COMMS API MEETUP

NEW YORK

Talk: Delivery Reports

Who am I?

Parker DeWilde

Senior Software Engineer @Infobip

- Seattle Based
- 3+ Years At Infobip
- Backend Java Developer
  - API+ SaaS backend
  - Performance focus (Python!)

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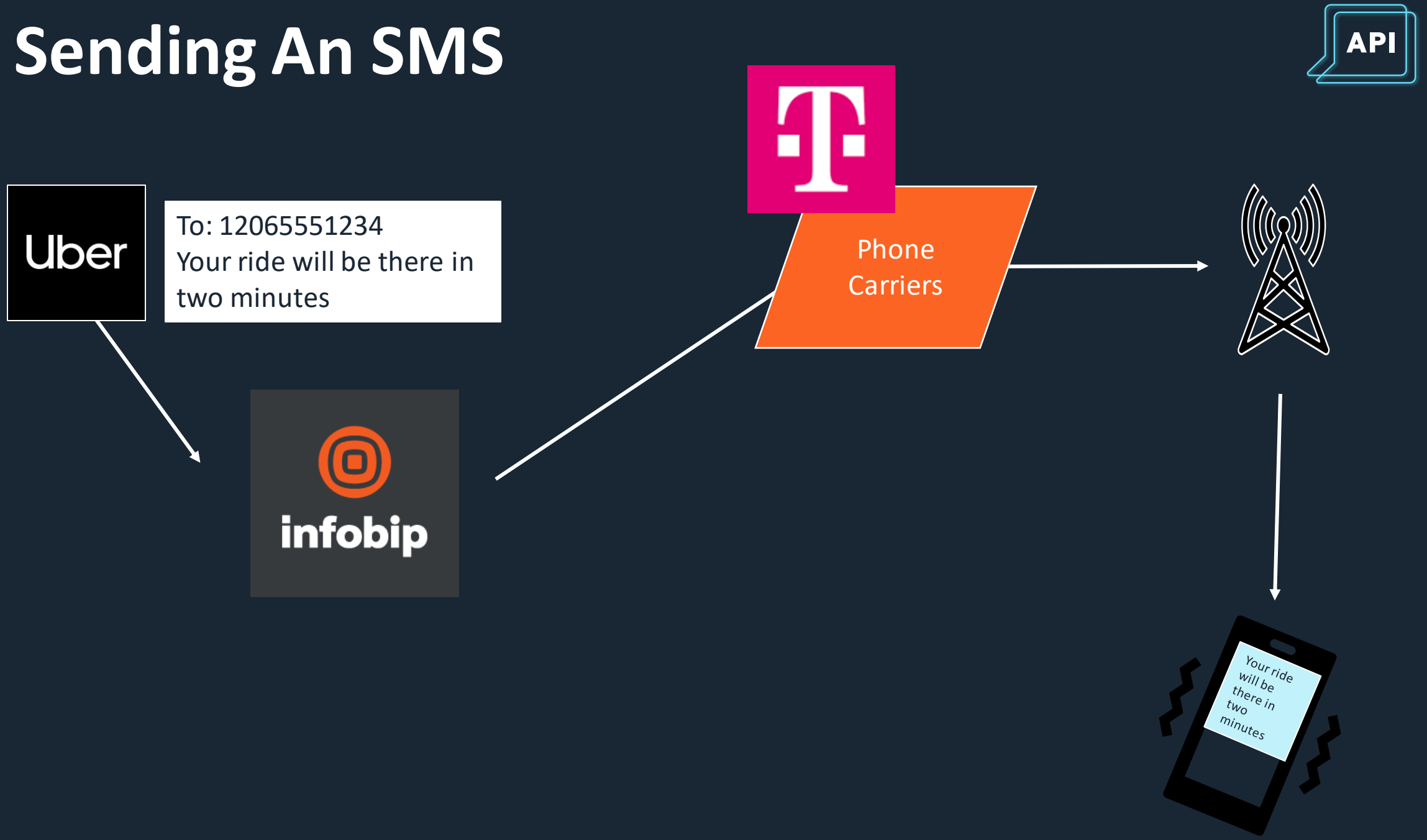
Sending An SMS



Sending an SMS – What Could Go Wrong?

