



# Technical Specification Normal SMS gateway

**(TS.003)**

## **Authors:**

Erwin van den Boom  
Martijn van het Bolscher

## **Version history**

v1.0	EvdB	26 September 2007
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V1.2	MKh	9 March 2011
V1.3	MKh Added error message 45003	5 <sup>th</sup> September 2011

# 1. Terminology

## **Mobile Terminated (MT)**

A message sent to a mobile device, for example a normal/free SMS.

## **Normal SMS**

A mobile terminated message which is free for the recipient.

## **Bulk SMS**

A message sent to 2 or more recipients at once.

## **WAP push**

An SMS that contains an URL to a WAP/mobile website. Instead of a normal text message, the end-user gets a confirmation screen for visiting the website. When the user confirms, a connection to the site will be made automatically.

## **SMS credits**

In order to send Normal SMS you need to have SMS credits. Currently all messages cost 1 credit.

# 2. Preface

This document describes how to send Normal (or: Free) SMS messages.

The interface for Normal is very straight-forward. Your server makes an HTTP GET request to the Normal SMS gateway with the message that should be sent and the recipient(s) phonenumber(s). The message will be sent directly or scheduled.

# 3. Requirements

In order to set up a subscription premium SMS service:

- a) You will need to have a website and knowledge of scripting languages (ASP, PHP)
- b) You need an account on [www.targetsms.nl](http://www.targetsms.nl). If you don't have an account yet, please create one on <http://www.targetsms.nl/signup>
- c) You need to buy SMS credits on <http://www.targetsms.nl/advanced/bulk/wizard>

## 4. Sending messages

To send Normal SMS messages, your server must call the following URL with HTTP GET:

<http://www.targetsms.nl/service/sendsms>

The following variables apply:

Variable	Description	Format	Mandatory	Example
username	TargetSMS username	Alphanumerical	Yes	test
handle	TargetSMS handle	Alphanumerical	Yes	d6861a8 f669 7a28342
aff	TargetSMS customer ID	Alphanumerical	Yes	12345
soort	SMS type: sms,WAP push or flash	'sms', 'push','flash'	Yes	push
originator	Number to use as sender	Alphanumerical	Yes/No**	31612345678
filetype	Type of recipients list	Numerical	No	
to	Recipients phonenumber or URL to recipients list	Alphanumerical	Yes	31611112222
message	Message to send	Alphanumerical	Yes	Hello world
deliverydate	Time to sent	Numerical	No	3112072359
url	URL of the WAP push message	Alphanumerical	Yes/No*	<a href="http://www.test.nl">http://www.test.nl</a>
pushexpires	Expiring of the push message	Numerical	Yes/No*	7

\*: These are mandatory when sending WAP push messages.

\*\* : Omitted when sending WAP push messages.

### Explanation:

- username: The username of your TargetSMS account;
- handle: Hash ID that belongs to your TargetSMS account. This is not your TargetSMS login password. You can find it on [www.targetsms.nl/handle](http://www.targetsms.nl/handle) (after log in)
- aff: Your TargetSMS affiliate ID;
- soort: Use 'sms' for a standard text message or 'push' for a WAP push or 'flash' for a flash message
- originator: the value to use as sender. This may be either a phonenumber or a short text. Please note:
  - o This value is omitted when sending a WAP push message, there is no 'sender'-field for WAP push messages;
  - o When using a textstring as originator, the maximum length is 11 characters. Do not use other characters than A-Z, a-z and 0-9. E.g. no diacritical characters.
  - o When using a phonenumber as originator, the maximum length is 16 characters. A '+' will be placed before the phonenumber automatically.
- filetype: This field is optional. When you want to send a large batch or more than 1000 messages, you can fill in an URL instead of a list with phonenumbers for the 'to' field. The phonenumbers will be downloaded from that URL. In filetype you need to specify the format of the file with phonenumbers:
  - o Use 1 when the recipients are separated by semi-colons;
  - o Use 2 for comma-separated;
  - o Use 3 when the phonenumbers are separated by newlines (CRLF, \r\n)

- to: Phonenumber of the recipient with country-prefix, without dashes. For example: 31612345678. You can specify up to 1000 recipients in the to field, separate them with commas. When filetype is filled in, an URL to the list with recipients is expected.
- message: text of the message to send. A normal text message cannot be longer than 160 characters. You can use the following characters: a-z, A-Z, 0-9, +%#()\*+,-/;<=>?\_£¥§ÄÅÜäèéíñòöü="€'  
note: The € sign is encoded as %80 and counts for 2 characters
- deliverydate: when the SMS message should not be sent instantly, the date and time of sending can be specified in the following format: DDMMYYHHMM.
- url: URL to send in the WAP push message. The length of the messagetext and URL combined may be no more than 80 characters. This applies only to WAP push messages.
- pushexpires: the number of days that the WAP push message will remain valid after receipt by the end-user. Note that the SMS gateway will send this field as a date to the end-user. If the end-user has a wrong date/time setting, the WAP push link will not work.

### Example:

```
http://www.targetsms.nl/service/sendsms?username=test&handle=d6861a8 f669
f67a28&aff=12345&soort=push&originator=31612345678&to=31611112222&message=Hello
+World&deliverydate=3112072359&url=http%3A%2F%2Fwww.test.nl&pushexpires=7
```

### Response:

When the message has been sent, the response will be: 45000

### Errors:

If not OK, one of the following error-codes will be returned:

```
45001 Recipient incorrect (check the 'to'-field)
45002 Message to long, absent or contains illegal characters
45003 Destination is blocked by smsinfofilter
45004 Destination is blocked by STOP message
45005 Last MO message is expired
45011 Incorrect or no affiliate ID (check 'aff')
45012 Incorrect originator
45019 Not allowed to send Normal SMS
45020 Message and URL combined are too long
45021 No URL given (check 'url')
45022 Deliverydate must be numerical and have 10 digits
45023 Deliverydate is in the past
45024 Non-numerical value given for pushexpires
45025 Incorrect filetype for recipient list
45045 Server down, please try again later
50010 No SMS credits or credit has expired
```

## 8. Troubleshooting

This section describes some common problems and solutions as well as contact information for our tech support.

### 8.1 Common problems

#### **Unexpected errors occur when the given URLs are called, for example: 400 HTTP Bad request**

Check if the data that was sent was URL encoded. If you are experiencing problems with URL encoding, please try the class in class.httprequest.php to make the calls. In that class all parameters are encoded automatically.

#### **There is an empty response from the URL or PHP errors are shown like 'Failed to open stream...'**

Make sure that fopen-wrappers are enabled when calling the URLs with the file() or fopen() function in PHP, you check this using phpinfo().

If fopen-wrappers are not enabled, you can also call the URLs using the cURL library or use the class in class.httprequest.php from our package with examples (the latter doesn't depend on any packages whatsoever). If you want to use cURL, make sure that the library is enabled.

### 8.2 Getting help

If you experience difficulties while implementing our Normal SMS interface, and the 'common problems' section was of no help, you can contact our tech support at:

**techsupport@targetmedia.nl** (Dutch and English support are available)

Please send us as much specifics as possible, including:

- Your TargetSMS username (do not send your password or handle!);
- Recipients phonenumber;
- (Approximate) date and time;
- Any error messages you get.

Our engineers will answer your mails within 24 hours (on business days, CET)