

Merging Profiles in Audience

The **Merge** section in Audience enables you to consolidate your customer journey by providing you with a list of suggested candidates to be merged. By merging the candidates, you get a single profile card that accounts for a multitude of interactions throughout your social channels or profiles you discovered via Listen.

In addition it's possible to import and synchronize profiles [via CSV](#) or use our API to connect your own system to Audience.

If you already know the different social names of one customer, you can now manually search and merge those profiles yourself. This functionality can help you build richer profiles and give you a single overview for key influencers and high-profile customers you want to connect with.

Our merging algorithm uses attributes such as name, handle and picture similarity to calculate a similarity score. This will enable you to merge your social data to profile data from other tools.












Note:


Once you merge a profile in Audience, it cannot be unmerged.

[Overview](#) [People](#) [Audiences](#) [Merge](#) [Import](#)

Merge candidates

Sort by similarity score LOW MEDIUM HIGH


 @ Kyle Vance	1 potential matches
 Eastnor Pottery	1 potential matches
 Charles Memphis	1 potential matches
 Faranduleando	1 potential matches
 mszemiel	1 potential matches
 Sonny Gillissen	1 potential matches
 port.fonda	1 potential matches
 Taylor Pigeau	1 potential matches
 Blake Babcock	1 potential matches
 ColoringLIFE	1 potential matches
 George Aird	1 potential matches

 @ Kyle Vance

Full Name
Handle
Gender


Kyle Vance
kvance_44
male

☒ Select All

☒  Twitter Kyle Vance

Full Name
Handle
Gender

Kyle Vance
kvance_44
male

Similarity: 100% 

DISMISS SUGGESTION

MERGE (1)

Merging profiles

1. On the **Merge** tab within Audience, select the profile you want to merge.

2. The right column will show you all the populated fields of the profile selected. Below the profile you'll see a list of potential matching profiles.
3. Select the **suggested profile(s)** you want to add to the main profile card. If you want to make sure that you merge the right profiles, you can expand the information on the merge suggestions or click on the individual profile to review the data.
4. Click **Merge** to finalize your choice.

Once the merge is complete, you will have the option to select either **Continue Merging** or **View Profile**.

Search and merge

When you're viewing a profile card in Audience, and you know the name of this customer on another social network, you can manually search and merge the profile. To do so, follow the following steps:

1. Click **Find people to merge** on the profile card.
2. Search for the profiles by typing the name.
3. Select one or more candidates to merge and click **Merge**.
4. When the merging is successful click **Close**.

The card will now show the additional profile(s) for that customer.

Tip:

































You can also merge profiles straight from the profile card in Engage (read more about that [here](#)).

Whenever you hover over the **similarity score**, you can see how and on what attributes our algorithms evaluate the the merge candidates.

Merge candidates

Sort by similarity score

LOW MEDIUM HIGH

	 rabble cat	1 potential matches
	 Brasilidade Cristã	1 potential matches
	 Daniela Ramos	1 potential matches
	 Yucatán Publica	1 potential matches
	 Lorenz Agave Spirits	1 potential matches
	 SOGO Tech News	1 potential matches
	 Ben Lehman	1 potential matches
	 DadvWorld	1 potential matches
	 bit-tech.net	1 potential matches
	 Bodytreats Beautysalon	1 potential matches
	 Forbes Technology Council	1 potential matches
	 Rhys Evans	1 potential matches
	 debittoinjapan	1 potential matches
	 Divertis	1 potential matches
	 FRO aka Mr.Mainframe	1 potential matches
	 Plymouth Herald	1 potential matches



 Rhys Evans

Full Name
Handle

Rhys Evans
NRhysE

☒ Select All



 Rhys Evans

Name: 100% Picture: 50%

Similarity: 80% ▾

MERGE (1)