

PriceGuard manual

Every feature and behaviour of PriceGuard, as built.

Version 2026-11-13

A GuardHQ app for Shopify

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Contents

1. What PriceGuard does

2. Rules

3. New rule

4. The rule page

5. Runs

6. A run page

7. Settings

8. Plan

9. Guardrails

10. Runs, reports, revert and undo

11. Schedules and time zones

12. Plans

13. What PriceGuard never does

14. If something goes wrong

15. Support

PriceGuard merchant manual

PriceGuardHQ, called PriceGuard below.

This manual describes everything PriceGuard does, screen by screen, in the words the app uses. Where a sentence is quoted, it is the sentence the app shows. Nothing here is a promise about what PriceGuard might do later; it describes the app as it runs today (2026-10-18).

1. What PriceGuard does

PriceGuard changes the prices of your Shopify products by rules. A rule names a selection of your products (the whole store, a collection, a tag, a vendor, a product type or a list of SKUs), says what to do to their prices (a percent or an amount off or on, a fixed price, cost plus a margin, or a sale from the compare-at price), how to round the result, which floors to respect, whether to set the compare-at price so the strike-through shows, and when to start and end.

Before any price is written, PriceGuard can show you every change the rule would make. When a rule runs, PriceGuard takes a snapshot of the values it is about to change, writes the new values, reads every one of them back from your store, and keeps a report. When the sale ends, by its end time or by your hand, PriceGuard puts the prices back from that snapshot. A price you changed yourself during the sale is left as you set it and named in the report. Any run that wrote something can be undone from its run page.

Guardrails stop a run that would lower a price below its cost, put a compare-at price below a price, move a price too far, or change too much of the store at once. Some of those reasons you can read and override for one run; a price below cost is never written.

Rules set each variant's base price and compare-at price, the values you see on the product page. Prices set per market or per customer (Shopify Markets, B2B price lists) are not touched.

PriceGuard asks Shopify for permission to read and write products and to read inventory (`read_products`, `write_products`, `read_inventory`). It reads your variants' SKU, title, price, compare-at price, cost (the inventory item's unit cost), and each product's vendor, type, tags and collections. It does not read customers or orders and stores no customer data.

The app opens on the Rules screen. The navigation has four entries: Rules, Runs, Settings and Plan. This manual follows them in that order, then explains guardrails, runs, schedules and plans in depth.

2. Rules

The Rules screen lists your rules. Its heading is "Rules".

When you have no rules yet it says: "No rules yet. A rule is a price change on a selection of your products, previewed before it is written, with a start and end you choose, and a revert that leaves your own edits alone. Times shown in {your store's time zone}." Below that is the "What rules change" section (see Settings).

When you have rules, they appear in a table, oldest first, with five columns:

- **Rule**: the rule's name, linking to its page.
- **What it does**: a one-line summary built from the rule's own fields, such as "10% off the whole store", "10% off for tag "sale"", "5.00 off for vendor "Acme"", "3 SKUs" with "10% off", "Set to 12.50 for product type "Mugs"", "Cost plus 30% for the whole store", "10% off compare-at price for a collection". A percent or amount increase reads "10% up" or "5.00 up". A collection chosen from the list is summarised as "a collection".
- **Status**: one of `draft`, `scheduled`, `live`, `ended` or `paused`.
  - `draft`: saved, with no start time and no repeat; it runs only by hand.
  - `scheduled`: has a start time or a repeat, and will start by itself.
  - `live`: the sale is on; prices have been written.
  - `ended`: a one-off sale that has been reverted.
  - `paused`: a scheduled rule that will not start until you resume it. A rule is paused by you, by a scheduled start that a guardrail stopped or that failed, or by an uninstall.
- **Next**: "Starts {time}" or "Ends {time}" for a scheduled or live rule, "Run by hand" for a rule with no schedule, "Paused" for a paused rule, and "—" when there is nothing next (for example an ended rule, or a scheduled one-off whose end time has already passed). Times are shown in your store's time zone in the form "10/18/2026, 9:00:00 AM".
- **Last run**: the outcome of the rule's most recent run (see "Run outcomes in one phrase" below), linking to that run, or "never".

A "New rule" button sits at the top of the screen. It is hidden in two cases:

- You are at your plan's active rule limit. A banner headed "You are at your plan's active rule limit" says, for example, "Your Free plan allows 1 active rule; you have 1. Starter allows 5, Growth 20, Scale unlimited. End one to add another." with a "See plans" link. Active rules are those with status `scheduled` or `live`; drafts, ended and paused rules do not count.
- Your store's currency does not have two decimals. A banner headed "This store's currency is not supported yet" says: "PriceGuard works with prices that have two decimals. This store's currency ({code}) has {none|three}, so rules cannot run here yet."

While any rule is paused, a banner headed "A rule is paused" (or "{n} rules are paused") names them: "" {name}", "{name}" will not start on their schedule until you resume them. A rule is paused by you, by a scheduled start that a guardrail stopped or that failed, or by an uninstall." It goes when the last paused rule is resumed, changed or deleted.

By plan

The list, its columns and its statuses are the same on every plan. The number of rules that may be `scheduled` or `live` at once, at which the "New rule" button is hidden, differs:

- Free: 1 active rule.
- Starter: 5 active rules.
- Growth: 20 active rules.
- Scale: unlimited active rules.

3. New rule

The New rule screen has the heading "New rule" and a "← Rules" link back. It shows the rule's fields (described below), then the sentence "Saving does not change any price. The next screen shows what the rule would do, and you choose when it runs." and a "Save rule" button.

A new rule starts with these values: selection "The whole store", action "Percent off the current price" with value 10, rounding "End in .99", "Never below cost" on, no fixed floor, "Set compare-at" on, no start, no end, "Does not repeat".

Saving a rule writes nothing to your store. If the fields have problems, a banner headed "Please fix these first" lists them and nothing is saved (the sentences are listed under "What stops a save" below). When the rule saves, PriceGuard opens the rule's page. A rule saved with a start time or a repeat has status `scheduled`; otherwise it is a `draft`.

