EcomEye

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FREE GUIDE

What goes in your compare-at field: 10 cases

A crossed-out price has to be one you really charged. Find your case, fill in the number, and run the checks before a sale goes live.

Find your case

Your case	Compare-at field
You list it today	Leave it empty.
You've sold it for less than 30 days	Leave it empty. Run a first sale after 30 days.
€40 for 30 days or longer, now €30	€40, the price you charged.
€40 for months, €35 for a few days two weeks ago, €40 again, now €30	€35, your lowest price of the last 30 days.
€40 for months, €30 for a few days two weeks ago, €40 again, now €35	Leave it empty. €35 isn't below your lowest price of the last 30 days.
A sale is running and you lower the price again	Keep the number it started with, until that sale ends (within 30 days).
The store you import from shows a higher price	Leave it empty. You never charged it.
A recommended price, or what other stores charge	Leave it empty. It's a comparison, not a price you lowered.
The sale is over	Empty it and put the normal price back.
There's one in your store already	Keep it only if you charged it and, in the EU, if it was your lowest price in the 30 days before that sale. End a sale that's older than 30 days.

The euro amounts are examples, for a store that sells to shoppers in the EU. Count per variant. For the UK and the US, leave it empty on a new product too.

9 checks before a sale goes live in the EU

- [ ] **Note the price and the date when you list, and at each change.** It's your proof.
- [ ] **Count 30 days in total at the full price.** For shoppers in the Netherlands, Germany and France, Google's sale badge in Shopping ads asks for at least 30 of the last 200 days too.
- [ ] **Set the new price more than 5% below the compare-at price.** Google's badge asks for that, and for less than 90%.
- [ ] **Fill in both fields on each variant in the sale.** The compare-at price is that variant's lowest price of the last 30 days.

  Where: Shopify › Products › your product › Variants › Price › Compare at
- [ ] **Show next to the price: "Lowest price of the last 30 days: €...".** A "Sale" label gets that price next to it too. So does a discount code that everyone can use.
- [ ] **Check the season if you sell to Belgium or France.** Belgium: announce no reductions on clothing, leather goods and shoes that run in the month before the January and July sales. France: use the word "soldes" only in the legal sales periods.
- [ ] **Open the product as a shopper in each country.** Both prices should show. If not, look at "Hide compare-at" in Shopify's Markets settings.
- [ ] **Test the product page with Google's Rich Results Test.** Look for the sale price and the original price. Is the original missing? Have it added as a `StrikethroughPrice`.

  Where: Google's example is on support.google.com/merchants/answer/6386198
- [ ] **Write down an end date within 30 days.** On that day, put the normal price back and empty the field.

View full research here:
ecom-eye.com/research/compare-at-price

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Not legal advice. Based on EU and national rules and on Google's and Shopify's pages, as read on 25 Nov 2026.