


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



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REPORT

Contacts & Accounts

Fields >

Outline

Filters 1

Groups

GROUP ROWS

Add group...

Columns

Add column...

Contact ID

UCB Email

Last Name

First Name

Previewing a limited number of records. Run the report to see the full results.

	Contact ID	UCB Email	Last Name
1	003f400000mHy...		
2	003f400000mJeM...		

Sort Ascending

Sort Descending

Group Rows by This Field

Group Columns by This Field

Show Unique Count

Move Left

Move Right

Remove Column

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



Report: Contacts with Education

[Enable Field Editing](#)[Add Chart](#)

This report has more results than we can show (up to 2,000 rows). Summary information is calculated on all results.

Total Records

2,597

Unique Contact ID

2,205

	Contact ID ↑ ▾	First Name ▾	Last Na... ▾	Email ▾
1	0035G000I	Jina		
2	0035G00C	Diana		

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

The screenshot shows the Salesforce eComm Reports interface. The top navigation bar includes 'eComm', 'Home', 'Chatter', 'Reports', 'Campaigns', and 'Dashboards'. The 'Reports' tab is active, and the 'Contacts & Accounts' report is selected. The 'Contact ID' column is highlighted, and a dropdown menu is open, showing options for sorting and grouping. The 'Hide Unique Count' option is highlighted with a green box.

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