

PSYCHOMARKETING LTD

CAMPAIGN*

XML API DOCUMENTATION

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Overview

The Campaign XML API allows you to access various functions of the Campaign system remotely for use in your own applications. All transactions are made by sending a HTTP POST request with an XML body to the Campaign system, which will return an XML string with the response data in, which you can then interpret as necessary. The address for the HTTP POST request is:

```
http://campaign.psychomarketing.co.uk/api/campaignxmlapi.aspx
```

All inputs are configured in the following format:

```
<campaign>
  <header uid="[userid]" pwd="[password]" action="[function]"/>
  <body>
    [request body XML]
  </body>
</campaign>
```

The user ID and password are those of the user account will perform the action, or the account from which data will be extracted. The function describes the action that will be performed. The formatting of the output will depend on the called function, but will always be returned within the following framework:

```
<?xml version="1.0" encoding="utf-8"?>
<output>
  [output data xml]
  <error>
    [error description if an error has occurred]
  </error>
</output>
```

The exact output data XML formats will be specified further in the documentation for each API function.

Functions

The functions available are as follows. Permissions to access each function are defined by a permission matrix, and if a call is made to a function you are not permitted to access you will receive a NOT_PERMITTED error.

The input defined in each function should be placed within the <body> section of the input XML. The output is always placed within the <output> tags of the output stream.

SEND_MESSAGE_BY_MSISDN

Sends an SMS message to a list of MSISDNs.

INPUT

```
<msg>[message body]</msg>  
<orig>[originator]</orig>  
<msisdn>[msisdn]</msisdn>  
<msisdn>[msisdn]</msisdn>
```

Note that all MSISDNs must be in international format (in UK, 447771111222). Originator is only available to Premium customers.

OUTPUT

```
<msg msisdn="[msisdn]" response="[response]" />  
<msg msisdn="[msisdn]" response="[response]" receipt="[receipt ID]" />
```

There are a number of possible general error outputs from this function:

```
MESSAGE_TOO_LONG  
NO_MESSAGE  
INSUFFICIENT_CREDITS  
INVALID_MESSAGE  
SITE_UNAVAILABLE
```

The possible responses per MSISDN are:

```
INVALID_MSISDN  
MSISDN_FAILURE  
SEND_FAILURE  
UNKNOWN_ERROR  
MSISDN_BLOCKED  
OK
```

You will only be charged credits for an "OK" response, which will also include a Receipt ID for tracking the message (premium customers only).

STOP_MSISDNS

Flags supplied MSISDNs as Stopped, so they will not be sent any more SMS messages.

INPUT

```
<params type="[stop type]"/>  
<msisdn>[msisdn]</msisdn>  
<msisdn>[msisdn]</msisdn>  
<msisdn>[msisdn]</msisdn>
```

Possible values for *[stop type]* are STOP and PERMASTOP. An MSISDN that is stopped can be unstopped by a later extract/addition to the system, whereas one that is permastopped cannot. There is a limit of 100 MSISDNs per API call, if you exceed this you'll receive an error response of "TOO_MANY_MSISDNS".

OUTPUT

```
<stop msisdn="[MSISDN]" response="[RESPONSE]" />
```

CHECK_LOGIN

Checks if a given account/password combination is verified by Campaign.

INPUT

```
<account uid="[user ID]" pwd="[password]"/>
```

OUTPUT

```
<account uid="[user ID]" pwd="[password]" verified="[response]"/>
```

The *[response]* field will be either YES or NO.

EXAMPLES

PHP

```
<?php

    // Account credentials
    $userid="userid";
    $password="password";

    // message parameters
    $message="message text body";
    $msisdn="07123456789";

    // XML to be posted
    $inputdata = '
    <campaign>
    <header uid="'. $userid. '" pwd="'. $password. '"
    action="SEND_MESSAGE_BY_MSISDN"/>
    <body>
    <msg>' . $message. '</msg>
    <msisdn>' . $msisdn. '</msisdn>
    </body>
    </campaign>
    ' ;

    // curl post request
    $x =
    curl_init("http://campaign.psychomarketing.co.uk/api/campaignxmlapi.aspx");
    curl_setopt($x, CURLOPT_HTTPHEADER, array('Content-Type: text/xml'));
    curl_setopt($x, CURLOPT_HEADER, 0);
    curl_setopt($x, CURLOPT_POST, 1);
    curl_setopt($x, CURLOPT_POSTFIELDS, $inputdata);
    curl_setopt($x, CURLOPT_FOLLOWLOCATION, 0);
    curl_setopt($x, CURLOPT_RETURNTRANSFER, 1);
    $data = curl_exec($x);
    curl_close($x);

    // print response
    print_r($data);

?>
```