The rule's fields

The same fields appear on the New rule screen and on the rule page.

What the rule applies to

- **Name**: required. The placeholder is "Autumn sale".
- **Selection**: one of
  - "The whole store": every variant in the store.
  - "A collection": every variant whose product is in the collection. Pick the collection from the list under "Which one"; PriceGuard reads each product's first 50 collections.
  - "A tag": every variant whose product carries that tag, matched without regard to case, as Shopify matches tags (changed 2026-10-22, PG-30; before, the case had to match).
  - "A vendor": every variant whose product has exactly that vendor.
  - "A product type": every variant whose product has exactly that type.
  - "A list of SKUs": the variants whose SKU is in the list.
- **Which one (collection, tag, vendor or product type)**: a text field with a list of the values your store actually has. Collections are listed by title; tags as "tag: {tag}", vendors as "vendor: {vendor}", product types as "type: {type}". This field is ignored for "The whole store" and "A list of SKUs".
- **SKUs (for a list of SKUs; one per line or comma-separated)**: a SKU names one variant, matched exactly against your variants' SKUs. A SKU ending in `*` names every variant whose SKU begins with the letters before the star: in a store whose SKUs are built up (`TPA` the product, `TPAAC` the brand, `TPAAC12` the pack), `TPAAC12` names one variant, `TPAAC*` the brand's variants and `TPA*` the whole family. The list is resolved when you save: a variant added later under the same letters is not in the rule until you save it again. A variant with no SKU cannot be selected this way. Any SKU that is not in

your store, or a star pattern nothing begins with, stops the save with "These SKUs are not in your store: {up to ten of them}." A star anywhere but at the end, or with anything but letters, digits, `-`, `_` and `.` before it, stops the save with "A SKU pattern needs letters, digits, -, _ or . before its *: "{sku}"." On a rule's page the list shows the SKUs the rule resolved when it was saved. (Star patterns added 2026-10-21.)

What it does

- **Action** and **Value (a percent, or a price like 12.50)**. Each action computes a target price from the variant's current values:
  - "Percent off the current price": price × (1 − value/100). The value must be between 0 and 100.
  - "Percent on the current price": price × (1 + value/100). The value must be 0 or more.
  - "Amount off the current price": price − value, never below 0.00.
  - "Amount on the current price": price + value.
  - "Set a fixed price": the value itself.
  - "Cost plus a margin (percent)": cost × (1 + value/100), using the variant's inventory unit cost. A variant with no cost is skipped with With "Rounding direction" set to "Always up", a cost-plus rule never lands under its margin ("End in .99" turns 50.11 into 50.99); with "Closest", it rounds as every rule does. The choice is yours per rule. (Changed 2026-10-22.) "No cost is set on this variant, so a margin rule cannot price it."; a variant whose cost is 0.00 is skipped with "Cost is 0.00 on this variant, so a margin rule cannot price it." The value must be 0 or more.
  - "Sale: percent off the compare-at price": compare-at × (1 − value/100). A variant with no compare-at price uses its current price as the basis. The value must be between 0 and 100. This action needs the compare-at option on. Percents are applied half-up to the cent and may carry up to three decimals. Amounts and prices must be plain decimals with up to two places, such as 12.50.
- **Rounding**, applied to the computed price before the floors:
  - "No rounding" and "To the cent": the computed price, to the cent.
  - "End in .99": the nearest price ending in .99; when two are equally near, the lower one. 18.00 becomes 17.99, 18.50 becomes 18.99, 18.49 becomes 17.99. A price under one dollar becomes 0.99.
  - "End in .95": the same with .95.
  - "Whole dollars": half-up to the dollar, never below 1.00. A price of 0.00 stays 0.00 under every rounding.
- **Rounding direction**: "Closest" (the nearest ending, as above; the default, and what every rule saved before 2026-10-22 does) or "Always up" (the ending at or above the computed price: 50.11 becomes 50.99 with "End in .99", 51.00 with "Whole dollars"). It has no effect with "No rounding" or "To the cent". (Added 2026-10-22.)

- **Never below cost (cost is never crossed either way; this raises the price to cost instead of stopping the run)**: when on, a computed price under the variant's cost is raised to the cost. The variant's run report then carries "Floored at cost {cost} (the rule would have set {price})." A variant with no cost has no cost floor. When off, a rule that would lower a price below cost is stopped by a guardrail that cannot be overridden (see Guardrails); a price that lands below cost without being lowered (a rise that stays under cost, or "Set price to" above the old price) may be written, and its line in the preview, the report and the Changes table ends "(below cost)" so you see it first (added 2026-10-27, REQ-PG-76).
- **Never below a fixed price (optional)**: a price such as 9.99. A computed price under it is raised to it, and the report carries "Floored at {floor} (the rule would have set {price})." As the screen says: "If you set both, the higher of the two applies: a price is raised to cost first, then to the fixed price if that is higher still." Floors are applied after rounding, so a floored price keeps the floor's exact value rather than the rounding's ending.
- **Set compare-at to the pre-sale price so the strike-through shows; the end-of-sale revert clears it**: when on, and only when the rule lowers a variant's price, PriceGuard sets the variant's compare-at price to the price it had before the sale, so the storefront shows a strike-through. If the variant already has a compare-at price higher than the new sale price, that compare-at price is kept. The revert at the end of the sale puts the compare-at price back to what it was before: a compare-at that was empty before the sale becomes empty again, shown as "(none)". This option does nothing on a rule that raises prices.

If the computed, rounded and floored price is 0.00, the variant is skipped with "The rule would set the price to 0.00. Set 0.00 explicitly if a free item is what you want." The one exception is "Set a fixed price" with the value 0.00, which is written. A variant whose price is already what the rule computes is not changed.

When

"Times are in your store's time zone ({zone}). Leave both blank to apply and end by hand."

