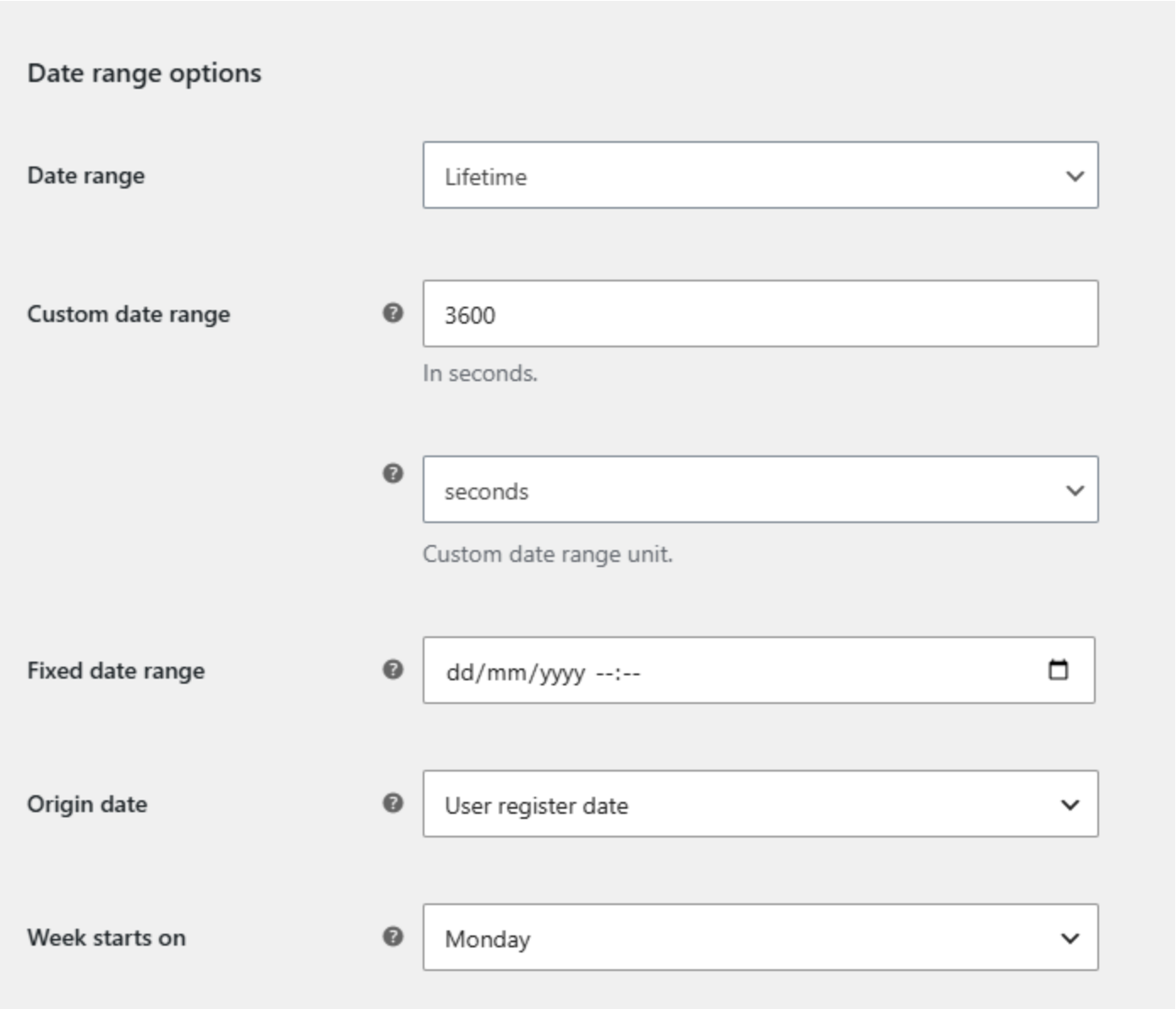
How to Set a Date Range for WooCommerce Purchase Limits

How to · https://wpfactory.com/docs/managing-woocommerce-product-limits/

Choosing a date range for purchase limits

The date range in Maximum Products per User for WooCommerce decides the window each customer's limit applies to: a lifetime cap, a rolling period, or a recurring reset. All date range options are available in the free version, with one Pro exception noted below.



Where to find it

Go to **WPFactory > Max Products per User** (also reachable at **WooCommerce > Settings > Maximum Products per User**), open the **General** section and find **Date range options**.

Available ranges

The **Date range** option (`alg_wc_mppu_date_range`, default `Lifetime`) offers:

- **Lifetime:** counts a customer's entire history in your store.
- **This hour / day / week / month / year:** counts within the current calendar period.

- **Last hour / 24 hours / 7 days / 30 days / 365 days:** counts within a rolling window ending now.
- **Custom range:** a fixed number of units you define.
- **Fixed date:** counts from a specific date and time you set.
- **Monthly:** a recurring monthly window that resets on the customer's origin day.

Options reference

Label	Option ID	Used with	Free/Pro
Custom date range	`alg_wc_mppu_date_range_custom`	Custom range (default 3600)	Free
Custom date range unit (seconds to weeks)	`alg_wc_mppu_date_range_custom_unit`	Custom range (default seconds)	Free
Fixed date range	`alg_wc_mppu_date_range_fixed_date`	Fixed date	Free
Origin date (User register date / MemberPress subscription date)	`alg_wc_mppu_date_range_origin_date`	Monthly	Free (MemberPress option is Pro)
Week starts on	`alg_wc_mppu_date_range_week_starts_on`	This week	Free

Important details

- **Origin date** applies to the **Monthly** range, not to Custom or Fixed date. With "User register date", a customer registered on `2023-04-15` resets on the 15th of each month (2023-05-15, 2023-06-15, and so on). The free version only supports the "User register date" value; "MemberPress subscription date" requires Pro.

- **Week starts on** is used only by the "This week" range. Its default follows your WordPress "Week Starts On" setting rather than a fixed day. Pair it with **Advanced > Current time offset** for precise week boundaries.

Troubleshooting

- Limit behaves like lifetime: **Date range** is still set to Lifetime, or you did not save after changing it.
- Monthly limit resets on the wrong day: check the **Origin date** value and the customer's register date.



MAXIMUM PRODUCTS PER USER FOR WOOCOMMERCE

The date range options are free. Maximum Products per User for WooCommerce Pro adds the MemberPress subscription origin, per-product and per-category limits and formula rules.

See what Pro unlocks →

Related articles

- How to Customize Purchase Limit Messages and Enforce Limits at Checkout
- How to Set Purchase Limits by Formula (and When to Use Them)
- How to Set Product-Specific Purchase Limits
- How to Handle Guest Purchase Limits in WooCommerce
- How to Set Up Product Purchase Limits in WooCommerce