

Users in Rallybound

Users in the Rallybound system are recognized at the organization level. This has many benefits for users and administrators, including, among others:

- Any user can log in to any site within a Rallybound instance, regardless if they've registered for that particular campaign.
- Every user gets a single record across campaigns that contains their email and password, name and address, profile image, and other information. Any changes to the user's record will be reflected across all campaigns.
- More reliable CRM syncing.
- Users have a single destination to manage their contact information, payment information, and notification preferences. [Learn more about the profile section.](#)
- Returning users are recognized as they register so as to avoid duplicate records for individual users. [Learn more about the returning user flow.](#)
- Managed users are more understandable and accessible. [Learn more about managed users.](#)

Users in Rallybound

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