



Text2Reach's Bulk SMS API

2020-07-02

V.2.1.0

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Changelog

Date	Version	
2020.07.03	v.2.1.0	# Added <ul style="list-style-type: none">- changelog section to documentation- described SMS message variables in documentation- option to generate pin codes using Variables- PIN / Verification code validation

Text2Reach's Bulk SMS API allows you to send SMS messages to country in the world through a REST API. Each message is identified by a unique random ID so that users can always check the status of a message using the given endpoint.

1. Send SMS

To send a bulk SMS message, client must make a HTTP GET request to API Endpoint. Query string values are specified below in the parameters table. All parameters should be properly url-encoded. The returned HTML body for the request will be a message ID or an error code.

1.1 Send SMS Endpoints

All send SMS request must be made to API endpoint below

<https://api.text2reach.com/sms/send>

1.2 Send SMS Parameters

Name	Required	Default value	Description
api_key	Yes	-	Your registered Bulk API key
from	Yes	-	source address of the message
phone	Yes	-	destination address in international form
message	Yes	-	plain text message up to 160 (1071) characters, Unicode message up to 70 (469) characters. Message body may include custom fields see section 1.3 in SEND SMS part .
type	No	Txt	message type ("txt" for text, "bin" for binary)
unicode	no	true	if set to false, characters not in GSM 7bit alphabet will be converted (ā => a) or removed
timestamp	no	0	Unix timestamp of a time when end user opted in to receive messages. If parameter is not set the current timestamp is used.
report_url	no	false	URL for delivery reports
expires	no	0	Delivery time in seconds
schedule	no	-	Unix timestamp of a time when the message is scheduled for delivery
blacklist	no	false	Checks if the number is in blacklist before sending. Returns error -503 if found
shortlink	no	0	Set 1 if you need to shorten web-links in message. Links must begin with http:// or https:// By default all links will be shortened with t2r.lv link shortener service.

1.3 Send SMS message body custom fields

Name	Description
{sms_unsubscribe_link}	Unsubscribe link - This custom field will include unique link in message for each recipient where recipient can unsubscribe from future SMS. Link will take recipient to landing page where he will be asked to confirm unsubscribe process. If recipient confirms unsubscribe process recipients' number will be added to client account Blacklist and future SMS sending's to this numbers will be rejected until number is removed from blacklist. Number in blacklist are added recipient number + sender name which means that recipient unsubscribes only from specific sender name / brand messages.
{pin:*:6:3600}	PIN / Verification code – this custom field will include unique code in message body which will be sent to recipient. Sent code can be validated over API request. More information about PIN code variables and verification process see section 8. PIN / Verification code

1.4 Send SMS Request example

https://api.text2reach.com/sms/send?api_key=AAABBBCCDDDEEEFFGGGHHHOOOPPPWW&phone=37121231234&from=MOON&message=Hello+world

1.5 Send SMS response examples

Successful response example for send SMS request. After successful request server will return unique ID for each submitted message.

1234564789

Unsuccessful response example for send SMS request. After unsuccessful request negative integer value will be returned that indicates cause of unsuccessful request.

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2. Manual delivery report request

To retrieve a manual bulk SMS message delivery status, client must make a **HTTP GET** request to API Endpoint. Query string values are specified below in the parameters table. The returned HTML body for the request will be a message STATUS.

2.1 Manual delivery report request Endpoint

All manual delivery requests must be made to API endpoint below

<https://api.text2reach.com/sms/status>

2.2 Manual delivery report request Parameters

Name	Required	Default value	Description
api_key	Yes	-	Your registered Bulk API key
msg_id	Yes	-	Message ID that was returned after successful send SMS request.

2.2 Manual delivery report request example

https://api.text2reach.com/sms/status?api_key=AAABBBCCDDDEEEFFFGGGHHHOOOPPPWW&msg_id=123456789

2.3 Manual delivery report request response examples

Successful response example for send manual delivery report request. After successful request server will return unique ID for each submitted message.

DELIVERED

Unsuccessful response example for send SMS request. After unsuccessful request negative integer value will be returned that indicates cause of unsuccessful request.

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2.4 Manual delivery report request response statuses

STATUS	Description
DELIVERED	Message was successfully delivered to end user device
UNDELIVERED	Message delivery was unsuccessful
EXPIRED	Unsuccessful message delivery within 24h or message validity period has expired.
CANCELED	Message delivery was canceled before scheduled send out time
REJECTED	Message was rejected and not billed
PENDING	Message was sent, but no final delivery status has been received from end user's device or operator.
UNKNOWN	Message Status is unknown

3. Automatic delivery report

Text2Reach API supports automatic delivery report distribution to clients reports URL as soon as final delivery report has been received from mobile operators. Delivery reports will be sent via **HTTP GET** request to clients reports URL if it was specified in SEND SMS request with “report_url” parameter. **Text2Reach recommends using automatic delivery reports distribution option as it avoids unnecessary requests on both sides.**

Text2Reach makes a HTTP GET request to a “report_url” address provided by client with the parameters found below. The client handler script must respond with text “**OK**” in response body or else the report will be retried for a total of 10 times with 2n minutes interval (n – retries counter) and then discarded.

