, where to lean in, and what to support next.



Making Pre-Orders Scalable

Turn individual pre-order moments into a dependable program that works alongside in-stock commerce.



Five capabilities that make pre-orders scalable

Supply chain visibility
Connect incoming inventory, purchase orders, quantities, and ship-date changes to the customer promise.

Order orchestration and fulfillment
Coordinate pre-order and in-stock orders across OMS, ERP, WMS, 3PL, mixed carts, and split shipments.

Strategy and measurement
Define where pre-orders create value, which products qualify, who owns the program, and how success will be measured.

Commerce and payments
Support clear product experiences and the right payment model: pay now, deposit, or pay later.

Customer trust and compliance
Keep estimated ship dates, updates, consent, cancellation, and order status clear from purchase through fulfillment.



68%

Uplift in pre-order sales

While eliminating approximately two days of manual work every month.

Where could pre-orders create the greatest value for your brand?

Explore all five strategies, customer examples, and the framework for operating pre-orders at scale in The Pre-Order Growth Playbook.

GET THE PLAYBOOK

