For Character Creator 3 Pipeline Edition or Iray Plug-in, you will receive the serial number once your purchase transaction has been completed.

After Character Creator 3 has officially launched on September 2018, then you will be able to directly log into your member account to the download link.

For Character Creator 3 for iClone, you will be able to directly log into your member account and find the download link under iClone 7 registration record. You don't need a serial number to activate the program.

Reallusion FAQ

https://kb.reallusion.com/Purchase/52686/When-can-I-receive-Character-Creator-3