



# SendReach API Documentation

---

*Version 1.2*



## Contents

|     |                                   |    |
|-----|-----------------------------------|----|
| 1   | Overview .....                    | 2  |
| 2   | Lists .....                       | 3  |
| 2.1 | Create a New List .....           | 3  |
| 2.2 | View All Lists .....              | 4  |
| 2.3 | View List Details.....            | 5  |
| 2.4 | Total Subscribers on a List ..... | 6  |
| 2.5 | View Subscribers in a List.....   | 7  |
| 3   | Subscribers .....                 | 9  |
| 3.1 | Add New Subscriber .....          | 9  |
| 3.2 | View a Subscriber Record.....     | 10 |
| 3.3 | Unsubscribe Subscriber .....      | 12 |
| 4   | Broadcasts .....                  | 13 |
| 4.1 | Lists all Broadcasts .....        | 13 |
| 4.2 | Add New Broadcast .....           | 14 |
| 4.3 | View a Broadcast.....             | 15 |
| 4.4 | Send a Broadcast.....             | 17 |



## 1 Overview

The SendReach API has been created to interface 3<sup>rd</sup> party platforms with our own. The functions contained within have been designed to be simple yet robust. If you have any questions then please contact our support department at <http://support.sendreach.com>

To start configuring the API client you will need to configure the basic settings to allow your API client to authenticate to the SendReach platform. We do this by setting the following settings.

```
Include('classes.php');
```

```
$sendreach = new api();
```

```
$api_vars['key'] = '123';
```

```
$api_vars['secret'] = '123';
```

```
$api_vars['userid'] = '123';
```

You can obtain these details by going to <http://portal.sendreach.com/profile.php> which can be found by logging into the main Operational Dashboard of SendReach and clicking on Account Settings on the right hand side, then on the left hand side scrolling down to "My Apps". You can then copy and paste your API key and secret or creating a new app which will generate a new key and secret pair.



## 2 Lists

### 2.1 Create a New List

#### **Function:**

`list_create()`

#### **Description**

`list_create()` creates a new subscriber list.

#### **Syntax:**

`list_create( string listName, string listRedirectURL, string fromName, string fromEmail, string optIn );`

#### **Returns:**

JSON encoded object containing the result of the operation.

#### **Return Fields:**

| Field  | Value                 | Meaning                         |
|--------|-----------------------|---------------------------------|
| status | success               | Operation was successful.       |
|        | error                 | Operation had an error.         |
| code   | 400                   | General error occurred.         |
| error  | missing list name     | 'listName' parameter was blank. |
|        | failed to create list | Failed to create the list.      |

E.g., success:

```
stdClass Object
(
    [status] => success
)
```

E.g., failure:

```
stdClass Object
(
    [status] => error
    [code] => 400
    [error] => missing list name
)
```

#### **Arguments:**

| Field           | Default value         | Meaning  | Optional |
|-----------------|-----------------------|--|----------|
| listName        | N/A                   | Name of list to create.                                  | No       |
| listRedirectURL | SendReach placeholder | URL to redirect the subscriber to.                       | No       |
| fromName        | Account name          | Name of where the email will appear to be from.          | No       |
| fromEmail       | Account email         | Email address of where the email will appear to be from. | No       |
| optIn           | `single`              | `single` or `double` optin form.                         | Yes      |



### **Example:**

```
$list_name = 'Test List'; // letters, numbers and spaces only
$list_redirect = 'http://www.domain.com/file.php'; // option, if blank
then default SendReach place holder used. FQDN example:
http://domain.com
$list_from_name = 'Joe Bloggs'; // optional, if blank then default
account name used
$list_from_email = 'joe@bloggs.com'; // optional, if blank the default
account email used
$list_optin = 'double'; // optional, if blank then single is selected
or use 'single' or 'double'
$list_create = $sendreach-
>list_create($list_name,$list_redirect,$list_from_name,$list_from_email
,$list_optin);
$list_create = json_decode($list_create);
```

## **2.2 View All Lists**

### **Function:**

`list_view()`

### **Description**

*list\_view()* pulls all current lists associated with the user's account.

