



Bulk SMS messaging API specification

HTTP API - Version 1.7.3

The image shows a screenshot of the Sendberry dashboard interface. At the top, it displays "Dashboard", "Documentation", and a balance of "468.35 €". The main content area is titled "Welcome to sendberry" and includes several informational cards: "Free credit" (We have assigned free credit for your account. Find out more), "SMS worldwide" (You can send SMS to any country in the world. Check SMS rates), and "Special pricing" (Sending more than 10,000 messages per month? Contact sales). Below these are "Quick links" for SMS campaign, Add contact, Import contacts, Quick SMS, Get help, and API Settings. Key metrics are shown in colored boxes: "SMS in progress" (0), "SMS recipients" (678), "SMS delivered" (500), and "SMS not delivered" (18). A line graph shows a rising trend. A "Your balance" card shows an available balance of 1,924.00 €. A "Reports" section includes "Current month" and "Current week" views. A bar chart displays data for 15 Aug, 22 Aug, and 29 Aug. A notification bubble says "You have an appointment at 3 PM". A "MESSAGES" section shows a security code: "Your App Your security code is 010191. It expires in 10 minutes. Don't share this code with anyone. Your App will never call to ask for this code". A "Thanks. Confirmed." message is also visible.

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Introduction

Sendberry is a high-quality SMS platform which allows you to integrate any of your applications with our SMS message sending and receiving system. Simplicity of implementation is the main advantage of our system. All SMS messages may have your company name, personal phone number or any phone number you own as sender name. Every message sent from our system has its own unique ID which allows you to receive delivery confirmation.

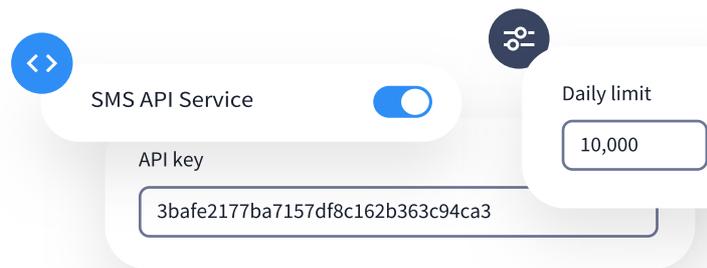
The HTTP API allows you to integrate your application with Sendberry using the HTTP protocol in order to send SMS messages. The client's application issues either HTTP GET or POST request to the Sendberry HTTP API interface supplying, therefore, a list of required parameters. Sendberry API issues back HTTP response indicating the validity of transaction.

All in all, the HTTP API server platform allows users to send messages. To gain access to individual statistics and invoices please visit <https://app.sendberry.com> using your own login details.

Before you start

Signing up for an account

To work with our APIs you will be needing to sign up for an account. Thereby you will be provided with an API key which means you will be able to set your own username and password and use those to access our APIs.



API activation

API HTTP requests are protected with authentication. You need to use your API authentication key, access name and access password for HTTP authentication with Sendberry. To set your **name**, **password** and **key** please log into <https://app.sendberry.com> using your login and password and go to API section. The key is generated automatically by the system and can not be set manually.

The API endpoint

The API is served over HTTPS. To ensure data privacy unencrypted HTTP is not supported.

Send single or bulk SMS, request delivery reports

<https://api.sendberry.com/SMS>

System status and balance information

<https://api.sendberry.com/STATUS>

Blacklist recipients and manage opt-out requests

<https://api.sendberry.com/CONTACT>

Sender ID

Sender ID indicates the creator and the dispatcher of SMS messages. According to the SMS standards, the length of Sender ID is limited to 15 digits if it is a number and to 11 characters if it is a text (alphanumeric Sender ID). You are able to use spaces when creating Sender ID but please be informed that most of modern smartphones do not display the space.

Alphanumeric Sender ID

Alphanumeric Sender ID allow you to send personalised text messages which do not need a reply. You can apply for Sender IDs that are directly connected to your business, for example: Taxi, ToyShop, Hotel. This is certainly the best solution for transactional SMS including order confirmations or temporary security codes. You can add as many Alphanumeric Sender ID as you need to after all of them being reviewed by our support team.

