Developer Hooks, Filters and Functions Reference

Developers · https://wpfactory.com/docs/msrp-developer-hooks-filters-reference/

The developer hooks and filters in MSRP (RRP) Pricing for WooCommerce let you adjust MSRP values, templates and display behavior in code without editing plugin files. Every filter below fires inside the plugin's own calculation and rendering paths, so a callback you register replaces the value the plugin would otherwise use.

All settings referenced here live under **WPFactory > MSRP** (also reachable at **WooCommerce > Settings > MSRP**). The plugin stores a product's MSRP in the `_alg_msrp` post meta key, with `_alg_msrp_by_country` and `_alg_msrp_by_currency` holding the per-country and per-currency values.

Value and behavior filters

These are the filters most developers reach for. They fire on the value the plugin is about to use, so whatever you return wins.

Filter	Filtered value	Arguments
`alg_wc_msrp`	A product's raw MSRP value read from the `_alg_msrp` meta.	`$msrp, $product_id`
`alg_wc_get_msrp`	The resolved MSRP array, in the form `array( 'msrp' => ..., 'currency' => ... )`.	`$data, $product_id`
`alg_wc_msrp_template`	The display template used for a section (single, archives or cart).	`$template, $section_id`
`alg_wc_msrp_template_msrp_no_defined`	The template used when a product has no MSRP defined.	`$template, $section_id`

Filter	Filtered value	Arguments
`alg_wc_msrp_check_user_role`	Whether the current user is allowed to see MSRP (returns a boolean).	`$can_see, $core`
`alg_wc_msrp_variable_hash`	The cache key hash used by the variable MSRP optimization (transients or array).	`$hash`

Section-gating filters

These filters decide whether a Pro section is active. In the free version they return `no`. In Pro they return the value of the matching enable option, so hooking them lets you force a section on or off in code.

Filter	Controls	Expected return
`alg_wc_msrp_by_country`	Whether the MSRP by country section is active.	`yes` or `no`
`alg_wc_msrp_by_currency`	Whether the MSRP by currency section is active.	`yes` or `no`
`alg_wc_msrp_cart_total_savings`	Whether the cart total savings section is active.	`yes` or `no`

Bulk MSRP Price Converter filters

The Bulk MSRP Price Converter tool exposes its own filters, so you can extend rounding and product selection.

Filter	Filtered value	Arguments
`alg_wc_msrp_bpc_round_price`	The rounded price for a product during a bulk conversion.	`$price, $round_function, $round_coef`
`alg_wc_msrp_bpc_pretty_price`	The "pretty price" adjustment applied above the threshold.	`$price, $threshold`
`alg_wc_msrp_bpc_product_query`	The `WP_Query` args used to select products by category or tag.	`$args, $taxonomy, $terms`

Filter	Filtered value	Arguments
`alg_wc_msrp_bpc_settings`	Internal gate that unlocks the tool's Pro-only fields. Returns an empty string in Pro.	`$value, $type, $args`

The related filter `alg_wc_msrp_settings` is used the same way for the main settings screen: it returns an empty string in Pro to remove the "disabled" attribute and upgrade notice from Pro-only options. Treat both as internal gates rather than extension points.

The MSRP shortcode

The plugin registers one shortcode, `[alg_wc_msrp_wpml]`. It shows its inner content only for (or only outside of) the given languages, which is handy inside the template fields when you run WPML or Polylang.

```
[alg_wc_msrp_wpml lang="en"]MSRP[/alg_wc_msrp_wpml]
[alg_wc_msrp_wpml not_lang="de,fr"]MSRP[/alg_wc_msrp_wpml]
```

Attribute	Meaning	Default
`lang`	Show the content only when the active language is in this comma-separated list.	empty
`not_lang`	Hide the content when the active language is in this comma-separated list.	empty

The MSRP helper function

Use `alg_wc_msrp_get_product_msrp()` in theme templates or snippets to read a product's MSRP or its computed discount.

```
<?php
// Raw MSRP of the current product.
$msrp = alg_wc_msrp_get_product_msrp();

// MSRP of a specific product.
$msrp = alg_wc_msrp_get_product_msrp( 123 );

// Savings amount (MSRP minus current price).
```

```
$saved = alg_wc_msrp_get_product_msrp( 123, 'msrp_discount' );

// Savings percentage, rounded to 1 decimal.
$percent = alg_wc_msrp_get_product_msrp( 123, 'msrp_discount_percent', 1 );
?>
```

Parameter	Purpose	Default
`$product_id`	Product to read. `0` uses the current global product.	`0`
`$msrp_option`	One of `msrp`, `msrp_discount`, or `msrp_discount_percent`.	`msrp`
`$discount_percent_round_precision`	Decimal places for the percentage result.	`0`

The function returns `0` when the product has no MSRP. It currently resolves the MSRP for simple products; for variable products, read the variation ids directly.

> **Note:** the value filters such as `alg_wc_msrp` and `alg_wc_get_msrp` run for both simple and variable products, so a callback you attach applies consistently across your catalog.

Related placeholders

For the template placeholders you can use inside the display and savings fields (`%msrp%`, `%you_save%`, `%you_save_percent%`, `%price%`, `%total_savings%`, `%from%` and `%to%`), see the MSRP template placeholders reference.



MSRP (RRP) PRICING FOR WOOCOMMERCE

See every feature and the pricing on the MSRP (RRP) Pricing for WooCommerce plugin page.

View plugin →

Need a hand? Our team answers every ticket on the MSRP Pricing support forum.

Related articles

- MSRP Template Placeholders Reference