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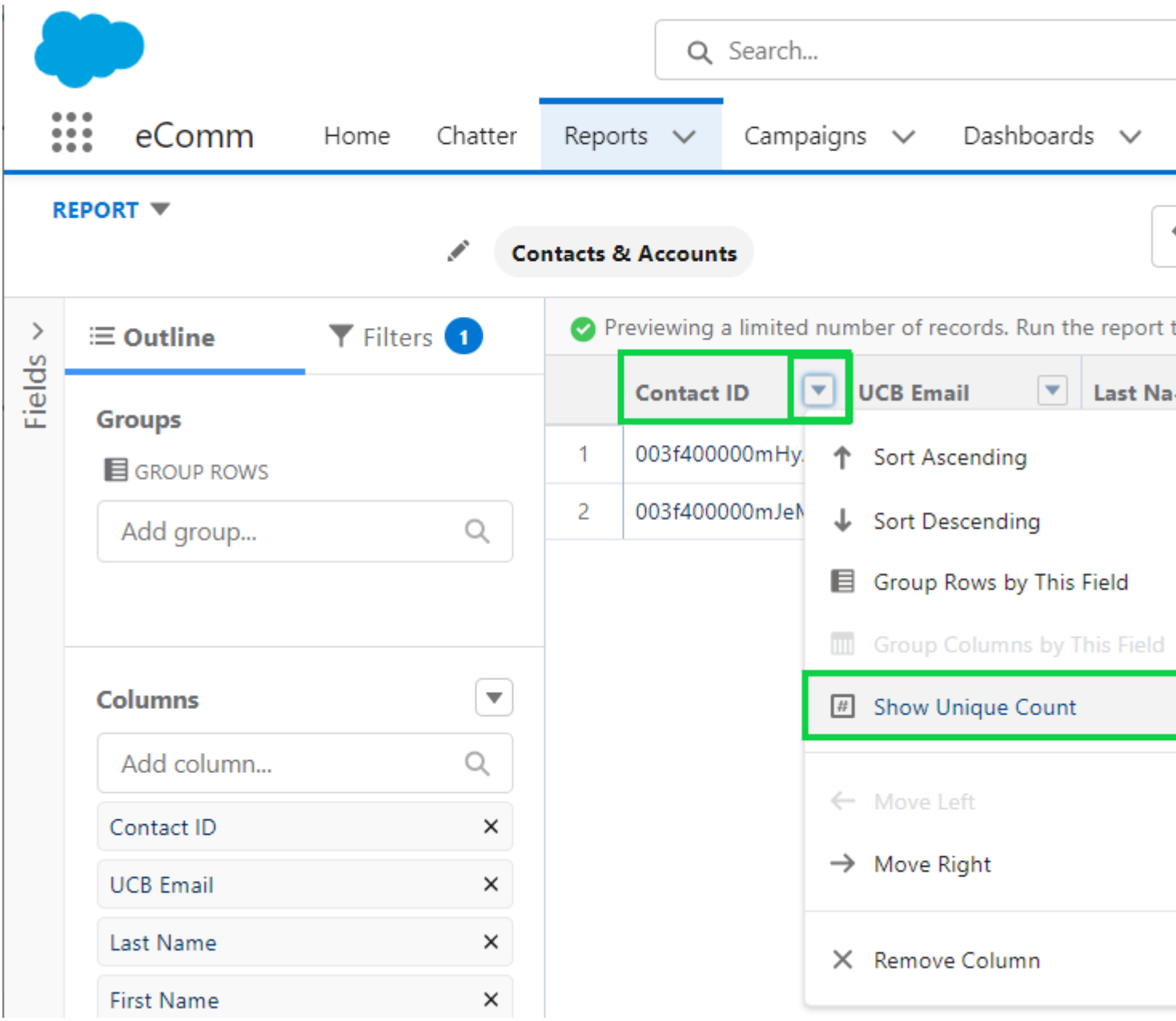
Show Unique Count in Salesforce Reports [1]

March 7, 2023 by Melanie Jones [2]