Your phone number

You can use your own mobile phone number as the Sender ID to get customers' replies or callbacks. In order to validate new sender phone number we will provide you with a verification code.

Personal two-way number

If you need to maintain a two-way communication with your clients and receive clients' responses you can use our Two-way SMS service. Customers' replies may be received via manual API request, web hook or in inbox using Sendberry Portal.

For some destinations there might be specific country or network restrictions regarding senders. Therefore, the alphanumeric sender ID might be automatically replaced or, otherwise, you might be needing to use a special sender ID for the appropriate destination or network.

SMS content and numbers format

The maximum size of one SMS message is 140 bytes. Consequently, messages larger than 140 bytes are chained together with the help of some of these bytes leaving 134 bytes for each message.

The use of GSM 03.38 extends the length of one SMS message to 7 bits per character instead of the ordinary 8 bits per character as with UTF-8. This means there are 160 characters available for one page. In case the message is longer than 160 characters 7 bits are used to chain the messages together. There are 153 characters per one message left in total.

By using UCS2 you will be able to operate with a wide range of different characters that are not available in GSM 03.38. This is accomplished by using only 2 bytes per character whilst providing 70 characters for one message. In case the total amount of 70 characters is overpassed messages are chained together supplying 134 bytes or 67 characters per message.

GSM 03.38 (by default)

7 bits per character available. Accordingly, the length of a message is extended up to 140 bytes maximum. Messages longer than 160 characters are chained together meaning the length of one message being shortened to 153 characters.

UCS2

Enables the use of different special characters. 2 bytes per character (70 characters per message) available. Messages longer than 70 characters are chained together whilst 67 characters per message being left.

Recipient number format

You must use the E.164 phone number format when making an API request as no local phone formats are accepted (i.e. use 447700809657 instead of 077 0080 9657). This restriction has been applied to ensure the delivery to the desired number without any accidental local-to-international phone transformations.

Sending SMS

To send a new message make an HTTP POST or GET request to the SMS API address

```
https://api.sendberry.com/SMS/SEND
```

Outgoing messages

When creating a new message via API six mandatory parameters must be included. Your authentication values (key, name and password), recipient phone number “to”, your sender ID name or phone number “from” and text message “content”.

Mandatory parameters



Your string should be url-encoded

Parameter	Description	Sample
from	One of the allowed sender settings (phone number or alphanumeric sender ID).	447700809111 or YourBrand
to[]	Send messages to the mobile phone numbers in an international E.164 format. The use of a plus sign before dials is optional.	447700809657 or +447700809657
content	The text of the message. Just like the others this parameter should also be url-encoded. It may contain any UTF-8 characters.	Sendberry test message
key	Your API key	4638z931a9571ce7aa3e5a5dad00ee9
name	Your access name	Access name to be set in Sendberry Portal
password	Your access password	Access password to be set in Sendberry Portal

Optional parameters



Your string should be url-encoded

Parameter	Description	Sample
SMS_ID	Custom message ID. You can use your own IDs to identify the delivery reports more easily.	447700809111 or YourBrand
date	Schedule a message in order to send it in concrete time in future. The date format should in dd.mm.yyyy format. Default time is 09:00 if not set.	12.05.2020
time	Schedule a message in order to send it in concrete time. The time format is HH:MM. If date not set the message will be send same day.	13:00
webhook	Your webhook URL will be triggered immediately after the sent message status is changed. API will send a POST request.	https://yourdomain.com/webhook
inbox	In case the request is sent using your personal phone number the API will send all incoming SMS messages to defined webhook address	https://yourdomain.com/chat
response	The response format, GET or JSON	Access password to be set in Sendberry Portal

Sending Bulk SMS

You can also send a message to many recipients simultaneously, simply add additional phone number using `“to[]”` parameter.



If your request is unsuccessful you will receive an HTTP error code along with an error message.

Scheduled SMS

It is possible to schedule the delivery of a message so that it is sent in concrete time in future. To do so, include date and time parameter in your request.

The date parameter should be put in following format, date dd.mm.yyyy, time HH:MM.

Responses

As soon as you have sent a message, the Sendberry API will bring your campaign ID back and response status details. Also, you can track the delivery status changes using this ID.

