

## Show Unique Count in Salesforce Reports <sup>[1]</sup>

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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

Cloud logo

Search...

eComm Home Chatter Reports Campaigns Dashboards

REPORT

Contacts & Accounts

Fields > Outline Filters 1

Groups

GROUP ROWS

Add group...

Columns

Add column...

Contact ID X

UCB Email X

Last Name X

First Name X

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

	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

Unique Contact ID

2,597

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 Reports interface. At the top, there's a search bar and navigation tabs for Home, Chatter, Reports, Campaigns, and Dashboards. The 'Reports' tab is active. Below the navigation bar, there's a 'REPORT' dropdown and a 'Contacts & Accounts' report title. The left sidebar shows the 'Outline' and 'Filters' sections. The main area displays a table with columns: Contact ID, UCB Email, and Last Name. The 'Contact ID' column is selected, and a dropdown menu is open, showing options like 'Sort Ascending', 'Sort Descending', 'Group Rows by This Field', 'Group Columns by This Field', and 'Hide Unique Count'. The 'Hide Unique Count' option is highlighted with a green box.

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

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- [Finding & Cloning Reports](#) [4]
- [Reports & Dashboards for Lightning Experience](#) [5] (Salesforce Trailhead, 2 hours)
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No

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