- **Start** and **End**: a date and time each, read in your store's time zone. On the Free and Starter plans the fields move in whole hours and the screen says "Start and end times are on the hour. Times between the hour need the Growth plan or above; you are on {plan}." with a "See plans" link. Leave both blank for a rule you run by hand. A start alone starts the sale at that time and leaves it live until you end it. An end alone is allowed: you apply by hand and PriceGuard ends the sale at the end time.
- **Repeat**: "Does not repeat", "Every day", "On chosen weekdays" or "On a day of the month". On the Free plan the control is disabled and the screen says "Recurring windows need the Starter plan or above; you are on Free." with a "See plans" link. When a repeat is chosen, Start and End are ignored and the window is defined by:
  - the weekday boxes Sun, Mon, Tue, Wed, Thu, Fri, Sat (for "On chosen weekdays"; at least one is required);

- **Day of the month (for monthly; 31 means the last day in shorter months)**, 1 to 31;
- **Window start time** and **Window end time**, each a time of day in your store's zone. If the end time is not after the start time, the window ends on the next day (a window from 20:00 to 02:00 runs overnight).

Guardrails

"A run is stopped when it would cross any of these; you can read the reasons and apply anyway, except a price below cost, which is never written. Leave blank for the defaults (50%, 50%)."

"Every day, keep prices at cost plus the margin (no end)" makes a standing rule (added 2026-10-21): it needs the action "Cost plus a margin" (else: "A standing rule keeps prices at cost plus a margin: choose that action, or another repeat."), runs every day at the window start time, changes only the prices that no longer equal cost plus the margin, and never puts prices back; the window end time is ignored. Starter and up, like every repeat. - **Stop if any price would move more than this %** (default 50). - **Stop if more than this % of the store's variants would change in one run** (default 50).

Both accept 0 or more; a blank field means the default. They are saved with the rule, so each rule can have its own. What they do is described in "Guardrails" below.

What stops a save

A save is refused, with the sentences below in a banner headed "Please fix these first", when:

- the name is blank: "Give the rule a name."
- the selection's value is blank, or a SKU list is empty: "Choose what the rule applies to."
- the selection matches nothing in the store right now: "Nothing in your store matches that selection."
- a SKU is unknown: "These SKUs are not in your store: {SKUs}."
- the value is out of range: "A percent off must be between 0 and 100; the rule says {value}.", "A percent on must be 0 or more; the rule says {value}.", "A margin must be 0 or more; the rule says {value}."
- an amount, price or floor is not money: "The amount "{text}" is not a price with up to two decimals.", "The price "{text}" is not a price with up to two decimals.", "The floor "{text}" is not a price with up to two decimals."
- the compare-at sale has the option off: ""Sale from compare-at" needs the compare-at option on, so the strike-through shows."
- a time is malformed: "The start time is not a valid date and time.", "The end time is not a valid date and time.", "Recurring times must be HH:mm." A malformed End is named this way whatever else is wrong; it is never read as a time.
- the end is not after the start: "The end must come after the start."
- the end is already behind the clock: "The end time has passed. Set a later end time, or clear it."

- a time is between the hour on a plan without that: "Times between the hour (09:30) need the Growth plan or above; you are on Free. Use 09:00 or 10:00. See the Plan page."
- a repeat is set on the Free plan: "Recurring windows need the Starter plan or above; you are on Free. See the Plan page."
- a weekly repeat has no weekday: "Choose at least one weekday."
- a monthly repeat has no valid day: "Choose a day of the month from 1 to 31."
- scheduling this rule would exceed your plan's active rules: "Your Free plan allows 1 active rule; you have 1. Starter allows 5, Growth 20, Scale unlimited." This check applies when a save would make the rule `scheduled` (it has a start or a repeat) and it is not already scheduled.
- your store's currency has no two decimals (New rule only): the currency sentence from the Rules screen.

By plan

The fields and the save checks differ by plan in three ways: how many rules may be scheduled or live at once, whether "Repeat" is available, and whether Start, End and the window times may fall between the hour.

- Free: 1 active rule; no repeat ("Does not repeat" only); times on the hour.
- Starter: 5 active rules; repeat every day, on weekdays or monthly; times on the hour.
- Growth: 20 active rules; repeat; times between the hour.
- Scale: unlimited active rules; repeat; times between the hour.

4. The rule page

Each rule has its own page, headed with the rule's name, with a "← Rules" link. From top to bottom:

Banners. "Please fix these first" lists any problems with what you just did. "Saved" confirms a save. A paused rule shows a banner headed "Paused": "This rule will not start on its schedule until you resume it. A scheduled start that a guardrail stopped pauses the rule; read the last run's reasons first." A live rule shows a banner headed "Live": "The sale is on. "End now" puts prices back, leaving any you changed since; a scheduled end does the same at its time." A store whose currency is unsupported shows the currency sentence.

The "Run" section. It says "Status: {status}. {n} of {total} variants match the selection right now." and then: "Preview shows every change the rule would make; nothing is written. "Apply now" starts the sale this minute unless a guardrail stops it. A scheduled rule starts and ends by itself at its times; save it and leave it. Both buttons save your edits first." On a store of more than 2,000 variants the page does not count the selection live, so the first sentence reads "Your store has {total} variants; preview to see how many match the selection." until a preview or an apply, and then "{n} of {total} variants matched the selection at the last run ({time})." The section holds one of three buttons:

- "End now" on a live rule: starts a revert run that puts the prices back (see "Runs, reports, revert and undo"). If the rule is not live: "This rule is not live."
- "Pause" on a scheduled rule: the rule becomes `paused` and the scheduler leaves it alone.
- "Resume" on a paused rule: the rule becomes `scheduled` again. If your plan no longer allows its schedule, or you are at your active rule limit: "Your plan no longer allows this rule's schedule. Edit it. See the Plan page."

The fields form, with "Preview" and "Apply now" above the fields and "Save rule" below them.

- "Preview": saves your edits, then queues a preview run and opens its page. A preview computes every change and the guardrail verdict but writes nothing.
- "Apply now" (hidden on a live rule): saves your edits, then queues an apply run and opens its page. The run writes the prices unless a guardrail stops it. A rule applied by hand is `live` from then on, and a scheduled end still ends it at its time (see "Schedules and time zones").
- "Save rule": saves the fields. A rule with a start or repeat becomes `scheduled`, which includes a paused or ended rule you save with a schedule; a rule without becomes a `draft`, except a paused rule, which stays `paused`.