Mobile Subscriber Side

Sending an SMS – What Could Go Wrong?

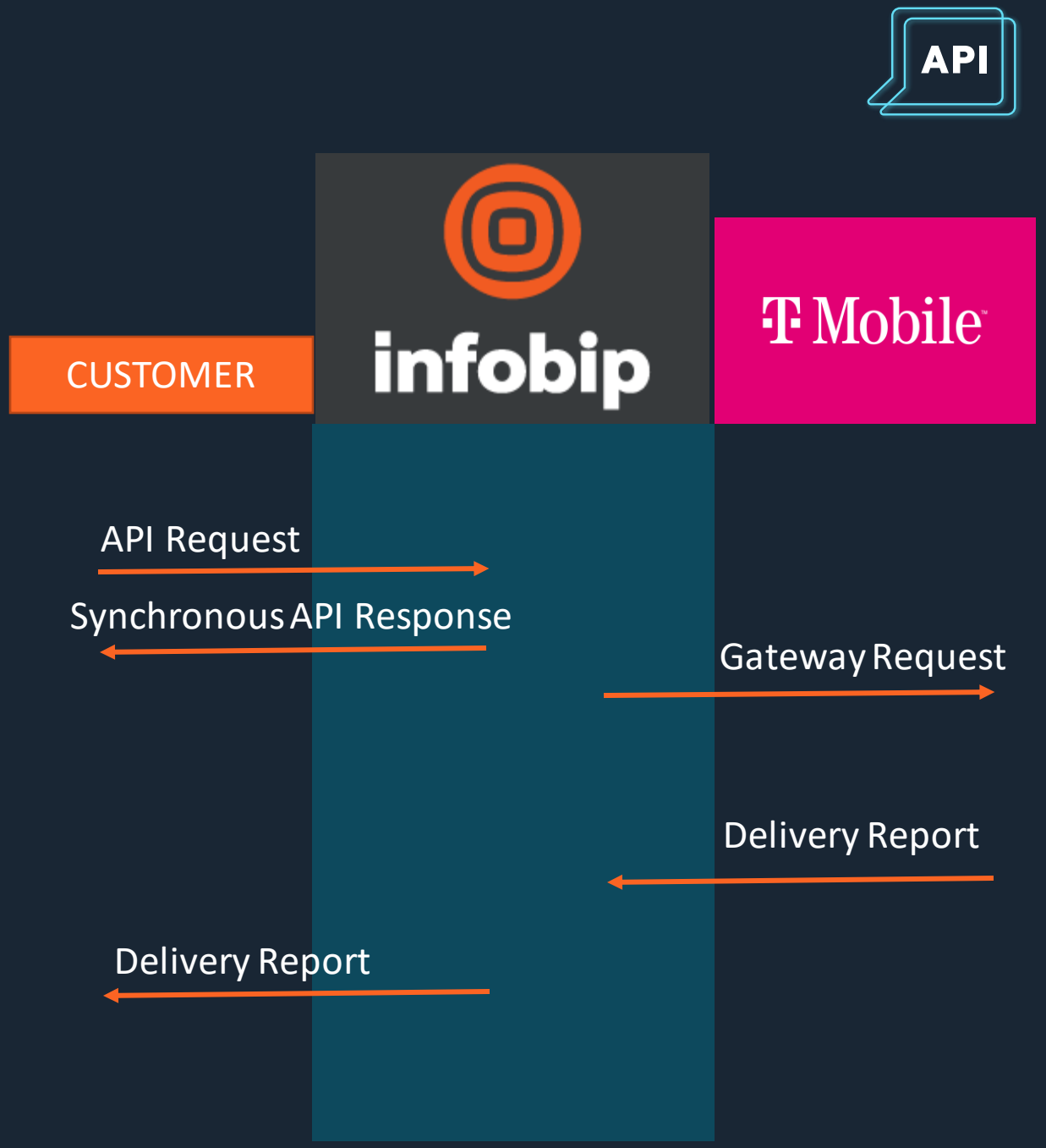
Service/Carrier Side

Sending an SMS – Feedback

Easy Synchronous Issues

What is a "DR"?

