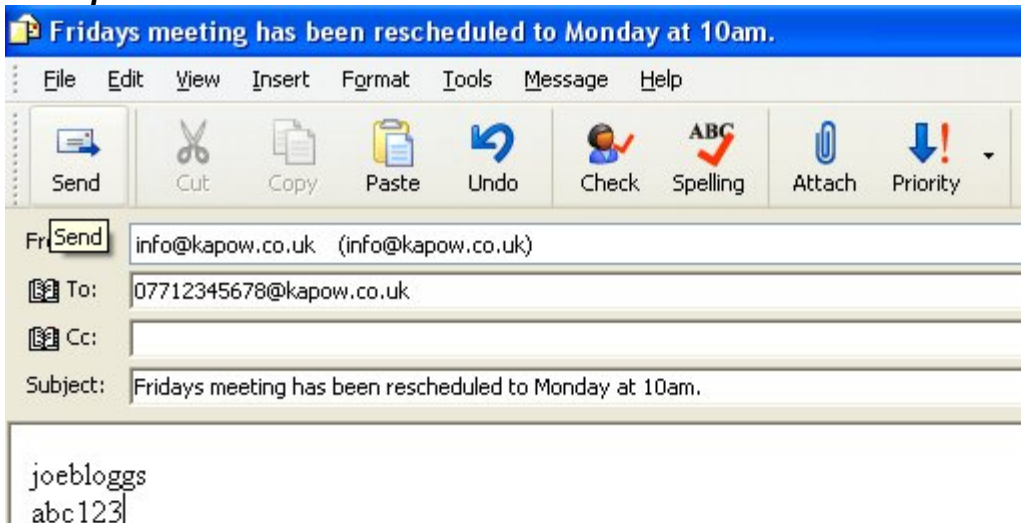


## KAPOW Interfaces

### EMAIL

An email addressed to <telephone number>@kapow.co.uk (e.g 07771234567@kapow.co.uk) will be processed upon receipt and if all conditions are met will be queued for delivery via SMS. The SMS text should be included upon the "Subject:" line and the body should contain the account username on the first line followed by the password on the second line.

### Example:



It is possible to configure your account to always accept messages from your mail address without needing the username and/or password to be sent each time. To configure this login to your Kapow! Account and select "EMAIL-2-SMS". Emails must be sent in plain text (not rich text/html).

### What are the advantages?

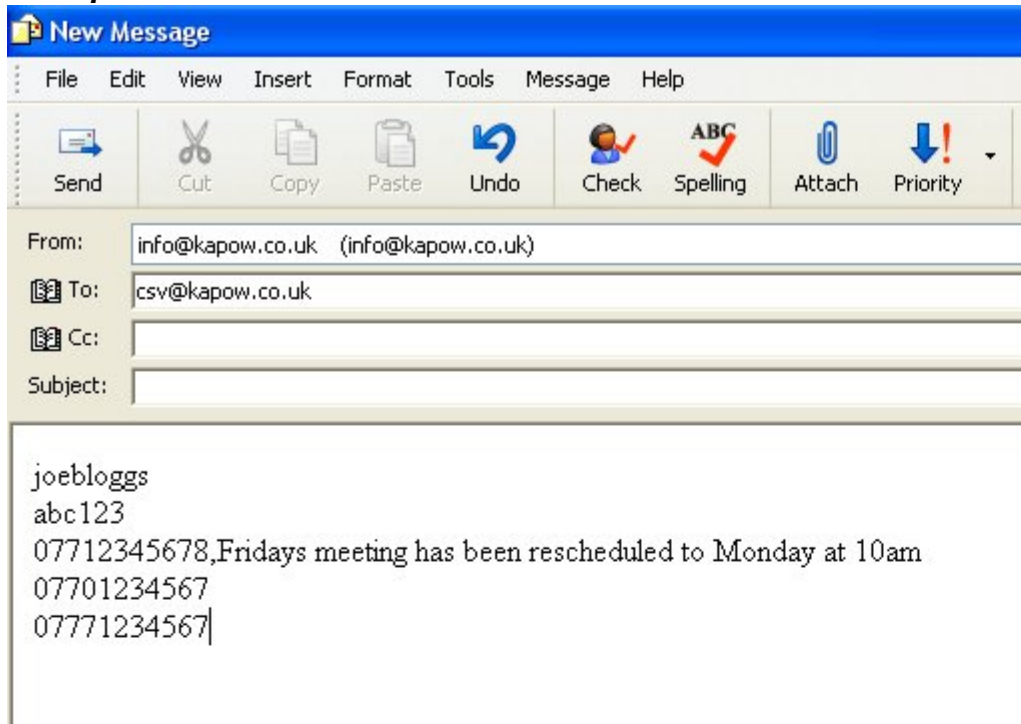
The main advantages of using email is that it is quick and simple for sending one-off messages, and is very easy to set-up and automate, using outlook rules for example.

