

# Phones Data Model Improvements

# Why are we updating the Phones model?

A phone model that reflects how supporters use their phones.

Our goal is to provide a data model that more accurately describes the use, device type and capabilities of a phone number.

These updates will make it easier for you to find the right phone number for the right channel and provide greater control over which numbers rise to the top of a supporter record.

# Current Data Model

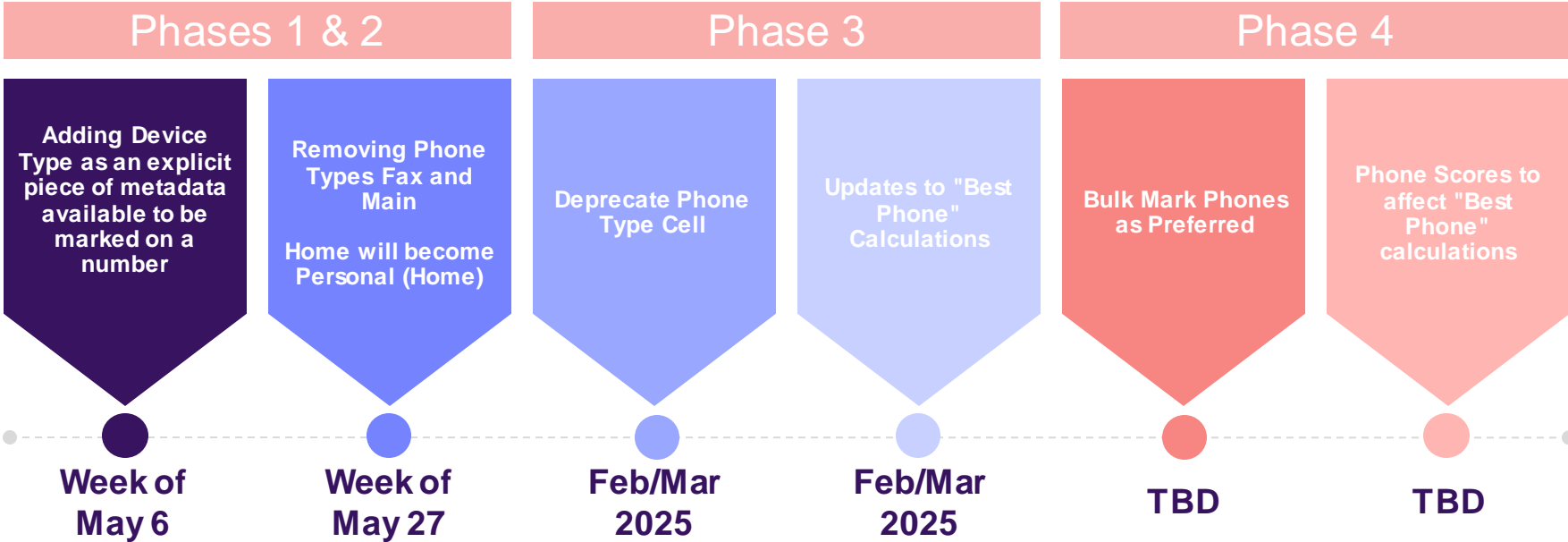
Phone Numbers	Phone Type	SMS Opt-In Status	Preferred	IsCell?
	Cell	Opt In	1	Verified Cell
	Fax	Opt Out	0	Likely Cell
	Home	Unknown		Likely Not a Cell
	Main			Not a Cell
	Work			
	Other			

# New Data Model

Phone Numbers	Phone Type	Device Type	SMS Opt-In Status	Preferred	Is a Cell?
	Personal (Home)	Landline	Opt In	1	Verified Cell (deprecated 2025)
	Cell (deprecated in 2025)	Cell	Opt Out	0	Likely Cell
	Work	Fax	Unknown		Likely Not a Cell
	Other	VoIP			Not a Cell (deprecated in 2025)
		Unknown (default)			

Phone Types of Main and Fax will no longer be able to be added by any mechanism.

# Phones Model Update Timeline



- Phone Type of Cell will be set as Device Type Cell
- Phone Type Fax will be migrated to Phone Type Work & Device Type Fax
- Phone Type Main will be migrated to Phone Type Home & Device Type Unknown

- Remaining Phone Type Cell will be migrated to Phone Type Personal (Home)
- Best Phone calculations will take into account Device Type
- Verified Cell and Not a Cell options deprecated

- Phone Call Opt-In
- SMS and Call Opt-In Historical Tracking

# Device Type Data Filling (May 8th)

How will Device Type be set for my existing phone numbers?

## Old Model

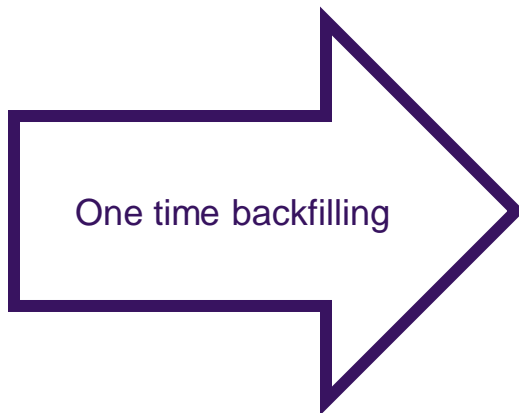
Phone Type = Cell

Phone Type = Home  
Is a Cell = Likely Cell

Phone Type = Home  
Is a Cell = Likely Not a Cell

Phone Type = Work  
Is a Cell = Likely Cell

Phone Type = Work  
Is a Cell = Likely Not a Cell



## New Model

Phone Type = Cell  
**Device Type = Cell**

Phone Type = Personal (Home)  
Device Type = Cell  
Is a Cell = Likely Cell

Phone Type = Personal (Home)  
Device Type = Unknown  
Is a Cell = Likely Not a Cell

