

SEGMENTPRICE · USER MANUAL

SegmentPrice User Manual

Per-segment and quantity-break pricing, built on native Shopify surfaces.

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Welcome to SegmentPrice

SegmentPrice gives the right customers the right price, automatically. It does two jobs that normally need two apps:

- **Segment pricing.** Give wholesale, VIP, or B2B customers their own prices, by customer tag or by B2B company location.
- **Volume breaks.** Reward buying more with quantity tiers, down to a single variant, even on products with dozens of options.

It is built entirely on native Shopify surfaces. Discounts are calculated at checkout by a Shopify Function, and the optional storefront badge is a theme app block. That means SegmentPrice never edits your theme files, never rewrites your catalog prices, and never takes over your discount-code slot.

This manual walks through setup, every rule type, and the storefront badge. If you just want a quick answer, see the FAQ and support page.

Before you start

You need:

- A Shopify store with the SegmentPrice app installed.
- For segment pricing, a way to identify your customers (Shopify customer tags, or B2B companies if you use Shopify B2B).

You do **not** need a developer, theme code changes, or any change to how you already create products and collections.

A two-minute setup

1. Open SegmentPrice from your Shopify admin. The home page shows whether the app is set up and live.
2. Go to **Pricing rules** and create your first rule (the next section explains every option).
3. Press **Save**. SegmentPrice creates its discount for you automatically. There is nothing else to configure for pricing to start applying at checkout.
4. Optional: in your theme editor, add the **SegmentPrice badge** block to your product page so shoppers can see member and volume pricing.

Creating a pricing rule

On the **Pricing rules** page, choose **Add segment rule**, **Add quantity rule**, or **Add BOGO rule**. Each rule has the same building blocks:

- **Rule name.** An internal name so you can find the rule later.
- **Label shown to the customer at checkout.** Short text such as “Wholesale price” that appears on the discounted line at checkout.
- **Starts on / Ends on (optional).** Leave blank for an always-on rule, or set dates to run a scheduled sale. The price applies during the window and returns to normal the moment it ends, with no bulk price edits to undo.
- **Applies to.** All products, specific products, specific variants, or a collection (see “Choosing which products”).
- **Audience.** Everyone, specific customer segments, or B2B company locations (see “Choosing who gets a price”).
- **The discount.** A percentage off or a fixed amount off per unit. Quantity and BOGO rules add a few extra fields, described below.

- **Enabled.** Turn a rule off to pause it without deleting it.

You can add as many rules as you need. They are evaluated per item in the cart.

Segment pricing

A segment rule sets one price for a chosen audience. Typical uses: a 20% wholesale price for customers tagged `wholesale`, or a fixed amount off for a VIP tier.

Choose **Percentage off** or **Fixed amount off (per unit)** and enter the amount.

Volume breaks (quantity tiers)

A quantity rule rewards buying more. Add one or more tiers, each with a minimum quantity, an optional maximum, and its own discount. For example:

Buy	Discount
2 to 5	15% off
6 or more	25% off

Leave a tier's maximum blank for "no upper limit". Tiers scale cleanly even on products with many variants, because pricing is computed per cart line.

Buy X get Y (BOGO)

A BOGO rule discounts repeated units of the same product. Set **Buy** (the quantity that must be in the cart) and **Get** (how many units are discounted), then the discount on the "get" units. A 100% discount makes them free. BOGO applies within a single product, not across different products.

Choosing who gets a price

Every rule has an audience. By default a rule applies to **everyone**. To target specific buyers, use either of these (you can combine them):

- **Customer segments.** Type segment keys, or tap a suggested tag. A segment maps to a Shopify customer tag: a customer tagged `wholesale` matches a rule whose segment is `wholesale`. Leave this empty to apply to everyone.
- **B2B company locations.** If you use Shopify B2B, pick one or more company locations. The rule then applies to buyers purchasing on behalf of those companies.

