Duplicate Management helps you and your sales teams quickly and easily manage duplicates for:

* Business accounts
* Contacts
* Leads
* Person accounts
* Records created from custom objects

It’s highly configurable, and offers you far more than just exact detection and matching logic. Our standard matching detects potential duplicate records based on exact matches, such as two contacts with the same name, Margaret Chan.

**Rules for Identifying Duplicates and How to Handle Them**

| **What It Is** | **What It Defines** |
| --- | --- |
| Matching rule | The matching criteria to identify duplicate records.  Salesforce comes with three standard matching rules: one for business accounts; one for contacts and leads, and another for person accounts. Creating other matching rules is a cinch. We show you how Maria does it in the next unit. |
| Duplicate rule | When Salesforce engages matching rules and determines actions to take as it encounters duplicates.  Depending on how you configure Duplicate Management, sales reps see an alert that they’re about to create a duplicate. Or your reps are blocked from creating the duplicate altogether.  If your company started using Salesforce in Spring ’15 or later, we give you standard duplicate rules for business accounts, contacts, leads, and person accounts. If your company started using Salesforce in Winter ’15 or earlier, like Maria, you create the rules on your own, which is easy. |

## Rules Deep-Dive

Matching rules and duplicate rules work together to ensure that your sales teams work with data that’s free of duplicates. Before your reps save new and updated records, matching rules and duplicate rules provide warnings of potential duplicates. You manage matching rules and duplicate rules in Setup.