- Delivery Report or Delivery Receipt
  - DR or DLR for short
- Asynchronous
- Status of Message
  - Success
    - Carrier/Phone
  - Failure
    - Expired
    - Not Mobile Number
    - Number Not Active
    - Spam



What Does an Infobip DR Look Like?

- Infobip provide common formats for multiple channels
  - https://www.infobip.com/docs/essentials/response-status-and-error-codes
- Contents
  - Message ID
  - Destination Address
  - Price
  - Status – General
  - Error – Specific
- Push Or Pull

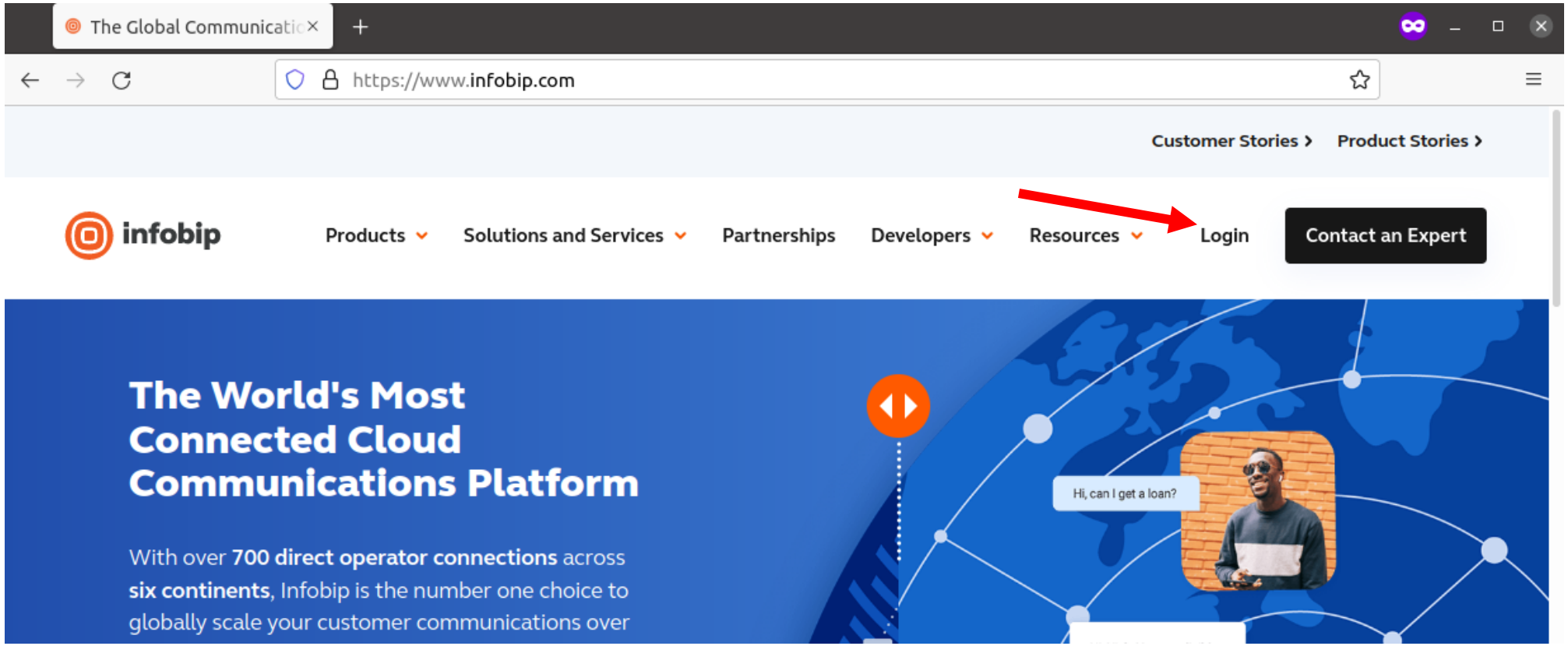
So how do I use delivery reports?