There is also a **Require the shopper to be logged in** switch. Turn it on only when you want a rule limited to logged-in customers in general. If you turn it on without choosing any segment or company, SegmentPrice shows a caution, because the rule would then apply to *every* logged-in customer. For wholesale or VIP pricing, use a segment or company instead, so the right people get the price and no one else.

Keeping segments in sync

SegmentPrice reads each customer's tags into a private field it checks at checkout. New tag changes are picked up automatically. To apply your rules to customers who already had the tags before you installed the app, press **Sync existing customers** once on the Pricing rules page. This back-fills everyone who carries a tag used in your rules.

Choosing which products

Each rule's **Applies to** setting scopes it:

- **All products.** The rule covers your whole catalog.
- **Specific products** or **Specific variants.** Pick them with the built-in browser. No IDs to copy.
- **Specific collections.** Pick collections; SegmentPrice expands them into their current products when you save. If you change what is in a collection later, re-save the rule to refresh it. Very large collections are covered up to the first 250 products, so target large catalogs by product where possible.

When two rules overlap

If more than one rule applies to the same item, SegmentPrice resolves it with the setting at the top of the page,

When two rules apply to the same item:

- **Use the biggest discount.** The customer gets the best price. This is the default and the safest choice.
- **Use the lowest priority number.** Rules are tried in list order, and the first matching rule wins. Drag rules into the order you want (the rank controls appear in the grid view).

You can switch between **List view** and **Grid view** at any time. The view is a display choice only and does not affect pricing.

Preview a price

The **Preview a price** section runs the same engine that runs at checkout, against your current rules, including unsaved edits. Pick a product, optionally search for a customer to test as, set a quantity, and SegmentPrice shows exactly what would apply. Collection rules preview only after you save, because their products are expanded on save.

Show pricing on your storefront

The optional **SegmentPrice badge** tells shoppers about member and volume pricing right on the product page.

To add it, open your theme editor, go to a product template, and add the **SegmentPrice badge** block. No code is required, and because it is a theme app block it is removed cleanly if you ever uninstall the app.

Badge settings:

- **Heading.** The badge title, for example “Volume and member pricing”.
- **Accent color.** Matches the badge to your brand.
- **Style.** Card or minimal.
- **Sale countdown.** When a scheduled rule is actually ending for that product, the badge can show a live countdown. It appears only for real, currently active end dates, never as artificial urgency.

The badge shows the same prices the checkout will charge, because the storefront and the checkout use one shared pricing engine.

Saving and going live

When you have unsaved changes, a save bar appears at the top of the page. Press **Save** to apply them, or **Discard** to revert. On your first save, SegmentPrice creates its discount automatically and attaches your rules. After that, saving updates the rules in place.

Your automatic pricing combines with order-level discount codes, so customers can still use a code at checkout alongside their segment or volume price.

How pricing is applied

SegmentPrice calculates discounts at checkout using a Shopify Function. This is why it is theme-safe and reliable:

- Your catalog prices are never batch-edited, so there is nothing to clean up after a sale. Turn a rule off and the price is simply back to normal.
- It never creates draft orders. SegmentPrice has no access to your orders at all. Your B2B orders are created and attributed to their company by Shopify's native checkout, exactly as before.
- It coexists with Shopify discount codes instead of consuming the slot.

Troubleshooting

A few common situations:

- **A customer is not getting their price.** Confirm the customer has the right tag, that a rule uses that segment, and that you have pressed **Sync existing customers** at least once. Use **Preview a price** to test as that customer.
- **A collection rule looks out of date.** Re-save the rule to refresh the collection's current products.
- **The badge does not appear.** Make sure the **SegmentPrice badge** block is added to the product template in your theme editor and that a rule applies to that product.

For more, see the FAQ and support page.

Getting help

If something is not working or you have a question this manual did not answer, contact support and include your store URL and a short description of what you expected. We are glad to help.