### **Syntax:**

`list_view();`

### **Returns:**

JSON encoded array of objects. Each entry will be a list and will contain its `id` and the `list\_name`.

### **Return Fields:**

| Field     | Meaning           |
|-----------|-------------------|
| id        | ID of the list.   |
| list_name | Name of the list. |



```
Array
(
    [0] => stdClass Object
        (
            [id] => 2883
            [list_name] => Test List
        )

    [1] => stdClass Object
        (
            [id] => 10544
            [list_name] => Test List 2
        )
)
```

### **Arguments:**

N/A

### **Example:**

```
$lists_view = $sendreach->lists_view();
$lists_view = json_decode($lists_view);
```

## **2.3 View List Details**

### **Function:**

`list_details()`

### **Description**

*list\_details()* is used to view the details of a specific list.

### **Syntax:**

`list_details( string listID );`

### **Returns:**

JSON encoded object containing list information.



### **Return Fields:**

| Field           | Value               | Description                                    |
|-----------------|---------------------|--|
| list_created    |                     | List Creation Date.                            |
| list_name       |                     | List Name.                                     |
| list_redirect   |                     | URL subscribers are redirected to upon signup. |
| list_from_name  |                     | List "From Name".                              |
| list_from_email |                     | List "From Email".                             |
|                 |                     |  |
| code            | 400                 | General error occurred.                        |
| status          | error               | Error occurred.                                |
| message         | list does not exist | List ID does not exist.                        |

```
stdClass Object
(
    [list_created] => 1362080557
    [list_name] => Test List
    [list_redirect] =>
    [list_from_name] => Michael K
    [list_from_email] => mkaufman@sendreach.com
)
```

### **Arguments:**

| Field  | Meaning               |
|--------|-----------------------|
| listID | ID of list to return. |

### **Example:**

```
$list_details = $sendreach->list_details('2883');
$list_details = json_decode($list_details);
```

## **2.4 Total Subscribers on a List**

### **Function:**

list\_size()

### **Description**

*list\_size()* returns the number of subscribers in a list.

### **Syntax:**

list\_size( string listID );

### **Returns:**

JSON encoded object that contains the size of the requested list.



### **Return Fields:**

| Field     | Description       |
|-----------|-------------------|
| list_size | Size of the list. |

```
stdClass Object
(
    [list_size] => 1
)
```

### **Arguments:**

| Field  | Meaning   |
|--------|---|
| listID | List ID of whose size you would like to return. |

### **Example:**

```
$list_size = $sendreach->list_size('2883');
$list_size = json_decode($list_size);
```

## **2.5 View Subscribers in a List**

### **Function:**

list\_subscribers()

### **Description**

*list\_subscribers()* returns the subscribers in a list.

### **Syntax:**

list\_subscribers( string listID );

### **Returns:**

JSON encoded array of objects, each containing a subscriber record.





### **Return Fields:**

| Field       | Value               | Description                 |
|-------------|---------------------|-----------------------------|
| hash        |                     | Subscriber's hash.          |
| Added       |                     | Subscription date.          |
| social_site |                     | Social site.                |
| social_id   |                     | Social ID.                  |
| name        |                     | Subscriber's full name.     |
| email       |                     | Subscriber's email.         |
| photo       |                     | Subscriber's photo URL.     |
| gender      |                     | Subscriber's gender.        |
| dob         |                     | Subscriber's date of birth. |
| city        |                     | Subscriber's city.          |
| state       |                     | Subscriber's state.         |
| county      |                     | Subscriber's country.       |
|             |                     |                             |
| code        | 400                 | General error occurred.     |
| status      | error               | Error occurred.             |
| message     | list does not exist | List ID does not exist.     |

```
Array
(
    [0] => stdClass Object
        (
            [hash] => 516356f376e05
            [added] => 1362080977
            [social_site] => mail
            [social_id] =>
            [name] => Michael Kaufman
            [email] => mkaufman@sendreach.com
            [photo] =>
            [gender] =>
            [dob] =>
            [city] => Burlington
            [state] => MA
            [country] => US
        )
)
```

