How Bulk Price Changes Are Calculated (Order of Operations)

References · https://wpfactory.com/docs/bulk-price-editor-order-of-operations/

How bulk price changes are calculated

When you fill more than one field in the Price Update: Bulk Pricing Editor for WooCommerce, they do not run in the order you typed them. They run in a fixed sequence. This reference lists that sequence so you can predict the result of any combination.

The sequence

For each product price, the tool starts from the current price of the chosen type and applies these steps in order. A step is skipped when its field is left at the default.

Step	Field	Effect on the running price
1	Direct price	If set, replaces the price entirely with this value, ignoring the original.
2	Percentage	price = price + (price x percentage / 100).
3	Multiply	price = price x multiplier.
4	Divide (Pro)	price = price / divisor.
5	Add	price = price + amount.
6	Subtract (Pro)	price = price - amount.
7	Rounding function (Pro)	Rounds to the nearest coefficient (Round, Floor, or Ceil).
8	Store decimals	Rounds to your WooCommerce price decimal setting (usually 2).
9	"Pretty prices" (Pro)	Shapes the price to a charm ending when the threshold is above 0.

Step	Field	Effect on the running price
10	Safety clamp	A negative result is set to 0.

Worked example

Original price 100, with Percentage = 10 and Add = 5:

1. Percentage: 100 + (100 x 10 / 100) = 110.
2. Add: 110 + 5 = 115.

The percentage is calculated on the original 100, not on 105, because Percentage runs before Add.

Things to watch

- **Direct price overrides everything before it,** but Percentage, Multiply, and the rest still run on top of the direct value. To set a plain flat price, use Direct price alone.
- **Multiply must stay above 0.** A Multiply of 0 aborts the whole run, so no field takes effect.
- **Percentage and Multiply overlap.** Percentage of -20 and Multiply of 0.8 both mean "20% off". Use one, not both, or they stack.
- **Rounding and pretty prices are separate.** Rounding snaps to a step; pretty prices then shapes the ending. If both are on, pretty prices has the final say.

The takeaway

For predictable results, change one thing per run and use **Preview prices** to confirm. See the guide on editing WooCommerce prices in bulk for the full workflow.



BULK PRICE EDITOR

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- Tips for Safe Bulk Price Changes
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- Bulk Price Editor: Developer Hooks and Filters Reference
- How to Bulk Edit Prices by Category, Tag, or Attribute
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