



SMS APPLINK

Application-to-Person SMS Service

JSON API

THIS DOCUMENTATION DESCRIBES:

The JSON API for AppLink.

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1 Introduction

This documentation should be read in conjunction with the [SMS AppLink XML API Document](#).

The purpose of this API is simply to function as a pass-through service to the XML API. As such it will convert the JSON payload sent to this API to a valid XML payload for the Applink XML API. All the fields are described in the XML user guide and are not repeated here. The responses returned from this API are also the responses returned from the XML API.

The server used in this documentation for the examples is: <http://localhost:8080>. This should be substituted for the actual server. If you are unsure of what the server address is, please contact [Grapevine Support](#).

The following endpoints are provided by this API:

Path	Description
/send/sms	This is the main API used to send messages via Applink. This is version 1 of the API that has been superseded by version 2.
/v2/send/sms	The second version of the /send/sms endpoint. This version allows that accept header to be set to receive the response in 1) Plain text, 2) XML, or 3) JSON
/send/echo	This endpoint is provided to test the conversion from JSON to XML. It simply responds with the XML version of the JSON sent in. This can be useful in conjunction with the XML User Guide to see how Applink will interpret your request.
/	Simply returns the name of this API
/version	Returns the version of this API
/ping	Provides a string to determine if this API is running.

Table 1. Table Endpoints

2 Echo Endpoint

To demonstrate how this API will convert the payload to calls to Applink, the same calls will be made as exist in the Appendix of the XML User Guide:

2.1. Appendix B: One Recipient, One Message, Send Immediately

This will send one message to the recipient as soon as possible.

request

```
POST /send/echo HTTP/1.1
Content-Type: application/json
Accept: application/xml
Host: localhost:8080
Content-Length: 385

{
    "affiliateCode" : "XXX999",
    "authenticationCode" : "qwertyuiop",
    "submitDateTime" : "2010-06-20T11:30:20",
    "originator" : "henry@vine.co.za",
    "postBackUrl" : "https://applinktest.free.beeceptor.com/",
    "messageType" : "text",
    "recipientList" : {
        "message" : "This is a test message to one recipient",
        "recipient" : [ {
            "msisdn" : "0820000000"
        } ]
    }
}
```

response

```
HTTP/1.1 200 OK
Content-Type: application/xml; charset=UTF-8
Content-Length: 498

<?xml version="1.0" encoding="UTF-8"?>
<gviSmsMessage>
    <affiliateCode>XXX999</affiliateCode>
    <originator>henry@vine.co.za</originator>
    <authenticationCode>qwertyuiop</authenticationCode>
    <submitDateTime>2010-06-20T11:30:20</submitDateTime>
    <messageType>text</messageType>
    <recipientList>
        <message>This is a test message to one recipient</message>
        <recipient>
            <msisdn>0820000000</msisdn>
        </recipient>
    </recipientList>
</gviSmsMessage>
```

curl

```
$ curl 'http://localhost:8080/send/echo' -i -X POST \
-H 'Content-Type: application/json' \
-H 'Accept: application/xml' \
-d '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "originator" : "henry@vine.co.za",
  "postBackUrl" : "https://applinktest.free.beeceptor.com/",
  "messageType" : "text",
  "recipientList" : {
    "message" : "This is a test message to one recipient",
    "recipient" : [ {
      "msisdn" : "0820000000"
    } ]
  }
}'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "originator" : "henry@vine.co.za",
  "postBackUrl" : "https://applinktest.free.beeceptor.com/",
  "messageType" : "text",
  "recipientList" : {
    "message" : "This is a test message to one recipient",
    "recipient" : [ {
      "msisdn" : "0820000000"
    } ]
  }
}' | http POST 'http://localhost:8080/send/echo' \
  'Content-Type:application/json' \
  'Accept:application/xml'
```

3 Appendix C: Multiple Recipients, One Message, Send Immediately

This will send one message to all the recipient as soon as possible.

request

```
POST /send/echo HTTP/1.1
Content-Type: application/json
Accept: application/xml
Host: localhost:8080
Content-Length: 512

{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "messageType" : "text",
  "originator" : "henry@vine.co.za",
  "postBackUrl" : "https://applinktest.free.beeceptor.com/",
  "recipientList" : [
    {
      "message" : "This is a test message to more than one recipient",
      "recipient" : [ {
        "msisdn" : "0820000001"
      }, {
        "msisdn" : "0820000002"
      }, {
        "msisdn" : "0820000003"
      }, {
        "msisdn" : "0820000004"
      } ]
    }
  }
}
```

response

```
HTTP/1.1 200 OK
Content-Type: application/xml; charset=UTF-8
Content-Length: 751

<?xml version="1.0" encoding="UTF-8"?>
<gviSmsMessage>
    <affiliateCode>XXX999</affiliateCode>
    <originator>henry@vine.co.za</originator>
    <authenticationCode>qwertyuiop</authenticationCode>
    <submitDateTime>2010-06-20T11:30:20</submitDateTime>
    <messageType>text</messageType>
    <recipientList>
        <message>This is a test message to more than one
recipient</message>
        <recipient>
            <msisdn>0820000001</msisdn>
        </recipient>
        <recipient>
            <msisdn>0820000002</msisdn>
        </recipient>
        <recipient>
            <msisdn>0820000003</msisdn>
        </recipient>
        <recipient>
            <msisdn>0820000004</msisdn>
        </recipient>
    </recipientList>
</gviSmsMessage>
```