### CSV EMAIL

You can send CSV data (comma separated values) in the body of an email and address the mail to csv@kapow.co.uk. This can be authenticated in the normal ways, either by typing the username and password on the first two lines of the email body (where csv would start on the third line), or by adding your email address as trusted in your Kapow! Account. Again emails must be sent in plain text.

For further information on CSV and how to upload a CSV file via the website please see 'File Upload / CSV'. If you experience problems when sending messages via Email please see the Trouble Shooting doc.

**Example:**



**What are the advantages?**

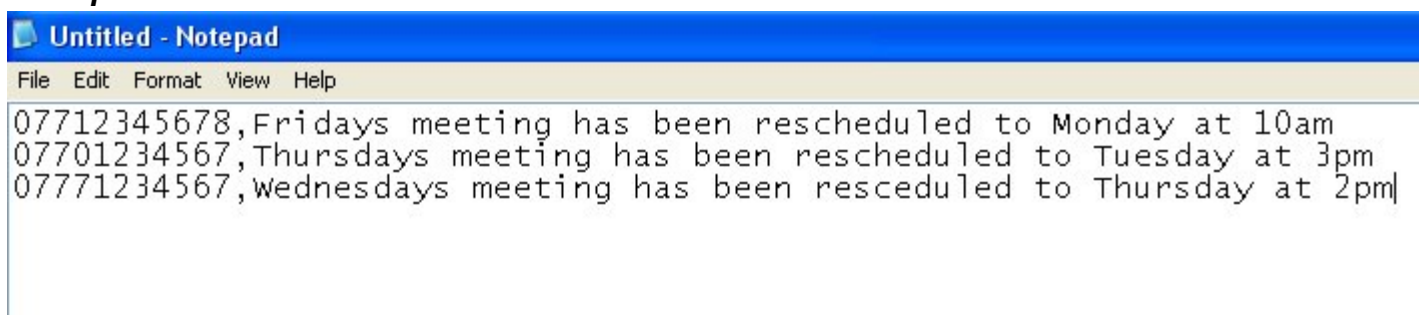
This sending method allows you to send different messages to multiple numbers in just one email, without the need to log-in to your Kapow! Account.

**FILE UPLOAD / CSV**

When you have a large list of messages (up to 150,000) to distribute it is simple to use the web browsers 'file upload' feature to deliver these to our server by selecting "BATCH/CSV" from within your account. The file must be made in plain text, as a rich text document will encode the text. We recommend using Notepad or Wordpad found under 'Desktop accessories' on most Pc's. We do not recommend creating these file using Excel as data is often modified by the programme (e.g. Mobile numbers are stripped of the leading 0).

Data should be prepared in CSV (Comma Separated Values) format with telephone number and then message on each line.

**Example:**



If you are sending the same message to a list of numbers you simply need to write the message once.