### **Arguments:**

| Field  | Meaning  |
|--------|--|
| listID | List ID of whose subscribers you would like to return. |

### **Example:**

```
$list_size = $sendreach->list_size('2883');
$list_size = json_decode($list_size);
```



## 3 Subscribers

### 3.1 Add New Subscriber

#### **Function:**

subscriber\_add()

#### **Description**

*subscriber\_add()* adds a subscriber to a list. If there are any auto responders configured for this list, new subscribers will be added to the sequence.

#### **Syntax:**

```
subscriber_add( string $lid, string $first_name, string $last_name, string $email, string $client_ip,  
string $photo, string $gender, string $dob, string $cell, string $address_1, string $address_2, string  
$city, string $state, string $zip, string $country, string $custom_1, string $custom_2, string $custom_3,  
string $custom_4, string $custom_5, string $custom_6, string $custom_7, string $custom_8, string  
$custom_9, string $custom_10 );
```

#### **Returns:**

JSON encoded object containing the result of the operation.

#### **Return Fields:**

| Field  | Value                             | Meaning                                   |
|--------|-----------------------------------|---|
| status | success                           | Operation was successful.                 |
|        | error                             | Operation had an error.                   |
| code   | 400                               | General error occurred.                   |
| error  | subscriber email was not provided | `email` parameter was blank.              |
|        | subscriber ip was not provided    | `client_ip` parameter was blank.          |
|        | failed to add subscriber          | Failed to add the subscriber to the list. |

E.g., success:

```
stdClass Object  
(  
    [status] => success  
)
```

E.g., failure:

```
stdClass Object  
(  
    [status] => error  
    [code] => 400  
  
    [error] => failed to add subscriber  
)
```



### **Arguments:**

| Field      | Default Value | Meaning                                 | Optional |
|------------|---------------|---|----------|
| lid        | n/a           | List you want to add the subscriber to. | No       |
| first_name | n/a           | First name of the subscriber.           | No       |
| last_name  | n/a           | Last name of the subscriber.            | No       |
| email      | n/a           | Email address of the subscriber.        | No       |
| client_ip  | n/a           | IP Address of the subscriber.           | No       |
| photo      |               | URL of subscriber's photo.              | Yes      |
| gender     |               | Gender of subscriber.                   | Yes      |
| dob        |               | Subscriber's date of birth.             | Yes      |
| cell       |               | Cell phone of the subscriber.           | Yes      |
| address_1  |               | Subscriber's address field.             | Yes      |
| address_2  |               | Subscriber's address field.             | Yes      |
| city       |               | Subscriber's City.                      | Yes      |
| state      |               | Subscriber's State.                     | Yes      |
| zip        |               | Subscriber's Zip.                       | Yes      |
| country    |               | Subscriber's Country.                   | Yes      |
| custom_1   |               | Custom field.                           | Yes      |
| custom_2   |               | Custom field.                           | Yes      |
| custom_3   |               | Custom field.                           | Yes      |
| custom_4   |               | Custom field.                           | Yes      |
| custom_5   |               | Custom field.                           | Yes      |
| custom_6   |               | Custom field.                           | Yes      |
| custom_7   |               | Custom field.                           | Yes      |
| custom_8   |               | Custom field.                           | Yes      |
| custom_9   |               | Custom field.                           | Yes      |
| custom_10  |               | Custom field.                           | Yes      |

### **Example:**

```
$list_id = '2883'; // list to subscriber new user too
$first_name = 'Craig';
$last_name = 'Davenport';
$subscriber_add = $sendreach-
>subscriber_add($list_id,$first_name,$last_name,$email,$client_ip);
$subscriber_add = json_decode($subscriber_add);
```

## **3.2 View a Subscriber Record**

### **Function:**

subscriber\_view()

### **Description**

*subscriber\_view()* returns the data of a subscriber based on their `hash` value.