curl

```
$ curl 'http://localhost:8080/send/echo' -i -X POST \
-H 'Content-Type: application/json' \
-H 'Accept: application/xml' \
-d '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "messageType" : "text",
  "originator" : "henry@vine.co.za",
  "postBackUrl" : "https://applinktest.free.beeceptor.com/",
  "recipientList" : [
    {
      "message" : "This is a test message to more than one recipient",
      "recipient" : [ {
        "msisdn" : "0820000001"
      }, {
        "msisdn" : "0820000002"
      }, {
        "msisdn" : "0820000003"
      }, {
        "msisdn" : "0820000004"
      } ]
    }
  }
}'
```

http-pie

```
$ echo '{  
    "affiliateCode" : "XXX999",  
    "authenticationCode" : "qwertyuiop",  
    "submitDateTime" : "2010-06-20T11:30:20",  
    "messageType" : "text",  
    "originator" : "henry@vine.co.za",  
    "postBackUrl" : "https://applinktest.free.beeceptor.com/",  
    "recipientList" : {  
        "message" : "This is a test message to more than one recipient",  
        "recipient" : [ {  
            "msisdn" : "0820000001"  
        }, {  
            "msisdn" : "0820000002"  
        }, {  
            "msisdn" : "0820000003"  
        }, {  
            "msisdn" : "0820000004"  
        } ]  
    }  
}' | http POST 'http://localhost:8080/send/echo' \  
'Content-Type:application/json' \  
'Accept:application/xml'
```

4 Appendix D: Multiple Recipients, Unique Message per Recipient, Send Immediately

This will send a unique message to each of the recipients as soon as possible.

request

```
POST /send/echo HTTP/1.1
Content-Type: application/json
Accept: application/xml
Host: localhost:8080
Content-Length: 495

{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "messageType" : "text",
  "recipientList" : [
    "recipient" : [ {
      "message" : "This is a unique message to a recipient 1",
      "msisdn" : "0820000001"
    }, {
      "message" : "This is a unique message to a recipient 2",
      "msisdn" : "0820000002"
    }, {
      "message" : "This is a unique message to a recipient 3",
      "msisdn" : "0820000003"
    } ]
  }
}
```

response

```
HTTP/1.1 200 OK
Content-Type: application/xml; charset=UTF-8
Content-Length: 766

<?xml version="1.0" encoding="UTF-8"?>
<gviSmsMessage>
    <affiliateCode>XXX999</affiliateCode>
    <authenticationCode>qwertyuiop</authenticationCode>
    <submitDateTime>2010-06-20T11:30:20</submitDateTime>
    <messageType>text</messageType>
    <recipientList>
        <recipient>
            <message>This is a unique message to a recipient 1</message>
            <msisdn>0820000001</msisdn>
        </recipient>
        <recipient>
            <message>This is a unique message to a recipient 2</message>
            <msisdn>0820000002</msisdn>
        </recipient>
        <recipient>
            <message>This is a unique message to a recipient 3</message>
            <msisdn>0820000003</msisdn>
        </recipient>
    </recipientList>
</gviSmsMessage>
```

curl

```
$ curl 'http://localhost:8080/send/echo' -i -X POST \
-H 'Content-Type: application/json' \
-H 'Accept: application/xml' \
-d '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "messageType" : "text",
  "recipientList" : [
    {
      "recipient" : [ {
        "message" : "This is a unique message to a recipient 1",
        "msisdn" : "0820000001"
      }, {
        "message" : "This is a unique message to a recipient 2",
        "msisdn" : "0820000002"
      }, {
        "message" : "This is a unique message to a recipient 3",
        "msisdn" : "0820000003"
      } ]
    }
  }
}'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "messageType" : "text",
  "recipientList" : [
    "recipient" : [ {
      "message" : "This is a unique message to a recipient 1",
      "msisdn" : "0820000001"
    }, {
      "message" : "This is a unique message to a recipient 2",
      "msisdn" : "0820000002"
    }, {
      "message" : "This is a unique message to a recipient 3",
      "msisdn" : "0820000003"
    } ]
  }
}' | http POST 'http://localhost:8080/send/echo' \
  'Content-Type:application/json' \
  'Accept:application/xml'
```

5 Appendix E: One Recipient, One Message, Send during "Friendly" Hours

This will send one message to the recipient, but if the XML is received outside of specific hours, the message will only be sent at the next available time within the friendly hours specified.

request

```
POST /send/echo HTTP/1.1
Content-Type: application/json
Accept: application/xml
Host: localhost:8080
Content-Length: 489

{
    "affiliateCode" : "XXX999",
    "authenticationCode" : "qwertyuiop",
    "submitDateTime" : "2010-06-20T11:30:20",
    "originator" : "henry@vine.co.za",
    "postBackUrl" : "https://applinktest.free.beeceptor.com/",
    "messageType" : "text",
    "recipientList" : {
        "message" : "This is test message to one recipient",
        "recipient" : [ {
            "msisdn" : "0820000000"
        } ]
    },
    "transmissionRules" : {
        "transmitPeriod" : {
            "startHour" : 9,
            "endHour" : 17
        }
    }
}
```

response

```
HTTP/1.1 200 OK
Content-Type: application/xml; charset=UTF-8
Content-Length: 667

<?xml version="1.0" encoding="UTF-8"?>
<gviSmsMessage>
    <affiliateCode>XXX999</affiliateCode>
    <originator>henry@vine.co.za</originator>
    <authenticationCode>qwertyuiop</authenticationCode>
    <submitDateTime>2010-06-20T11:30:20</submitDateTime>
    <messageType>text</messageType>
    <recipientList>
        <message>This is test message to one recipient</message>
        <recipient>
            <msisdn>0820000000</msisdn>
        </recipient>
    </recipientList>
    <transmissionRules>
        <transmitPeriod>
            <startHour>9</startHour>
            <endHour>17</endHour>
        </transmitPeriod>
    </transmissionRules>
</gviSmsMessage>
```