3.1 Automatic delivery report request example

https://yourwebsite.com/smsreports?msg_id=123456789&status=delivered&retries=1

3.2 Automatic delivery report request response example

OK

3.3 Automatic delivery report request parameters

Name	Description
msg_id	
status	status of the sent message. delivered – the message was delivered successfully undelivered – the message was not delivered expired – the delivery reached time limit and was considered undelivered canceled – the message was canceled before scheduled send out rejected – the message was rejected by SMSGW and was not charged pending – the message is not yet delivered (this status is only reported using manual delivery checking) unknown – message status is not known
retries	how many times Text2Reach tried to deliver report to the “report_url”

4. Extended delivery report

API offers option to receive detailed extended delivery report

4.1 Extended delivery report request Endpoint

All extended delivery report requests must be made to API endpoint below

<https://api.text2reach.com/sms/details>

4.2 Extended delivery report request parameters

Name	Required	Default value	Description
api_key	Yes	-	Your registered Bulk API key
msg_id	Yes	-	Message ID that was returned after successful send SMS request.

4.3 Extended delivery report request example

https://api.text2reach.com/sms/details?api_key=AAABBBCCDDDEEEFFGGGHHHOOOPPPWW&msg_id=123456789

4.4 Extended delivery report response examples

Successful response example for extended delivery report request. After successful request server will return text string with details for specified message id.

```
{"success":1,"message":"Hello world","data":{"msg_id":"123456789","source":"HELLO","destination":"3712123123","country":{"name":"Latvia (Republic of)","iso":"lv","mcc":247},"operator":{"name":"LMT","mnc":1},"created":"2020-07-02 11:46:03","delivered":"2020-07-02 11:46:17","multipart":false,"parts":1,"price":0.027,"sum":0.027,"status":"delivered","status_note":""}}
```

Unsuccessful response example for extended delivery report request. After unsuccessful request server will return text string with indicative error message.

```
{"success":0,"message":"SMS_ERROR_INVALID_MSGID","data":[]}
```

5. Cancel SMS

To cancel scheduled SMS message, it is possible do cancel SMS request before scheduled SMS send out time.

5.1 Cancel SMS request Endpoint

All cancel SMS requests must be made to API endpoint below

<https://api.text2reach.com/sms/cancel>

5.2 Cancel SMS request parameters

Name	Required	Default value	Description
api_key	Yes	-	Your registered Bulk API key
msg_id	Yes	-	Message ID that was returned after successful send SMS request.

5.3 Cancel SMS request example

https://api.text2reach.com/sms/cancel?api_key=AAABBBCCDDDEEEFFGGGHHOOOPPPWW&msg_id=123456789

5.4 Cancel SMS response examples

Successful response example for cancel SMS request.

OK

Unsuccessful response example for cancel SMS request.

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6. Account balance request

It is possible to check remaining account balance via API request. Server will return current account balance in HTTP response body.

6.1 Account balance request endpoint

All account balance requests must be made to API endpoint below

<https://api.text2reach.com/sms/credit>

6.2 Account balance request parameters

Name	Required	Default value	Description
api_key	Yes	-	Your registered Bulk API key

6.3 Account balance request example

https://api.text2reach.com/sms/credit?api_key=AAABBBCCDDDEEEFFGGGHHHOOOPPPWW

6.4 Account balance request response examples

Successful response example for account balance request.

117.54119

Unsuccessful response example for account balance request.

0

7. Account prices

To retrieve all configured pricing for clients account you need to make HTTP GET request with any valid API key that is attached to clients account.

7.1 Account prices request endpoint

All account prices requests must be made to API endpoint below

<https://api.text2reach.com/sms/prices>

7.2 Account prices request parameters

Name	Required	Default value	Description
api_key	Yes	-	Your registered Bulk API key
format	No	json	json - Price in JSON format. This is default format. csv - prices in csv-file with comma delimiter xls - prices in Excel format file

7.3 Account prices request example

https://api.text2reach.com/sms/credit?api_key=AAABBBCCDDDEEEFFGGGHHHOOOPPPWW&format=json

7.4 Account prices response examples

Successful response example for account prices request.

```
[{"country":"Abkhazia","iso":"ab","code":"7940","operator":"Default","mcc":"289","mnc":"-1","type":"web","price":"0.05785","note":""}, {"country":"Afghanistan","iso":"af","code":"93","operator":"Default","mcc":"412","mnc":"-1","type":"web","price":"0.08000","note":""}]
```

Unsuccessful response example for account prices request.

```
[]
```

8. PIN / Verification code

Text2Reach API provides functionality to generate PIN code using custom fields in message body. To generate unique PIN code, you need to include custom field in any place of message body when sending SMS.

