



HTTP REST API

The Mozeo Mobile Platform was built to give clients and business partners a means of delivering rich mobile content to their end users. Easily plug-in Mozeo applications, or allow us to customize services to achieve your mobile communication goals. This document is intended for integrating Outbound SMS and MMS to the Mozeo Platform.

Introduction

Our REST API is designed to be a simple and powerful tool for large scale messaging with features such as:

- Send one message to many recipients for SMS
- Customize your message for each recipient using parameterization
- Send MMS

Getting Started

MOZEO API ACCOUNT

To use the REST API you will need to create a Mozeo API account. This is done by registering for a Mozeo Account. Once a valid Mozeo Account is established, a Mozeo API account can be setup in the Mozeo Dashboard.

Please contact your account manager or client support for help with creating a Mozeo API account.

AUTHENTICATION

API requests are identified using a key, username, and password authorization. For each Mozeo API account you will setup an API Username and Password, as well as be provided a x-api-key. The API Username and Password is to be set in the JSON body. The key is set in the x-api-key header. A different key is required for SMS and MMS traffic.

RATE LIMIT

Each service account comes with a rate limit which sets the maximum number of messages that can be sent per second. The rate limit is per actual message so a batch with 10 recipients will count as 10 messages.

Formats

This section will take a brief look at some of the formats used in the REST API.

JSON

JSON (application/json) is the content type of both requests and responses if not otherwise specified.

Requests with invalid JSON will be rejected.

MSISDN

Only MSISDNs in international format are accepted by the API.



MSISDNs can be sent in with or without a leading “+” (i.e. +123456789 or 123456789). Any spaces, dashes or brackets, will also be ignored by the API.

MSISDNs outside of the US and Canada must include a valid country code.

MSISDNs outside of the US and Canada must not be sent together with US or Canada MSISDNs.

US and Canada MSISDNs may be sent together.

TIMESTAMP

Timestamps are represented using ISO-8601 standard (see http://en.wikipedia.org/wiki/ISO_8601). All timestamps returned by the batch will be in UTC with millisecond precision.

MESSAGE BODY

When entering the message body in the batch request, the characters used, as well as the length of the message, will affect how many SMS messages are sent out. The length of the message will also include the parameter values entered, if utilizing parameterization.

SUPPORTED CHARACTERS

The characters used in the message will determine the type of encoding which needs to be used in the SMS message.

BASIC CHARACTER SET

The following characters will be sent as plain text, which allows us to send up to 160 characters per SMS message. However, the unsubscribe feature, Reply STOP to Stop, reduces the character amount to 140.

[0-9]	[a-z]	[A-Z]	\n - New Line	SP - Space	#	\$
%	&	'	()	*	+
,	-	.	/	:	;	<
>	=	?	@	_	!	"
\	{	}				

OTHER CHARACTERS

If other characters are required (i.e. for different languages, emojis, etc.), Unicode encoding will be used. This allows up to 70 characters per SMS message.



Special Considerations for MMS

Only 1 recipient can be specified to receive an MMS at this time.

MMS has a limit of 400 characters per message.

A message body is required because there is a mandatory 'fallback-sms-text' which is used as the SMS text in the case of MMS is delivered via SMS link.

The API SHALL reformat the content when necessary so that it can be delivered to the end user's handset in the best possible way.

Delivery success takes precedence over content quality and occasionally the picture quality will be reduced to fit handset message size requirements.

Video SHALL be reduced in quality to fit delivery limitations and if it still does not fit it will be delivered as XHTML/SMS.

URLs provided MUST contain the full path to the mime files.

Supported MIME Media: TEXT/PLAIN, GIF/JPG/PNG, MP4, MPEG, MPG, AVI, WMV.

MMS may not be supported on all Shortcodes or sending numbers.

PARAMETERIZATION

Currently supported for SMS only.

Parameterization enables you to customize parts of a message for each recipient.

This is done by defining a parameter key and placing it in the message body. For each parameter key, a recipient and parameter value must be provided. The position of a parameter in a message, is defined by entering `#{parameter_key}` in the message body, where `parameter_key` is the name of the parameter.

For example the message body `Hi #{name}! How are you?` contains the parameter key: "name". This would be replaced according to the rules specified in the parameters field in the Send a batch message operation. Parameter keys are case sensitive.

A default parameter value can be specified that will be used when an MSISDN is not listed for a particular parameter. To set this, identify a recipient as default for each parameter key.

If a target MSISDN is missing in the parameters object and no default value has been defined for that parameter the message will fail for that MSISDN but not for the rest of the batch.



MESSAGE STATUS

Mozeo will automatically route and retry messages to the mobile carriers. Subsequent retries may deem the phone number to be unsupported. Mozeo will then flag that phone number, and any future API request will return an error 614 Unable to route Phone number on mobile carrier.

