Show Unique Count in Salesforce Reports

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Reports 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

<table>
<thead>
<tr>
<th>Contact ID</th>
<th>First Name</th>
<th>Last Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>0035G000i</td>
<td>Jina</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0035G00c</td>
<td>Diana</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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