- Trigger Other Channels On Failure
- Discover SPAM issues
- Update Customer Contact Details
- Gauge Campaign Succes

… probably don't print them :P

Demo Time!

Environment Setup



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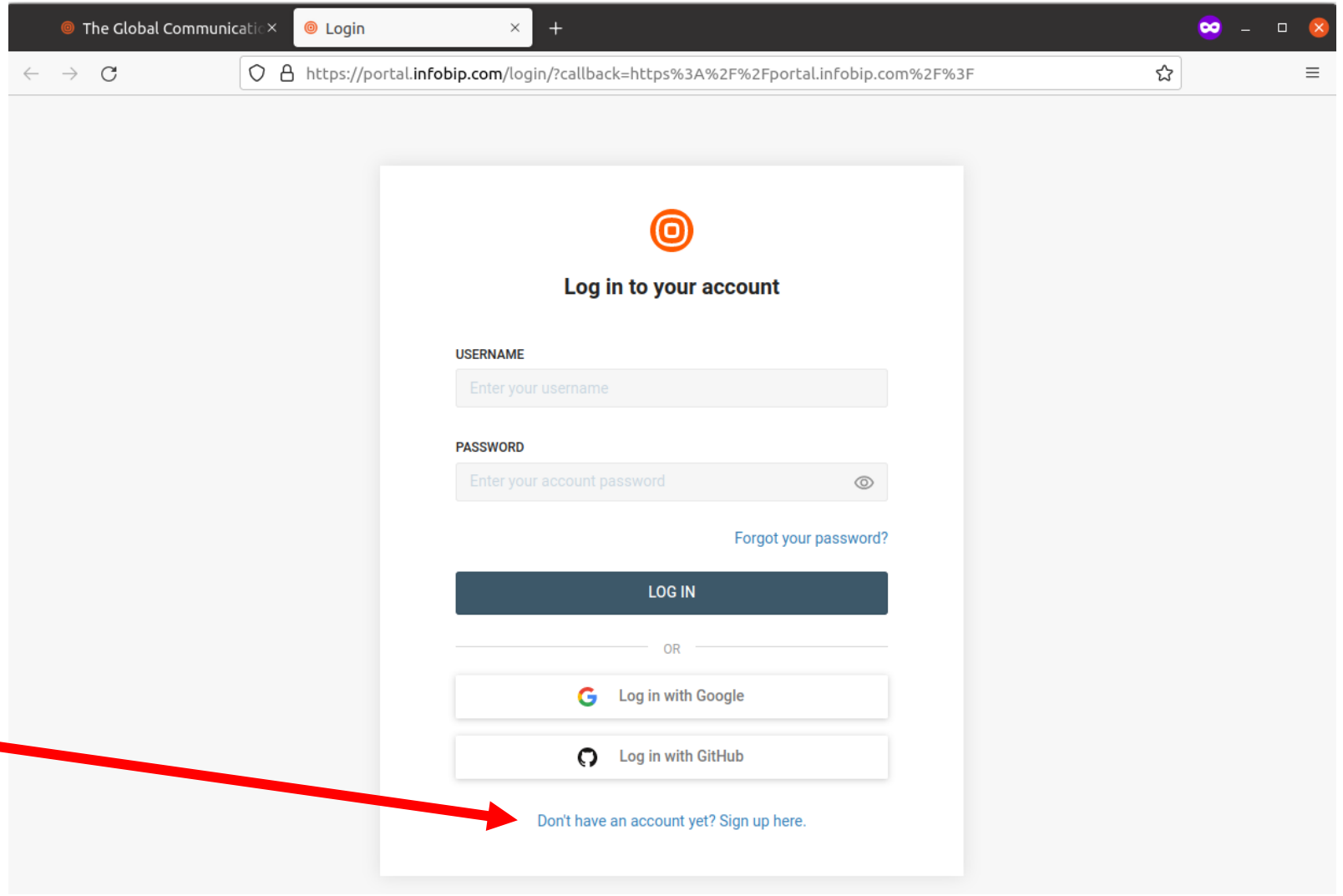

