Messaging platform
API documentation
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1. Multichannel Messaging

1.1. Main principles

Messaggio messaging platform supports a variety of message delivery channels.

Depending on the channel's capabilities, certain message mockups are possible that are composed of the elements "text", "image", and "button":

Channel	Message layouts			
Viber				
WhatsApp				
VK.com				
SMS				

The final message is determined automatically based on the transmitted parameters. If a parameter has an empty field, it is considered not transmitted.

> *If the subscriber doesn't have Viber, WhatsApp or VK 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 (TTL).*

The system also has the ability forward messages by other channels if the subscriber does not have the messenger to which the message is primarily sent.

The delivery information will be sent to your callback URL. You can specify it in the project settings in your Messaggio account. You can also independently request the delivery status of a message by sending a request with the message identifier.

To get started, you need to create a Sender on your channel in your Messaggio dashboard, wait for it to be activated, and get the settings for use in the API.

Messaggio support team may request additional information required to register the sender.

1.2. Sending messages

For sending Viber messages the partner should send POST request to:

https://msg.messaggio.com/api/v1/send

The message parameters passed in the body of the request are in JSON format. The HTTP header Messaggio-Login is used to authorize the request, which transmits the project login to the Messaggio system. An example of the transmitted message is shown below.

```json
{
  "recipients": [
    {
      "phone": "71234567890"
    }
  ],
  "channels": [
    "viber",
    "whatsapp",
    "vk",
    "sms"
  ],
  "options": {
    "ttl": 60,
    "dlr_callback_url": "https://example.com/dlr",
    "external_id": "messaggio-external-id"
  },
  "viber": {
    "from": "Viber-name",
    "label": "promotion",
    "content": [
      {
        "type": "text",
        "text": "hi viber"
      }
    ]
  },
  "sms": {
    "from": "SMS-name",
    "content": [
      {
        "type": "text",
        "text": "hi sms"
      }
    ]
  },
  "whatsapp": {
    "from": "Whatsapp-name",
    "content": [
      {
        "type": "text",
        "text": "hi whatsapp"
      }
    ]
  },
```

```
  "vk": {
    "from": "VK-name",
    "content": [
      {
        "type": "text",
        "text": "hi vk"
      }
    ]
  }
}
```

The necessary fields for sending a message include recipients, channels, and, depending from the sending channels used: Viber, SMS, WhatsApp, VK.

The recipients' field contains a range of message recipients. The message recipient object format contains one mandatory field phone - the receiver's phone number without +.

The channels field transmits a message to the sending channels. Messages are sent in order from the first channel to the last one. The message is sent to the next channel in two cases: if the user does not have a messenger, or if the message delivery to the messenger has not been confirmed within the time specified by the TTL parameter of the options object.

1.2.1 Field "options" format

The options field is used to override message sending parameters.

Parameter	Type	Description
Optional parameters		
ttl	Number	The number of second after which a message should be treated as undeliverable to a channel and a message should be sent to the next channel. The minimum value for this parameter is 30. The default setting is 30.
dlr_callback_url	String	Used to override the sending address for message delivery statuses. The default value is specified in the project settings in Messaggio's personal account.
external_id	String	Used to identify messages by the user in the system and transmitted together with the delivery status

1.2.2 Field "Viber" format

Parameter	Type	Description
Mandatory parameters		
from	String	Client sender name in Messaggio's personal account
label	String	Information type transmitted to Viber user: can be **transaction** or **promotion** (default if not transmitted)
content	Array [ViberContent]	Content array for generating a message. The format is described in the table below

content format

Parameter	Type	Description
Mandatory parameters		
type	String	Content type: it can be **text**, **button** or **image**
text	String	Message text
button	ViberButton	Button transmitted in a message; the format is described in the table below
image	ViberImage	Send image, object format description is shown in the table

button format

Parameter	Type	Description
Mandatory parameters		
caption	String	Button text
callback	String	Page that opens at the touch of a button

Image format

Parameter	Type	Description
Mandatory parameters		
URL	String	Image address

A Viber field example when sending a message with text, a button and an image is shown below.

```
"viber": {
  "from": "Viber-name",
  "label": "promotion",
  "content": [
    {
      "type": "text",
      "text": "hi viber"
    },
    {
      "type": "button",
      "button": {
        "caption": "some button caption",
        "callback": "https://example.com"
      }
    },
    {
      "type": "image",
      "image": {
        "url": "https://example.com/cat.jpg"
      }
    }
  ]
}
```

1.2.3 Field SMS format

Parameter	Type	Description
Mandatory parameters		
from	String	Client sender name in Messaggio's personal account
content	Array [SMSContent]	The content array of the sent message. The format is described in the table below

Format of field array element content

Parameter	Type	Description
Mandatory parameters		
type	String	Content type: possible values **text**
text	String	Message text

1.2.4 Field "VK" format

Parameter	Type	Description
Mandatory parameters		
from	String	Client sender name in Messaggio's personal account
content	Array [VKContent]	The content array of the sent message. The format is described in the table below

Format of field array element content

Parameter	Type	Description
Mandatory parameters		
type	String	Content type: possible values **text**
text	String	Message text

1.2.5 Field format WhatsApp

Parameter	Type	Description
Mandatory parameters		
from	String	API code for Service Name
content	Array [WhatsappContent]	The content array of the sent message. The format is described in the table below

Format of field array element content.

