MSRP Template Placeholders Reference

References · https://wpfactory.com/docs/msrp-template-placeholders-reference/

The MSRP template placeholders in MSRP (RRP) Pricing for WooCommerce control exactly what appears where MSRP is shown. You type these placeholders into the display fields under **WPFactory > MSRP** (also reachable at **WooCommerce > Settings > MSRP**), and MSRP Pricing swaps each one for the live value at display time.

Where each placeholder is allowed

Placeholders are grouped by the field that accepts them. Using a placeholder outside its field leaves the raw text on the page, so match the placeholder to the field below.

Final Template field

The **Final Template** field (per section: single, archives, cart) accepts these. Editing this field requires Pro; the free version uses the default template.

Placeholder	Replaced with
`%msrp%`	The product's MSRP, formatted as a price.
`%price%`	The product's standard (selling) price.
`%you_save%`	The output of the **Savings** field (below), shown only when there is a positive saving.
`%you_save_percent%`	The output of the **Savings percent** field (below), shown only when there is a positive saving.

Savings and Savings percent fields

These "raw" placeholders belong inside the two savings fields, which wrap the numbers with your own label and punctuation.

Placeholder	Replaced with	Field
`%you_save_raw%`	The savings amount (MSRP minus price), as a formatted price.	Savings
`%you_save_percent_raw%`	The savings as a percentage number.	Savings percent

The defaults show the pattern: the Savings field defaults to `(%you_save_raw%)` and the Savings percent field to `(%you_save_percent_raw% %)`. You then reference the whole field in the Final Template with `%you_save%` or `%you_save_percent%`.

Cart Total Savings template

The **Cart total savings** template (a Pro section) accepts a single placeholder.

Placeholder	Replaced with
`%total_savings%`	The combined savings across every cart item, as a formatted price.

Custom range format

The **Custom range format** field (Admin & Advanced section, free) controls how a variable product's MSRP range reads.

Placeholder	Replaced with
`%from%`	The lowest MSRP among the product's variations.
`%to%`	The highest MSRP among the product's variations.

For example, a custom range format of `From %from%` shows "From $29.99" when the cheapest variation's MSRP is $29.99.

Shortcodes inside templates

Every template field also runs shortcodes. The plugin's own `[alg_wc_msrp_wpml]` shortcode lets you show different template text per language, for example `[alg_wc_msrp_wpml`

`lang="en"]MSRP[/alg_wc_msrp_wpml]`. See the MSRP shortcodes guide for details.



MSRP (RRP) PRICING FOR WOOCOMMERCE

Editing the template and savings fields, and enabling the cart total savings section, are Pro features. MSRP (RRP) Pricing for WooCommerce Pro unlocks full template editing along with MSRP by country, by currency and by user role.

See what Pro unlocks →

Related articles

- How to Set MSRP on Variable Products and Format the Range
- How to Show MSRP to Specific User Roles Only
- How to Bulk Change Product Prices with the MSRP Price Converter
- Developer Hooks, Filters and Functions Reference
- MSRP Comparison Looks Wrong – Prices not Displayed as Expected