Phone Type = Work  
Device Type = Cell  
Is a Cell = Likely Cell

Phone Type = Work  
Device Type = Unknown  
Is a Cell = Likely Not a Cell

# Fax and Main Defaults and Data Migrations (May 30th)

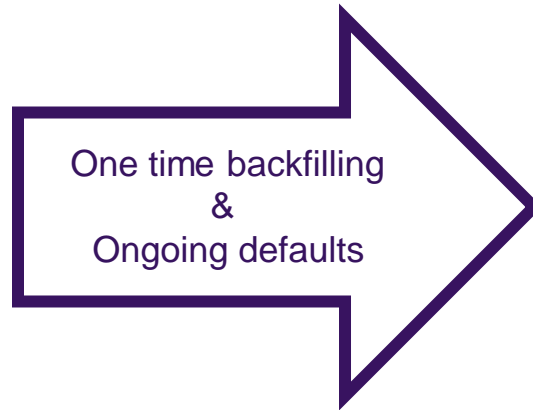
What will happen to phone numbers that are currently set as Fax and Main?

## Old Model

Phone Type = Fax

Phone Type = Main  
Is a Cell = Likely Cell

Phone Type = Main  
Is a Cell = Likely Not a Cell



## New Model

Phone Type = Work  
**Device Type = Fax**

Phone Type = Personal (Home)  
Device Type = Cell  
Is a Cell = Likely Cell

Phone Type = Personal (Home)  
Device Type = Unknown  
Is a Cell = Likely Not a Cell

Numbers that are added via API or Custom Importers with type Fax or Main will also automatically map to this new model.

# Ongoing Defaults (starting May 8th)

Are there any automatically applied defaults what I am adding numbers and don't include Device Type?

## Old Model

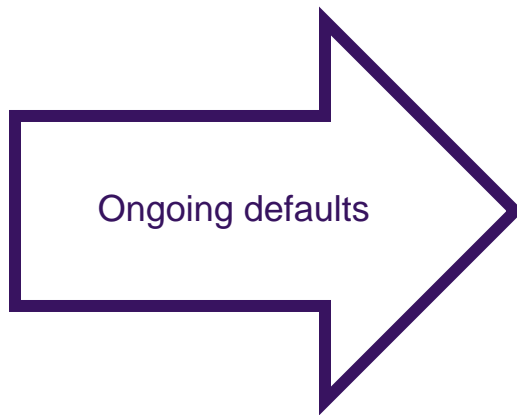
Phone Type = Cell

Phone Type = Home  
Is a Cell = Likely Cell

Phone Type = Home  
Is a Cell = Likely Not a Cell

Phone Type = Work  
Is a Cell = Likely Cell

Phone Type = Work  
Is a Cell = Likely Not a Cell



## New Model

Phone Type = Cell  
**Device Type = Cell**

Phone Type = Personal (Home)  
Device Type = Cell  
Is a Cell = Likely Cell

Phone Type = Personal (Home)  
Device Type = Unknown  
Is a Cell = Likely Not a Cell

Phone Type = Work  
Device Type = Cell  
Is a Cell = Likely Cell

Phone Type = Work  
Device Type = Unknown  
Is a Cell = Likely Not a Cell



# Frequently Asked Questions

- 1) Can I update Device Type or Phone Type in bulk before Fax and Main go away?
  - Yes! You can use Bulk Upload, the API or Bulk Edit actions on the Phone Number Report.
- 2) Why are you using "Likely Cell" versus "Verified Cell" to set Device Type?
  - "Likely Cell" and "Likely Not a Cell" are derived from a third-party telephone exchange that tracks cell numbers. Our research indicates this binary score is ~95% accurate.
- 3) What if there are Verified Cells I have added that are not listed as Device Type cell?
  - You can update those numbers using above bulk actions or change them on individual contacts.
- 4) Where in the UI/platform can I specifically set Device Type?
  - Contact Record: All Details, New Contact Record
  - Data Entry Points: Bulk Upload, Bulk Import API, People API, Virtual Phone Bank, Form View
  - Note: We will add Device Type to more places in the UI when Phone Type Cell is deprecated.
- 5) Will this be available in Pipeline?
  - Yes. In both Pipeline Cloud, Pipeline Classic and Custom Exporters.

# Frequently Asked Questions

- 1) Will Device Type be available in Reports?
  - Yes. It is available as a column on the Phone Number and Mobile Messaging Performance Report.
- 2) Can I export Device Type?
  - Yes. Device Type will be an option via the Phone Type Exports.
- 3) Can I search on Device Type?
  - Yes. Device Type will be available in Create A List.
- 4) Will I need to update any Bulk Upload templates?
  - Yes. They will not break but we encourage you to update your templates to include this new data point.
- 5) Will this affect any Voter File information?
  - Device Type can be set in the Voter File. Any added vendor data will use the Ongoing Default mappings for now. When Phone Type Cell is deprecated in 2025, we expect to work with VF vendors to update how data is ingested.

