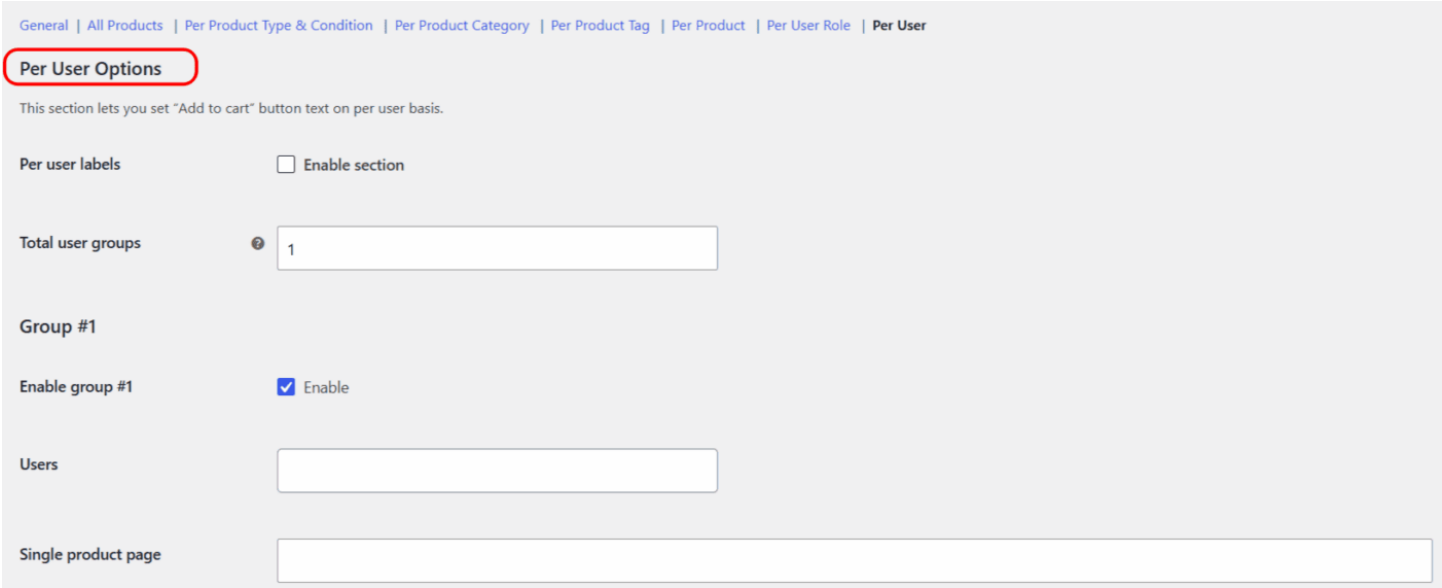
Add to Cart Button Labels for Individual Users

Pro Features · https://wpfactory.com/docs/user-specific-ctas/

The **Per User** section of Change Add to Cart Button Text for WooCommerce sets the button text for named individual customers, the most specific targeting the plugin offers. One user group is free; adding more groups is a Pro feature.



When to use Per User

Per User is for one-off, account-level wording: a personal greeting for a key wholesale account, a "Reorder your usual" prompt for a repeat buyer, or a test label shown only to your own account. For groups of people who share a role, use Per User Role instead.

Step-by-step setup

1. Go to **WPFactory > Add to Cart Button Labels** (also reachable at **WooCommerce > Settings > Add to Cart Button Labels**).
2. Open **Per User** and tick **Enable section**.

3. Under **Group #1**, pick the users in the **Users** field. A **Guest** entry is also available for logged-out visitors.
4. Enter your **Single product page** and **Shop page** labels.
5. Click **Save changes**.

Options reference

Label	Option ID	Free/Pro
Enable section	`alg_wc_add_to_cart_button_labels_per_user_enabled`	Free
Total user groups	`alg_wc_atcbl_per_user_total_number`	Free (capped at 1; Pro removes the cap)
Users (per group)	`alg_wc_atcbl_per_user_group_users[1]`	Free
Single / Shop label (per group)	`alg_wc_atcbl_per_user_group_label_single[1]` / `..._archive[1]`	Free

Precedence

Per User is applied last, so it overrides every other section, including Per User Role. Use it for the handful of accounts that need bespoke wording, and let the broader sections handle everyone else.



WPFACTORY ACCOUNT

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

Get the Pro version →

Related articles

- Add to Cart Button Labels by User Role
- Free vs Pro: Add to Cart Button Labels Feature Comparison
- How to Set Add to Cart Button Labels by Product Tag
- Set Add to Cart Button Labels per Language (WPML and Polylang)
- Developer Hooks and Filters Reference for Add to Cart Button Labels