Prevent Duplicate Contacts from Facebook in GLM

Laura Gibson - 2026-10-26 - Contacts

When someone messages you on Facebook or submits a Facebook lead ad form, Gym Lead Machine creates a contact for them. If that person is already in your account, you can end up with two records for the same person. Two settings in your **Business Profile** prevent this by matching the incoming name against the contacts you already have.

What you can do with these settings

- Match incoming Messenger conversations to existing contacts by name
- Match Facebook lead form submissions to existing contacts by name
- Turn either setting on independently of the other
- Keep one record per person instead of a duplicate for each Facebook interaction

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Turn on duplicate contact merging for Facebook

1. Click **Settings** in the left menu of your Gym Lead Machine account.
2. Stay on **Business Profile**.
3. Scroll down to the two merge settings.

4. Toggle on the setting that merges contacts by matching the contact's name from Messenger conversations.

5. Toggle on the setting that merges contacts by matching the name from Facebook lead form submissions.

The two settings work independently, so you can turn on one, the other, or both.

Frequently asked questions

What do these settings match on?

The contact's first and last name. When a Messenger conversation starts or a lead form comes in, Gym Lead Machine checks whether a contact with that name already exists and attaches the interaction to that record instead of creating a new one.

Do I need to turn on both settings?

No. They are separate toggles covering separate sources. Turn on the Messenger setting if duplicates are coming from Facebook messages, and the lead form setting if they are coming from Facebook lead ads. Turn on both if you are seeing duplicates from both.

Where do I find these settings?

In Settings, under Business Profile. Scroll down past the top of the page to reach them.

Helpful tips

- Turn these on if you are already seeing duplicate contacts from Facebook, since that is the problem they solve

- Check both sources before deciding which toggle you need, as lead ads and Messenger are counted separately

- Review your contact list after turning these on to confirm new Facebook interactions are landing on existing records

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When these settings are most helpful

- Running Facebook lead ads that reach people already in your database

- Fielding Messenger questions from current members and past clients

- Cleaning up a contact list where the same person appears more than once

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If you have questions about duplicate contacts in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

- Tags

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