Transactional SMS using APIs

The MailUp transactional API for SMS does **not** use OAuth 2.0. Please refer to the "Getting started" section below for details.

Overview

The MailUp transactional API for text messages (SMS) is the best choice when sending individual text messages, regardless of the number of messages you need to send.

The main features of this API are the following:

- sending is immediate
- authentication is very simple
- it works with HTTP post, which means that you can use the "send" command as a callback function in any system that supports webhooks

Getting started

Using the ListSecret parameter

In order to send an SMS you need to know the "**ListSecret**" value of the MailUp list you are using. "ListSecret" is an additional field that has been added to introduce a level of security to these API methods, it is list specific and it can be enabled/disabled using APIs.

- You can use the **GET** method to check if a ListSecret already exists.
- If it does not, you can use the **POST** method to create it.
- As soon as you get the value of ListSecret you can start sending text messages (refer to next paragraph) with no restrictions.

If you want to disable the ability to send transactional SMS on that list, you can use **DELETE** method. This method can also be used - followed by a **POST** method - to change an existing ListSecret value.

All these methods require **Basic Authentication**, hence an encoded value must be specified as header

```
Format: "Authorization: Basic " + Base64(username:password)
Example: username=m1234, password=hello123, Base64(m1234:hello123)=bTEyMzQ6aGVsbG8xMjM=  =>
Authorization: Basic bTEyMzQ6aGVsbG8xMjM=
```

Once you have obtained the value of the ListSecret parameter:

- you can start sending transactional text messages (see example below)
- basic authentication is no longer required in those API calls

Retrieving, creating, and deleting the ListSecret parameter

```
-- Request
GET https://sendsms.mailup.com/api/v2.0/lists/1/listsecret HTTP/1.1
User-Agent: Fiddler
Authorization: Basic aBcDeFgHiLmNoPqRsTuVz
Host: sendsms.mailup.com
Content-Length: 0

-- Response 1 (when ListSecret does not exist)
HTTP/1.1 200 OK
Content-Length: 71
Content-Type: application/json; charset=utf-8
Server: Microsoft-HTTPAPI/2.0
Date: Wed, 09 Mar 2016 16:39:24 GMT
{"Data":{"ListSecret":null},"Code":"0","Description":"","State":"DONE"}

-- Response 2 (when ListSecret exists)
HTTP/1.1 200 OK
Content-Length: 105
Content-Type: application/json; charset=utf-8
Server: Microsoft-HTTPAPI/2.0
Date: Wed, 09 Mar 2016 16:45:39 GMT
{"Data":{"ListSecret":""yyyyyyyy-ddd-eeee-ffff-3e1cb0e6e64c"},"Code":"0","Description":"","State":"DONE"}
```

```
POST https://sendsms.mailup.com/api/v2.0/lists/{List_ID}/listsecret HTTP/1.1
User-Agent: Fiddler
Authorization: Basic aBcDeFgHiLmNoPqRsTuVz
Host: sendsms.mailup.com
Content-Length: 55
Content-Type: application/json;odata=verbose;charset=utf-8
{
"ListGUID":"xxxxxxxx-aaa-bbbb-cccc-e3a98b626156"
}
```

```
DELETE https://sendsms.mailup.com/api/v2.0/lists/1/listsecret?listGUID=xxxxxxxx-aaa-bbbb-cccc-
e3a98b626156 HTTP/1.1
User-Agent: Fiddler
Authorization: Basic aBcDeFgHiLmNoPqRsTuVz
Host: sendsms.mailup.com
Content-Length: 0
```