Parameter	Description	Sample
status	Request confirmation	ok
ID	Sendberry campaign ID which can be used to check delivery status	AA000133
price	The cost of SMS message according to rate and count of messages	0.025
count	The parts of SMS messages used to deliver your content	https://yourdomain.com/webhook
SMS_ID	Your own optional campaign ID if it's set in API request	Your_ID_0001

Response example

```
{
  "status": "ok",
  "cost": 0.074,
  "count": 2,
  "ID": "AA000133",
  "SMS_ID": ""
}
```



Response sent in raw JSON by default. Use optional parameter “response” to change it

Delivery receipts

Immediately after the delivery confirmation is received from the carrier, Sendberry can inform you about the message delivery status. This status will indicate whether the carrier was successful in delivering the message to the handset or an error occurred.

Delivery notification are provided with the following methods:

Sendberry portal — Each message status can be obtained by visiting your account at app.sendberry.com

Webhook — Sendberry is able to send to your web application an HTTP request when Delivery report status changed. See [webhook documentation](#) for more details.

HTTP API request — In order to track the delivery status send a request manually using your ID assigned **"ID"** by the system or your personal ID **"SMS_ID"** (in case your have selected your personal ID in an API-request).

The request should be sent to following API address:

```
https://api.sendberry.com/SMS/REPORT
```

Status codes

Description of the SMS message status codes.

Parameter	Description
sent	The message has been successfully sent.
delivered	The message has been delivered.
undelivered	The message is undeliverable. (Possibly because the device is unavailable for more than 48 hours or the mobile phone number is incorrect.)
failed	The message delivery has been rejected by the carrier.
error	Your request has failed. This may happen due to various reasons including problems with number, account suspensions, missing values or even incorrect sender ID. Contact Sendberry support team for more information.

Delivery receipts

Following details can be obtained by sending HTTP API request or sent to your webhook.

```
{
  "SMS_ID": "CAMPID00001",
  "ID": "AA00127",
  "content": "Hello world",
  "from": "Info SMS",
  "date_created": "01.01.2021",
  "recipients": [
    {
      "to": "447700809111",
      "sent_at": "2020-01-01 15:27:01",
      "last_update": "2020-01-01 15:27:11",
      "price": "0.022",
      "delivery_status": "Delivered",
      "delivery_message": "",
      "delivery_code": "",
      "delivery_time": "01.01.2020 15:27:06"
    }
  ]
}
```

Important parameters

Parameter	Description
SMS_ID	Your own SMS ID.
ID	Sendberry campaign ID.
sent_at	The time and date when message was sent.
delivery_time	Actual message delivery time.
delivery_status	The status of delivery, see status codes for more details.
delivery_message delivery_code	Additional delivery status details in case the message has failed.

Receiving SMS messages

If you want the notifications about the incoming messages to be sent to your server or those to be available in Sendberry portal, you need to order your own assigned phone number which will be used as your Sender ID in outgoing messages.

Message receiving procedure might be carried out by using webhook callback or Sendberry inbox portal. Your webhook address can be set for each API request using parameter **“inbox”** as well as you can set default webhook by logging into your account and setting default address in SMS webhook Two-Way section. Advanced API settings to be found here: <https://app.sendberry.com/en/AdvancedApi>.

Parameters

Parameter	Description
sms_date	Date and time of incoming SMS
sms_from	Sender's phone number
sms_to	Your personal Sendberry phone number
sms_text	Message content

Response example

```
{  
  "sms_date": "2019-01-01 00:55:00",  
  "sms_from": "447700809663",  
  "sms_to": "447700809654",  
  "sms_text": "SMS message content"  
}
```



You may read and reply to your customers using Sendberry portal's inbox

Reading SMS messages manually

You are able to read incoming SMS messages manually by sending API request with your authorisation details to the following address using your key, name and password.

<https://api.sendberry.com/SMS/INBOX>

Parameters

Parameter	Description
number_from	Sender's phone number
number_to	Your personal Sendberry phone number
date_from	Inbox report period start
date_to	Inbox report period end



If the **date_from** or **date_to** not set the API will return all messages

Blacklist recipients

Blacklist option allows you to block some of the contacts from receiving your SMS messages (e.g. in case the client from your database does not want to receive SMS messages from you anymore).