### **Syntax:**

subscriber\_view( string \$hash );

### **Returns:**

JSON encoded object containing the subscriber's information.



### **Return Fields:**

| Field                | Value                     | Description                         |
|----------------------|---------------------------|-------------------------------------|
| subscriber_fullname  |                           | Subscriber's full name.             |
| subscriber_firstname |                           | Subscriber's first name.            |
| subscriber_lastname  |                           | Subscriber's last name.             |
| subscriber_email     |                           | Subscriber's email address.         |
| subscriber_dob       |                           | Subscriber's date of birth.         |
| subscriber_photo     |                           | Subscriber's photo url.             |
| subscriber_address1  |                           | Subscriber's address.               |
| subscriber_address2  |                           | Subscriber's address.               |
| subscriber_city      |                           | Subscriber's city.                  |
| subscriber_state     |                           | Subscriber's state.                 |
| subscriber_zip       |                           | Subscriber's zip.                   |
| subscriber_country   |                           | Subscriber's country.               |
| subscriber_custom1   |                           | Custom field 1.                     |
| subscriber_custom2   |                           | Custom field 2.                     |
| subscriber_custom3   |                           | Custom field 3.                     |
| subscriber_custom4   |                           | Custom field 4.                     |
| subscriber_custom5   |                           | Custom field 5.                     |
| subscriber_custom6   |                           | Custom field 6.                     |
| subscriber_custom7   |                           | Custom field 7.                     |
| subscriber_custom8   |                           | Custom field 8.                     |
| subscriber_custom9   |                           | Custom field 9.                     |
| subscriber_custom10  |                           | Custom field 10.                    |
|                      |                           |                                     |
| code                 | 400                       | General error.                      |
| status               | error                     | Operation had an error.             |
| message              | subscriber does not exist | No subscriber exists for this hash. |

E.g., success:

```
std::class Object
(
    [subscriber_fullname] => Michael Kaufman
    [subscriber_firstname] => Michael
    [subscriber_lastname] => Kaufman
    [subscriber_email] => mkaufman@sendreach.com
    [subscriber_cell] =>
    [subscriber_gender] =>
    [subscriber_dob] =>
    [subscriber_photo] =>
    [subscriber_address1] =>
    [subscriber_address2] =>
    [subscriber_city] => Burlington
    [subscriber_state] => MA
    [subscriber_zip] =>
    [subscriber_country] => US
    [subscriber_custom1] =>
    [subscriber_custom2] =>
    [subscriber_custom3] =>
    [subscriber_custom4] =>
    [subscriber_custom5] =>
    [subscriber_custom6] =>
    [subscriber_custom7] =>
    [subscriber_custom8] =>
    [subscriber_custom9] =>
    [subscriber_custom10] =>
)
```



E.g., failure:

```
stdClass Object
(
    [code] => 400
    [status] => error
    [message] => subscriber does not exist
)
```

### **Arguments:**

| Field | Meaning            |
|-------|--------------------|
| hash  | Subscriber's hash. |

### **Example:**

```
$subscriber_hash = '516356f376e05';
$subscriber_view = $sendreach->subscriber_view($subscriber_hash);
$subscriber_view = json_decode($subscriber_view);
```

## **3.3 Unsubscribe Subscriber**

### **Function:**

subscriber\_unsubscribe()

### **Description**

*subscriber\_unsubscribe()* removes the specified subscriber. As the unique 'hash' relates to the subscriber and the list they are subscribed to there is no need to pass the list\_id variable.