Refusals from these buttons:

- "End the rule before editing it; a live sale keeps the settings it started with." (Save on a live rule; the form then shows "A live rule cannot be edited. End it first." in place of the button.)

- "This rule is already live." (Apply now on a live rule.)
- "This rule's end time has passed, so a sale applied now would end again within a minute. Set a later end time, or clear it, save, then apply."
- The active rule limit sentence, for example "Your Free plan allows 1 active rule; you have 1. Starter allows 5, Growth 20, Scale unlimited." (Apply now on a rule that is not yet `scheduled` or `live`, when you are at your plan's limit: the apply would make it `live`, which counts.)
- "A run for this rule is already queued or in progress. Wait for it to finish, then try again."
- The currency sentence, when the store's currency is unsupported.

"Recent runs": the rule's eight most recent runs, newest first, each as "{time} · {outcome}" linking to the run, or "No runs yet."

"Danger": a "Delete rule" button, with the confirmation "Delete this rule and its run history?". Deleting removes the rule and all its runs. A live rule cannot be deleted; the section says "End the rule before deleting it, so the prices go back." and the button, if sent anyway, answers "This rule is live. End it first, so the prices go back; then delete it."

By plan

Preview, Apply now, End now, Pause, Save rule, the run list and Delete rule are the same on every plan. "Resume", "Apply now" and a save that schedules the rule count against the plan's active rules, and the fields carry the plan's schedule gates:

- Free: 1 active rule; no repeat; times on the hour.
- Starter: 5 active rules; repeat; times on the hour.
- Growth: 20 active rules; repeat; times between the hour.
- Scale: unlimited active rules; repeat; times between the hour.

5. Runs

The Runs screen is headed "Runs" and lists your 50 most recent runs across all rules, newest first, or says "No runs yet. Preview or apply a rule to see one here." The columns:

- **When**: the run's time in your store's zone, linking to the run page.
- **Rule**: the rule's name.
- **Kind**: `preview`, `apply`, `revert` or `undo`, with " (scheduled)" when the scheduler started it rather than you.
- **Status**: `queued`, `running`, `previewed`, `applied`, `partial`, `failed`, or "stopped by a guardrail" for a held run; with " (reversed)" when a later run undid or reverted it.
- **Changes**: how many values the run changed and verified (for a revert or undo, restored), not how many it computed: a run that stopped part-way after writing 4 of 8 shows 4. For a preview or a stopped run, how many it would change; for a failed run that got as far as its snapshot, how many it set out to write.

Run outcomes in one phrase

On the Rules list and the rule page a run is summed up as one of: "Waiting to run", "Running", "Previewed, not applied", "Stopped by a guardrail", "Applied", "Partly applied", "Applied, then undone", "Sale ended, prices restored", "Sale end only partly restored", "Undo only partly done", "Failed".

By plan

The same on every plan.

6. A run page

A run page is headed "{rule name}: {kind} run", with "← Runs", a link to "the rule", and the run's time. While a run is queued or running, a banner headed "Running" says "This run is in progress; this page updates by itself every few seconds." (every four seconds), and the report reads "(no report yet)" until it finishes.

Banners you may see when it has finished:

- Headed "Stopped by a guardrail": "Nothing was written. Read the reasons below; apply anyway only if the change is what you want."
- Headed "Stopped by a guardrail; these reasons cannot be overridden" (on a stopped run) or "This would be stopped by a guardrail; these reasons cannot be overridden" (on a preview): "Nothing was written, and this cannot be applied. Change the rule, or the store, and preview again."
- Headed "Stopped part-way": "Some changes were applied and some were not, or could not be verified. The report says which. Undo restores what was applied."
- Headed "The run stopped with an error": "The report below says why. Check the products in your admin; if a snapshot was taken, this run can still be undone."
- Headed "This run was reversed", with the link "See the run that reversed it."

Then the sections:

- **Report**: the run's full report, as described in "Runs, reports, revert and undo".
- **Actions**: shown when something can be done with this run.
  - "Apply these changes", on a preview or a stopped run with no reason that cannot be overridden. It queues a new apply run of the same rule, which re-reads the store and recomputes every change; the preview is information, not a reservation. If the store moved since, the new run is stopped and says so. Applying from a run of a paused rule puts the rule back to `scheduled`.
  - "Override the guardrails for this run", a box shown when the run's only reasons are ones that can be overridden, on a preview as on a stopped run. Tick it, then apply, and the new run writes through those reasons, and through any other reason of that kind it finds when it recomputes; its report says "Guardrails were overridden for this run." The box is honoured only where it is shown: an apply sent from a run without it runs without the override, and if a guardrail then stops the new run, that run offers the box.
  - "Undo this run", on an applied or partly applied run, or a failed run that took its snapshot, that has not already been reversed. It queues an undo run (see below).
  - Refusals: "This run has a reason that cannot be overridden; change the rule and preview again.", "This rule is already live.", "This rule's end time has passed, so a sale applied now would end again within a minute. Set a later end time, or clear it, save, then apply.", "Your plan no longer allows this rule's schedule. Edit it. See the Plan page.", the active rule limit sentence (when the

rule is not yet `scheduled` or `live` and you are at your plan's limit), "A run for this rule is already queued or in progress. Wait for it to finish, then try again.", "A run for this rule is already queued or in progress."

- **Changes ({n})**, or **Restored ({n})** on a revert or undo, or **Changes attempted ({n})** on a failed run that got as far as its snapshot: a table of SKU, Field ("price" or "compare-at price"), From and To, with "(none)" for an empty compare-at.
- **Left as you set it ({n})**, on a revert or undo: each value the revert did not touch, as "{SKU}: {field} is {current value} (the rule set {value})" or "{SKU}: {field} is unreadable (the rule set {value})".
- **Floors applied ({n})**: each variant whose price was raised to a floor, with its note.
- **Skipped ({n})**: each variant the rule did not price, with its reason.

