



# SMTP Bulk Interface Specification

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## Introduction

The SMTP Bulk API allows users to send SMS messages with dynamic message content to multiple recipients with a single email. It can also be used for static content.

Emails can be sent from any email client that supports plain text formatting, this includes, but is not limited to:

- Outlook
- Outlook Express
- Lotus Notes
- Elm
- Eudora
- Evolution
- Netscape Mail
- Mozilla Mail
- Unix Mail

There is no upper limit to the number of recipients that can be specified in the bulk email.

Multi-part (concatenated) messages are supported up to a maximum of 9 parts.

## Known Restrictions

1. Rich Text and HTML format emails are not supported
2. No failure notices to end users are provided

## Interface Access

Access to the interface is provided through SMTP (Email), the users composes an email containing specific tags that identify instructions to the interface.

## Email Format

### Email To Field

The **To** field of the email should be *bulkgw@sms.world-text.com*, if you are a white label customer then please *sms.world-text.com* with your *domain*.

### Email Subject Field

The **Subject** field is ignored and can be left blank.

### Email Body Text

The **Body Text** contains a list of tag/value pairs that contain the authentication, content and recipient information for the bulk send.

See the following section on **Tags** for a full description of the body content that is required.

## Tags

### Format

The format of a tag and it's associated value is as follows:

**tag: value**

Each tag should be placed in the body text of the email on a new line, there should be no white space before or after the tag.

### Values

The following table lists all the valid tags, tags in *italics* are optional:

Tag	Description
<b>AccountID</b>	Account ID
<b>APIKEY</b>	Account API Key
<b>SendID</b>	Unique <i>integer</i> identifier for this send, this should only ever be used once, further emails with this ID are ignored until the service is restarted. This prevents external mail server errors from submitting the message multiple times.
<b>SourceAddress</b>	Source address (sender) of the message, this must be a source address that has been authorised on this account.
<b>Text</b>	The SMS message text, this a special tag, please see <b>Text Tag</b> below for further details.
<b>Recipient</b>	A recipient of the message, this is the only tag that can appear multiple times in the email, please see <b>Recipient Tag</b> for further details.

### Text Tag

The text tag specifies the content that is to be delivered to the mobile handset, the formatting of the value allows the user to specify multiple fields that should be populated using the values provided in the **Recipient Tag** documented below.

The message text should be written as the user would expect to read it on the mobile handset, when a dynamic field is required the character pair **%s** should be inserted in the text, each occurrence of **%s** is replaced by the relevant fields in the **Recipient Tag**.

It is the senders responsibility to ensure that the entire messages text including expanded fields does not exceed 160 characters, if it does the message(s) will be truncated before they are sent.

Example:

*Text: Please call %s at %s for more details on this position*

The above example shows a text message with two dynamic fields that will be replaced.

### Recipient Tag

The recipient tag specifies the mobile number of the recipient as well as any dynamic fields that are required to fully populated the message text as specified in the **Text Tag**, it is the users responsibility to ensure that the correct number of fields are specified.



The only required field for the **Recipient Tag** is the mobile number, this should always be specified as the first field. If additional fields are required then they should be separated by a | (pipe) character.

Example:

*Recipient: 447123456789|Janice|the job centre*

The recipient tag can be specified as many times as is required for multiple recipients.

## Formatting Tags

Currently supported format tags are:

Line break: %n

Using the line break format tag will in effect provide a carriage return in the message body.

Example:

Original SMS: This is a test of the World-Text format tag option.

Line break tags added: This is a%n test of the %n World-Text format %n tag option.

Result: This is a  
test of the  
World-Text format  
tag option.

## Example Bulk Email

### Complex Example

The following example sends to 3 recipients and the message text contains 2 dynamic fields:

**To:** *bulkgw@sms.world-text.com*  
**Subject:**

*[Body Text Follows – Do not insert this line]*

*AccountID: 1234*

*APIKEY: 1234abcd6789efgh*

*SendID: batch3of9*

*Text: Please call %s at %s for more details on this position*

*Recipient: 447123456789|Janice|The Job Centre*

*Recipient: 447234567890|Charles|Lloyds Brooks*

*Recipient: 447345678901|Nas|The SMS Bureau*

This email should be sent in **Plain Text** format only.

### Simple Example

The following example sends the same message to 3 recipients



**To:** *bulkgw@sms.world-text.com*

**Subject:**

*[Body Text Follows – Do not insert this line]*

*AccountID: 1234*

*APIKEY: 1234abcd6789efgh*

*SendID: 1*

*Text: Our new album is out today, buy it now at your local store.*

*Recipient: 447123456789*

*Recipient: 447234567890*

*Recipient: 447345678902*

This email should be sent in **Plain Text** format only.