

Using Find Duplicate Contacts in Watson Campaign Automation

You can find, merge, and delete duplicate contacts in the Watson™ Campaign Automation to avoid sending too many emails to a single contact, and possibly causing the contact to opt-out of emails altogether.

Procedure

1. Find duplicate contacts as follows.

- a. Navigate to the Search tab of a regular, double opt-in or single opt-in database with 1 million or fewer contacts.
- b. Select the **Find Duplicate Contacts** option and choose the fields that you want to search for duplicates.
- c. Click **Find**.
- d. Choose the field or fields that you want to use to determine what contact is a duplicate of another from the **Find Duplicates** column.
- e. Choose which fields you want to display in results from the **Display** column.
- f. Click **Find**.
Duplicates are displayed according to the selections you made.

2. Merge duplicate contacts as follows.

- a. After duplicate contacts are displayed, check the boxes next to **Merge** in the results grid.
- b. Click the **Merge** link in the **Merge** column to begin the merge records process.
- c. Next, click **Merge** at the bottom right of the screen to initiate the merge contacts data job. This preserves the activity history from all selected contacts in the master record and deletes the non-master contacts.
You are returned to the Find Duplicates screen with the merging contacts grayed out.

3. Delete duplicate contacts

- a. After completing the merge, delete duplicate contacts one at a time by clicking **Delete**.

b. Click **Yes** on the Confirm Delete pop-up to confirm the deletion.

You can merge the content of up to three contacts at one time from the duplicate results.

Parent topic:

 [Contact lists](#)