### **Syntax:**

subscriber\_unsubscribe(\$subscriber\_hash, string );

### **Returns:**

JSON encoded object containing the result of the operation.

### **Return Fields:**

| Field  | Value                     | Meaning                              |
|--------|---------------------------|--------------------------------------|
| status | success                   | Operation was successful.            |
|        | error                     | Operation had an error.              |
| code   | 400                       | General error occurred.              |
| error  | subscriber does not exist | No subscriber record could be found. |

E.g., success:

```
stdClass Object
(
    [status] => success
)
```

E.g., failure:

```
stdClass Object
(
    [status] => error
)
```



```
[code] => 400  
[error] => subscriber does not exist  
)
```

### Arguments:

| Field           | Default Value | Meaning   | Optional |
|-----------------|---------------|---|----------|
| subscriber_hash | n/a           | Unique subscriber hash you with to unsubscribe. | No       |

### Example:

```
$subscriber_hash = '2883'; // list to subscriber new user too  
$subscriber_unsubscribe = $sendreach-  
>subscriber_unsubscribe($subscriber_hash);  
$subscriber_unsubscribe = json_decode($subscriber_unsubscribe);
```

## 4 Broadcasts

### 4.1 Lists all Broadcasts

#### Function:

`broadcasts_view()`

#### Description

`broadcasts_view()` returns back all broadcasts.

#### Syntax:

`broadcasts_view();`

#### Returns:

JSON encoded array of objects containing broadcasts lists available.

#### Return Fields:

| Field          | Value         | Meaning                     |
|----------------|---------------|-----------------------------|
| id             |               | ID of the broadcast list.   |
| broadcast_name |               | Name of the broadcast list. |
|                |               |                             |
| status         | success       | Operation was successful.   |
|                | error         | Operation had an error.     |
| code           | 400           | General error occurred.     |
| error          | no broadcasts | No broadcasts exist.        |



E.g., success:

```
stdClass Object
(
    [status] => success
    [broadcast_id] => 6126
)
```

E.g., failure:

```
stdClass Object
(
    [code] => 400
    [status] => error
    [error] => no broadcasts
)
```

### **Arguments:**

| Field       | Meaning                       |
|-------------|-------------------------------|
| name        | A name to call the broadcast. |
| subject     | Subject of the broadcast.     |
| message     | Message of the broadcast.     |
| sms_message | SMS Message.                  |

### **Example:**

```
$name = 'Test Broadcast';
$subject = 'Welcome to my mailing list!';
$message = 'Id like to welcome you [first_name] to my mailing list. Sit
back and enjoy the next few days of free money making content.';
$sms_message = '';
$broadcast_add = $sendreach-
>broadcast_add($name,$subject,$message,$sms_message);

$broadcast_add = json_decode($broadcast_add);
```

## **4.2 Add New Broadcast**

### **Function:**

`broadcast_add()`

### **Description**

*broadcast\_add()* creates a new broadcast.

### **Syntax:**

`broadcast_add( string $name, string $subject, string $message, string $sms_message );`

### **Returns:**

JSON encoded object containing the status of the operation.



### **Return Fields:**

| Field  | Value                                    | Meaning  |
|--------|--|--|
| status | success                                  | Operation was successful.                            |
|        | error                                    | Operation had an error.                              |
| code   | 400                                      | General error occurred.                              |
| error  | broadcast name was not provided          | `name` parameter was blank.                          |
|        | broadcast subject was not provided       | `subject` parameter was blank.                       |
|        | broadcast message email was not provided | `email` parameter was blank                          |
|        | failed to add broadcast                  | Failed to add the broadcast. Please contact support. |

E.g., success:

```
stdClass Object
(
    [status] => success
    [broadcast_id] => 6126
)
```

E.g., failure:

```
stdClass Object
(
    [code] => 400
    [status] => error
    [error] => broadcast name was not provided
)
```