Sending a transactional SMS

The example below sends an SMS to the number +393350000001

Request

```
POST https://sendsms.mailup.com/api/v2.0/sms/{account_ID}/{List_ID} HTTP/1.1
User-Agent: Fiddler
Host: sendsms.mailup.com
Content-Type: application/json;odata=verbose;charset=utf-8
Content-Length: 428
{
"Content":"Hi [Name], welcome to [City]",
"ListGuid":"xxxxxxxx-aaa-bbbb-cccc-e3a98b626156",
"ListSecret":"yyyyyyyy-ddd-eeee-ffff-3e1cb0e6e64c",
"Recipient":"+393350000001",
"CampaignCode":"Welcome messages",
"DynamicFields":[{"N":"Name","V":"John"},{"N":"City","V":"Cremona"}],
"isUnicode":0
}
```

Request

Parameter	Description	Type
Account ID	MailUp account ID (e.g. if the main user is "m59484", then the account ID is 59848).	Integer
List ID	MailUp list identifier for the selected account.	Integer
List GUID	Hash code that identifies the specified MailUp list.	String
ListSecret	Auto-generated GUID that can be used to enable or disable the use of this API. Together with the "List GUID" value, it is used to provide a security enforcement. See the sections above to learn how to get it.	String
CampaignCode	Used to aggregate statistics on MailUp under a container text message whose name correspond to the specified text string. If the specified value does not exist, a new item is created. Otherwise the existing one is reused.	String
Content	The text of the message to be sent. No parsing nor length check is required. SIZE LIMIT: messages longer than **459 characters** are truncated by the sending engine.	String
Recipient	The recipient's number. Include the international prefix (either with 00 or +), or the default list prefix will be applied. (Ask for MailUp standard regex for phone numbers). Only a single phone number is allowed	String
DynamicFields	An array of value pairs that allows you to use merge tags in your transactional text messages.	String
IsUnicode	(optional) Boolean value indicating whether to use Western alphabets only (0 means "false"), or Eastern alphabets as well, such as Arabic, Russian, Chinese, and so on (1 means "true"). The caller is responsible for specifying if the message contains Unicode characters.	Boolean
Sender	(optional) Message sender. It can be numeric or alphanumeric but some restrictions may apply. As a consequence, when the sender value is not allowed, the message may be blocked or the sender may be replaced. We recommend you to specify this value only when you are confident about the delivery result (e.g. you've already tested it using the MailUp web platform), otherwise it is better to not specify this parameter in the request. In addition, in some countries the sender may be subject to local restrictions and it may be overwritten by the carriers before being delivered. You can contact us if you need support for some specific nations.	String*
TemplateId	(optional) reference to a MailUp message ID that has already been defined on MailUp. Do not add the "Content" parameter if you want to use TemplateId	Integer

* max 11 chars, only letters and numbers (a-zA-Z0-9)

Response
HTTP response statuses that can be returned by this API, and the corresponding error code provided by the application (inside the response).

HTTP response code	Application Code	Description
200	0	Ok.
200	301	The message was sent but the statistics are incorrect due to an error
400	100	No request found
400	101	Missing or empty parameters
400	102	ListGUID is not valid for the current account or list
400	103	ListSecret is not valid for the current account or list
400	104	SMS sender name is empty for list nr. N
400	105	Number or Prefix missing in the recipient
400	106	Recipient is invalid
400	107	Content too long
403	201	listID is not valid for the current account or list
403	202	ListGUID is not in a correct format
403	203	ListSecret is not in a correct format
403	204	Cannot send SMS to USA recipient
403	205	Sending denied: NO CREDITS
403	206	SMS number [recipient] is in optout state for list nr.[idList].
403	207	Provided SMS sender is not certified and cannot be used to send messages
403	250	Access denied
500	300	Operation failed: a generic error occur
500	302	Error delivering message to [recipient]

In addition to HTTP and Application codes, a successful response has the following format:

```
{"Data":{"DeliveryId":1648,"Cost":1.0},"Code":"0","Description":"","State":"DONE"}
```

where **DeliveryId** is a unique identifier that can be used to retrieve the result of a specific sending (link), while **Cost** is the cost in credits of the sending operation.

Note: in case of a response with HTTP code = 200 and Application code = 301, the message is properly sent and a cost is charged, but the returned value of DeliveryId is 0 (zero) and it not possible to retieve the result