curl

```
$ curl 'http://localhost:8080/send/echo' -i -X POST \
-H 'Content-Type: application/json' \
-H 'Accept: application/xml' \
-d '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "originator" : "henry@vine.co.za",
  "postBackUrl" : "https://applinktest.free.beceptor.com/",
  "messageType" : "text",
  "recipientList" : {
    "message" : "This is test message to one recipient",
    "recipient" : [ {
      "msisdn" : "0820000000"
    } ]
  },
  "transmissionRules" : {
    "transmitPeriod" : {
      "startHour" : 9,
      "endHour" : 17
    }
  }
}'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "originator" : "henry@vine.co.za",
  "postBackUrl" : "https://applinktest.free.beceptor.com/",
  "messageType" : "text",
  "recipientList" : {
    "message" : "This is test message to one recipient",
    "recipient" : [ {
      "msisdn" : "0820000000"
    } ]
  },
  "transmissionRules" : {
    "transmitPeriod" : {
      "startHour" : 9,
      "endHour" : 17
    }
  }
}' | http POST 'http://localhost:8080/send/echo' \
  'Content-Type:application/json' \
  'Accept:application/xml'
```

6 Appendix F: Multiple Recipients, One Message, Send at Specific Time

This will send one message to all the recipients, message to be sent at the specified time only.

request

```
POST /send/echo HTTP/1.1
Content-Type: application/json
Accept: application/xml
Host: localhost:8080
Content-Length: 449

{
    "affiliateCode" : "XXX999",
    "authenticationCode" : "qwertyuiop",
    "submitDateTime" : "2010-06-20T11:30:20",
    "messageType" : "text",
    "recipientList" : [
        "message" : "This is a test message to multiple recipients",
        "recipient" : [ {
            "msisdn" : "0820000001"
        }, {
            "msisdn" : "0820000002"
        }, {
            "msisdn" : "0820000003"
        } ]
    },
    "transmissionRules" : {
        "transmitDateTime" : "2012-06-24T12:34:56"
    }
}
```

response

```
HTTP/1.1 200 OK
Content-Type: application/xml; charset=UTF-8
Content-Length: 734

<?xml version="1.0" encoding="UTF-8"?>
<gviSmsMessage>
    <affiliateCode>XXX999</affiliateCode>
    <authenticationCode>qwertyuiop</authenticationCode>
    <submitDateTime>2010-06-20T11:30:20</submitDateTime>
    <messageType>text</messageType>
    <recipientList>
        <message>This is a test message to multiple recipients</message>
        <recipient>
            <msisdn>0820000001</msisdn>
        </recipient>
        <recipient>
            <msisdn>0820000002</msisdn>
        </recipient>
        <recipient>
            <msisdn>0820000003</msisdn>
        </recipient>
    </recipientList>
    <transmissionRules>
        <transmitDateTime>2012-06-24T12:34:56</transmitDateTime>
    </transmissionRules>
</gviSmsMessage>
```

curl

```
$ curl 'http://localhost:8080/send/echo' -i -X POST \
-H 'Content-Type: application/json' \
-H 'Accept: application/xml' \
-d '{
    "affiliateCode" : "XXX999",
    "authenticationCode" : "qwertyuiop",
    "submitDateTime" : "2010-06-20T11:30:20",
    "messageType" : "text",
    "recipientList" : [
        "message" : "This is a test message to multiple recipients",
        "recipient" : [ {
            "msisdn" : "0820000001"
        }, {
            "msisdn" : "0820000002"
        }, {
            "msisdn" : "0820000003"
        } ]
    },
    "transmissionRules" : {
        "transmitDateTime" : "2012-06-24T12:34:56"
    }
}'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "messageType" : "text",
  "recipientList" : [
    "message" : "This is a test message to multiple recipients",
    "recipient" : [ {
      "msisdn" : "0820000001"
    }, {
      "msisdn" : "0820000002"
    }, {
      "msisdn" : "0820000003"
    } ]
  },
  "transmissionRules" : {
    "transmitDateTime" : "2012-06-24T12:34:56"
  }
}' | http POST 'http://localhost:8080/send/echo' \
  'Content-Type:application/json' \
  'Accept:application/xml'
```

7 Appendix G: Multiple Recipients, One Message, Send at Specific Time outside "Friendly" Hours

This will send one message to each recipient specified, but friendly hours are also specified. sent the next day at 9am.