Blacklists are mostly used for promotional campaign needs, providing, though, customers with an opportunity to unsubscribe from future campaigns. In some countries including an opt-out in every SMS message is mandatory according to the law.

Blacklist recipients

Send your request using your authorisation details to the following address:

```
https://api.sendberry.com/CONTACT/BLACKLIST
```

Parameters

Parameter	Description
action	The function allows you to: add The function allows you to add the number to blacklist remove The function allows you to remove the number from the blacklist list The function allows you to check if the number has already been included to blacklist
number	The phone number you want to update in your blacklist

Response example

Add number to blacklist

```
{  
  "number": "447700809111",  
  "action": "remove",  
  "result": "Success"  
}
```

Check your blacklist content

```
{  
  "number": "447700809111",  
  "name": "John",  
  "surname": "Doe"  
}
```

Webhook

Sendberry is able to send to your web application an HTTP request when certain events happen such as Delivery report or an income of SMS messages to one of your Sendberry phone numbers. These requests are called webhooks or status callbacks.

Sendberry can activate webhooks for new incoming message delivery reports and unsubscribes. You are now able to arrange your own scripts which will be interacting with all events on your platform.

Requests will be generated from following IP addresses: 199.247.1.5

199.247.1.5

To set the default URLs for your webhooks visit the advanced API tab in the API section of settings.

Account balance

There is an additional function which allows you to check the current account balance. Send your authorisation details to address:

<https://api.sendberry.com/STATUS/BALANCE>

Response example

```
{  
  "balance": 170.425,  
  "credit_limit": 200  
}
```

Code Examples

```
1 // PHP SOLUTION
2 $url = 'https://api.sendberry.com/SMS/SEND';
3 $data["key"] = "API KEY";
4 $data["name"] = "USERNAME";
5 $data["password"] = "PASSWORD";
6 $data["content"] = "Welcome to Sendberry";
7 $data["to"][] = "447700809111";
8 $data["to"][] = "447700809112";
9 $data["to"][] = "447700809113";
10 $data["from"] = "Sendberry";
11 $data["webhook"] = "WEBHOOK FOR QUERY RESULT";
12 $data["id"] = "YOUR OWN SMS ID TO LINK WITH";
13 $data["inbox"] = "WEBHOOK FOR RECIEVING SMS";
14 $data["response"] = "JSON"; // Optional. (JSON or GET)
15
16 $data_string = "";
17 foreach ($data AS $k=>$v)
18 $data_string.=( $data_string=="?"?"":"&")."$k=$v";
19 $url.=$data_string;
20
21 $response = file_get_contents($url);
22 var_dump(json_decode($response,true)); //RESPONSE
```

Code Examples

```
1 // JAVASCRIPT SOLUTION
2 var url = "https://api.sendberry.com/SMS/SEND";
3
4 var params = new Object;
5 params.key = 'API key';
6 params.name = "Username";
7 params.password = "Password";
8 params.content = "Welcome to Sendberry";
9 params.to[0] = "447700809111";
10 params.to[1] = "447700809112";
11 params.to[1] = "447700809113";
12 request.from = "Sendberry";
13 request.SMS_ID = "UNIQUE REFERENCE"; // Optional. SMS campaign reference.
14 request.callback = "CALLBACK URL FOR QUERY RESULT"; // Optional.
15 request.chatcallback = "SMS ANSWERS WEBHOOK";
16 request.responseformat = "JSON" // Optional. (JSON or GET)
17
18 var MyRequest = new XMLHttpRequest();
19 MyRequest.open('POST', url, true);
20 MyRequest.setRequestHeader('Content-type', 'application/x-www-form-
21 urlencoded');
22 MyRequest.onreadystatechange = function() { //Call a function when the state
23 changes.
24     if(MyRequest.readyState == 4 && MyRequest.status == 200) {
25         var response = this.responseText; // Handle the result
26     }
27 }
28 MyRequest.send(request);
```



Find out how Sendberry can solve your specific business problems. Contact us.



support@sendberry.com