### **Arguments:**

| Field       | Meaning                       |
|-------------|-------------------------------|
| name        | A name to call the broadcast. |
| subject     | Subject of the broadcast.     |
| message     | Message of the broadcast.     |
| sms_message | SMS Message.                  |

### **Example:**

```
$name = 'Test Broadcast';
$subject = 'Welcome to my mailing list!';
$message = 'Id like to welcome you [first_name] to my mailing list. Sit
back and enjoy the next few days of free money making content.';
$sms_message = '';
$broadcast_add = $sendreach-
>broadcast_add($name,$subject,$message,$sms_message);
$broadcast_add = json_decode($broadcast_add);
```

## **4.3 View a Broadcast**

### **Function:**

`broadcast_view()`

### **Description**

`broadcast_view()` returns the specified broadcast's data.





### **Syntax:**

`broadcast_view( string $broadcast_id );`

### **Returns:**

JSON encoded object containing the specified broadcast's data.

### **Return Fields:**

| Field                 | Value                    | Meaning                               |
|-----------------------|--------------------------|---------------------------------------|
| broadcast_created     |                          | Broadcast creation date.              |
| broadcast_name        |                          | Broadcast name.                       |
| broadcast_subject     |                          | Broadcast subject.                    |
| broadcast_message     |                          | Broadcast message.                    |
| broadcast_sms_message |                          | Broadcast SMS message.                |
| code                  | 400                      | General error.                        |
| status                | error                    | Error occurred.                       |
| error                 | broadcast_id is missing  | `broadcast_id` parameter was blank.   |
|                       | broadcast does not exist | No broadcasts exist based on that id. |

E.g., success:

```
stdClass Object
(
    [broadcast_created] => 1358710551
    [broadcast_name] => Test
    [broadcast_subject] => Test
    [broadcast_message] => Test broadcast
    [broadcast_sms_message] =>
)
```

E.g., failure:

```
stdClass Object
(
    [code] => 400
    [status] => error
    [error] => broadcast_id is missing
)
```

### **Arguments:**

| Field        | Meaning       |
|--------------|---------------|
| broadcast_id | Broadcast ID. |

### **Example:**

```
$broadcast_id = '767'; // required
$broadcast_view = $sendreach->broadcast_view($broadcast_id);
$broadcast_view = json_decode($broadcast_view);
```



## 4.4 Send a Broadcast

### **Function:**

`broadcast_send()`

### **Description**

*broadcast\_send()* sends a broadcast to a specific list.

### **Syntax:**

`broadcast_send( string $broadcast_id, string broadcast_type, string list_id );`

### **Returns:**

JSON encoded object containing the results of the operation.

### **Return Fields:**

| Field  | Value   | Meaning                               |
|--------|---|---------------------------------------|
| status | success   | Operation successful.                 |
|        | error   | Broadcast name.                       |
| code   | 400   | General error.                        |
| error  | broadcast_id is missing                           | `broadcast_id` parameter was blank.   |
|        | list_id is missing                                | `list_id` parameter was blank.        |
|        | broadcast_type is missing, select 'mail' or 'sms' | `broadcast_type` parameter was blank. |
|        | failed to send broadcast                          | Failure send broadcast.               |

E.g., success:

```
stdClass Object
(
    [status] => success
)
```

E.g., failure:

```
stdClass Object
(
    [code] => 400
    [status] => error
    [error] => broadcast_id is missing
)
```

### **Arguments:**

| Field          | Meaning                             |
|----------------|-------------------------------------|
| broadcast_id   | Broadcast ID to send.               |
| broadcast_type | Broadcast Type (email or sms only). |
| list_id        | List ID to send.                    |



**Example:**

```
$broadcast_id = '767';  
$broadcast_type = 'email';  
$list_id = '2883';  
$broadcast_send = $sendreach-  
>broadcast_send($broadcast_id,$broadcast_type,$list_id);  
$broadcast_send = json_decode($broadcast_send);
```