

Merging Profiles in Engage

In addition to merging user profiles from [within Audience](#), you can also merge profiles right in Engage. Engage users can merge profiles during their regular Engage workflow. This will immediately provide more context about the people you're talking to, while simultaneously driving the growth of your organization's unified profile database.

Whenever you open a user's profile card, our algorithm checks for merging candidates in Audience. If a potential profile for merging is detected, you will see the merge suggestion with the highest similarity score on the profile card on the right. If you click on the name of the suggested merge candidate from the profile card in Engage, you will be taken to a new tab in your browser. Here you will see all the relevant information on that particular candidate within Audience. This information will help you decide if you want to merge or dismiss the profiles.

If you already know the different social names of one customer, you can now manually search and merge those profiles yourself within Audience.

Merge a Profile

1. Click on the **Merge** button.
2. After clicking **Merge**, the profile card will immediately reload and show the enriched profile card.

3. That's it! If there are more than one merge suggestions, the merge candidate with the next highest similarity will appear.

The screenshot displays a social media interface with three main panels. The left panel, titled 'All messages', shows a list of messages from Alexandra Pengler (@alexandra.pe...) dated 18 Aug 2016. The middle panel, titled 'Post', shows a post from Alexandra Pengler dated 17 Aug 2016. The right panel shows a profile card for Kim Wikstal (@kimwiyyoga) with a 'Label person...' dropdown menu. Below the profile card, there are sections for 'About', 'Notes', 'Talking about', and 'Activities'. The 'About' section shows 'Gender: female'. The 'Notes' section has a 'Type here...' input field and an 'ADD' button. The 'Talking about' section shows a list of activities, including 'Santa Monica lots of acro! Do some for me :)'. The 'Activities' section shows a list of activities, including 'Comment Alexandra Pe... 17 Aug 2016' and 'First seen 17 Aug 2016'. The 'Merge' button is highlighted in blue.

Tip:

If you accidentally click **Dismiss** instead of **Merge** on the profile card, simply go into Audience and search for that customer by name and merge the profiles from there.