Bulk Price Editor: Free vs Pro Comparison

Pro Features · https://wpfactory.com/docs/pro-vs-free-versions-price/

The free version of the Price Update: Bulk Pricing Editor for WooCommerce sets, raises and lowers prices in bulk, filters by category and previews every change. Pro adds Divide, Subtract, tag and attribute filters, rounding and "pretty prices". All fields live in the tool at **WooCommerce > Bulk Price Converter**.

Free vs Pro at a glance

Every row below is a real field in the tool. The plugin does not include scheduling, CSV import/export, tiered or quantity-based pricing, so those are not listed.

Capability	Free	Pro
Set a fixed price for all products (Direct price)	Yes	Yes
Change prices by a percentage	Yes	Yes
Multiply prices	Yes	Yes
Add a fixed amount to prices	Yes	Yes
Choose regular, sale, or both price types	Yes	Yes
Filter by product category	Yes	Yes
Preview prices before applying	Yes	Yes
Settings page: Number of decimals, Block size, Time limit	Yes	Yes
Divide prices	No	Yes
Subtract a fixed amount from prices	No	Yes
Filter by product tag	No	Yes

Capability	Free	Pro
Filter by product attribute	No	Yes
Rounding function and coefficient	No	Yes
"Pretty prices" (charm pricing) shaping	No	Yes

In short: the free version covers setting, raising, and lowering prices by percentage, multiplication, or a fixed amount, filtered by category, with a preview. Pro adds the two extra operations (divide and subtract), two extra filters (tag and attribute), and the price-shaping tools (rounding and pretty prices).

How to tell which version you are running

Open **WooCommerce > Bulk Price Converter**, or click the green **Bulk price converter tool** button at **WPFactory > Bulk Price Converter** (also reachable at **WooCommerce > Settings > Bulk Price Converter**). In the free version the Pro fields are greyed out, and each section shows a note, for example "You will need Bulk Price Converter Pro plugin to use Divide and Subtract options in this section." In Pro those notes disappear and every field can be edited.

Common tasks you can do on the free version

Several jobs that look like they need Pro can be done with the free fields:

- **Halve every price:** set **Multiply all product prices by** to `0.5`. Dividing by `2` gives the same result, but Divide is Pro.
- **Run a 20% discount:** enter `-20` in **Percentage all product prices by**. A positive value, such as `10`, raises prices by 10%.
- **Take a fixed amount off:** enter a negative number, such as `-5`, in **Add to all product prices**. Any result below zero is saved as `0`.
- **Change one category only:** pick it in **Products category**. Tag and attribute filters are Pro.

Click **Preview prices** first to check the results table, then **Change prices** to save.

Upgrading from the free version

1. Download the Pro ZIP from your WPFactory account.
2. In WordPress, go to **Plugins > Add New**, click **Upload Plugin**, choose the ZIP and click **Install Now**.
3. Click **Activate**.
4. The free copy detects Pro and stops loading, so you can deactivate and delete it.

FAQ

Is Preview prices a Pro feature?

No. **Preview prices** works in both versions and shows the old and new prices without saving anything.

Can I undo a bulk price change?

Not in either version. **Change prices** asks you to confirm with the message "There is no undo for this action. Are you sure?". Preview first, and back up your database before large changes.

Does Pro add scheduled price changes, CSV import or quantity pricing?

No. Neither version has scheduling, import/export or tiered pricing. Pro only unlocks the fields marked "No" in the table above.

Does the free version update variation prices?

Yes. The tool updates the variations of variable products in both versions. Filtering variations by attribute is the Pro part.

Related guides

- Rounding and Pretty Prices (Final Price Correction)
- How to Bulk Edit Prices by Category, Tag, or Attribute
- How Bulk Price Changes Are Calculated (Order of Operations)



BULK PRICE EDITOR

Bulk Price Editor Pro unlocks every "No" row above. Upgrading takes a couple of minutes and your settings stay in place.

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