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API Spec Sheet For Version 2.6 Beta

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 OR use the new built in batch send mode option. This new feature allows for a message to be sent to multiple recipients by separating the numbers passed in the "number" field with a semi colon ie this ; symbol. If you want to send different messages to a batch of numbers this can now be achieved by formatting number/message details into an array and passing them to the "data" field.

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).
number	YES	The recipient mobile phone number(s). If more than 1 separate each number (max 10,000) with a semi-colon ";" - UK numbers must begin 7, 07 or 447 international numbers must begin with + along with the country code eg +30
message	YES	Your message should be no more than 160 characters per sms or if sending multi-part messages no more than 153 chars (up to 6 parts allowed) and should be utf8 encoded. Please lookup the GSM 03.38 character set for more details.
mess_ref	YES	Your unique reference for the message or batch of messages of up to 12 alpha numeric and hyphen - characters.
sender	YES	The ID you want the message to appear to have been sent from 3-11 alpha numeric chars long OR up to 14 chars if set to a phone number eg 447123456789.
data	NO	Signals that data being passed has been formatted in an array for sending different messages to a batch of numbers.
schedule	NO	Date message(s) should be processed - YYYY-MM-DD H:M eg 2014-03-01 10:30 or set to 0 (zero) to send immediately.
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/v2.6b.check>

Post to this URL when done testing:

<http://wholesalesms.co.uk/API/v2.6b>

Or if you prefer to post over SSL:

<https://secure.textmo.net/API/v2.6b>



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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=07123456788;07123456789&account=12345&key=zP9KOSAjjJ61pgSypN6U47dAblQw9DBWtLHhEiAn  
&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://wholesms.co.uk/API/v2.6b");
```

```
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 above will send the same message to the numbers sent in the "number" field.

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

These are the fields that will be sent via HTTP POST to your "Return Path" URL:

FIELD	DESCRIPTION	FORMAT
message	The text of the sms message	Standard GSM Text
to	Number the sms was sent to	International format eg 447
from	Number the sms was sent from	International format eg 447
time	Time message was received	YYYY-MM-DD H:M:S

Here is an example php code you could have 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 ;
?>
```

Once you have received the data it's up to you how you handle it and we can provide assistance if required.

Further information can be obtained by emailing: support@wholesalesms.co.uk



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Supplementary API Details

This document is a summary of the recent updates made to the v2.6 beta version API service. It is intended to be used in conjunction with the specifications outlined in the main v2.6b API specs.

The features detailed below are either in addition to or replace those mentioned in the full API documentation. Where there is overlap of a service or feature in both documents then those presented here take precedence.

Regarding the new bulk send features - if speed is not of the utmost concern and/or you intend sending batches of less than 20,000 then we would recommend using the default API send feature and loop through your number/messages. However the new bulk send features do now offer powerful methods of sending large numbers with one call to the API.

CONTENTS

1. Access Details
2. Bulk Sending - value separated number string
3. Bulk Sending - number, message reference array
4. Bulk Sending - numbers drawn from existing saved list
5. Handling Call-back Message Status Updates
6. Other Features - scheduling, throttling, message time validity
7. Miscellaneous - encoding & formatting etc.

1. ACCESS DETAILS

By default the custom API service is in test mode - messages will be processed and dealt with as if being sent to the SMSC service for delivery but the messages will not actually be sent.

Running in test mode first will provide you details of the validity of your posting strings and other useful information to ensure that once in live mode your messages will be handled correctly whatever sending options you choose.

Authorisation/Access Credentials:

Account number: 4-5 digits this can be found in your account area.

API key: 40 character random hash - this can be found in your account area.

The service can be reached by using the above access details and posting to:

<http://wholesalesms.co.uk/API/v2.6b>

Once you have completed your testing please email support@wholesalesms.co.uk to request switchover to live mode.

BULK SENDING

In all of the methods detailed below the API can accept the numbers being sent to in a variety of formats. Messages being sent to United Kingdom networks can be formatted beginning 07, 7 or 447 international numbers must start with + and be followed by the country code without any leading zeros.

2. Bulk Sending - Value Separated Number String

DETAILS

This option allows for up to 10,000 messages to be sent through the API in bulk by allowing the use of multiple numbers in the data sent through the "number" post field.

The number data can be formatted by separating each number with a semi-colon character ; although it can also be set to accept line breaks so that you can set your "number" field to contain your list of numbers one per line.

USAGE

Set the API post string similarly to as if sending to one number but add multiple numbers to the post string separated by a semi-colon eg:

