Incident Report

Nov 6, 2026: Price changes not reflected on storefront and checkout

Status Page URL	https://status.vtex.com/incidents/01M5Z9K0XYT4HQA9FSDRZCPQB2
Impacted accounts	All accounts that changed prices between 02:00 and 18:42 UTC on October 27, 2026
Impact	Outdated prices on storefront, in search, and at checkout
Duration - Phase 1	16 hours and 42 minutes (02:00 - 18:42 UTC): new price changes were not applied. Resolved by the fix to the Pricing module.
Duration - Phase 2	21 hours and 31 minutes (02:00 - 23:31 UTC): prices changed during Phase 1 remained outdated on storefront and in search. Resolved by reprocessing all affected products.

Summary

On October 27, 2026, any account that changed product prices at any point from 02:00 UTC, during our planned database maintenance, until 18:42 UTC, when the corrective change was fully deployed, had those changes not reflected on its storefront, in search, or at checkout. Shoppers kept seeing the previous prices instead of the values configured by the merchant. For prices changed in this period, storefront and search kept showing outdated values until all affected products were reprocessed, which was completed at 23:31 UTC.

This incident was triggered by an internal service update that was part of a planned database migration. Price data moved to a new database, and merchants' price changes continued to be saved correctly. However, the corresponding configuration update for the service that calculates prices for storefront and checkout did not reach our production environment, so that service kept reading from the previous database. No price data was lost.

We mitigated the impact by deploying a fix to the Pricing module and reprocessing every price change made during the affected period. Order placement remained available throughout the incident; however, until the fix was deployed, prices applied at checkout for affected products also reflected the previous values. We sincerely apologize for the disruption this caused to your business and your shoppers, and we are strengthening how we validate planned changes to prevent similar events.

Symptoms

Merchants who changed prices during the impact window saw outdated prices on storefront pages, on product shelves, in search results, and at checkout. The new prices appeared correctly in the merchant's pricing settings but were not used when prices were displayed to shoppers. In a limited number of cases, products that had no price before the change appeared without a price and could not be purchased.

Timeline

Phase 1 — 16 hours and 42 minutes (October 27, 2026 02:00 - 18:42 UTC)

2026-10-27 02:00 UTC	During planned database maintenance, price data began to be stored in a new database. Price changes saved from this point on were not reflected in price calculations. Impact begins.
2026-10-27 03:00 UTC	Planned maintenance completed.
2026-10-27 16:47 UTC	Following merchant reports, an incident was opened and engineering teams were engaged.
2026-10-27 17:30 UTC	Root cause identified: the price calculation service in production was still reading from the previous database.
2026-10-27 18:06 UTC	A fix began a gradual rollout to production, starting with 10% of traffic.
2026-10-27 18:42 UTC	The fix was fully deployed. New price changes are reflected on storefront and checkout. Phase 1 ends.

Phase 2 — 21 hours and 31 minutes (02:00 - 23:31 UTC).

2026-10-27 18:42 UTC	Prices changed during Phase 1 still appear outdated on storefront, on shelves and in search until the affected products are reprocessed.
2026-10-27 18:53 UTC	Our incident response team began identifying every price change made during the impact window.
2026-10-27 19:25 UTC	Reprocessing of affected products began, and corrected prices started to appear on storefront and in search. Engineering teams continued reprocessing and validating results.
2026-10-27 20:40 UTC	Due to the large volume of affected products, our team decided to automate the reprocessing.
2026-10-27 22:45 UTC	Automated reprocessing of all remaining affected products started.
2026-10-27 23:31 UTC	Reprocessing completed for all affected products. Incident fully mitigated.

Mitigation strategy

To end the first phase, we deployed a fix to the Pricing module so that the price calculation service reads up-to-date price data in production. The fix was rolled out gradually between 18:06 and 18:42 UTC, with system behavior monitored at each step. From 18:42 UTC on, every new price change was reflected correctly on storefront and checkout.

To resolve the second phase, our engineering teams identified every price change made during the impact window and reprocessed all affected products, so that the correct prices were displayed on storefront, on shelves and in search. Reprocessing was completed for all affected products at 23:31 UTC. During this phase, merchants could also save a price again to have it applied immediately.

Follow-up actions

We are committed to being your trusted partner for success, and uphold the stability you expect from our platform. To prevent incident recurrence, we are taking these actions:

- ✅ **(DONE) Fix to the Pricing module**: The price calculation service now reads up-to-date price data in production.
- ✅ **(DONE) Correction of affected prices**: Every price change made during the impact window was reprocessed and is now reflected on storefront and checkout.
- **Post-change price validation**: Automated tests comparing prices saved by merchants with prices displayed to shoppers.