

SMS API Overview

Packet Media SMS API Overview

Overview

The Packet Media SMS API is designed to allow customers to pre-pay for SMS to be sent out via Packet Media's SMS infrastructure.

This is not a replacement for Packet Media's hosted SMS campaigner application, and is designed to be integrated in to a customer's own CRM or software platform. If you need to send SMS in bulk, then please refer to the Packet Media hosted SMS Campaigner documentation.

The Packet Media SMS API interacts with your application via simple http requests, and allows for speedy development time.

Below is example SMS send request that would be sent to the SMS API.

```
http://sms.packetmedia.co.uk/sms.php?cmd=send&user=test&password=test&number=07xxxxxxx&msg=this is a test
```

cmd – Indicates that you wish to send an sms

user / password – Your unique credentials

number – The mobile number that you wish to send an SMS to

msg – The text that you want to send

The SMS API will then respond with the following in JSON format

```
{"Result":"Success","Comment":"Message processed","ResponseCode":"S1","Characters":14,"CreditUsed":1,"CreditRemaining":349,"MessageID":"SMSAPI:USER=1:12684"}
```

Result : Success – Indicates that the message was processed successfully

Comment : Message processed – information related to the successful message submission

ResponseCode : S1 - An internal Response Code relating to a successful message submission

Characters : 14 – The number of characters contained within the message (including spaces)

CreditUsed : 1 – The amount of credits used to send the message (see credits section for a more in depth explanation)

CreditRemaining : 349 – The credit remaining on the account

MessageID : SMSAPI:USER=1:12684 – An individual ID assigned to the message that can be used to query the message status

SMS Credits

Credits are pre-purchased in bulk and the Packet Media SMS API keeps track of credits used, and deducts them from your account when messages are successfully sent.

One credit equals one SMS up to a limit of 160 characters, and messages over 160 characters thereafter are priced per 153 characters (including the first message).

The credits are deducted at the point of submission, however, if for whatever reason the SMS was not successfully sent e.g. the mobile telephone number was not valid, then the credits will be re-applied to your account.

The SMSAPI can be also be configured to e-mail a pre-defined e-mail address with details of any SMS that fail, should you require this.

Amount of credits used and the remaining credits contained within a successful send response, allowing to keep you track of credits used.

SMS Status

The status of a message can be queried using the Packet Media SMS API, to confirm that an SMS was successfully delivered to the network.

Inbound SMS

Any inbound SMS that is received can be automatically e-mailed to a pre-defined e-mail address

Stop Lists

Stop lists are automatically managed, and mobile numbers are automatically added when a reply to an SMS is received beginning with the word stop or any other preconfigured word.

The Packet Media SMSAPI will automatically respond to a SMS request if the number is contained within the stop lists, and you will not be charged for the SMS.

It is also possible using the Packet Media SMS API to query whether a number is contained within the stop list, without the need to send a message.

Mobile numbers can also be added to the stop list manually, by submitting an add_stop request to the API.

Hours of Work

In order to prevent SMS being sent outside of sociable hours, the Packet Media SMS API is defaulted to reject any SMS requests outside of these hours. This can be re-defined on a per user basis should there be a requirement to do so.

Alpha Tags

A message may be sent from an alpha tag (such as "PacketMedia") rather than a mobile number. In order to do this, your account must be set up for sending alpha tags. Please contact us for more information on using this service.

FEATURE LIST

- Simple and fast method of integrating with your existing applications
- Automatic and manual Stop List Management
- Credit Management
- Inbound messages relayed via e-mail
- Scaleable