```
number=447123456780;447123456781;447123456782;447123456783;447123456784;447123456785
```

3. Bulk Sending - Data Array

DETAILS

This option allows for up to 100,000 messages to be sent through the API in bulk by allowing the use of multiple messages to be formatted in an array and posted in a new field value named "data" eg data=array.

The array must contain at least the number being sent to and can optionally contain the message (ideal for using pre merged messages containing individual details eg a name etc) and/or a unique reference.

If the array is not required to contain a message (eg if the same message is being sent to all the numbers) then simply populate the usual "message" post field as normal and the API will detect this.

USAGE

The "data" field array should be formatted like so for each message to be sent:

```
array(  
    "number"    => "447925456788",  
    "message"   => "Hello Trevor",  
    "mess_ref"  => "123460"  
);
```

Here is an example of a multiline array in PHP:

```
$data = array();  
$data[] = array("number" => "447546910711", "message" => "Hello John!", "mess_ref" => "123451");  
$data[] = array("number" => "447546456781", "message" => "Hello Amanda!", "mess_ref" => "123452");  
$data[] = array("number" => "447546456782", "message" => "Hello Bert!", "mess_ref" => "123453");
```

This should then be serialised for sending over HTTP using whatever method is required by your scripting language. In PHP this would be:

```
$data = serialize($data);
```

4. Bulk Sending - Using An Existing List

DETAILS

This option allows for up to 250,000 messages to be sent through the API in bulk by allowing the use of multiple numbers and if required messages, to be drawn from an existing list in the user account.

USAGE

To use this option simply post the LIST NAME in the "number" field instead of the number(s). The list name used must obviously already exist and the name is case sensitive eg:

```
number=MY-CLIENT-LIST
```

If you are using a list that also contains the message you want to send then you must populate the message with the (case sensitive) word "none". The message data will then be drawn from the list along with the numbers to send to eg:

```
number=MY-CLIENT-LIST&message=none
```

Otherwise if you are sending the same message to all the numbers simply populate the "message" field as usual eg:

```
number=MY-CLIENT-LIST&message=Hello
```

5. Handling Call-Back Message Status Updates

DETAILS

This feature allows for message status updates to be sent to a call-back URL of your choice. The data can be sent by POST or GET and can either be in XML formatted data or as individual field details.

USAGE

The default* fields sent to your call-back URL are:

FIELD	DESCRIPTION	FORMAT
message_id	Our system ID for the message	Unique hash
sent	The time message was sent	YYYY-MM-DD H:M:S
updated	The time status was last updated	YYYY-MM-DD H:M:S
status	The current message status	accepted, delivered or failed
to	The recipient mobile number	International format eg 447
network	The recipient network	Eg Vodafone, O2 etc

*It may be possible to post additional fields if required - Please ask.

6. Other Features

The API has been further enhanced by the addition of the following functionality:

SCHEDULING

DETAILS

Scheduling - You can now schedule your message(s) to be sent at any given date/time. Simply post the date & time you want the message to be sent in the new field named "schedule".

USAGE

The date must be in this format: YYYY-MM-DD H:M:S eg: 2014-03-08 14:30:00 (the seconds are optional). Set to 0 (zero) to send immediately.

Example:

```
schedule=2014-04-08 14:30
```

This will schedule the message(s) to be sent on the 8th of April at 2.30pm

THROTTLING

DETAILS

Throttling - You can now set a throughput rate throttle on your bulk sending. This is useful for when sending messages to countries like the USA where certain networks can reject messages from the same source that exceed x number of messages per second.

Acceptable value ranges are 1 to 500 messages per second.

USAGE

Simply post the required rate to the new field named "throttle". The message(s) will be throttled at a maximum of the given rate per second.

Example:

```
throttle=200
```

This will ensure a send rate of no more than 200 messages per second.

MESSAGE VALIDITY

DETAILS

This feature allows for you to set the period a message is valid for. If a message has not been delivered within the given time (in minutes) it will expire and no further attempts to deliver it will be made.

Acceptable value ranges are 1 to 4320 (1 minute to 3 days).

USAGE

Simply post the required value to the new field named "validity". The message will expire if not delivered within this number of minutes.

Example:

```
validity=15
```

This will ensure the message will expire if it has not been delivered within 15 minutes.

7. Miscellaneous

It is recommended that you URL encode your data correctly prior to posting it to the API. We also recommend that your posted data is encoded to UTF-8 to ensure our system can interpret and process correctly any special characters. If you need further information on implementing either of these formats please get in touch.