Automatic assignment

Price Lists Documentation

Guide for Magento administrators, technical project owners, and implementation teams.

LAST UPDATED
2026-09-26

SOURCE
Open this article online

EXTENSION
Magento 2 Extension Price Lists

Automatic assignment

Price Lists can match customers using a customer attribute, an address attribute, or a combination of both. This allows rules such as a dealer class plus billing country without maintaining every customer assignment by hand.

Important — when matching runs: automatic assignment is evaluated only when a customer **registers in the storefront** (`customer_register_success`). It does not run when an administrator creates or edits a customer, and there is no scheduled re-evaluation. Existing customers are never auto-assigned — assign them manually or through the API.

Also note: the **address attribute is checked against the customer's default billing address only**. A matching value on a different address does not trigger assignment.

Configure matching

1. Edit the price list.
2. Choose the customer attribute and expected value, if needed.
3. Choose the address attribute and expected value, if needed.
4. Set whether both conditions must match.
5. Enable automatic assignment under **Stores > Configuration > MageB2B > Pricesystem**.

The strict comparison setting also checks value types. Use it only when the stored customer data is consistent with the configured comparison value.

Test before enabling it broadly

Prepare at least these cases:

- a customer who should match;
- a customer who should not match;
- a customer with a missing address value;
- a customer whose value differs only by formatting or type.

Review the assigned list and storefront price for each case. Manual customer and group assignments remain available for exceptions or contracts that should not depend on profile data.