messaggio

Messaging platform
API documentation

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1. Viber Messaging

1.1. Main principles

Viber messaging System supports the sending of several types of messages:

Text	Picture	Text + Button	Text + Picture + Button
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The final view of a message is determined automatically according to the transmitted parameters.

If **button_text** is settled, but **button_link** is not specified (or vice versa) – the user will see the TEXT only (without button).

> *If the subscriber doesn't have the Viber messenger, the system can automatically send an SMS to the subscriber (this option may be enabled by the manager).*
>
> *Also there is an option of automatic SMS sending in case a Viber message wasn't delivered in a certain period.*

The system can forward messages by SMS if the subscriber does not have Viber messenger. As text in SMS will be sent the same text as for Viber (parameter **txt**). You can specify alternative text by requesting the **expiry_txt** parameter. This can be useful for optimizing the cost of SMS distribution: the message can be composed with the needed length.

1.2. Sending of Viber messages

For sending Viber messages the partner should send POST or GET request to https://bulk.sms-online.com/.

When sending a message, it is necessary to specify the sending method (**sending_method**):

- **viber** – the message will be sent to the Viber messenger
- **sms** – the message will be sent to the SMS gateway only

1.2.1.   Text message

Parameter	Type	Description
Mandatory parameters		
sending_method	String	Sending method of a message. Possible values: **viber** or **sms**.
from	String (11)	Message sender name
user	String	Partner login
txt	String (2048)	Message text
phone[1..n]	Number	Recipient's phone number in international format: digits only, without "+". If sending to several recipients, then several parameters "phone" should be transmitted.
sign	String	[Signature of the request](#)
Optional parameters		
p_transaction_id	String	Message ID in partner's system
charset	String	The explicit specification of txt parameter encoding: **UTF8 or UTF-8 (default)** – Unicode UTF-8 **UTF-16BE or UCS-2** – Unicode UTF-16 Big Endian **CP1251** – Windows-1251
dlr	Number	[Message delivery report (ch.2)](#): **0** – (default) no message delivery report **1** – request a delivery report
dlr_timeout	Number	Required message delivery time (seconds): **60** – Min value, 1 min **86400** – Max value, 24 hours If **dlr_timeout** is not specified, it is considered that **dlr_timeout** is equal to Max value (24 hours). The parameter is used to display **expiry_txt** to the subscriber after the specified time when the main message is not delivered
expiry_txt	String	The text which is shown to the subscriber when **dlr_timeout** is expired

1.2.2.   Picture sending

Parameter	Type	Description
Mandatory parameters		
sending_method	String	Sending method of a message. It should be "**viber**".
from	String (11)	Message sender
user	String	Partner login
image_id	String (64)	**image_id** of uploaded image
phone[1..n]	Number	Recipient's phone number in international format: digits only, without "+". If sending to several recipients, then several parameters "phone" should be transmitted.
sign	String	Signature of the request
Optional parameters		
p_transaction_id	String	Message ID in partner's system
charset	String	The explicit specification of txt parameter encoding: **UTF8 or UTF-8 (default)** – Unicode UTF-8 **UTF-16BE or UCS-2** – Unicode UTF-16 Big Endian **CP1251** – Windows-1251
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expiry_txt	String	The text which is shown to the subscriber when **dlr_timeout** is expired

