

SPOKE

# Using Purple Dot’s Waitlist Solution to Increase Sell-Through

 **4x** Pre-order sell through  **6%** Page to buy conversion



“Purple Dot has opened up a significant new revenue line for us. Our first presale drop with Purple Dot beat all expectations. Selling 8 weeks ahead of having the product meant we achieved a sell through 400% higher than we predicted.”

We’ve been working to improve our understanding of demand but couldn’t entirely crack it. And now with Purple Dot’s waitlisting platform, we can establish new product lines, see the demand and capitalise on it, all before we even have the product.”

Adam Woodhouse, COO, SPOKE

## Goal

Enable merchants to sell products before they are in the warehouse by offering customers an exciting and easy way to join a pre-paid waitlist.

## Background

SPOKE London is a leading, well-designed menswear direct-to-consumer brand. Having tried pre-orders before as a way to convert demand for products sooner, they quickly realized that they needed more than a simple “pre-order” label on their product pages for their pre-order strategy to be successful.

## The solution

SPOKE turned to Purple Dot and used their waitlist eCommerce plugin to manage pre-sale drops end-to-end, allowing SPOKE to sell products before they were in the warehouse.

Seamlessly integrated into SPOKE product pages, Purple Dot enabled a new wait-based experience for the customer with a dedicated checkout flow, email comms, and self-service tools – as well as predictive analytics to inform SPOKE’s future buys.



“When you fully consider the functionality of waitlisting, there’s a lot of things to think about! Checkout optimization, CRM flows, stock management. Purple Dot has managed to pull it off! It’s simple to integrate and delivers a ton of value to our customers.”

Ramzi Hajaj, Head of Product, SPOKE

## The results

The Purple Dot waitlist solution beat all expectations, reaching 97% sell-through in 24 hours, blasting through SPOKE’s 25% target based on previous pre-order experience. Even with an 8-week wait period for customers, SPOKE not only sold more than expected, but the waitlist strategy and analytics reduced their risk of carrying unsold inventory into their in-season buy. Purple Dot’s plugin proved so successful that SPOKE expanded the solution to include replenish management. Now customers are never shown out of stock on evergreen products, and instead are given the option to waitlist with Purple Dot.

## Get in touch

Waitlists can transform your business. No matter what part of your product lifecycle could benefit from selling earlier -- pre-orders, in-season, or out-of-stock management -- we’re here to partner with you to help you sell more. Reach out to [hello@purpledotprice.com](mailto:hello@purpledotprice.com)



“We expanded our use of Purple Dot to never go out of stock of our evergreen items, providing a much-improved experience for our customers and enabling us never to miss out on a sale because we are out of stock. It’s completely changed the way we think about both newness and stock levels.”

Sallie Petfield, Head of Buying and Merchandising, SPOKE



“We tried pre-orders before, without success, realising that just putting a pre-order label on a product is not enough. Purple Dot was easy to integrate for both our front and backend. We couldn’t find anything in the market that came close. Working with the team has been delightful. We often talk about how easy it is to get things done with PD and how clear the communication is.”

Sam Mountfound, VP Engineering, SPOKE