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
Related Content

- What is the difference between a campaign and a report? [4]
- How are campaigns connected to reports? [4]
- Why do campaigns have such complicated names? [5]
- How do I modify or delete a campaign? [6]
- How do I add contacts to a Salesforce campaign in bulk? [7]
- Why can’t I see a certain campaign? [8]
- How do I share a campaign with another user? [8]
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- Salesforce Reporting [3]

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