Every line names its variant by SKU. A variant with no SKU is named "{product handle} / {variant title}", or "{product handle}" when the variant title is "Default Title"; when two changed variants in one run share a SKU, each reads "{SKU} ({product handle} / {variant title})", or "{SKU} ({product handle})" when the variant title is "Default Title". The same names are used in the preview, the apply and the undo, in the report and in the tables above. (Added 2026-10-27, REQ-PG-75; before, a variant with no SKU read "- :".)

By plan

The same on every plan: the report, "Apply these changes", the override box and "Undo this run" are on every plan, including Free.

7. Settings

The Settings screen is headed "Settings".

"Your store" shows "Time zone: {zone}. Rule start and end times are read in this zone, including across daylight-saving changes." and "Currency: {code}." The "Refresh from Shopify" button "Reads your store's time zone and currency again from Shopify and saves them here. It does not change any rule or price." After it runs, a banner says "Refreshed from your store". If the currency is unsupported, the currency sentence is shown as a banner. PriceGuard reads these two facts when it first sees your store; the zone is "UTC" until it has.

"What rules change" says:

"Rules set each variant's base price and compare-at price, the values you see on the product page. Prices set per market or per customer (Shopify Markets, B2B price lists) are not touched; if a market overrides a variant's price, the storefront in that market keeps showing the override."

"Every write is read back. If the store does not show what was written, the run says so instead of claiming success."

"E-mail" says: "When a run of a rule, or the end of its sale, is stopped by a guardrail, is refused a write, or lands only partly, PriceGuard e-mails your store's address with the reason and a link to the run." It has one box, **E-mail me when a run stops (off until you tick it)**, unticked for every store until you tick it (changed 2026-10-21; before, it was ticked), and a **Save** button; saving shows the "Saved" banner. The mail goes to the e-mail address of your store as Shopify holds it, from "PriceGuard <no-reply@mail.getguardhq.com>", with the subject "PriceGuard stopped the rule {name}" for an apply and "PriceGuard could not end the sale of {name}" for a revert; it carries the run's report word for word and the link to the run's page. One mail per stopped run; a preview, an undo, and a run that applied or reverted in full send nothing. Replies reach support@priceguardhq.com. (Added 2026-10-21.)

"Support" says: "Questions or a run that surprised you: support@priceguardhq.com. Replies within one business day."

By plan

The same on every plan.

8. Plan

The Plan screen is headed "Plan".

"You are on {plan}" says "{n} of {limit} active rules. Up to {n} variants per run. Schedules: {what the plan allows}." It has a "Change plan" link, which opens Shopify's pricing page for PriceGuard in your admin, and a "Refresh plan" button, which reads your subscription from Shopify again. PriceGuard otherwise checks your plan at most once an hour; coming back from Shopify's pricing page also re-reads it. If Shopify cannot be reached, the last plan it saw is used.

"Your plan, and what the next plan adds" lists what your plan includes, one line each: "{n} active rules" (or "Unlimited active rules"), "{n} variants per run", "Start and end times", and when included "Recurring windows" and "Times between the hour". Then "{Next plan}, ${price}/month, adds" with only what changes, such as "5 active rules (from 1)", "5,000 variants per run (from 200)", "Recurring windows"; or "You are on the largest plan."

"All plans" is this table (your plan is marked "(current)"):

Plan	Price	Active rules	Variants per run	Schedules
Free	Free	1	200	Start and end times
Starter	$9/month	5	5,000	Start and end times, recurring windows
Growth	$19/month	20	25,000	Start and end times, recurring windows, times between the hour
Scale	$49/month	Unlimited	100,000	Start and end times, recurring windows, times between the hour

Under it: "Preview, guardrails, the end-of-sale revert, undo and the run log are on every plan, including Free."

What the limits mean is in "Plans" below.

9. Guardrails

Every preview and apply run computes its changes and then checks them against the guardrails. A preview reports what the guardrails would say. An apply run that trips one is stopped before anything is written; its status is "stopped by a guardrail" and its report starts with one of two sentences:

- "Stopped by a guardrail: the reasons below cannot be overridden."
- "Stopped by a guardrail: read the reasons below. The run can be applied with an override."

followed by "Guardrails flagged:" and one line per reason.

Reasons that cannot be overridden

These stop the run whatever you tick. Change the rule, or the store, and preview again.

- "No variants matched this rule's selection." The selection matches nothing now, or everything it matches is already under another live rule.
- "Price of "{SKU}" would be {price}, below its cost {cost}. Floors are not overridable." The rule would lower a price to below the variant's cost. With "Never below cost" on this cannot happen, because the price is raised to cost instead.
- "Price of "{SKU}" would be {price}, above its compare-at price {compare-at}." The new price would sit above the variant's compare-at price (its existing one, or the one this run would set).
- "Compare-at price of "{SKU}" ({compare-at}) would be below its price ({price})."
- "{n} variants changed in the store since this run was computed ({SKU}: price {was} is now {is}; …; and {n} more). Preview again." An apply run reads the store, computes its changes, and reads the changed variants once more just before writing; if any value moved in between, nothing is written.
- Your plan's variants per run. "Your Free plan covers 200 variants per run; this rule matches 1,250. Starter covers 5,000, Growth 25,000, Scale 100,000." The cap is the plan's: it cannot be raised on the rule, and the override box does not pass it. Narrow the selection or change plan, then preview again.

Reasons you can override for one run

- Price move. Default 50%, set per rule by "Stop if any price would move more than this %". "Price of "{SKU}" would move from {from} to {to} (+{n}%). The limit is ±{limit}%." The same for "Compare-at price of "{SKU}"…". A move from 0.00, or to or from an empty compare-at, is not measured.
- Share of the store. Default 50%, set per rule by "Stop if more than this % of the store's variants would change in one run". "{n} of {total} variants in the store ({percent}%) would change in one run. The limit is {limit}%." This check applies only once the store has at least 10 variants.

