

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

The screenshot shows the eComm Reports interface. At the top, there is a search bar and navigation tabs for Home, Chatter, Reports, Campaigns, and Dashboards. The 'Reports' tab is active, and the report title is 'Contacts & Accounts'. On the left, the 'Fields' sidebar is open, showing the 'Columns' section with a list of selected fields: Contact ID, UCB Email, Last Name, and First Name. The 'Contact ID' column in the report table is highlighted with a green box, and a context menu is open over it. The menu options include 'Sort Ascending', 'Sort Descending', 'Group Rows by This Field', 'Group Columns by This Field', 'Show Unique Count' (highlighted with a green box), 'Move Left', 'Move Right', and 'Remove Column'. The report table shows two rows of data for 'Contact ID'.

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

- **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 is a search bar and navigation tabs for Home, Chatter, Reports, Campaigns, and Dashboards. The 'Reports' tab is active, and the report title is 'Contacts & Accounts'. On the left, there is a 'Fields' sidebar with 'Outline', 'Filters', 'Groups', and 'Columns' sections. The main report area shows 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: 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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