request

```
POST /send/echo HTTP/1.1
Content-Type: application/json
Accept: application/xml
Host: localhost:8080
Content-Length: 525

{
    "affiliateCode" : "XXX999",
    "authenticationCode" : "qwertyuiop",
    "submitDateTime" : "2010-06-20T11:30:20",
    "messageType" : "text",
    "recipientList" : [
        "message" : "This is a test message to multiple recipients",
        "recipient" : [ {
            "msisdn" : "0820000001"
        }, {
            "msisdn" : "0820000002"
        }, {
            "msisdn" : "0820000003"
        } ]
    },
    "transmissionRules" : {
        "transmitDateTime" : "2012-06-24T21:34:56",
        "transmitPeriod" : {
            "startHour" : 9,
            "endHour" : 17
        }
    }
}
```

response

```
HTTP/1.1 200 OK
Content-Type: application/xml; charset=UTF-8
Content-Length: 856

<?xml version="1.0" encoding="UTF-8"?>
<gviSmsMessage>
    <affiliateCode>XXX999</affiliateCode>
    <authenticationCode>qwertyuiop</authenticationCode>
    <submitDateTime>2010-06-20T11:30:20</submitDateTime>
    <messageType>text</messageType>
    <recipientList>
        <message>This is a test message to multiple recipients</message>
        <recipient>
            <msisdn>0820000001</msisdn>
        </recipient>
        <recipient>
            <msisdn>0820000002</msisdn>
        </recipient>
        <recipient>
            <msisdn>0820000003</msisdn>
        </recipient>
    </recipientList>
    <transmissionRules>
        <transmitDateTime>2012-06-24T21:34:56</transmitDateTime>
        <transmitPeriod>
            <startHour>9</startHour>
            <endHour>17</endHour>
        </transmitPeriod>
    </transmissionRules>
</gviSmsMessage>
```

curl

```
$ curl 'http://localhost:8080/send/echo' -i -X POST \
-H 'Content-Type: application/json' \
-H 'Accept: application/xml' \
-d '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "messageType" : "text",
  "recipientList" : [
    {
      "message" : "This is a test message to multiple recipients",
      "recipient" : [
        {
          "msisdn" : "0820000001"
        },
        {
          "msisdn" : "0820000002"
        },
        {
          "msisdn" : "0820000003"
        }
      ]
    },
    "transmissionRules" : {
      "transmitDateTime" : "2012-06-24T21:34:56",
      "transmitPeriod" : {
        "startHour" : 9,
        "endHour" : 17
      }
    }
  }
}'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "messageType" : "text",
  "recipientList" : [
    {
      "message" : "This is a test message to multiple recipients",
      "recipient" : [
        {
          "msisdn" : "0820000001"
        },
        {
          "msisdn" : "0820000002"
        },
        {
          "msisdn" : "0820000003"
        }
      ]
    },
    "transmissionRules" : {
      "transmitDateTime" : "2012-06-24T21:34:56",
      "transmitPeriod" : {
        "startHour" : 9,
        "endHour" : 17
      }
    }
  }
}' | http POST 'http://localhost:8080/send/echo' \
  'Content-Type:application/json' \
  'Accept:application/xml'
```

8 Appendix H: Multiple Recipients, One Message including Custom Data, Send Immediately

This example works the same as the previous example with multiple recipients and one message, but includes customData tags per recipient and for the recipientlist.

request

```
POST /send/echo HTTP/1.1
Content-Type: application/json
Accept: application/xml
Host: localhost:8080
Content-Length: 602

{
    "affiliateCode" : "XXX999",
    "authenticationCode" : "qwertyuiop",
    "submitDateTime" : "2010-06-20T11:30:20",
    "messageType" : "text",
    "recipientList" : [
        {
            "message" : "This is a test message to multiple recipients",
            "recipient" : [ {
                "msisdn" : "0820000001",
                "customData" : {
                    "userId" : "11111"
                }
            }, {
                "msisdn" : "0820000002",
                "customData" : {
                    "userId" : "22222"
                }
            }, {
                "msisdn" : "0820000003",
                "customData" : {
                    "userId" : "33333"
                }
            } ],
            "customData" : {
                "batchId" : "12345"
            }
        }
    ]
}
```

response

```
HTTP/1.1 200 OK
Content-Type: application/xml; charset=UTF-8
Content-Length: 970

<?xml version="1.0" encoding="UTF-8"?>
<gviSmsMessage>
    <affiliateCode>XXX999</affiliateCode>
    <authenticationCode>qwertyuiop</authenticationCode>
    <submitDateTime>2010-06-20T11:30:20</submitDateTime>
    <messageType>text</messageType>
    <recipientList>
        <message>This is a test message to multiple recipients</message>
        <recipient>
            <msisdn>0820000001</msisdn>
            <customData>
                <userId>11111</userId>
            </customData>
        </recipient>
        <recipient>
            <msisdn>0820000002</msisdn>
            <customData>
                <userId>22222</userId>
            </customData>
        </recipient>
        <recipient>
            <msisdn>0820000003</msisdn>
            <customData>
                <userId>33333</userId>
            </customData>
        </recipient>
        <customData>
            <batchId>12345</batchId>
        </customData>
    </recipientList>
</gviSmsMessage>
```

curl

```
$ curl 'http://localhost:8080/send/echo' -i -X POST \
-H 'Content-Type: application/json' \
-H 'Accept: application/xml' \
-d '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "messageType" : "text",
  "recipientList" : [
    {
      "message" : "This is a test message to multiple recipients",
      "recipient" : [ {
        "msisdn" : "0820000001",
        "customData" : {
          "userId" : "11111"
        }
      }, {
        "msisdn" : "0820000002",
        "customData" : {
          "userId" : "22222"
        }
      }, {
        "msisdn" : "0820000003",
        "customData" : {
          "userId" : "33333"
        }
      } ],
      "customData" : {
        "batchId" : "12345"
      }
    }
  ]'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "messageType" : "text",
  "recipientList" : [
    {
      "message" : "This is a test message to multiple recipients",
      "recipient" : [ {
        "msisdn" : "0820000001",
        "customData" : {
          "userId" : "11111"
        }
      }, {
        "msisdn" : "0820000002",
        "customData" : {
          "userId" : "22222"
        }
      }, {
        "msisdn" : "0820000003",
        "customData" : {
          "userId" : "33333"
        }
      }],
      "customData" : {
        "batchId" : "12345"
      }
    }
  ]' | http POST 'http://localhost:8080/send/echo' \
  'Content-Type:application/json' \
  'Accept:application/xml'
```

9 Send SMS Endpoint

This is the endpoint used to send a message to recipients via AppLink. Below are 3 sample requests as well as the responses as sent back from Applink. For details on the requests and responses, please consult the Applink XML API User Guide.