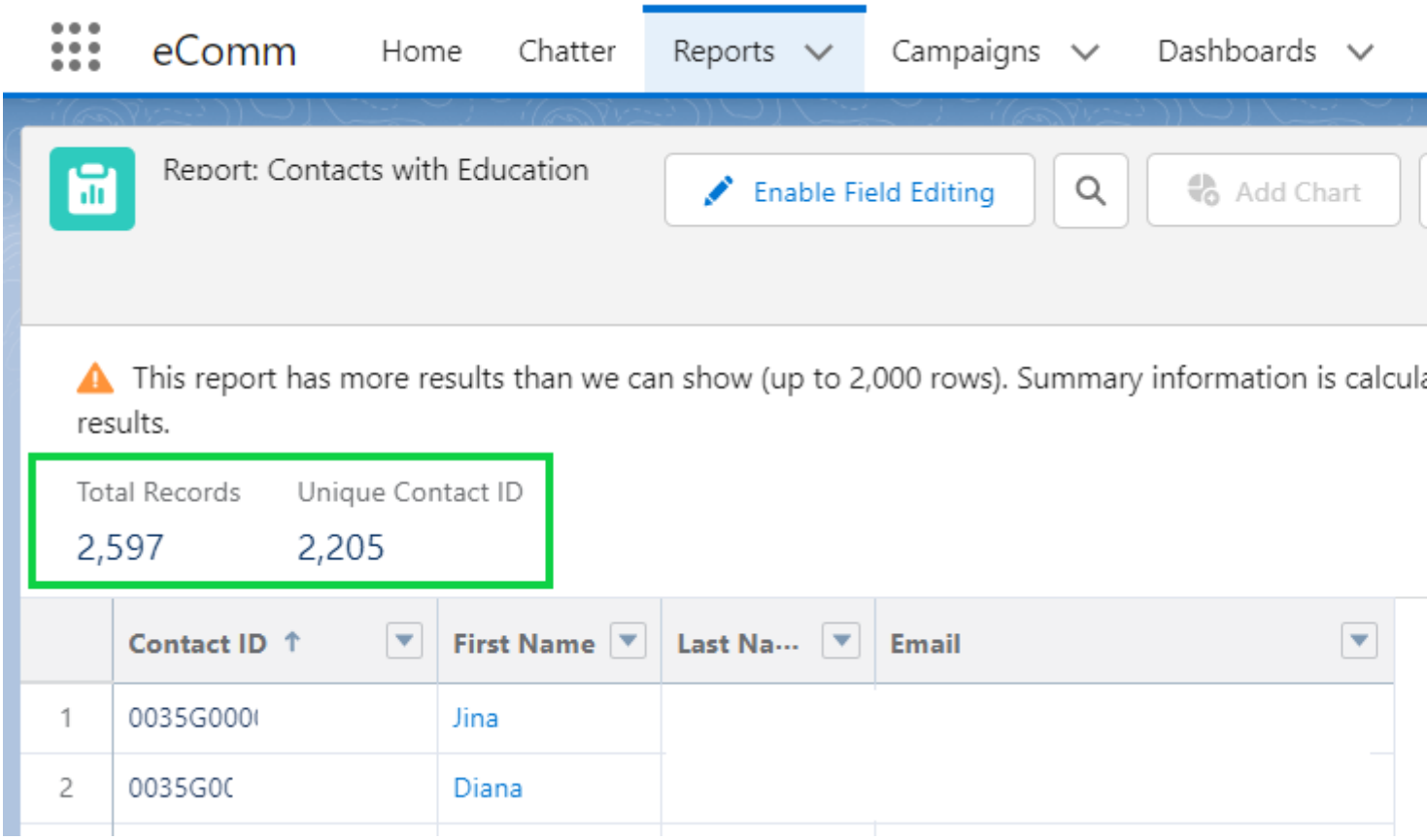
Reports [3] can often have the same contact listed numerous times, so identifying the unique count is important to confirm the Report criteria is accurate. Having a total 9,000 unique contacts when expecting 250 is an indicator of incorrect criteria and should be investigated.

