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
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]
- How do I share a campaign with a public group? [8]
- Salesforce Reporting [3]

Display Title:
Show Unique Count in Salesforce Reports

Send email when Published:
No

Source URL: https://www.cu.edu/blog/ecomm-wiki/show-unique-count-salesforce-reports

Links
[1] https://www.cu.edu/blog/ecomm-wiki/show-unique-count-salesforce-reports
[3] https://www.cu.edu/blog/ecomm-wiki/salesforce-reporting
[5] https://www.cu.edu/blog/ecomm-wiki/naming-conventions
[6] https://www.cu.edu/blog/ecomm-wiki/modify-or-delete-salesforce-campaign