9.1. Sample of a successful send

request

```
POST /send/sms HTTP/1.1
Content-Type: application/json; charset=UTF-8
Accept: application/xml
Host: localhost:8080
Content-Length: 411

{
    "affiliateCode" : "XXX022",
    "authenticationCode" : "secret123",
    "submitDateTime" : "2018-08-19T16:30:20",
    "persistCustomData" : "true",
    "messageType" : "text",
    "recipientList" : [
        "customData" : {
            "sample" : "sample value"
        },
        "recipient" : [ {
            "message" : "Sample Sent Message",
            "msisdn" : "27834470070"
        } ]
    },
    "customData" : {
        "fromService" : "IAL"
    }
}
```

response

```
HTTP/1.1 200 OK
Content-Type: application/xml; charset=UTF-8
Content-Length: 157

<?xml version="1.0" encoding="UTF-8"?>
<gviRequestResult>
    <resultCode>0</resultCode>
    <resultText>Process Successful</resultText>
</gviRequestResult>
```

curl

```
$ curl 'http://localhost:8080/send/sms' -i -X POST \
-H 'Content-Type: application/json; charset=UTF-8' \
-H 'Accept: application/xml' \
-d '{
    "affiliateCode" : "XXX022",
    "authenticationCode" : "secret123",
    "submitDateTime" : "2018-08-19T16:30:20",
    "persistCustomData" : "true",
    "messageType" : "text",
    "recipientList" : [
        "customData" : {
            "sample" : "sample value"
        },
        "recipient" : [ {
            "message" : "Sample Sent Message",
            "msisdn" : "27834470070"
        } ]
    },
    "customData" : {
        "fromService" : "IAL"
    }
}'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX022",
  "authenticationCode" : "secret123",
  "submitDateTime" : "2018-08-19T16:30:20",
  "persistCustomData" : "true",
  "messageType" : "text",
  "recipientList" : [
    "customData" : {
      "sample" : "sample value"
    },
    "recipient" : [
      "message" : "Sample Sent Message",
      "msisdn" : "27834470070"
    ]
  },
  "customData" : {
    "fromService" : "IAL"
  }
}' | http POST 'http://localhost:8080/send/sms' \
  'Content-Type:application/json; charset=UTF-8' \
  'Accept:application/xml'
```

9.2. Sample of a failed send due to Authentication failure

request

```
POST /send/sms HTTP/1.1
Content-Type: application/json; charset=UTF-8
Accept: application/xml
Host: localhost:8080
Content-Length: 385

{
    "affiliateCode" : "XXX999",
    "authenticationCode" : "qwertyuiop",
    "submitDateTime" : "2010-06-20T11:30:20",
    "originator" : "henry@vine.co.za",
    "postBackUrl" : "https://applinktest.free.beceptor.com/",
    "messageType" : "text",
    "recipientList" : {
        "message" : "This is a test message to one recipient",
        "recipient" : [ {
            "msisdn" : "0820000000"
        } ]
    }
}
```

response

```
HTTP/1.1 200 OK
Content-Type: application/xml; charset=UTF-8
Content-Length: 184

<?xml version="1.0" encoding="UTF-8"?>
<gviRequestResult>
    <resultCode>1</resultCode>
    <resultText>Invalid Authentication: Failed Authentication</resultText>
</gviRequestResult>
```

curl

```
$ curl 'http://localhost:8080/send/sms' -i -X POST \
-H 'Content-Type: application/json; charset=UTF-8' \
-H 'Accept: application/xml' \
-d '{
    "affiliateCode" : "XXX999",
    "authenticationCode" : "qwertyuiop",
    "submitDateTime" : "2010-06-20T11:30:20",
    "originator" : "henry@vine.co.za",
    "postBackUrl" : "https://applinktest.free.beeceptor.com/",
    "messageType" : "text",
    "recipientList" : {
        "message" : "This is a test message to one recipient",
        "recipient" : [ {
            "msisdn" : "0820000000"
        } ]
    }
}'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX999",
  "authenticationCode" : "qwertyuiop",
  "submitDateTime" : "2010-06-20T11:30:20",
  "originator" : "henry@vine.co.za",
  "postBackUrl" : "https://applinktest.free.beceptor.com/",
  "messageType" : "text",
  "recipientList" : {
    "message" : "This is a test message to one recipient",
    "recipient" : [ {
      "msisdn" : "0820000000"
    } ]
  }
}' | http POST 'http://localhost:8080/send/sms' \
  'Content-Type:application/json; charset=UTF-8' \
  'Accept:application/xml'
```

9.3. Sample of a failed send due to invalid JSON received by the API

request

```
POST /send/sms HTTP/1.1
Content-Type: application/json; charset=UTF-8
Accept: application/xml
Host: localhost:8080
Content-Length: 16

{ invalid-json }
```

response

```
HTTP/1.1 400 Bad Request
```

curl

```
$ curl 'http://localhost:8080/send/sms' -i -X POST \
  -H 'Content-Type: application/json; charset=UTF-8' \
  -H 'Accept: application/xml' \
  -d '{ invalid-json }'
```

http-pie

```
$ echo '{ invalid-json }' | http POST 'http://localhost:8080/send/sms'  
\  
'Content-Type:application/json; charset=UTF-8' \  
'Accept:application/xml'
```