### **Example:**



```
Untitled - Notepad
File Edit Format View Help
07712345678, Fridays meeting has been rescheduled to Monday at 10am
07701234567
07771234567
```

### **What are the advantages?**

This is useful when sending a lot of messages at a time, an advert for example or a daily horoscope. A file in the correct format (CSV) can be quickly and easily generated by most Database systems. You can also set a date and time for the batch to be processed.

### **HTTP (Hypertext Transfer Protocol)**

A simple HTTP1.1 GET or POST request is made to a script on one of our servers. This script will then return a single word response (as well as the usual HTTP request headers) followed by the number of credits remaining which can be read by your scripts, possible responses are; OK, USERPASS, NOCREDIT, ERROR.

- OK = message has been accepted and spooled for delivery.
- USERPASS = invalid username or password.
- NOCREDIT = account has no credits or credit limit has been reached.
- ERROR = any other error has occurred.

You may or may not wish to take advantage of these responses and build support for them into your application / script. Most of the time they are used to debug while building a new system.

### **What are the advantages?**

Advantages of HTTP over email include the assurance that the message has been received and processed. It is also quicker than sending an email.

An example GET request would be:

<http://www.kapow.co.uk/scripts/sendsms.php?username=test&password=test&mobile=07777123456&sms=Test+message>

The required values are:

- username** (Your account username)
- password** (Your account password)
- mobile** (The mobile/landline number you are sending to)
- sms** (The actual message to be sent)

You can also add these optional variables:

**from\_id** (The message originator-if enabled)

**url** (Webpage you would like to call after sending the request)

By setting the variable '**returnid**' to TRUE (ie. returnid=TRUE) you will receive a unique ID along with your response. This can then be used for tracking message delivery status.

To track a message the script to call is; [http://www.kapow.co.uk/scripts/chk\\_status.php](http://www.kapow.co.uk/scripts/chk_status.php)

There are only TWO variables / parameters;

**username** - Your account username.

**returnid** - The unique-id that you received when submitting the message.

Premium SMS (reverse billed) messages can be sent via HTTP simply by adding the variable 'route=' followed by your shortcode e.g. 'route=84010'. More information on Premium SMS can be found in our 'Premium SMS UK' document.

HTTPS is available for all scripts. Please see the 'Advanced Message Features' document for further options when sending via HTTP. Our Knowledge Base (listed under Technical Support when logged in to your Account) offers answers to many questions. Your Account Manager is available for further guidance regarding sending methods and will be happy to answer any questions.

## WEBFORM

Messages can be sent via our simple to use online webform. This can be accessed by logging in to your account and selecting 'send sms' followed by 'webform'. The form requires you to enter the recipient/s and the sms message. If you have enabled the from-id feature there will be an extra field. The figure to the bottom left shows how many characters remain.

