

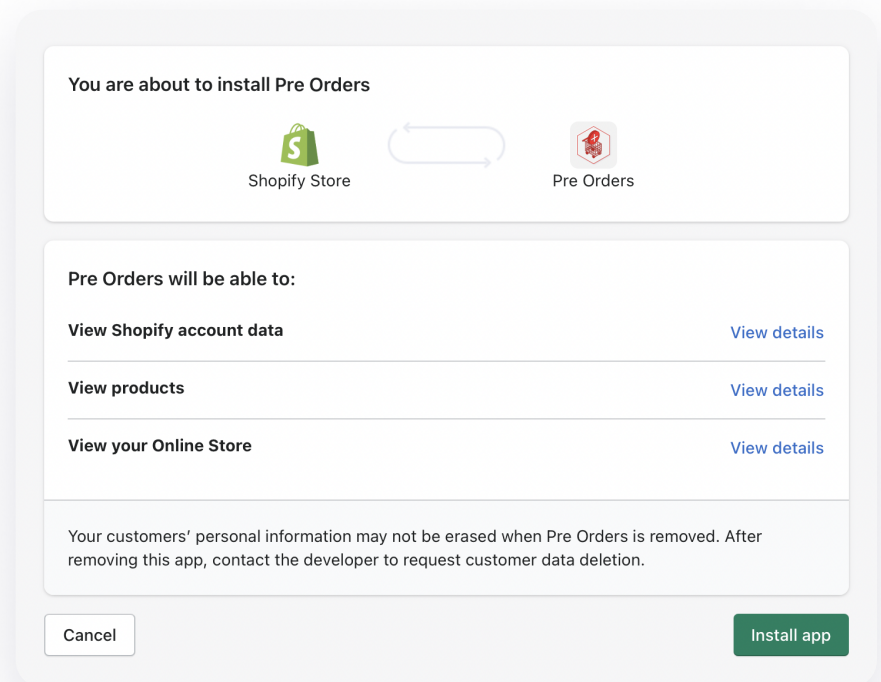
Shopify Pre-Order App

The HWC Shopify Pre-Order app allows Shopify storefronts to instantly start taking pre-orders on products based on incoming shipments.

INSTALLING THE APP

When you sign up with HotWax Commerce, we share a personal link to install our Pre-Order app into your Shopify store.

Once you grant permission to it, you are now ready to start taking pre-orders.



WHAT THE APP DOES OUT OF THE BOX

Without any customization in your product template, the app will transform your “Add to Cart” button to a “Pre-Order” button when you run out of stock but have more on the way and vice versa.

When customers use the Pre-Order button to add items to cart, they are tagged and shown in the Pre-Order management admin app.



SHOWING SHIP FROM DATE

Showing Pre-Order ship dates directly drives conversion because customers are more likely to make a purchase if they know when they'll get their order.

Once the Pre-Order app is installed, head over to your product template

(product-template.liquid in the default theme)

and paste this line of code where ever you want to show your shipping dates.

```
product-template.liquid
product-template.liquid Older versions
192
193 <div class="product-form__error-message-wrapper product-form__error-mes
194 data-error-message-wrapper
195 role="alert"
196 >
197 <span class="visually-hidden">{{ 'general.accessibility.error' | t }}
198 {% include 'icon-error' %}
199 <span class="product-form__error-message" data-error-message>{{ 'pro
200 </div>
201
202 <div class="product-form__controls-group product-form__controls-group--
203 <div class="product-form__item product-form__item--submit
204 {% if section.settings.enable_payment_button %} product-form__item
205 {% if product.has_only_default_variant %} product-form__item--no-v
206 >
207 <button type="submit" name="add"
208 {% unless current_variant.available %} aria-disabled="true"% end
209 aria-label="{% unless current_variant.available %}{{ 'products.pr
210 class="btn product-form__cart-submit{% if section.settings.enable
211 {% if settings.enable_ajax %}aria-haspopup="dialog"% endif %}
212 data-add-to-cart>
213 <span data-add-to-cart-text>
214 {% unless current_variant.available %}
215 {{ 'products.product.sold_out' | t }}
216 {% else %}
217 {{ 'products.product.add_to_cart' | t }}
218 {% endunless %}
219 </span>
220 <span class="hide" data-loader>
221 {% include 'icon-spinner' %}
222 </span>
223 </button>
224 {% if section.settings.enable_payment_button %}
225 {{ form | payment_button }}
226 {% endif %}
227 <p>ships from <span id="hc_preordershipsfrom"/></p>
228 </div>
229 {% endform %}
230 </div>
231
```

`<span id="hc_preordershipsfrom"/>`

We suggest showing shipping times right below the Add to Cart button.



Gray

PREORDER NO

ships from 09/15/2021