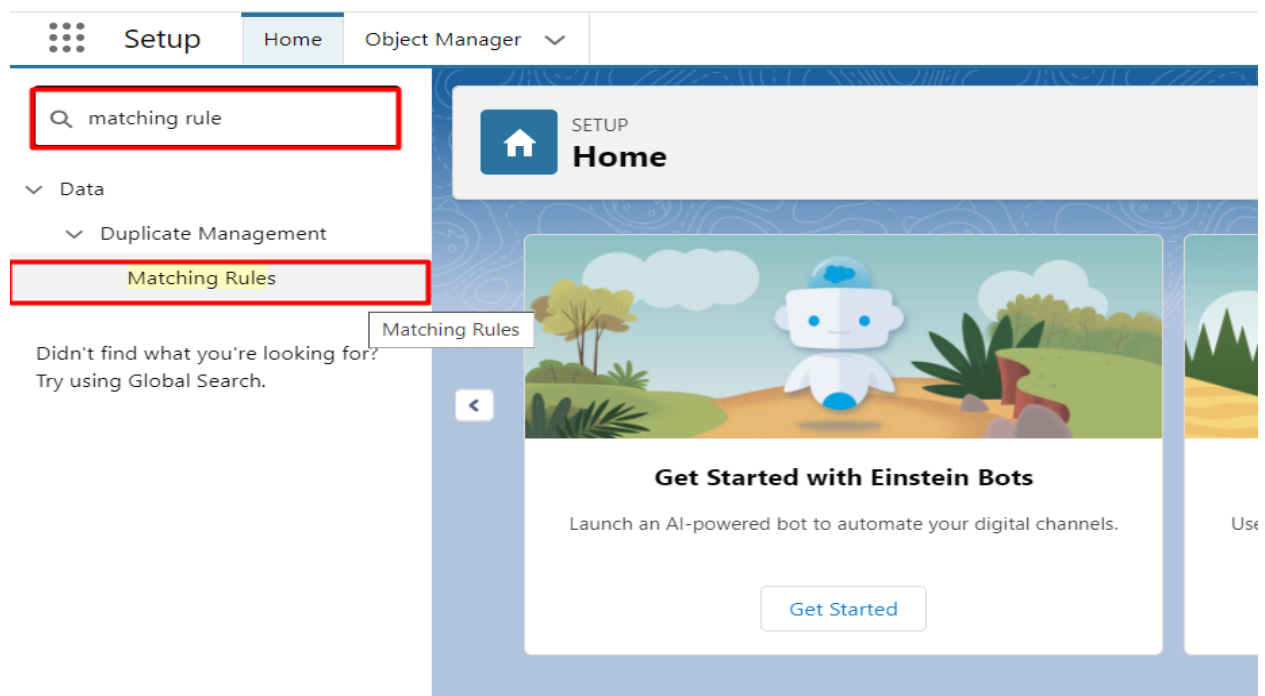**Step 1:** First step is to go to the quick search option and search for matching rule, click on it to open.

Step 2: As you click on it on the next page you will see an option to create a new matching rule. Click on it on the next page you will see certain details which are to be filled up .

Step 3: Here we have to select fields so I am selecting email exact and here is another option available as match blank fields so if you select this option so if two records are havinging blank field they will be matched by default.

Step 4: Clicking on save as you click save on the next page you will see the record is created and there is an option as activate so clicking on it to activate it.

Step 5: Now I am creating a new contact and naming it as contact 2 and I am going to fill the same email ID so now you will see as you fill the same email it will show you a message for potential duplicate.

Step 6: As you click on the view duplicate option you will see the record with similarly information.