Request

SMS POST <https://110107s12.mozeo.com>

MMS POST <https://110107m61.mozeo.com>

JSON body parameters:

Name	Description	JSON Type	Constraints	Required
username	Authentication parameter	String	Assigned	Yes
password	Authentication parameter	String	Assigned	Yes
to	List of MSISDNs that will receive the batch.	String array	1 to 10 elements for SMS. 1 element for MMS.	Yes
messagebody	The message content.	String		Yes
stop	Ability to turn-off <i>Rply STOP to Stop</i> at the bottom of each outgoing message. <i>Caution: By turning this function off, you are acknowledging that you are authorized to send messages to the designated phone number. Set stop=no to remove the Stop message, or set stop=yes or leave blank to automatically attach Stop message.</i>	String	If used, value must be set to yes or no	No
mmsType	Type of MMS file that will be	String	If used,	Yes, if



	included.		value must be set to image or video	mmsURL is set
mmsURL	Full path to the mime file to be sent as a MMS.	String	Valid URL	Yes, if mmsType is set
parameters	Contains the parameters that will be used for customizing the message for each recipient	Object	SMS only	No
parameters. {parameter_key}	The name of the parameter that will be replaced in the message body	String	Letters A-Z and a-z, digits 0-9 and .-_ allowed. Max 16 characters long.	No
parameters. {parameter_key}. {msisdn}	The recipient that should get this value	String	Max 160 characters long.	No
Parameters. {parameter_key}. default	The fall back value for omitted recipient MSISDNs	String	Max 160 characters long.	No

Send SMS message to two recipients.

```
curl https://110107s12.mozeo.com \
-X POST \
-H "x-api-key: <apikey>" \
-H "Content-Type: application/json" \
-d '
{
  "username": "<username>",
  "password": "<password>",
  "to": [
```



```
        "123456789",
        "987654321"
    ],
    "messagebody": "Hi there! How are you?"
}'
```

Send SMS parameterized message

123456789 will get the message Hi Joe! How are you? while 987654321 will get Hi there! How are you?

```
curl https://110107s12.mozeo.com \
-X POST \
-H "x-api-key: <apikey>" \
-H "Content-Type: application/json" \
-d '
{
    "username": "<username>",
    "password": "<password>",
    "to": [
        "123456789",
        "987654321"
    ],
    "messagebody": "Hi ${name}! How are you?",
    "parameters": {
        "name": {
            "123456789": "Joe",
            "default": "there"
        }
    }
}'
```

Send MMS message.

```
curl https://110107m61.mozeo.com \
-X POST \
-H "x-api-key:<apikey>" \
-H "Content-Type: application/json" \
-d '
{
```



```
"username": "<username>",  
"password": "<password>",  
"to": [  
    "123456789"  
],  
"messagebody": "Hi there! How are you?",  
"mmType": "image",  
"mmURL": "http://URLtoMMSfile"  
}'
```

Delivery of Message

Based on the execution of the web service, Mozeo will send the message to the wireless carrier for delivery to the handset. In addition, a JSON response is sent back to the client. The JSON contains information that was sent in the message (if successful), as well as all confirmation and error codes. See example and descriptions below.

Response for Batch SMS

```
{  
  "username": "<username>",  
  "created_at": "2016-11-02T06:31:45.374Z",  
  "messagebody": "Hi there! How are you?",  
  "messageid": "<messageid>",  
  "status": "Sent",  
  "result": [  
    {"to": "11234567890", "status": "Sent"},  
    {"to": "11234567891", "status": "Failed", "errorcode": "612",  
     "error": "Phonenumber has been blocked"}  
  ]  
}
```

Failed Response

```
{  
  "username": "<username>",  
  "created_at": "2016-11-02T06:31:45.374Z",  
  "messagebody": "Hi there! How are you?",  
  "messageid": "<messageid>",  
  "to": [  
    "1234567890",  
    "9876543210"  
  ],  
  "status": "Failed",  
  "errorcode": "703",  
  "error": "Not enough credits"
```



}

Response Description

Name	Description	Type
username	Username assigned to account.	String
created_at	Timestamp for when message was created.	ISO-8601 String
messagebody	Full text of message that was sent to Mozeo.	String
mmsType	Type of MMS file that will be included.	String
mmsURL	Full path to the mime file to be sent as a MMS.	String
messageid	Unique identifier for message	String
to	Phone number(s) of message termination.	String array
status	Status of message.	String
errorcode	Error code of message. See table below for details.	String
error	Message error. See table below for details.	String
result	Detailed response per phone number	Object
result.to	Phone number of message termination.	String
result.status	Status of message.	String
result.errorcode	Error code of message. See table below for details.	String
result.error	Message error. See table below for details.	String

Error Codes & Definitions

HTTP Errors

403 Forbidden

The system was not able to fulfill your request. Usually, an incorrect x-api-key. The body is a JSON object {"message":"Forbidden"}



Additional Errors

Error Code	Error Description
300	Invalid Authorization
301	Username does not match
302	Password does not match
304	Incorrect MMS gateway
501	Unable to route message
502	Unable to send message
610	Phone number not valid
612	Phonenumber has been blocked
614	Unable to route Phone number on mobile carrier
620	No valid numbers to route message
703	Not enough credits
802	Message is blank
803	Message is over character limit for SMS
805	Message content violates usage policy
813	Message is over character limit for MMS
822	Phonenumbers over limit for SMS
823	Phonenumbers over limit for MMS
833	Invalid MMS Type

Reporting and Metrics

Reports can be accessed through the Mozeo Customer Portal. Contact Mozeo for additional or advanced reporting capabilities.

Platform Support

Support is available through Mozeo's Technical Support Team or online account center.



Whitepaper Revisions

Revision Number	Description	Date
1.0	Initial Creation of Documentation	10/30/08
1.x	Revisions made for input parameters	
2.0	XML Output added	02/05/09
2.x	Revisions made for XML output parameters	
3.0	Platform specifications added	12/20/10
3.4	Additional Error Code Definitions	03/25/11
3.5	Stop Enable/Disable	05/07/11
4.0	Group Enable	08/08/11
4.1	XML Output update. Grouping removed.	12/15/12
4.2	Shortcode support	02/25/14
5.0	MMS Support, Batch Sending, JSON	09/15/17

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