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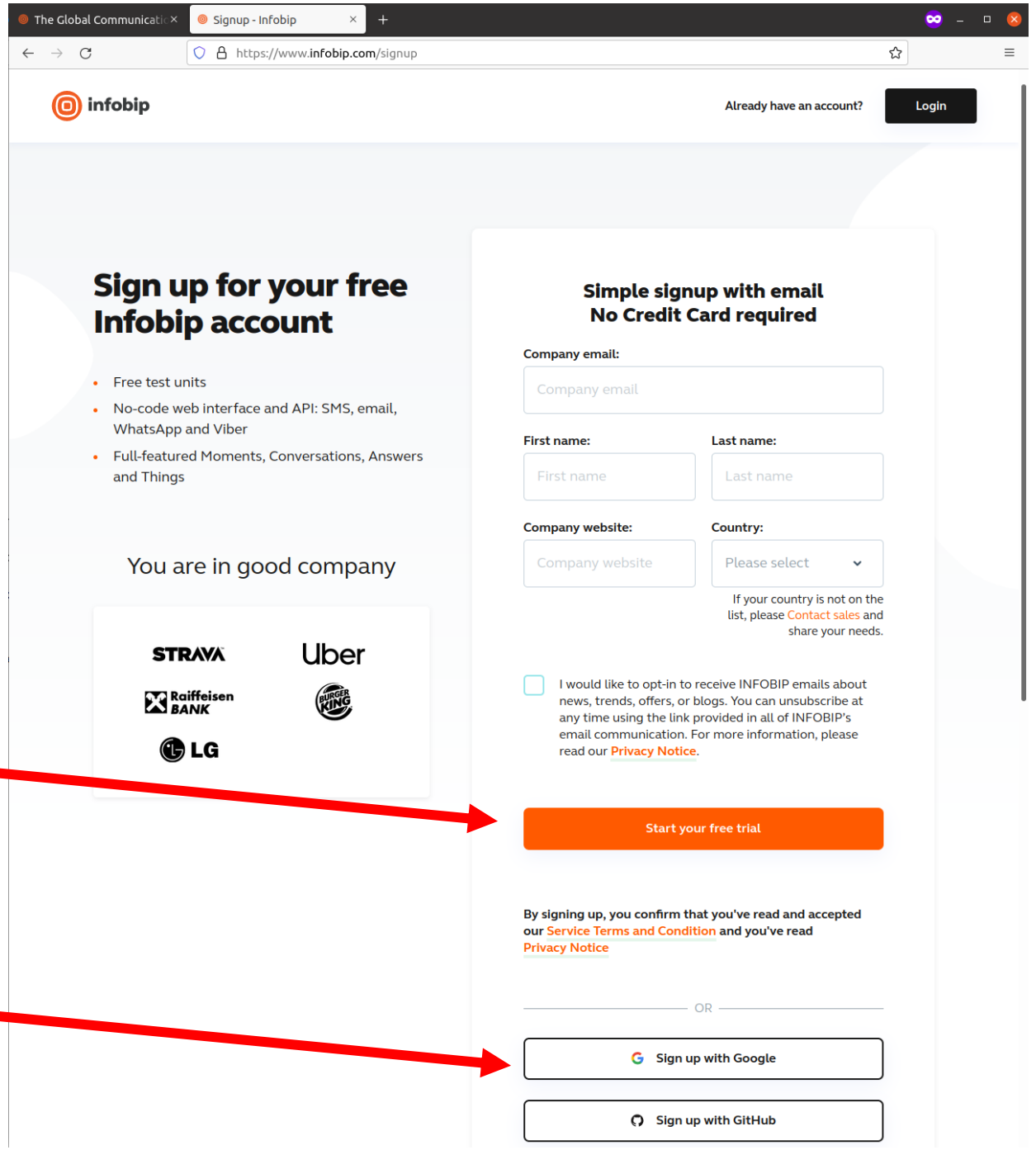

