Set Different Limits per User or per Role

Troubleshooting · https://wpfactory.com/docs/per-user-max-product-limits/

Giving different customers different limits

Store owners often want one customer to have a higher cap than another, or a whole role such as wholesale to buy more. Maximum Products per User for WooCommerce handles per-role limits natively (free) and per-individual-user limits through the Pro Formula section.

Per role (free, no shortcodes)

1. Go to **WPFactory > Max Products per User** (also reachable at **WooCommerce > Settings > Maximum Products per User**), open **General** and enable **User roles**.
2. Optionally list the roles you want in **Enabled user roles**.
3. Open the **Limits** section. Each enabled role now has its own **Limit per user** field under All Products (and on product/term pages in Pro). A role value of `0` falls back to the main limit.

Per individual user (Pro, Formula)

1. Open the **Formula** section and enable **Limits by formula**.
2. Add one rule per line with `user_id`, for example:
   `[wpfmppu limit="5" user_id="123" product_id="456"]` limits product 456 to 5 for user 123.
3. List several IDs with commas, for example `user_id="123,124" product_id="456,457"`.
4. Save and test with those accounts.

> **Note:** use the current `[wpfmppu]` tag; `[alg_wc_mppu]` is a deprecated alias as of 4.5.0. There is no CSV import for per-user rules, so for many users keep your rules in an external sheet and paste them into the Formula field.

See also



MAXIMUM PRODUCTS PER USER FOR WOOCOMMERCE

See every feature and the pricing on the Maximum Products per User for WooCommerce plugin page.

View plugin →

How to set purchase limits by formula and the formula attributes reference.

Need a hand?

Our team answers every ticket on the Maximum Products per User support forum.

Related articles

- Maximum Products per User: How to Reset a Settings Section
- Maximum Products per User: Message Placeholders Reference
- Maximum Products per User: Developer Hooks and Filters Reference
- Getting Started with Maximum Products per User for WooCommerce
- Free vs Pro: Maximum Products per User for WooCommerce