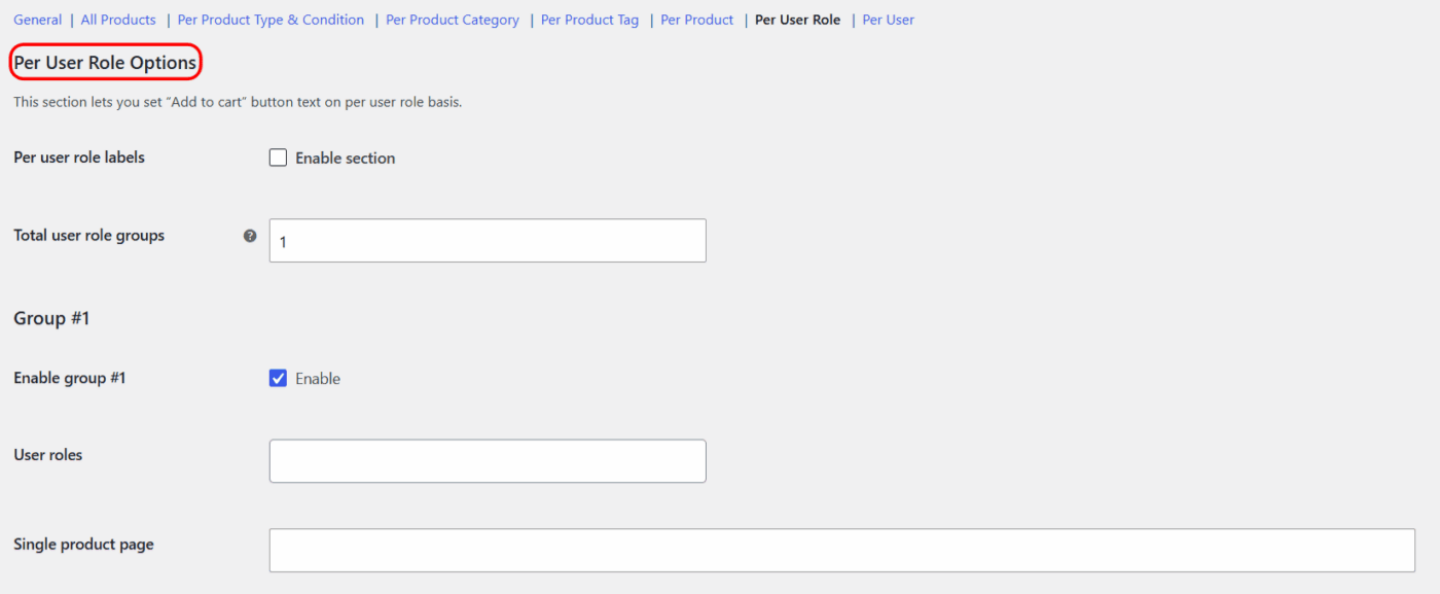
Per User Role vs Per User: Choosing the Right Targeting

Pro Features · https://wpfactory.com/docs/role-specific-users/

Change Add to Cart Button Text for WooCommerce can set the button text for groups of people (by role) or for named individuals (by user). They look similar in the settings, so this article explains the difference and helps you pick. Both give you one free group; more groups are a Pro feature.



Per User Role

Use this when the wording should follow a *type* of visitor: all wholesalers, all subscribers, or all logged-out guests. You pick roles, not people, so the label automatically applies to anyone who has that role now or in future. The special **Guest** role covers visitors who are not signed in.

Per User

Use this when the wording should apply to *specific accounts*: one key buyer, a named tester, or a small list of individuals. You pick users by name. It does not scale to "everyone like this person", so keep it for the handful of accounts that genuinely need bespoke text.

Side by side

	Per User Role	Per User
Targets	Roles (groups of people)	Named individual users
Covers logged-out visitors	Yes, via the Guest role	Yes, via the Guest entry
Free tier	One group	One group
Multiple groups	Pro	Pro
Precedence	Overridden by Per User	Highest, wins over everything

If both apply to the same person, the Per User label wins because it is the most specific rule. Both of these override the product-based sections (product type, category, tag and product).



WPFACTORY ACCOUNT

One role group and one user group are free. Change Add to Cart Button Text for WooCommerce Pro unlocks unlimited groups of each, plus category and tag groups and on-sale labels.

Get the Pro version →

Related articles

- Add to Cart Button Labels by User Role
- Add to Cart Button Labels for Individual Users
- Set Add to Cart Button Labels per Language (WPML and Polylang)
- Free vs Pro: Add to Cart Button Labels Feature Comparison

- Add to Cart Labels by Category, Tag, and Product