1.2.3.   Text + Button

Parameter	Type	Description
Mandatory parameters		
sending_method	String	Sending method of a message. It should be "**viber**".
from	String	Message sender
user	String (11)	Partner login
txt	String (2048)	Message text
button_text	String (30)	Button name
button_link	String (2048)	Button link
phone[1..n]	Number	Recipient's phone number in international format: digits only, without "+". If sending to several recipients, then several parameters "phone" should be transmitted.
sign	String	[Signature of the request](#)
Optional parameters		
p_transaction_id	String	Message ID in partner's system
charset	String	The explicit specification of txt parameter encoding: **UTF8 or UTF-8 (default)** – Unicode UTF-8 **UTF-16BE or UCS-2** – Unicode UTF-16 Big Endian **CP1251** – Windows-1251
dlr	Number	[Message delivery report (ch.2)](#): **0** – (default) no message delivery report **1** – request a delivery report
dlr_timeout	Number	Required message delivery time (seconds): **60** – Min value, 1 min **86400** – Max value, 24 hours If **dlr_timeout** is not specified, it is considered that **dlr_timeout** is equal to Max value (24 hours). The parameter is used to display **expiry_txt** to the subscriber after the specified time when the main message is not delivered
expiry_txt	String	The text which is shown to the subscriber when **dlr_timeout** is expired

1.2.4. Text + Picture + Button

Parameter	Type	Description
Mandatory parameters		
sending_method	String	Sending method of a message. It should be "**viber**".
from	String	Message sender
user	String (11)	Partner login
txt	String (2048)	Message text
image_id	String (64)	**image_id** of uploaded image
button_text	String (30)	Button name
button_link	String (2048)	Button link
phone[1..n]	Number	Recipient's phone number in international format: digits only, without "+". If sending to several recipients, then several parameters "phone" should be transmitted.
sign	String	Signature of the request
Optional parameters		
p_transaction_id	String	Message ID in partner's system
charset	String	The explicit specification of txt parameter encoding: **UTF8 or UTF-8 (default)** – Unicode UTF-8 **UTF-16BE or UCS-2** – Unicode UTF-16 Big Endian **CP1251** – Windows-1251
dlr	Number	Message delivery report (ch.2): **0** – (default) no message delivery report **1** – request a delivery report
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expiry_txt	String	The text which is shown to the subscriber when **dlr_timeout** is expired

1.3. Signature of the request

A signature is required to verify the authenticity of the transmitted data. To obtain a signature it is needed to concat the values of the required parameters in a certain sequence without delimiters. A secret key (**secret_key**) should be added to the end of the concatenated line. MD5 hash must be in hexadecimal representation (hex), not in binary.

The sequence of combining the fields should be as follows: user, from, phone, txt, secret_key

sign = md5(userfromphonetxtsecret_key)

Example:

sign = md5(onvUserSender79041231231hello4Ab2ln4FEa32)

When the parameter **txt** is not present in the request – the signature should be calculated as follows:

sign = md5(userfromphonesecret_key)

1.4. Bulk system response codes

The Bulk system responds to requests in XML.

Example of system response in case the request matches the protocol requirements:

```xml
<?xml version="1.0" encoding="utf-8"?>
<response>
  <code>0</code>
  <tech_message>OK</tech_message>
</response>
```

In case of an error the "code" parameter is less than zero. The "tech_message" field contains a text description of the error:

```xml
<?xml version="1.0" encoding="utf-8"?>
<response>
  <code>-1</code>
  <tech_message>PARAM ERROR (phone)</tech_message>
</response>
```

Note that a response (<code>0</code>) of the system does not mean that the message

will be delivered, but it means that the request is accepted for processing by the system.

1.4.1.   Decoding System Response Codes

Code	Description	Request repeat
0	Request successfully processed	no
-1	Invalid input data	no
-2	Authentication failed	yes
-3	Request processing denial	no
-4	Temporary technical error	yes
-5	The balance of SMS-messages is exhausted	no
-6	Bandwidth limit exceeded	yes

2. Delivery reports

The system supports transferring to the partner of the message delivery status (DLR). If the parameter "dlr = 1" is specified in the request, then the XML response will contain the identifier of the sent message ("msg_id"), in addition to the status. In case of sending messages to several subscribers in one request there can be more than one identifier.

