Formula Shortcode Attributes Reference

References · https://wpfactory.com/docs/maximum-products-per-user-formula-attributes/

The Pro **Formula** section of Maximum Products per User for WooCommerce uses the `[wpfmppu]` shortcode, one rule per line, to set limits programmatically. This page lists every recognized attribute. The old `[alg_wc_mppu]` tag is a deprecated alias as of version 4.5.0.

Attributes

Attribute	Description	Requires
`limit`	Maximum allowed. Required on every rule.	-
`user_id`	One or more user IDs (comma-separated).	-
`user_role`	One or more user roles.	-
`membership_plan`	WooCommerce Memberships plan.	Memberships plugin
`memberpress_plan_id`	MemberPress plan ID.	MemberPress
`sumo_membership_plan`	SUMO Memberships plan.	SUMO Memberships
`swpm_membership_id`	Simple Membership plan ID.	Simple Membership
`payment_method`	Current payment method.	Count by current payment method
`product_id`	One or more product IDs.	Per product enabled
`product_sku`	One or more product SKUs.	Per product enabled
`is_downloadable`	Match downloadable products.	Per product enabled
`is_virtual`	Match virtual products.	Per product enabled

Attribute	Description	Requires
`term_id`	One or more category/tag IDs.	Per taxonomy enabled
`product_limit_meta`	Use a product meta value as the limit.	Only with `product_id`
`start_date`, `end_date`	Limit the rule to a date window.	-
`not_date_limit`	Invert the date window.	-

Rules to remember

- The algorithm reads top to bottom and stops at the first matching rule.
- You cannot use `product_id` (or `product_sku` / `is_downloadable` / `is_virtual`) and `term_id` in the same rule.
- Every rule needs a `limit`.

Examples

- `[wpfmppu limit="2" user_role="customer" product_id="100"]`
- `[wpfmppu limit="10" user_role="wholesale"]`
- `[wpfmppu limit="5" term_id="77" start_date="2026-11-01" end_date="2026-11-30"]`



MAXIMUM PRODUCTS PER USER FOR WOOCOMMERCE

The Formula section is a Pro feature of Maximum Products per User.

Get Maximum Products per User Pro →

Related articles

- Maximum Products per User: Message Placeholders Reference
- Maximum Products per User: Developer Hooks and Filters Reference
- Product Purchase Limit Shortcodes
- How to Set Purchase Limits by Formula (and When to Use Them)