8.1 PIN / Verification code custom field template

```
{PIN:<TYPE>:<length>:<validity_period>}
```

8.2 PIN / Verification code custom field variables

Variable	Mandatory	Description
Type	YES	* - Alpha + numeric PIN code (A1B2) N – Only Numeric PIN code (1234) A – Only Alpha PIN code (ABCD)
Length	YES	Symbol count in numeric value
Validity period	YES	Validity period in seconds

8.3 PIN / Verification code custom field example

To send PIN code that consists of Alpha and Numeric values, is 8 characters long and is valid for one hour you need to insert following custom fields in any place in message body

```
{PIN:*:8:3600}
```

8.4 PIN / Verification code API endpoint

```
https://api.text2reach.com/sms/pin
```

8.5 PIN / Verification code request parameters

parameter	description
api_key	API key that was used to request pin code generation
phone	Phone number to verify
pin	PIN code to verify

8.6 PIN / Verification code request example

```
https://api.text2reach.com/sms/pin?api\_key=AAABBBCCDDDEEFFGGGHHHOOOPPPWW&phone=3712123123&pin=A1B2
```

8.7 PIN / Verification code response codes

Response Code	Description
VALID	PIN code is valid and matches to the one that was sent to phone number.
UNKNOWN	PIN code does not match to the one that was sent to phone number.
EXPIRED	PIN code has expired

9. Error codes

Below is list with all ERROR codes that Text2Reach API may reply on different cases. Clients should correctly handle all error codes on their side.

Value	Description
-10	General system error
-11	Wrong API KEY for the request
-12	Wrong Message ID
-14	Wrong source address
-15	Wrong destination address
-16	Wrong "type", must be "txt" or "bin"
-17	Wrong message length (empty)
-18	Wrong message length (too long)
-19	Wrong "schedule" value
-20	Wrong "expires" value
-21	Phone in blacklist
-22	No route destination
-23	Message can't be canceled. Message already sent or canceled.
-34	Message failed
-35	Client undefined

10. GSM 7bit character set

Character	Unicode	UTF-8	Character	Unicode	UTF-8	Character	Unicode	UTF-8
@	0040	40	+	002B	2B	V	0056	56
£	00A3	C2A3	,	002C	2C	W	0057	57
\$	0024	24	-	002D	2D	X	0058	58
¥	00A5	C2A5	.	002E	2E	Y	0059	59
è	00E8	C3A8	/	002F	2F	Z	005A	5A
é	00E9	C3A9	0	0030	30	Ä	00C4	C384
ù	00F9	C3B9	1	0031	31	Ö	00D6	C396
ì	00EC	C3AC	2	0032	32	Ñ	00D1	C391
ò	00F2	C3B2	3	0033	33	Ü	00DC	C39C
Ç	00C7	C387	4	0034	34	Ş	00A7	C2A7
	000A	0A	5	0035	35	ı	00BF	C2BF
Ø	00D8	C398	6	0036	36	a	0061	61
ø	00F8	C3B8	7	0037	37	b	0062	62
	000D	0D	8	0038	38	c	0063	63
Å	00C5	C385	9	0039	39	d	0064	64
å	00E5	C3A5	:	003A	3A	e	0065	65
Δ	0394	CE94	;	003B	3B	f	0066	66
_	005F	5F	<	003C	3C	g	0067	67
Φ	03A6	CEA6	=	003D	3D	h	0068	68
Γ	0393	CE93	>	003E	3E	i	0069	69
Λ	039B	CE9B	?	003F	3F	j	006A	6A
Ω	03A9	CEA9	i	00A1	C2A1	k	006B	6B
Π	03A0	CEA0	A	0041	41	l	006C	6C
Ψ	03A8	CEA8	B	0042	42	m	006D	6D
Σ	03A3	CEA3	C	0043	43	n	006E	6E
Θ	0398	CE98	D	0044	44	o	006F	6F
Ξ	039E	CE9E	E	0045	45	p	0070	70
	00A0	C2A0	F	0046	46	q	0071	71
Æ	00C6	C386	G	0047	47	r	0072	72
æ	00E6	C3A6	H	0048	48	s	0073	73
ß	00DF	C39F	I	0049	49	t	0074	74
É	00C9	C389	J	004A	4A	u	0075	75
	0020	20	K	004B	4B	v	0076	76
!	0021	21	L	004C	4C	w	0077	77
"	0022	22	M	004D	4D	x	0078	78
#	0023	23	N	004E	4E	y	0079	79
¤	00A4	C2A4	O	004F	4F	z	007A	7A
%	0025	25	P	0050	50	ä	00E4	C3A4
&	0026	26	Q	0051	51	ö	00F6	C3B6
'	0027	27	R	0052	52	ñ	00F1	C3B1
(0028	28	S	0053	53	ü	00FC	C3BC
)	0029	29	T	0054	54	à	00E0	C3A0
*	002A	2A	U	0055	55			
¹	000C	0C	\ ¹	005C	5C	¹	007C	7C
^ ¹	005E	5E	[¹	005B	5B	€ ¹	20AC	E282AC
{ ¹	007B	7B	~ ¹	007E	7E			
} ¹	007D	7D] ¹	005D	5D			

1 - GSM 7bit single part message may contain up to 160 7bit septets. Marked characters use two septets in the message.

If you have any questions, feel free to contact Text2Reach team at support@text2reach.com