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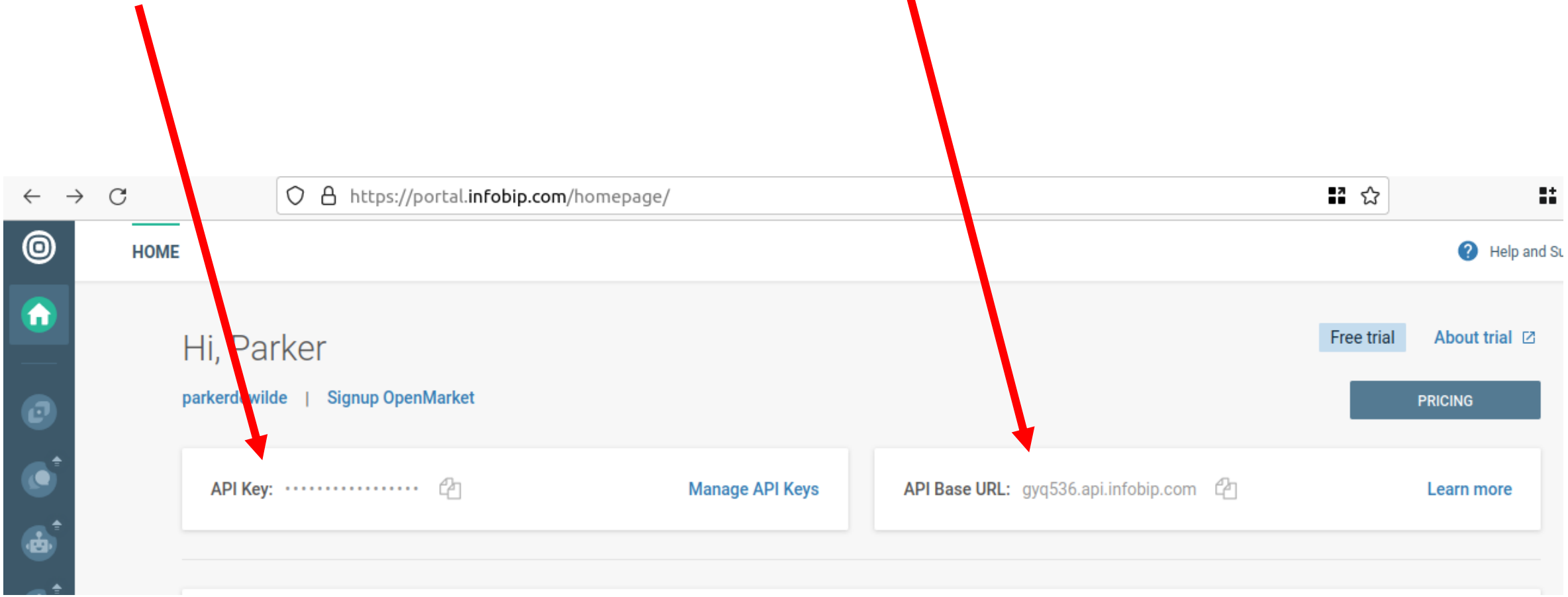

Enough Already, Show Us The Code!

Thanks For Listening!

https://github.com/pdewilde/ib-comms-api-meetup

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#commsAPI