An example of a system response with msg_id:

```xml
<?xml version="1.0"?>
<response>
    <tech_message>OK</tech_message>
    <code>0</code>
    <msg_id phone="79031234567">550e8400-e29b-41d4-a716-446655440000</msg_id>
    <msg_id phone="79165557755">550e8400-e29b-41d4-a716-446655440001</msg_id>
</response>
```

In order to receive DLRs the partner should develop a script which will receive delivery reports in accordance with the below protocol, and specify it in Messaggio account settings.

The notification is implemented by the POST and GET methods via HTTP or HTTPS, depending on the script address specified by the partner in the system settings.

The partner script should respond to the request with the HTTP response-code of 200 OK with any text. In case of another HTTP response code the notification will be resent within 24 hours.

Delivery statuses are transmitted to the partner script specified in the Bulk system settings.

The Messaging system can provide advanced statuses for Viber messages.

The types of notifications:

- **delivery** – Message was delivered to recipient's device

- **seen** – Message was seen by the recipient
- **reply** – The recipient replied to the message

2.1. 'delivery' status notification

Parameter	Type	Description
type	String	Notification type "delivery"
msg_id	String (36)	The identifier of the message in the bulk system
p_transaction_id	String	Information specified by the partner in the messaging request
status	String	Message statuses: • delivered • undelivered • in process
status_extended	String	The extended message failure status is provided when status=undelivered

2.1.1. Possible values for status_extended

- **VIBER_BLOCKED_BY_USER –** the sender is blocked by the user
- **VIBER_USER_NOT_FOUND –** Viber app is not installed on a user's device
- **VIBER_NO_DEVICE –** Viber messages are not available on a user's device
- **VIBER_EXPIRED –** DLR time limit is expired (see the parameter dlr_timeout)
- **VIBER_UNKNOWN_ERROR –** unknown error
- **INVALID_SESSION –** the session is not available
- **PHONE_BLACKLISTED** – the number is blacklisted or messaging is not permitted
- **SPAM_DETECTED –** delivery is not available because of spam filters
- **FROM_NOT_ALLOWED** – inappropriate "From" parameter
- **BAD_WORDS_FOUND –** message contains obscenity
- **PHONE_INCORRECT –** incorrect user's number
- **OPERATOR_NOT_ALLOWED –** partner's messaging is prohibited by an operator

2.2. 'seen' status notification

Parameter	Type	Description
type	String	Notification type "seen"
msg_id	String (36)	The identifier of the message in the bulk system
p_transaction_id	String	The identifier of the message in the partner's system

2.3. 'reply' — subscriber's reply notification

Parameter	Type	Description
type	String	Notification type "reply"
msg_id	String (36)	The identifier of the message in the bulk system
text	String	The subscriber's reply text
p_transaction_id	String	The identifier of the message in the partner's system

3. Media files uploading

The uploading of media files is implemented by sending the files content to https://media.sms-online.com/upload/ by POST- request.

The files should be in *multipart/form-data format*.

Parameter	Type	Required	Description
login	String	yes	Partner login
image	File	yes	Valid formats: JPG, PNG, GIF
sign	String	yes	Signature of the request

To obtain a signature it is needed to concat the values of the required parameters in a certain sequence without delimiters. A secret key (**secret_key**) should be added to the end of the concatenated line. MD5 hash must be in hexadecimal representation (hex), not in binary.

sign = md5(loginmd5(binary_image_file) secret_key)

Example:

sign = md5(onvUser03806EA9F48D2A9196C1CEAAED832EC64GD2dh5FAa032)

Successful uploading response:

{"status": 0, "image_id": "AVESK8...VHUQA8"}

Where **image_id** – is 64-uniqe symbol ID.

Unsuccessful uploading response:

{"status": 2, error: "Invalid sign"}

Where **status** is an error code and **error** is the description of an error.

> *Currently the maximal uploading image file size for Viber is 20 Mb.*

3.1. Media uploading result codes

Code	Description
0	Success
1	The data is not correct
2	Invalid signature
3	The size of image is too big
4	Invalid file format Valid formats: JPG, GIF, PNG.