10 Send SMS (v2)

This version of the API will process the incoming JSON/XML request in the same way as version 1, however, in this version (2) you can use the `Accept` header to specify whether you want to receive the response in one of the following formats:

1. `Accept: application/xml` → XML format
2. `Accept: application/json` → JSON format
3. `Accept: text/plain` → plain text format

The `Accept` header is optional. If not specified, the API will default to sending the response in `text/plain` format. Note that if the `Accept` header is set, but does not contain one of the supported formats (XML, JSON, plain text) then a 406 response is returned. **IMPORTANT:** This does **NOT** mean that the messages will not be sent - it simply means that the response to your API cannot be provided in the requested format!

10.1. Get the Response as XML

If the request includes an `Accept` header set to: `application/xml` then the response will be sent back as XML.

request

```
POST /v2/send/sms HTTP/1.1
Content-Type: application/json; charset=UTF-8
Accept: application/xml
Host: localhost:8080
Content-Length: 411

{
    "affiliateCode" : "XXX022",
    "authenticationCode" : "secret123",
    "submitDateTime" : "2018-08-19T16:30:20",
    "persistCustomData" : "true",
    "messageType" : "text",
    "recipientList" : [
        "customData" : {
            "sample" : "sample value"
        },
        "recipient" : [ {
            "message" : "Sample Sent Message",
            "msisdn" : "27834470070"
        } ]
    },
    "customData" : {
        "fromService" : "IAL"
    }
}
```

response

```
HTTP/1.1 200 OK
Content-Type: application/xml
Content-Length: 157

<?xml version="1.0" encoding="UTF-8"?>
<gviRequestResult>
    <resultCode>0</resultCode>
    <resultText>Process Successful</resultText>
</gviRequestResult>
```

curl

```
$ curl 'http://localhost:8080/v2/send/sms' -i -X POST \
-H 'Content-Type: application/json; charset=UTF-8' \
-H 'Accept: application/xml' \
-d '{
    "affiliateCode" : "XXX022",
    "authenticationCode" : "secret123",
    "submitDateTime" : "2018-08-19T16:30:20",
    "persistCustomData" : "true",
    "messageType" : "text",
    "recipientList" : {
        "customData" : {
            "sample" : "sample value"
        },
        "recipient" : [ {
            "message" : "Sample Sent Message",
            "msisdn" : "27834470070"
        } ]
    },
    "customData" : {
        "fromService" : "IAL"
    }
}'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX022",
  "authenticationCode" : "secret123",
  "submitDateTime" : "2018-08-19T16:30:20",
  "persistCustomData" : "true",
  "messageType" : "text",
  "recipientList" : [
    "customData" : {
      "sample" : "sample value"
    },
    "recipient" : [ {
      "message" : "Sample Sent Message",
      "msisdn" : "27834470070"
    }]
  },
  "customData" : {
    "fromService" : "IAL"
  }
}' | http POST 'http://localhost:8080/v2/send/sms' \
  'Content-Type:application/json; charset=UTF-8' \
  'Accept:application/xml'
```

10.2. Get the Response as JSON

If the request includes an Accept header set to: application/json then the response will be sent back as JSON.

request

```
POST /v2/send/sms HTTP/1.1
Content-Type: application/json; charset=UTF-8
Accept: application/json
Host: localhost:8080
Content-Length: 411

{
    "affiliateCode" : "XXX022",
    "authenticationCode" : "secret123",
    "submitDateTime" : "2018-08-19T16:30:20",
    "persistCustomData" : "true",
    "messageType" : "text",
    "recipientList" : [
        "customData" : {
            "sample" : "sample value"
        },
        "recipient" : [ {
            "message" : "Sample Sent Message",
            "msisdn" : "27834470070"
        } ]
    },
    "customData" : {
        "fromService" : "IAL"
    }
}
```

response

```
HTTP/1.1 200 OK
Content-Type: application/json
Content-Length: 61

{
    "resultCode" : 0,
    "resultText" : "Process Successful"
}
```

curl

```
$ curl 'http://localhost:8080/v2/send/sms' -i -X POST \
-H 'Content-Type: application/json; charset=UTF-8' \
-H 'Accept: application/json' \
-d '{
    "affiliateCode" : "XXX022",
    "authenticationCode" : "secret123",
    "submitDateTime" : "2018-08-19T16:30:20",
    "persistCustomData" : "true",
    "messageType" : "text",
    "recipientList" : [
        "customData" : {
            "sample" : "sample value"
        },
        "recipient" : [ {
            "message" : "Sample Sent Message",
            "msisdn" : "27834470070"
        } ]
    },
    "customData" : {
        "fromService" : "IAL"
    }
}'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX022",
  "authenticationCode" : "secret123",
  "submitDateTime" : "2018-08-19T16:30:20",
  "persistCustomData" : "true",
  "messageType" : "text",
  "recipientList" : [
    "customData" : {
      "sample" : "sample value"
    },
    "recipient" : [ {
      "message" : "Sample Sent Message",
      "msisdn" : "27834470070"
    }]
  },
  "customData" : {
    "fromService" : "IAL"
  }
}' | http POST 'http://localhost:8080/v2/send/sms' \
'Content-Type:application/json; charset=UTF-8' \
'Accept:application/json'
```

