



Technical Specification

Subscription services:
web-based (without initiating MO)

(TS.004)

Author:

Michiel Kerkhof

Version history

| | | |
|------|--------------------------------|-----------------|
| v1.0 | MKh | 24 October 2007 |
| v1.1 | MKh (SMS) error messages added | 14 March 2008 |

1. Terminology

Mobile Originated (MO)

A message sent from a mobile device to a premium shortcode by the end-user (your customer).

Mobile Terminated (MT)

A message sent to a mobile device.

Shortcode

The number the end-user uses to send MO messages to. For example: 3010.

Keyword

The first word, or first two words of a Mobile Originated message. The keyword will be used to identify the SMS service. When a keyword consists of multiple words, the first word will be referred to as 'main keyword', the second keyword as 'subkeyword'.

Example: Text TEST to 3010 (keyword is TEST)

Subscription service

A premium SMS service that takes and processes an MO message in the format KEYWORD ON. The affiliate is free to send MT messages until the end-user un-subscribes with KEYWORD OFF.

WAP push message

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.

Code of Conduct

Each country supported by TargetSMS has its own (self-)regulation with which your service must comply.

2. Preface

This document describes how to push new subscriptions to the gateway when a web form is used instead of an KEYWORD ON message. The process in a nutshell:

- The end-user submits it's telephone number with a web form
- Your server calls the script SaveMember.asp on our server.
- When you didn't opt for us to send the confirmation SMS, you must now send an SMS to the end-user with confirmation instructions (e.g. instruct him to reply with OK to the shortcode).

Note that this message must comply with local regulation. See the Code of Conduct for that country.

- When the confirmation is received and processed by the SMS gateway you can send subscription based messages to the keyword or set-up a job (batch).

A more detailed explanation of these steps will follow in the next sections.

3. Requirements

In order to add members with this script:

- a) You will need to have a website and knowledge of scripting languages (ASP, PHP)
- b) You need an account on www.targetsms.nl. If you don't have an account yet, please create one on <http://www.targetsms.nl/aanmelden> (Quick links: Register)
- c) You need to register a keyword and enter some details of your subscription service on <http://www.targetsms.nl/advanced/gateway> (menu: Gateway -> Premium SMS -> Gateway subscription).

4. Add members from your website

To add new members to your keyword you need to call the script

```
http://api.targetsms.nl/ps_handler/SaveMember.asp
```

by using HTTP GET with all details of the new member. If you want to send an sms message to the member from the credits of your Normal SMS account use:

```
http://api.targetsms.nl/ps_handler/SaveMemberWithSms.asp
```

Relevant variables:

| Variable | Description | Format | Example |
|------------|-----------------------------|----------------|--------------------|
| username | Targetsms username | Numerical | targetmedia |
| handle | Targetsms handle | Numerical | edfb87ec5046a24e2a |
| shortcode | Keyword of your service | Alphanumerical | WEB |
| shortcode | Shortcode of your service | Numerical | 3010 |
| co | Country code of this member | Numerical | 31 |
| tn | End-user phonenumber | Numerical | 0612345678 |
| rtlo | Targetsms layout code | Numerical | 28999 |
| tariff | Tariff per message | Numerical | 55 |
| customerip | IP address | Alphanumerical | 213.84.166.188 |
| test | For testing purposes | Numerical | 1 |
| id | Rintonio ID | Numerical | 45603 |

When you use SaveMemberWithSMS.asp, these variables are also mandatory:

| Variable | Description | Format | Example |
|-----------|---------------------------|----------------|----------------|
| sms | sms message to send | Alphanumerical | SMS OK to 3010 |
| affiliate | Targetsms customer number | Numerical | 14600 |

Explanation:

- username: The TargetSms login username;
- handle: The handle for your targetsms account;
- shortkey: Your subscription keyword;
- shortcode: The number the end-user uses to send the message;
- co: end-users country code. Also belonging to the used shortcode;
- tn: end-users phone number in national format.;
- rtlo: layout number the service is setup;
- tariff: tariff per message as defined in your service. For the possible values see the payouts page in www.targetsms.nl;
- customerip: cliënt IP adres from the user of your website
- test: if set to value 1 the member will not be written to the database, but all the parameters will be checked;
- id: Ringtonio id for the first ringtone (If used for a ringtone subscription)
- sms: Text message to send to the end-user, make sure that it complies with all local regulation (Codes of Conduct). Do not use special characters.
- affiliate: your customer ID.

Example:

```
http://api.targetsms.nl/ps_handler/SaveMember.asp?username=test&handle=9d2c301968172e47dea2e11e2a983b89&shortkey=TEST&shortcode=3010&co=31&tn=0612345678&rtlo=26643&tariff=70&customerip=213.84.166.188
```

Expected response:

If your call is correct the script will respond with "000 OK". Otherwise the script will respond with one of the error codes below.

Notes:

- All the parameters must be URL encoded.

Errors:

If the response is not 000 OK, one of the following error-codes will be returned:

| | |
|--|---|
| 001 username missing | The username parameter is missing |
| 002 handle missing | The handle is missing |
| 003 shortcutkey missing | The shortcutkey parameter is missing |
| 004 shortcode missing | The shortcode parameter is missing |
| 005 phonenumber missing | Phonenumber is missing or incorrect |
| 006 layoutcode missing | the rtlo parameter is missing |
| 007 country missing | The co parameter is missing |
| 008 tariff missing | The tariff field is missing or incorrect |
| 009 invalid handle | The handle does not belong to the username |
| 010 invalid tariff | This tariff is not supported for this shortcode |
| 011 invalid country | This country is not supported or invalid country code |
| 012 incorrect username keyword combination | This keyword does not belong to this user |
| 013 Wrong IP address | IP Address added to many times |
| 014 no sms credits | The SMS balance was to low |
| 015 Invalid shortcode | Shortcode not found |
| 016 Non subscription code | subscription services not allowed for this shortcode |
| 017 Already member | Phonenumber is already a member of this service |

Error in the SMS message

If you use savememberwithsms there are a few additional error codes.

If the member is saved, but there was an error in sending the SMS message the Normal sms error code will be added to the 000 OK response.

Example:

000 OK 50010

The member is added but there were no credits for sending the SMS message.

SMS Errors:

| | |
|--------------|---|
| 000 OK 45001 | Recipient incorrect (check the 'tn' field) |
| 000 OK 45002 | Message contains illegal characters or no message specified |
| 000 OK 45011 | Incorrect or no affiliate ID (check the 'affiliate' field) |
| 000 OK 45019 | Not allowed to send Normal SMS |
| 000 OK 45025 | This country is not supported or invalid country code |
| 000 OK 45045 | Server down, please try again later |
| 000 OK 50010 | No SMS credits or credit has expired |