To apply through these, open the preview or the stopped run, tick "Override the guardrails for this run" and press "Apply these changes". The new run's report then says "Guardrails were overridden for this run. They had flagged:" with the reasons, so the override is on the record.

What a stopped scheduled start does to the rule

When the scheduler starts a rule and a guardrail stops it, the rule is `paused`, so it is not retried every minute. The rule page's "Paused" banner tells you to read the last run's reasons first. Apply from that run (with the override if that is what you want) and the rule returns to `scheduled`, or "Resume" it after changing it.

By plan

The price-move and share-of-store guardrails, their 50% defaults, the reasons that cannot be overridden and the override box are the same on every plan. The variants-per-run cap is the plan's, and is never overridden:

- Free: 200 variants per run.
- Starter: 5,000 variants per run.
- Growth: 25,000 variants per run.
- Scale: 100,000 variants per run.

10. Runs, reports, revert and undo

What a run is

A run is one pass of PriceGuard over your store for one rule. Runs are queued and done one at a time per rule; while one is queued or running, a second for the same rule, of any kind, is refused (an undo while the end is queued, a preview while an undo is queued). There are four kinds:

- **preview**: reads the store, computes every change and the guardrail verdict, writes nothing.
- **apply**: reads the store, computes, checks the guardrails, takes a snapshot, writes, reads back, reports. Started by "Apply now", by "Apply these changes" on a run page, or by the scheduler at a start time.
- **revert**: puts a sale's prices back from the apply run's snapshot. Started by "End now" or by the scheduler at an end time.
- **undo**: the same three-way restore, for any run you choose, started by "Undo this run".

How an apply run proceeds

1. The store is read: every variant with its price, compare-at, cost, SKU, vendor, type, tags and collections, and the store's variant count. If this fails the run is `failed` with "The run could not start. Shopify could not be read: {reason}" and "Nothing was changed." A store whose currency is unsupported fails the same way with the currency sentence.
2. Variants already under another live rule are held out. Two sales never stack. They are listed as skipped with "Already under "{other rule}" until that rule ends." and the report ends with "{n} variants are under another live rule and were left to it:" (or "1 variant is under another live rule and was left to it:").
3. The rule is applied to the selection: target price, rounding, floors, compare-at. Variants it cannot price are skipped with a reason.
4. The guardrails are checked. A preview stops here. An apply run with a reason that stops it is `held`.
5. The changed variants are read once more; if any moved, the run is held with the "changed in the store since this run was computed" reason.
6. A snapshot of every value about to change is saved on the run before the first write, so that even a run that dies mid-way can be undone.
7. The changes are written in batches of 50, grouped by product. Nothing is retried. If Shopify refuses a write, the run stops there: the report names the SKU and Shopify's message, as "Prices not updated. {SKU}: {message}" or, after some products were written, "Partially applied: {k} of {n} changes were applied before failing: {detail}".
8. Every written value is read back from the store and compared as money (18.0 and 18.00 are the same). A value the store does not show is not counted as made.

9. The rule becomes `live` when Shopify accepted any write, verified or not (`applied`, or a `partial` run that wrote something). A `partial` run in which every write was refused leaves the rule as it was; if the scheduler started it, the rule is `paused`, as after a stopped start.

The report of a preview or apply run

The report's first line (counts of a thousand and more are written with a thousands separator, "1,250 changes"):

- preview: "{n} changes would be made across {m} selected variants."
- applied: "{n} changes applied and verified across {m} selected variants."
- stopped: one of the two "Stopped by a guardrail" sentences.
- partial: "The run stopped part-way: {a} applied, {f} failed, {x} not attempted." then "Reason: {Shopify's message}". If the read-back itself failed: "The store could not be read back after writing ({error}), so none of the {n} changes written could be verified. Check the prices in your admin; undo this run to restore the previous values." If some values did not read back as written: "{n} changes could not be verified:" with one line each, "- {SKU}: {field} written {value}, store shows {value}" (or "store shows nothing readable").

Then, when the guardrails flagged anything: "Guardrails flagged:" or "Guardrails were overridden for this run. They had flagged:" and the reasons.

Then the changes: "Changes:" (preview or stopped) or "Changes made:" (applied), one line each, "- {SKU}: price 20.00 → 17.99" or "- {SKU}: compare-at price (none) → 20.00". A partial run lists "Changes made:", "Not verified, so not counted as made:", "Failed:" and "Not attempted:" as apply.

Then "Floors applied:" with "- {SKU}: Floored at cost 12.00 (the rule would have set 10.99)." or "- {SKU}: Floored at 9.99 (the rule would have set 8.99)."

Then "{n} variants were skipped:" (or "1 variant was skipped:") with "- {SKU}: {reason}".

Then, when a snapshot was taken: "A snapshot of the previous values was taken at {time}; this run can be undone."

Revert: when a sale ends

A revert run is the three-way comparison between the snapshot, what the apply run wrote, and what the store holds now. For every value the apply run wrote:

- if the store still shows exactly what the rule wrote, the value is put back to the snapshot (a compare-at that was empty before goes back to empty, "(none)");
- if you changed it since, or it cannot be read, it is left alone and named.

The revert takes its own snapshot before writing, so a revert can itself be undone. Its report reads:

- "{n} values restored and verified." (or "1 value restored and verified."), or when it stopped: "The revert stopped part-way: {a} restored, {f} failed, {x} not attempted, {u} not verified." followed by "Reason: {message}" and the unverified lines, or "The store could not be read back after writing ({error}), so none of the {n} values written could be verified. Check the prices in your admin; this revert can be undone like any run."
- "Left as you set it:" with "- {SKU}: price is 15.00, which you changed after "{rule}" ran (the rule set 17.99)." or "- {SKU}: price could not be read (the rule set 17.99)."
- "Restored:" with "- {SKU}: price 17.99 → 20.00".

After a revert, a one-off rule is `ended`; a repeating rule is `scheduled` for its next window. A repeating sale ended inside its window, by "End now" or by an undo, stays off for the rest of that window: its "Next" is the next window's start, and the scheduler starts it then.

