

How OnceHub Handles Duplicate Contacts

If you update a guest's email address or mobile phone number to one that is already associated with another contact record, OnceHub displays the **Merge Contacts** prompt. This allows you to merge duplicate contacts into a single record, helping maintain one complete record for each guest.

For an overview of how contacts are managed in OnceHub, see [Managing Contacts in OnceHub](#) article.

How Contacts are Identified

To prevent duplicate records, OnceHub automatically runs a matching process whenever an activity, import, or manual update occurs. OnceHub checks for matching record using the following sequence:

1. **Email address (Primary identifier):** OnceHub searches for a matching email address across existing records.
2. **Mobile phone number (Secondary identifier):** If no matching email address is found, OnceHub checks for a matching mobile phone number.

If a match is found, OnceHub flags the record as a duplicate, initiates the merge process, and updates the existing record with the incoming information.

For more details, see [How Contacts Are Identified In OnceHub](#) article.

Understanding the Merge Process

When the **Merge Contacts** prompt appears, OnceHub combines information from both contact records using the following rules:

- **Add missing values:** If the new contact record contains a value for a field that is blank in the existing record, that value is added.
- **Update existing values:** If both contact records contain a value for the same field, the new value replaces the existing value after you confirm the merge.
- **Keep existing values:** Blank fields in the new contact record never overwrite existing values.



NOTE: Always review the merge details carefully in the Merge contacts prompt before confirming the action.

Permission requirements: You can only merge contact records only if you have permission to access both records. For more information, see [User Roles and Their Permissions](#) article.