To show the Unique Count:

- Edit the Report
- In the **Contact ID** column header, click the **down arrow**
- Select **Unique Count** in the dropdown

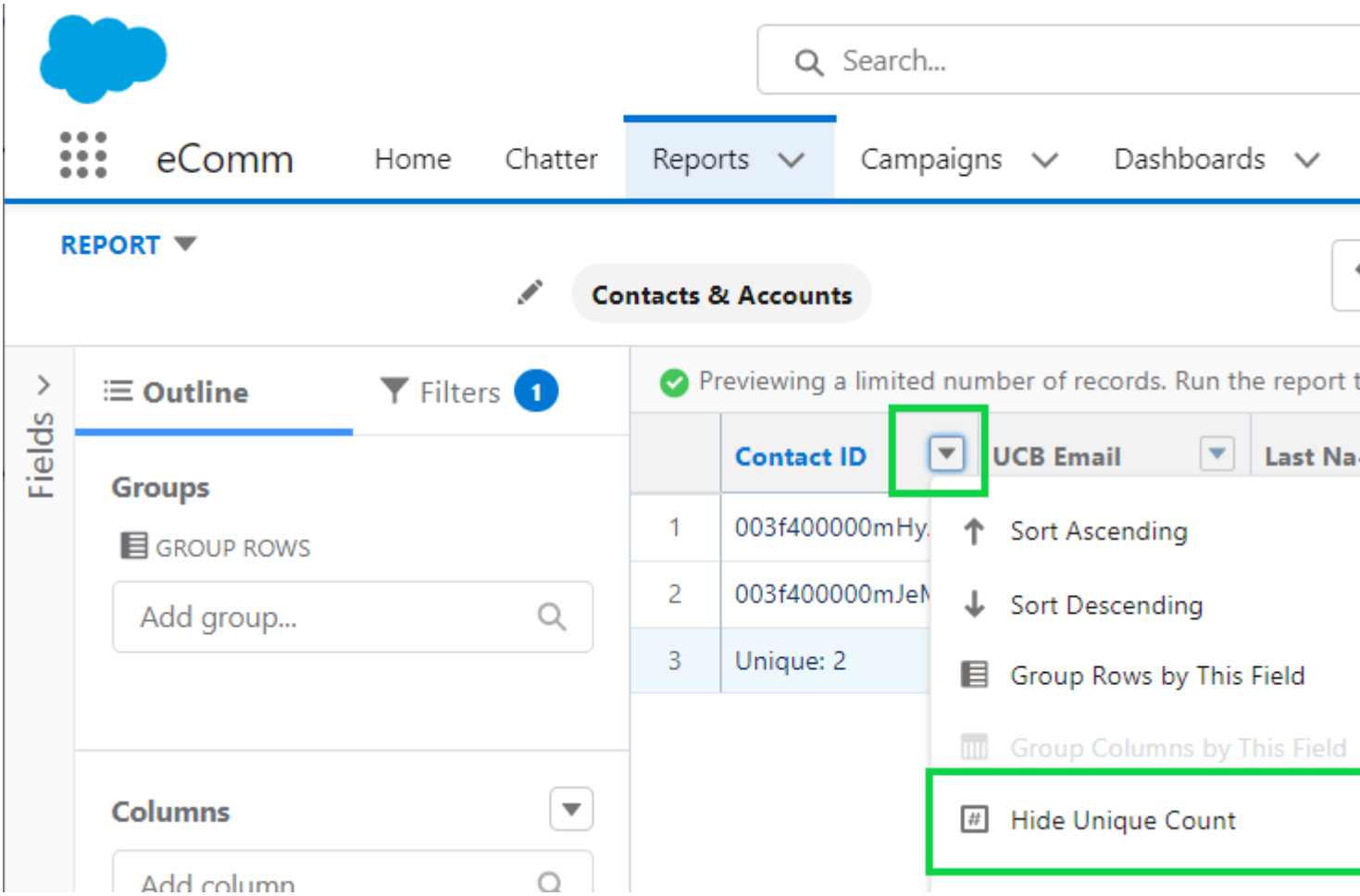


- **Run the Report** to see the Record Count versus the Unique Count



IMPORTANT

- **Do not leave the Unique Count enabled if sending as doing so will make it fail.**
- To remove a unique count:
  - Edit the Report
  - In the **Contact ID** column header, click the **down arrow**
  - Select **Remove Unique Count** in the dropdown
  - **Save** the Report



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