### Example:

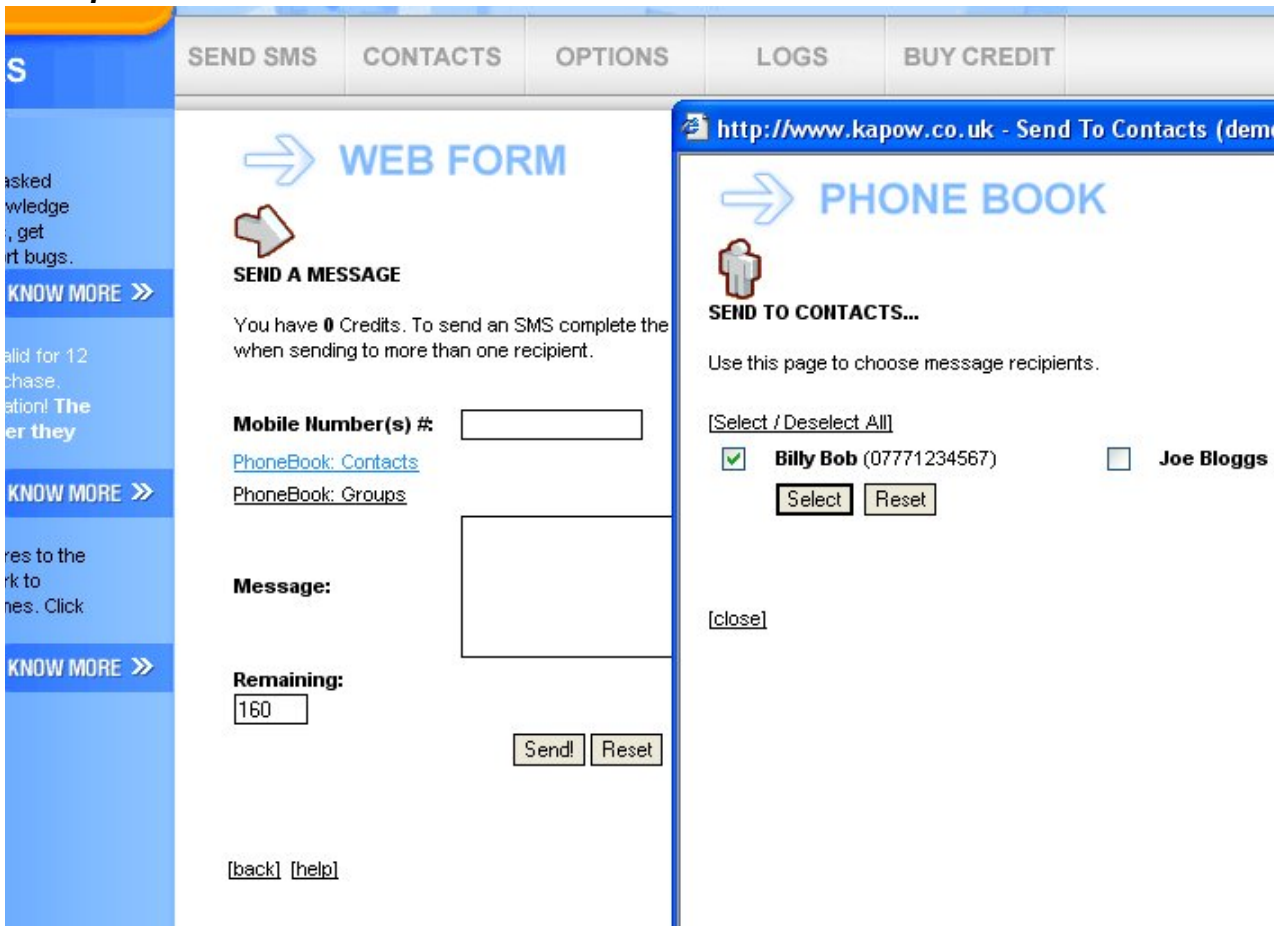
The screenshot shows the Kapow! webform interface. At the top, there is a navigation bar with buttons for 'SEND SMS', 'CONTACTS', 'OPTIONS', 'LOGS', and 'BUY CREDIT'. Below this, a large blue arrow points to the 'WEB FORM' section. A red arrow points to the 'SEND A MESSAGE' section. The form contains the following fields and text:

- Mobile Number(s) #:**
- Message:**
- Remaining:**

At the bottom of the form, there are 'Send!' and 'Reset' buttons. Below the form, there are links for '[back]' and '[help]'.

You can also create and manage groups of numbers and single contacts using the 'Contacts' tab. If you have created any groups or contacts a link will appear under 'Mobile Number(s)' on the webform. Clicking on the link will bring up your list of groups/contacts and you may select the numbers that you wish to send to.

**Example:**



**What are the advantages?**

You can store contacts and groups online and send messages to them from any PC.

**Number Format**

When sending to the UK you may start numbers with 07 or 447.

All other numbers must be in the international format with out the leading 00 or + sign.

It is possible to send messages to compatible UK landlines, these numbers can be entered as normal.