"End now" starts this revert at once. A scheduled end starts it at the end time. Both leave a price you changed during the sale as you set it; if you want the pre-sale value back on that item, set it by hand.

Undo

"Undo this run" on any applied or partly applied run starts an undo run, which is the same three-way restore of what that run wrote. A failed run that took its snapshot can be undone too: the undo goes over every value the run set out to write and puts back those the store shows as written. A failed run that got no further than reading the store took no snapshot and offers no Undo. Undoing an apply run ends the sale as a revert would; undoing a run that never made its rule live (a failed one) leaves the rule's status as it is. Undoing a revert (or an undo) puts the sale back: the rule is `live` again under the undo run's snapshot, and the next end reverses that. A run that was already reversed cannot be undone again; the run page shows "This run was reversed" instead of the button. An undo of a run that stopped part-way goes over every value that run sent and Shopify accepted, including the ones its read-back could not confirm: each is put back where the store still shows the value the run wrote, and left alone and named under "Left as you set it" where the store shows something else. A write Shopify refused is never touched. So after "The store could not be read back after writing", undo does restore the previous values.

An undo or revert fails before writing anything, with "The revert could not start." and "Nothing was changed.", when "The run to reverse has no snapshot to restore from." or "That run has already been reversed."

Failed runs

A run that hits an error after it started is `failed`, never left as `running`. Its report says "The run stopped with an error: {message}. Check the products in your admin; if a snapshot was taken, this run can still be undone." A run that was lost to a restart of PriceGuard's background process is marked after the restart

with "The worker restarted during this run; check the products in your admin; if a snapshot was taken, this run can still be undone." A run that was still waiting in the queue at the restart is marked the same way and is not run afterwards: it wrote nothing, and nothing starts hours late. A failed run that took its snapshot shows "Changes attempted" and offers "Undo this run" (see Undo). A failed scheduled start pauses its rule, as a stopped one does.

By plan

The same on every plan: preview, the snapshot, the read-back, the end-of-sale revert, undo and the run log are on every plan, including Free. Only the number of variants one run may change differs (see Guardrails).

11. Schedules and time zones

PriceGuard's scheduler looks at every scheduled and live rule once a minute. Start and end times are read as wall-clock times in your store's time zone (the one on the Settings screen), including across daylight-saving changes: a time that falls in a spring-forward gap runs an hour later than written; a time that occurs twice at the autumn change runs at its first occurrence.

One-off rules (a Start, an End, or both)

- At the start time, the scheduler queues an apply run and the rule becomes `live` if anything was written. A rule saved after its start time has passed, but before its end, starts on the next minute.
- At the end time, the scheduler queues a revert run of the sale's apply run and the rule becomes `ended`.
- A scheduled one-off whose end time has already passed is never started; its "Next" shows "—". Saving such a rule is refused with "The end time has passed. Set a later end time, or clear it."
- A missed time is not skipped: if PriceGuard was down at the start or end time, the transition is due as soon as it is back.
- While a run for the rule is queued or running, the scheduler waits for it.

Repeating rules

A repeating rule has a window on each matching day, from "Window start time" to "Window end time" in your store's zone; an end time not after the start time ends the window on the next day. "On a day of the month" with 31 means the last day in shorter months. The scheduler starts the rule at the opening of each window and ends it at the window's close; between windows the rule is `scheduled`, and its "Next" shows the next start. A rule saved while a window is open starts on the next minute. A sale ended inside its window by "End now" or an undo is not started again until the next window.

Standing rules

A standing rule ("Every day, keep prices at cost plus the margin") has no end. Every day at its window start time it runs as an apply: a preview, the guardrails, the writes and the read-back, on the difference between each variant's current price and cost plus the margin (with the rule's rounding and floors). A day with nothing to change is a run that applied nothing and the rule stays live; a run a guardrail stops pauses the rule, as any scheduled start does. "Next" shows the next daily time ("Runs {time}"); a rule just saved runs first at the next daily time after the save, never at once. "Set compare-at to the pre-sale price" is refused on a standing rule. Each day's run can be undone from its page. While it stands, its variants are under it, as under any live rule. On the rule's page the banner reads "Standing" and the button reads "Stop": it ends the rule and prices stay as they are, since there is no sale to put back. (Added 2026-10-21.)

If you apply a scheduled rule by hand

"Apply now" starts the sale at once, whatever the start time; the rule is `live` and the start time is not used again for that sale. The scheduled end still applies: a one-off rule is ended at its End; a repeating rule is ended at the close of the first window that ends after it went live (the moment its apply run finished; a later preview does not move it), and then follows its windows as usual. A rule with no End and no repeat stays live until "End now". "Apply now", and "Apply these changes" from an older run, on a one-off whose end has passed is refused.

Pause, resume, and plan changes

"Pause" stops the scheduler from starting a rule; it does not end a live sale. "Resume" puts it back. A repeating rule on a plan without recurring windows is not started; once a day the scheduler records a stopped run with "Recurring windows need the Starter plan or above; you are on Free. See the Plan page." as a reason that cannot be overridden, and the rule stays `scheduled` until you change it or your plan. "Apply these changes" from any run of a rule whose schedule your plan no longer allows (a repeat, or times between the hour) is refused with "Your plan no longer allows this rule's schedule. Edit it. See the Plan page.", as "Resume" is.

Uninstalling

When PriceGuard is uninstalled, Shopify revokes its access. PriceGuard marks the store, pauses every `scheduled` rule, and drops its sessions. A sale that is live at that moment stays `live`: it cannot be reverted, because PriceGuard can no longer write to the store, so the prices stay as the sale set them until you change them in your admin or reinstall. Nothing runs for an uninstalled store.

If you reinstall (within the forty-eight hours below), the rules the uninstall paused stay `paused`, and the Rules list names them in its "paused" banner until you resume each one you still want; a resumed rule follows its schedule from then on, and a start it missed while the store was uninstalled is due at once if its end has not passed. A sale that was live is still `live`, under the same snapshot: the sale is never applied a second time on top of its own prices. Its scheduled end puts the prices back from that snapshot (at once, if the end passed while the store was uninstalled), and so does "End now". Forty-eight hours after the uninstall, Shopify sends the data erasure request and PriceGuard deletes the store's rules, runs and record, unless the store has reinstalled since.

