



# wholesaleSMS .co.uk

**Quality SMS texting at wholesale prices!**

## **API Spec Sheet For Version 2.5**

### **INTRODUCTION**

The Wholesale SMS API is ideally suited for sending individual sms messages and/or automated responses through our premium routes. To send bulk messages through the API you can set your server to loop through a set of formatted data either through a file or from a database.

As well as being ideal for bulk message sending this easy to use and integrate API service can be used for marketing purposes or to generate automated responses to web applications, for follow up messages, reminder messages and many more applications.

### **SENDING MESSAGES via THE API - SUMMARY**

To be able to send through our API you will need your unique 40 character API key which can be found in your account details area of your admin panel. You will need to pass this as well as other credentials including your account number through to the processing server.

As well as your access credentials you will need to post other required data (details below). If the credentials and data passed to the processing server are valid your message will be processed.

The server will respond with an appropriate response eg <success>, <failed>, <error> which you can set your scripting to handle appropriately if required.

You can view full information on each individual message processed including delivery status etc by logging in to your Wholesale SMS platform account and navigating to the reporting area.

### **RECEIVING INCOMING MESSAGES - SUMMARY**

To receive incoming messages/replies you need to activate one or more keywords on one of our shortcode numbers or rent a shared or exclusive dedicated long code number from us. With a short/long code number keywords are subject to availability - dedicated numbers have no restriction on the keywords and you will receive ALL messages sent to the number(s).

### **API LIMITATIONS**

The sending API will only send a message if:

- Your access credentials are valid.
- The posted data it receives is valid.
- You have message credits available.
- Your API account is active.



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### SENDING

These are the details you need to be able to send messages through the Wholesale SMS API.

FIELD	REQUIRED	DETAILS & VALID OPTIONS
key	YES	Your 40 character API key. We generate this for you.
account	YES	Your portal account number (this can be found in your account area).
route	NO	Valid options: PREMIUM, STANDARD (PREMIUM is the default setting)
number	YES	The recipient mobile phone number. UK numbers must begin 7, 07 or 447 international numbers must begin with + along with the country code eg +33
message	YES	Your message should be no more than 160 characters per part (up to 6 parts allowed) and should be utf8 encoded. Please lookup the GSM 03.38 character set for more details.
mess_ref	YES	A reference for the message of up to 12 alpha numeric and - characters .
sender	YES	Set this to whatever you like 3-11 alpha numeric characters long OR up to 14 chars long if set to any international phone number eg 447123456789.
balance	NO	Set to 1 if you want the API to append your credit balance to the return data.

#### PLEASE NOTE:

Field names and valid options ARE case sensitive - please ensure the data you send takes this into account.

There are three URLs you can post your data string to:

Post to this URL for testing:

**<http://wholesalesms.co.uk/API/v2.5.check>**

Post to this URL when done testing:

**<http://wholesalesms.co.uk/API/v2.5>**

Or if you prefer to post over SSL:

**<https://secure.textmo.net/API/v2.5>**

We recommend posting via PHP cURL but any stable/secure HTTP posting method can be used.



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### SERVER RESPONSES

For each query sent to the processing server an appropriate message will be returned. These are the possible responses:

RESPONSE	DESCRIPTION/MEANING
invalid credentials	Either your account number and/or API key are wrong or your API access is not active.
missing	"missing" followed by whatever field is either missing or invalid.
no credits	The message could not be sent as you have no credits available.
success	The message was processed successfully.
suppressed	The message could not be sent as the number was found in the suppression list. This function is switched off by default.
failed	"failed" followed by the reason for the send failure. Message could not be sent for another reason eg the number is no longer active.
error	An unknown error occurred.

Full details for each message sent can be found in the reporting area of your Wholesale SMS account. Please note:

A message that has failed prior to a send attempt eg because it contains invalid parameters, may not show up in your reporting portal.

The following page contains an example snippet of PHP code for sending the field data via cURL post.



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### EXAMPLE cURL POST

```
<?php
```

```
//curl submit line
```

```
$fields = "number=07123456789&account=12345&key=zP9KOSAjJJ61pgSypN6U47dAbIQw9DBWtLHhEiAn  
&mess_ref=API test&route=PREMIUM&sender=TESTING&message=hello just testing";
```

```
// post fields to API
```

```
$ch = curl_init();
```

```
curl_setopt($ch, CURLOPT_URL, "http://wholesalesms.co.uk/API/v2.5");
```

```
curl_setopt($ch, CURLOPT_POST, 1);
```

```
curl_setopt($ch, CURLOPT_POSTFIELDS, "$fields");
```

```
curl_setopt($ch, CURLOPT_RETURNTRANSFER, 1);
```

```
$returnValue = curl_exec($ch);
```

```
// display the result
```

```
echo $returnValue;
```

```
die();
```

```
?>
```

The response from the API server is captured by the \$returnValue variable which you can adapt your processing scripts at your end to handle accordingly if required.

You can opt to have multi faceted return values eg if you include the "balance" field and set it to "1" ie "on" then the API will append your sms credit balance to the return value.

Appended values such as "balance" or "subs" etc are sent back in the return value variable along with the other server responses listed on page 3 and are separated with the pipe | character to make it easier for you to extract the separate field values if required.

For example you could receive this response for a successful send with the "balance option switched on ie "1":

```
success | balance = 999
```

The following page deals with incoming messages and replies.



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### RECEIVING INCOMING MESSAGES

If you want to receive replies or incoming sms messages please read the incoming message summary on page 1 first.

Once you have decided on your incoming message options ie reserved keywords and shared or dedicated short or long code numbers etc then by default you can see the responses in your "incoming messages" reports in your online admin portal.

However you can also set our API to send the incoming message details to your own API, website or applications. To do this you will need to set a return path URL. This is done in your account details area of your admin portal.

The return path URL is basically a website URL you want our API to "POST" or "GET" the incoming message details to eg: [http://www.yourwebsite.com/incoming\\_sms.php](http://www.yourwebsite.com/incoming_sms.php)

Our API will send the following fields to the URL you set: to, from, message

"to" is the phone number the message was sent to  
"from" is the phone number the message originated from  
"message" is the message that was sent.

Here is a sample php snippet which you could have on the web page you set in your return path URL for handling the sent fields:

```
<?php
$to = $_POST['to'];
$from = $_POST['from'];
$message = $_POST['message'];
echo "Message received: " . $message . " Sent from: " . $from . " Sent to: " . $to ;
?>
```

There are many ways of handling the incoming data including inserting it into a database, forwarding it in an email or a variety of other options - we won't go into details here - but if you require assistance we do have a few examples available for you to see.

Further information can be obtained by emailing: [support@wholesalesms.co.uk](mailto:support@wholesalesms.co.uk)

**API Spec Sheet For Version 2.5 SMS Sending Platform November 2013**