Parameter	Type	Description
Mandatory parameters		
type	String	Content type: text, media, template, location, contact. Only one content type can be used in a message.
text	String	Message text
media	WhatsappMedia	Media type. The format is described in the table below.
template	WhatsappTemplate	Template ID (template name). The format is described in the table below
location	WhatsappLocation	Location to be sent. The format is described in the table below.
contact	WhatsappContact	Contact to be sent

Media field format.

Parameter	Type	Description
Mandatory parameters		
type	String	Media message type: it can be **image, audio, video, document, sticker.**
URL	String	Link to media file
Optional parameters		
filename	String	File name
caption	String	Media description

Template field format

Parameter	Type	Description
Mandatory parameters		
id	String	Template ID (Template name)
language	String	Template language
Optional parameters		
header	WhatsappTemplateHeader	Template header parameters.
body	WhatsappTemplateBody	Template body parameters.
buttons	Array[WhatsappTemplateButton]	Template buttons options.

Template header format

Parameter	Type	Description
Mandatory parameters		
type	String	Template header type: **text**, **image**, **video**, **document**.
Optional parameters		
text	String	Template header parameters.
image	WhatsappMedia	Template body parameters.
video	Array[WhatsappMedia]	Template buttons options.
document	WhatsappMedia	

Template body format

Parameter	Type	Description
Mandatory parameters		
parameters	Array[WhatsappBodyParameter]	Parameters of the template body variables.

Parameter format in the template body

Parameter	Type	Description
Mandatory parameters		
text	String	The **text** petameter value

Template buttons format

Parameter	Type	Description
Mandatory parameters		
type	String	Template header type: can be **quick_reply, url.** You can pass either 1-3 **quick_reply** buttons or 1 **url_parameter** button in the request.
Optional parameters		
quick_reply_payload	String	The text that will be sent in the notification when the user clicks a **quick_reply** button.
url_parameter	String	Parameter in the button URL. Should be specified only if the URL button has variable parameters.

Geolocation format

Parameter	Type	Description
Mandatory parameters		
longitude	Double	The longitude of the location to be sent.
latitude	Double	The latitude of the location to be sent.
Optional parameters		
name	String	Location name
address	String	Location address

Contact format

Parameter	Type	Description
Mandatory parameters		
name	WhatsappContactName	Contact name
Optional parameters		
organization	WhatsappContactOrganisation	Location name
phones	Array[WhatsappContactPhone]	Contact phone numbers
urls	Array[WhatsappContactURL]	Contact URLs
emails	Array[WhatsappContactEmails]	Contact emails
messengers	Array[WhatsappContactURL]	Contact messengers
addresses	Array[WhatsappContactAddress]	Contact address
Birthday	String	Contact birthday

Contact name format

Parameter	Type	Description
Mandatory parameters		
formatted_name	String	Formatted contact name.
Optional parameters		
prefix	String	Contact name prefix.
first_name	String	Contact name.
middle_name	String	Contact second name.
last_name	String	Contact surname.
suffix	String	Contact name suffix.

Contact organization format

Parameter	Type	Description
Optional parameters		
company	String	Contact company name
department	String	Contact department.
title	String	Contact title.

Contact phone number format

Parameter	Type	Description
Mandatory parameters		
type	String	Contact phone number type (home, work, etc.).
phone	String	Phone number.

Contact email address format

Parameter	Type	Description
Mandatory parameters		
type	String	Contact email type (home, work, etc.).
email	String	Email address.

Contact URL format

Parameter	Type	Description
Mandatory parameters		
type	String	Contact URL type.
url	String	Contact URL.

Contact messenger format

Parameter	Type	Description
Mandatory parameters		
service	String	Messenger name (whatsapp, viber, etc.)
username	String	Contact name in messenger.

Contact address format

Parameter	Type	Description
Optional parameters		
type	String	Address type (home, work, etc.).
country	String	Country
country_code	String	Country code
state	String	State
city	String	City
street	String	Street
zip	String	ZIP/postal code

2. Message sending result codes

The system responds to message send requests in JSON format.

If a message has been successfully sent, the server will reply with a 200 OK status. This response does not mean that a message has been delivered, it means that the request is correct and has been accepted. The response body example is shown below.

```json
{
  "accepted_at": "2021-04-02T15-14-26Z",
  "messages": [
    {
      "recipient": {
        "phone": "71234567890"
      },
      "message_id": "ff1ca1f9-94f2-4e43-97ed-a4ca672957c1"
    },
    {
      "recipient": {
        "phone": "123-bad-phone"
      },
      "error": {
        "title": "Invalid phone number",
        "detail": "invalid phone number"
      }
    }
  ]
}
```

The format of a successful response is described in the table below

Field	Type	Description
accepted_at	String	Request start time in yyyy-MM-ddT-HH-mm-ss format
messages	Array [SendResponse]	Sent message array, the format is described in the table below

The format of a messages array element

Field	Type	Description
recipient	MessageRecipient	Message recipient as transmitted in the request
message_id	String	Message ID in the system. If identifier is empty, message failed to send, error description in field error
error	MessageError	Message error while sending a message to the recipient

In case of the error, the possible response statuses are:

400 Bad Request for request validation errors;

403 Forbidden in the no access case;

 422 Unprocessable Entity for request body read errors;

500 Internal Server Error for internal server errors.

Example responses in these cases are given below.

```
{
  "title": "Invalid contents",
  "detail": "viber contents field is empty"
}
```

If the server responds with status 500, the request should be repeated.