10.3. Get the Response as Plain Text

If the request includes an `Accept` header set to: `text/plain` then the response will be sent back as plain text. Note that in this case, the body will include the same context as if the `Accept` header had been set to `application\xml` but the response header will be `text/plain`. This response is compatible with the first version of the API and using the XML Applink API directly.

request

```
POST /v2/send/sms HTTP/1.1
Content-Type: application/json; charset=UTF-8
Accept: text/plain
Host: localhost:8080
Content-Length: 411

{
    "affiliateCode" : "XXX022",
    "authenticationCode" : "secret123",
    "submitDateTime" : "2018-08-19T16:30:20",
    "persistCustomData" : "true",
    "messageType" : "text",
    "recipientList" : {
        "customData" : {
            "sample" : "sample value"
        },
        "recipient" : [ {
            "message" : "Sample Sent Message",
            "msisdn" : "27834470070"
        } ]
    },
}
```

response

```
HTTP/1.1 200 OK
Content-Type: text/plain; charset=UTF-8
Content-Length: 157

<?xml version="1.0" encoding="UTF-8"?>
<gviRequestResult>
    <resultCode>0</resultCode>
    <resultText>Process Successful</resultText>
</gviRequestResult>
```

curl

```
$ curl 'http://localhost:8080/v2/send/sms' -i -X POST \
-H 'Content-Type: application/json; charset=UTF-8' \
-H 'Accept: text/plain' \
-d '{
    "affiliateCode" : "XXX022",
    "authenticationCode" : "secret123",
    "submitDateTime" : "2018-08-19T16:30:20",
    "persistCustomData" : "true",
    "messageType" : "text",
    "recipientList" : [
        "customData" : {
            "sample" : "sample value"
        },
        "recipient" : [ {
            "message" : "Sample Sent Message",
            "msisdn" : "27834470070"
        } ]
    },
    "customData" : {
        "fromService" : "IAL"
    }
}'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX022",
  "authenticationCode" : "secret123",
  "submitDateTime" : "2018-08-19T16:30:20",
  "persistCustomData" : "true",
  "messageType" : "text",
  "recipientList" : [
    "customData" : {
      "sample" : "sample value"
    },
    "recipient" : [ {
      "message" : "Sample Sent Message",
      "msisdn" : "27834470070"
    } ]
  },
  "customData" : {
    "fromService" : "IAL"
  }
}' | http POST 'http://localhost:8080/v2/send/sms' \
  'Content-Type:application/json; charset=UTF-8' \
  'Accept:text/plain'
```

10.4.No Accept header specified

If no `Accept` header is specified, the API will work the same as if the `Accept` header has been set to `text/plain`.

request

```
POST /v2/send/sms HTTP/1.1
Content-Type: application/json; charset=UTF-8
Host: localhost:8080
Content-Length: 411

{
    "affiliateCode" : "XXX022",
    "authenticationCode" : "secret123",
    "submitDateTime" : "2018-08-19T16:30:20",
    "persistCustomData" : "true",
    "messageType" : "text",
    "recipientList" : [
        "customData" : {
            "sample" : "sample value"
        },
        "recipient" : [ {
            "message" : "Sample Sent Message",
            "msisdn" : "27834470070"
        } ]
    },
    "customData" : {
        "fromService" : "IAL"
    }
}
```

response

```
HTTP/1.1 200 OK
Content-Type: application/xml; charset=UTF-8
Content-Length: 157

<?xml version="1.0" encoding="UTF-8"?>
<gviRequestResult>
    <resultCode>0</resultCode>
    <resultText>Process Successful</resultText>
</gviRequestResult>
```

curl

```
$ curl 'http://localhost:8080/v2/send/sms' -i -X POST \
-H 'Content-Type: application/json; charset=UTF-8' \
-d '{
    "affiliateCode" : "XXX022",
    "authenticationCode" : "secret123",
    "submitDateTime" : "2018-08-19T16:30:20",
    "persistCustomData" : "true",
    "messageType" : "text",
    "recipientList" : [
        "customData" : {
            "sample" : "sample value"
        },
        "recipient" : [ {
            "message" : "Sample Sent Message",
            "msisdn" : "27834470070"
        } ]
    },
    "customData" : {
        "fromService" : "IAL"
    }
}'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX022",
  "authenticationCode" : "secret123",
  "submitDateTime" : "2018-08-19T16:30:20",
  "persistCustomData" : "true",
  "messageType" : "text",
  "recipientList" : [
    "customData" : {
      "sample" : "sample value"
    },
    "recipient" : [ {
      "message" : "Sample Sent Message",
      "msisdn" : "27834470070"
    } ]
  },
  "customData" : {
    "fromService" : "IAL"
  }
}' | http POST 'http://localhost:8080/v2/send/sms' \
'Content-Type:application/json; charset=UTF-8'
```

10.5.Unavailable response type requested

If the `Accept` header is included but not set to one of the supported formats (shown above), it is treated as a client request error and a `406` status code is returned. NOTE: This does **NOT** mean that the request is not processed and that messages will not be sent, only that the response cannot be converted to the requested format.

