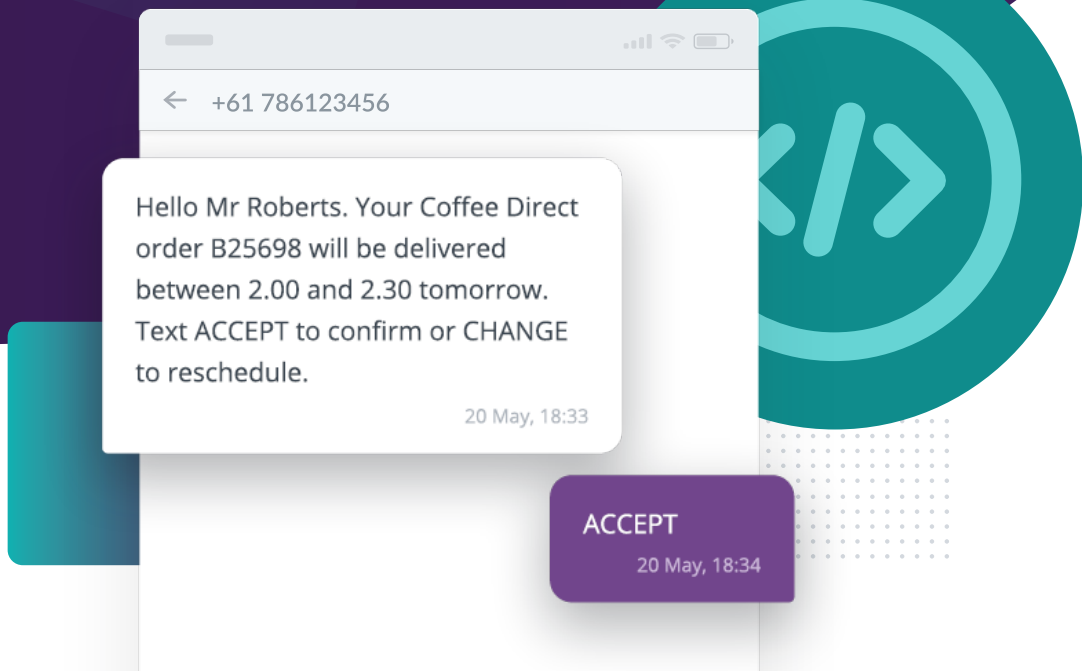**esendex.**

Messaging with APIs

How you can use APIs to improve engagement, build more personal relationships with customers and improve the delivery of key services.

← +61 786123456

Hello Mr Roberts. Your Coffee Direct order B25698 will be delivered between 2.00 and 2.30 tomorrow. Text ACCEPT to confirm or CHANGE to reschedule.

20 May, 18:33

ACCEPT
20 May, 18:34

What is an API?

An API (application programming interface) is the means by which you can integrate the function of automatically sending and receiving business messages into your own app, website or software.

With the Esendex API, this includes the following types of message:

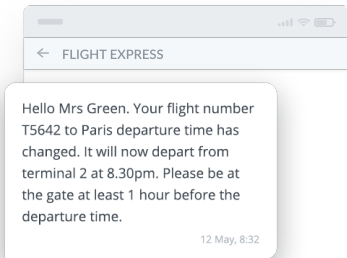**SMS**   **WhatsApp**   **RCS**

We offer one API for sending SMS messages and one API for WhatsApp or RCS messages.
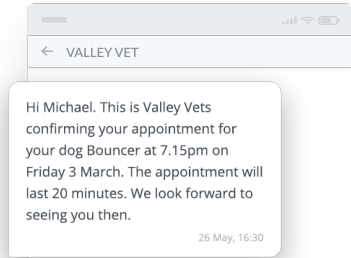
Why use an API?

Accuracy & speed

Send automated, accurate, personalised & time sensitive messages in large volumes automatically within seconds 24/7, to improve your service & availability to customers.

← FLIGHT EXPRESS

Hello Mrs Green. Your flight number T5642 to Paris departure time has changed. It will now depart from terminal 2 at 8.30pm. Please be at the gate at least 1 hour before the departure time.
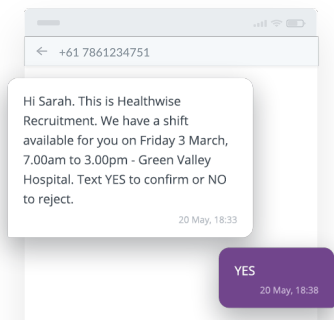
12 May, 8:32

Improve revenue and collect payments

Send automated messages with secure payment links to speed up payments (e.g. for fines or overdues) and minimise loss of revenue (e.g. reduce no shows).

← VALLEY VET

Hi Michael. This is Valley Vets confirming your appointment for your dog Bouncer at 7.15pm on Friday 3 March. The appointment will last 20 minutes. We look forward to seeing you then.

26 May, 16:30

Improve productivity

Send and receive messages that automate manual tasks (e.g. links to download documents, requests to fill vacant shifts), enabling you to redeploy staff and give them more time to focus on delivering service in more important areas.

← +61 7861234751

Hi Sarah. This is Healthwise Recruitment. We have a shift available for you on Friday 3 March, 7.00am to 3.00pm - Green Valley Hospital. Text YES to confirm or NO to reject.

20 May, 18:33

YES
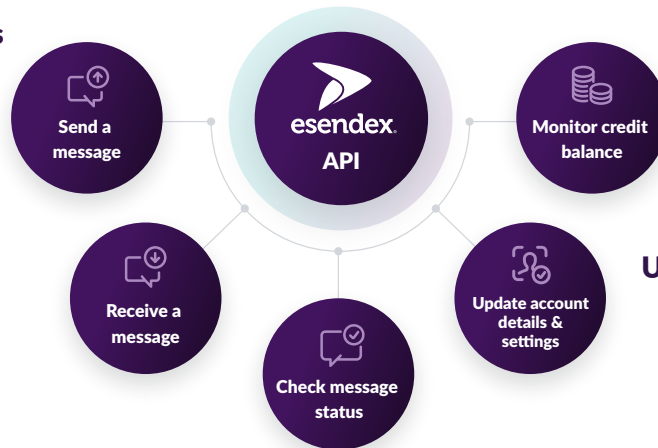20 May, 18:38

Integration

Manage and report on all messaging activity, including 2-way conversations, from within your existing system. No need to log into or train employees on additional software.

Esendex API key functions

Send & receive messages

▶ Send personalised and customised messages to single or multiple contacts.

▶ Add your own metadata to sent messages, to help segment data and report on responses from different types of customers.

Check message status

▶ Be confident your messages have arrived, by seeing the status of your sent messages, plus click and read rates for WhatsApp and RCS messages.

▶ Different error codes will tell you why a message was not received, so you can take corrective action.

Send a message

esendex. API

Monitor credit balance

Receive a message

Check message status

Update account details & settings

Monitor your credit balance

▶ View the number of message credits you have remaining for each of your accounts.

▶ Transfer message credits between accounts.

Update account details & opt outs

▶ Create and edit new Esendex accounts, contacts and contact groups.

▶ Retrieve the list of contacts who have opted out to receive messages.

▶ Add a contact to the opt out list

GET STARTED

Our APIs have been designed by our in-house team of talented developers. You can speak to one of them to give you one-to-one support.

1. Open a **trial account** in **30 seconds** (no card required)
2. **Log in** & **create an API password**
3. Access our **developer documentation**
4. Send your **first messages in minutes**!

To discuss your business requirements and how APIs can help to achieve them, **please contact us**:

📞 1300 764 946   🖥 www.esendex.com.au   ✉ sales@esendex.com.au