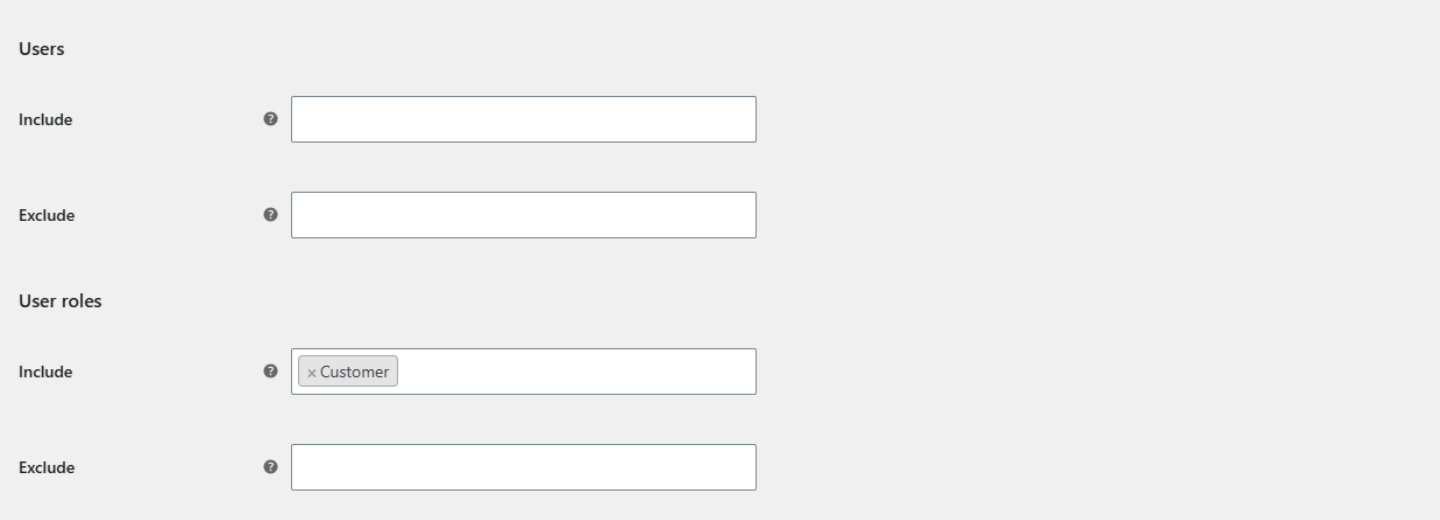
# How to Give a Discount to Specific User Roles or Customers in WooCommerce

How to · https://wpfactory.com/docs/sitewide-discount-user-roles/

To give a discount to specific user roles or customers in WooCommerce, open a discount group in Sitewide Discount for WooCommerce at **WPFactory > Global Shop Discount > Discount Group #1**, set the discount, then pick roles under **User roles > Include** or customers under **Users > Include**, and save.




## Before you start

- User and role filters work in both the free and Pro versions.
- Customers must be logged in for these filters to recognize them. Guests have no user account and no role.

## Discount for a user role (for example, wholesale buyers)

1. Go to **WPFactory > Global Shop Discount** (also reachable at **WooCommerce > Settings > Global Shop Discount**) and open a discount group.
2. Set **Type** and a negative **Value**, for example Percent and `-15`.

3. Under **User roles**, choose one or more roles in **Include**, for example a wholesale role created by another plugin. The list shows every role on your site.
4. Click **Save changes**. Only logged-in users with one of those roles see the discounted prices. Everyone else sees normal prices.

## Discount for specific customers

1. Open the discount group and set the discount.
2. Under **Users**, choose the customers in **Include**. Users are listed by their user nicename.
3. Click **Save changes**.

## Hide a discount from certain users or roles

Use the **Exclude** fields instead. For example, exclude the Wholesale customer role from your public sale so wholesale buyers keep their own pricing. Guests are never blocked by an Exclude filter, because they have no account or role to match.

## Rules to know

- If you fill in both **Include** and **Exclude** for Users, only Include is checked. The same applies to User roles.
- Users and User roles are checked separately, and both must pass. A customer listed in Users Include still needs to pass any User roles filter you set.
- User and role filters combine with product filters, dates and product scope in the same group. All of them must pass.
- To offer one discount to members and another to everyone else, use two groups and keep **Stop on first matching discount group** on, with the members group first.

## Frequently asked questions

### Why don't guests see the role discount?

Include filters for users and roles only match logged-in users. A guest has no role, so a group with User roles Include set never applies to guests.

### Can I give logged-in customers a discount but not guests?

Yes. Include the roles your customers have, for example Customer, in **User roles > Include**. Guests do not match, so they see normal prices.

### Will page caching show the member price to other visitors?

It can, if your cache serves the same page to logged-in and logged-out visitors. Most caching plugins skip the cache for logged-in users. Check that yours does before you rely on role-based prices.

### How do I see what a wholesale customer sees?

Log in with a test account that has the wholesale role, or use a user-switching plugin, and browse the shop in a private window.

## Related guides

- How to Discount Specific Categories or Products in WooCommerce
- Sitewide Discount troubleshooting




SITEWIDE DISCOUNT FOR WOOCOMMERCE

User and role discounts are included in the free version of Sitewide Discount for WooCommerce. See the plugin page for plans and updates.

**View plugin →**


Need a hand? Our team answers every ticket on the Sitewide Discount support forum.

Related articles

- How to Apply a Discount to All Products in WooCommerce

- Sitewide Discount Developer Reference: Functions, Hooks and Shortcode
- Sitewide Discount Settings Reference
- Getting Started with Sitewide Discount for WooCommerce
- How to Show All Discounted Products on One Page in WooCommerce