request

```
POST /v2/send/sms HTTP/1.1
Content-Type: application/json; charset=UTF-8
Accept: text/html
Host: localhost:8080
Content-Length: 411

{
  "affiliateCode" : "XXX022",
  "authenticationCode" : "secret123",
  "submitDateTime" : "2018-08-19T16:30:20",
  "persistCustomData" : "true",
  "messageType" : "text",
  "recipientList" : [
    "customData" : {
      "sample" : "sample value"
    },
    "recipient" : [ {
      "message" : "Sample Sent Message",
      "msisdn" : "27834470070"
    } ]
  },
  "customData" : {
    "fromService" : "IAL"
  }
}
```

response

```
HTTP/1.1 406 Not Acceptable
```

curl

```
$ curl 'http://localhost:8080/v2/send/sms' -i -X POST \
-H 'Content-Type: application/json; charset=UTF-8' \
-H 'Accept: text/html' \
-d '{
  "affiliateCode" : "XXX022",
  "authenticationCode" : "secret123",
  "submitDateTime" : "2018-08-19T16:30:20",
  "persistCustomData" : "true",
  "messageType" : "text",
  "recipientList" : [
    "customData" : {
      "sample" : "sample value"
    },
    "recipient" : [ {
      "message" : "Sample Sent Message",
      "msisdn" : "27834470070"
    } ]
  },
  "customData" : {
    "fromService" : "IAL"
  }
}'
```

http-pie

```
$ echo '{
  "affiliateCode" : "XXX022",
  "authenticationCode" : "secret123",
  "submitDateTime" : "2018-08-19T16:30:20",
  "persistCustomData" : "true",
  "messageType" : "text",
  "recipientList" : [
    "customData" : {
      "sample" : "sample value"
    },
    "recipient" : [ {
      "message" : "Sample Sent Message",
      "msisdn" : "27834470070"
    } ]
  },
  "customData" : {
    "fromService" : "IAL"
  }
}' | http POST 'http://localhost:8080/v2/send/sms' \
  'Content-Type:application/json; charset=UTF-8' \
  'Accept:text/html'
```

10.6.Using Custom Data

The custom data attribute can take any key-value pairs that you would like to associate with the entire payload or with individual recipients. For example, the custom data can be used to store correlation identifiers used to tie together delivery receipts with the messages that was sent.

Please note that custom data keys should not start with underscores or gvi as these names are used internally.

10.7.The postBackUrl

The `postBackUrl` can be used to be notified of delivery events or replies to your messages.

For instance, when a `postBackUrl` is specified, the following delivery receipt is received:

In JSON:

```
{  
    "responseDateTime": "2020-06-26T16:27:00",  
    "submitDateTime": "2020-06-26T16:27:00",  
    "recipient": {  
        "msisdn": "27834470070"  
    },  
    "responseType": "receipt",  
    "status": {  
        "code": 0,  
        "reason": "Message is delivered to destination. stat:DELIVRD"  
    }  
}
```

In XML:

```
<gviSmsResponse+xmlns:xsi="http://www.w3.org/2001/XMLSchema-  
instance">  
    <responseDateTime>2020-06-25T16:32:00</responseDateTime>  
    <submitDateTime>2020-06-25T16:32:00</submitDateTime>  
    <recipient>  
        <msisdn>27834470070</msisdn>  
    </recipient>  
    <responseType>receipt</responseType>  
    <status>  
        <code>0</code>  
  
    <reason>Message+is+delivered+to+destination.+stat:DELIVRD</reason>  
    </status>  
    <customData>  
        <sample>sample+value+2</sample>  
        <fromService>IAL</fromService>  
    </customData>  
</gviSmsResponse>
```

Similarly, a reply can received as follows:

In JSON:

```
{  
    "responseDateTime": "2020-06-26T16:28:00",  
    "recipient": {  
        "msisdn": "27834470070"  
    },  
    "responseType": "reply",  
    "response": "Another reply to my message 10"  
}
```

In XML:

```
<gviSmsResponse xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">  
    <responseDateTime>2020-06-25T20:57:19</responseDateTime>  
    <recipient>  
        <msisdn>27834470070</msisdn>  
    </recipient>  
    <responseType>reply</responseType>  
    <response>Response for message 4</response>  
    <customData>  
        <sample>sample value 4</sample>  
        <fromService>IAL</fromService>  
  
    <__gvi_postBackUrl>http://mockserver.test15.vine.co.za/ok</__gvi_post  
    BackUrl>  
    </customData>  
</gviSmsResponse>
```

11 Other Endpoints

11.1.Name

Returns the name of this API.

request

```
GET / HTTP/1.1  
Host: localhost:8080
```

response

```
HTTP/1.1 200 OK  
Content-Type: text/plain; charset=UTF-8  
Content-Length: 20  
  
JSON Api for Applink
```

curl

```
$ curl 'http://localhost:8080/' -i -X GET
```

http-pie

```
$ http GET 'http://localhost:8080/'
```

11.2.Version

Returns the current version of this API.

request

```
GET /version HTTP/1.1  
Host: localhost:8080
```

response

```
HTTP/1.1 200 OK  
Content-Type: text/plain; charset=UTF-8  
Content-Length: 8  
  
99.99.99
```

curl

```
$ curl 'http://localhost:8080/version' -i -X GET
```

http-pie

```
$ http GET 'http://localhost:8080/version'
```

11.3.Ping

An endpoint that returns sample data to check if the API is available.

request

```
GET /ping HTTP/1.1  
Host: localhost:8080
```

response

```
HTTP/1.1 200 OK  
Content-Type: text/plain; charset=UTF-8  
Content-Length: 23  
  
2022-07-13T14:39:33.474
```

curl

```
$ curl 'http://localhost:8080/ping' -i -X GET
```

http-pie

```
$ http GET 'http://localhost:8080/ping'
```