By plan

The scheduler, the store time zone, pause and resume, and the uninstall behaviour are the same on every plan. What a schedule may contain differs:

- Free: a Start and an End, on the hour; no repeating windows.
- Starter: a Start and an End, on the hour; repeating windows (every day, chosen weekdays, a day of the month), with window times on the hour.
- Growth: Start, End and window times at any minute; repeating windows.
- Scale: Start, End and window times at any minute; repeating windows.

12. Plans

The four plans are in the table on the Plan screen. The limits mean:

- **Active rules**: how many rules may be `scheduled` or `live` at once. Drafts, ended and paused rules do not count. The limit is checked when a save would schedule a rule and when a paused rule is resumed; the "New rule" button is hidden at the limit, and the Rules screen says so. Free: 1; Starter: 5; Growth: 20; Scale: unlimited.
- **Variants per run**: how many variants one run may change. A run that matches more is stopped by a guardrail naming the limit and the plans that lift it; the override box does not pass it. Free: 200; Starter: 5,000; Growth: 25,000; Scale: 100,000.
- **Schedules**: every plan has start and end times. Recurring windows (every day, chosen weekdays, a day of the month) need Starter or above. Times between the hour (such as 09:30) need Growth or above; on Free and Starter times are on the hour.

Preview, guardrails, the end-of-sale revert, undo and the run log are on every plan, including Free.

"Change plan" on the Plan screen opens Shopify's pricing page for the app, where plans are chosen and billed through Shopify. PriceGuard reads the plan back when you return, or on "Refresh plan", and otherwise at most once an hour. A subscription whose name PriceGuard does not recognise is treated as Free.

13. What PriceGuard never does

- It never changes a price when you save a rule. Only a run writes.
- It never lowers a price to below the variant's cost. With "Never below cost" on, the price is raised to cost; with it off, the run is stopped and that reason cannot be overridden.
- It never writes a price above its compare-at price, or a compare-at price below its price.
- It never writes when the store changed between computing and writing; it stops and asks you to preview again.
- It never retries a failed write. A stopped run says exactly what was and was not written.
- It never counts a value as made unless the store shows it when read back.
- It never puts two rules on the same variant at once; the second leaves those variants to the first until it ends.
- It never overwrites, at the end of a sale, a value you changed during the sale. It leaves it and names it.
- It never edits a live rule's settings; end the sale first.
- It never deletes a live rule.
- It never starts a one-off sale whose end time has already passed.
- It never touches prices set per market or per customer (Shopify Markets, B2B price lists).
- It never reads or stores customer or order data.

By plan

The same on every plan.

14. If something goes wrong

You got an e-mail "PriceGuard stopped the rule {name}" or "PriceGuard could not end the sale of {name}". A run of that rule, or the revert at the end of its sale, was stopped: by a guardrail, because Shopify refused a write, or because only part of it landed. The mail carries the run's report; the link opens the run's page, where the rest of this section applies. A sale whose end could not be reverted keeps its sale prices until you open the run and act. Untick "E-mail me when a run stops" in Settings if you do not want these.

A run says "Stopped by a guardrail". Nothing was written. The run page lists the reasons. Two reasons can be overridden: a price or compare-at price would move by more than the limit (default 50%), or more than 50% of the store's variants would change in one run (counted when the store has at least 10). If the preview is right, tick "Override the guardrails for this run" and apply. Other reasons cannot be overridden: a price below the item's cost ("Floors are not overridable"), a compare-at price below the price, no variants matched, the store changed since the run was computed, or more variants than your plan covers per run. Change the rule and preview again. If the rule's end time has passed, a save is refused with "The end time has passed. Set a later end time, or clear it."

A scheduled rule did not start, and shows "Paused". A scheduled start that a guardrail stopped, or that failed, pauses the rule. Open the rule's last run, read the reasons, and either apply from that run page (the rule returns to its schedule) or change the rule and press "Resume".

A price did not go back when the sale ended. When a sale ends, PriceGuard puts back the prices from the snapshot it took before the sale. It restores a value only if the store still shows what the rule wrote. If you changed a price or compare-at price by hand during the sale, it keeps your edit and lists it under "Left as you set it". Set that item by hand if you want the old value. A compare-at price that was empty before the sale goes back to empty, shown as "(none)".

You want any run reversed. Open its run page and choose "Undo this run". The undo follows the same rule and shows what it restored.

A run says "could not be verified". PriceGuard reads every write back from your store. If the store shows a different value than was written, usually because a per-market price overrides it, the change is reported as not verified rather than as done. Check the product in your admin. An undo restores what was verified.

A run "stopped with an error" or "stopped part-way". The report says what was written and what was not, and Shopify's message. Check the products in your admin. If a snapshot was taken, "Undo this run" restores what was written.

A rule is stopped because of your plan. A rule that matches more variants than your plan covers is stopped with a message naming your limit. A repeating rule on the Free plan is not started. See the Plan screen, where "Change plan" takes you to Shopify's pricing page for the app.

The run you started is not showing. The run page updates by itself every few seconds while the run is queued or running. If a second run for the same rule is refused with "A run for this rule is already queued or in progress", wait for the first to finish.

Your store's currency is refused. PriceGuard works with prices that have two decimals. A store whose currency has none (such as JPY) or three (such as KWD) cannot run rules yet.

15. Support

Write to support@priceguardhq.com. Replies come within one business day. To help the reply come faster, send the link to the run page, which looks like https://app.priceguardhq.com/app/runs/<runId>, or the name of the rule, and say briefly what you expected to happen and what happened instead.

- Support: https://priceguardhq.com/support
- Privacy: https://priceguardhq.com/privacy
- Terms: https://priceguardhq.com/terms
- The app: https://app.priceguardhq.com