3. Delivery reports

The system supports message delivery status information (DLR) transmission to the subscriber's partner. Delivery report data is transmitted by HTTP POST method to the address specified in the project settings in Messaggio's personal account or to the address specified in the message options. An example of a delivery report request body is shown below. The receiving side is expected to reply to the delivery request with status 200. Otherwise, the request is resent within 24 hours.

```
{
  "message_id": "ff1ca1f9-94f2-4e43-97ed-a4ca672957c1",
  "channel": "viber",
  "timestamp": "2021-04-02T15-14-30Z",
  "external_id": "messaggio-acc-external-id-0",
  "type": "status",
  "status": 100
}
```

The fields description to be transmitted as shown in the table below.

Field	Type	Description
message_id	String	Message ID in the system. If identifier is empty, message failed to send, error description in field error
channel	String	Sending channel
timestamp	String	Report sending time
external_id	String	The request ID in the partner system. Filled when external_id has been transmitted in the sending request options only
type	String	Type of report. It can be **status** or **recipient_response**
status	Number	Message status. Status description is provided below
recipient_response	DLRRecipientResponse	User response to a message. The format is shown in the table below

The message format in the field recipient_response

Field	Type	Description
content	Array [DLRResponseContent]	Content sent by user. The format is described in the table below

The element format in the content field.

Field	Type	Description
type	String	Content type, it can be **text**
text	String	Text message from user

3.1   Available values for the status field in the delivery report

Value	Description
200	Message accepted by Messaggio platform for processing
199	A message with this text has already been sent to this number (timeout 15 minutes)
198	Blocked by antifraud. The message contains prohibited content
100	Message sent to provider (Mobile operator, Viber, Facebook etc.)
98	The sender's name does not exist in the system, or is configured incorrectly
97	Request error (missing comma, quotes, parameter is written incorrectly, etc.)
96	Incorrect message type (for example, text + image via Viber channel)
95	An attempt to send a 1way message from a service registered as 2way or vice versa
94	A required parameter is missing in the request, or an extra one is present
92	The user has blocked messages from the service, or all service messages in the app settings
91	The sending channel is not available for the user (not registered in the messenger, etc.)
90	Unsupported device
89	IP is not registered for this service
87	Viber billing error, sending to a direction (country) closed for this service
85	The session with the user is not open, and the message does not match any pattern (**WhatsApp**)
70	Message received by user
69	Message read by the user
68	TTL message expired
67	The user clicked the link in the message
66	The user subscribed to mailings from the service (**Viber**)
65	The user has unsubscribed from the service mailings (**Viber**)
60	Message not delivered (**SMS**)

4. Message Status by Request

The status request address is provided by a GET request

https://msg.messaggio.com/api/v1/status/{message-id}

Field	Type	Description
message_id	String	The message identifier in the system. If the identifier is empty, the message was not sent, a description of the error in the error field

5. Examples

5.1 For example, sending a message to multiple numbers

Sending a Viber message to 2 numbers examples

- you have been given a *Messaggio-Login=login* account to send messages
- the sender's name for the Viber channel is given an API code, parameter from, e.g. *from=example*
- numbers 79000000000 and 79111111111
- *label=promotion*
- *text "test"*

Sending such messages using curl might look like this:

```
curl -L -X POST 'https://msg.messaggio.com/api/v1/send' -H 'Messaggio-Login: login'
-H 'Content-Type: application/json' --data-raw '{
    "recipients": [
        {
            "phone": "79000000000"
        },
        {
            "phone": "79111111111"
        }
    ],
    "channels": [
        "viber"
    ],
    "viber": {
        "from": "example",
        "label": "promotion",
        "content": [
            {
                "type": "text",
                "text": "тест"
            }
        ]
    }
}'
```

An example of sending a message with an image to **Whatsapp**. As in the previous example, an account with **Messaggio-Login**=login is used. Used **from**=examplewa, **number**=79000000000. **Image** has **URL** https://example.com/cat.jpg and **caption** hi from cat.

```
curl -L -X POST 'https://msg.messaggio.com/api/v1/send' -H 'Messaggio-Login: login' -
H 'Content-Type: application/json' --data-raw '{
    "recipients": [
        {
            "phone": "79000000000"
        }
    ],
    "channels": [
        "whatsapp"
    ],
    "whatsapp": {
        "from": "examplewa",
        "content": [
            {
                "type": "media",
                "media": {
                    "type": "image",
                    "url": "https://example.com/cat.jpg",
                    "caption": "hi from cat"
                }
            }
        ]
    }
}'
```