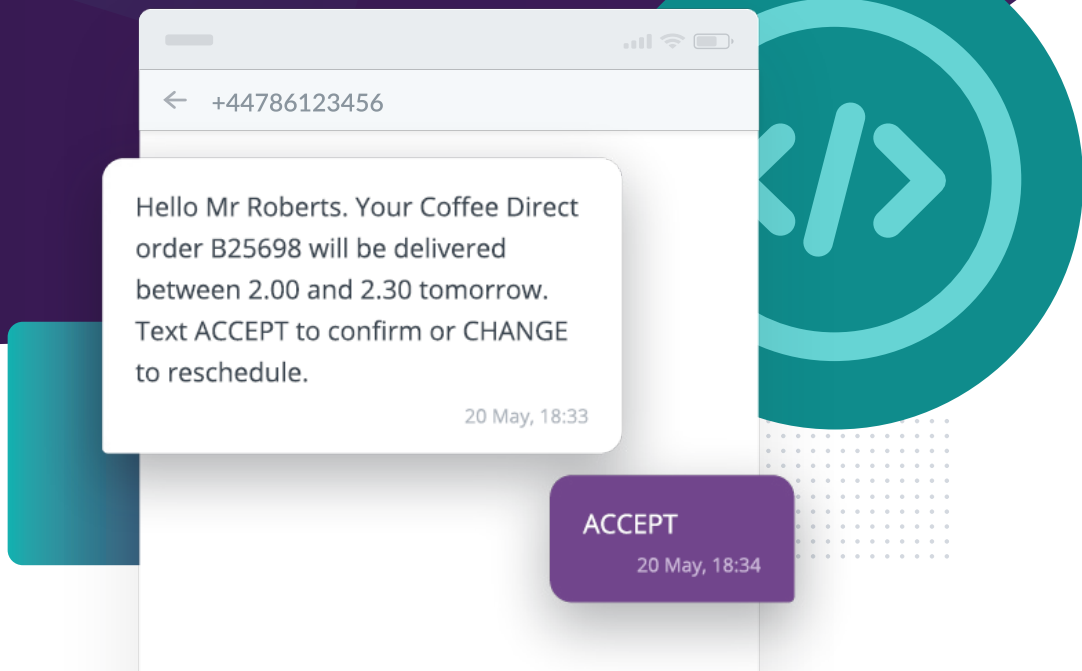




Messaging with APIs

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



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



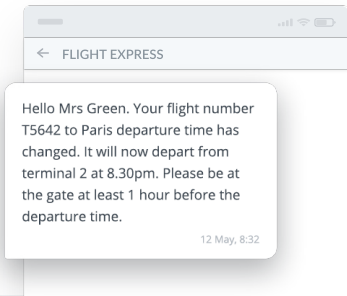
RCS

We offer one API for sending SMS, WhatsApp or RCS messages, so there is no requirement to manage separate APIs for different message types.

Why use an API?

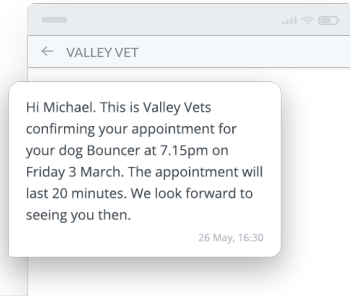
Accuracy & speed

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



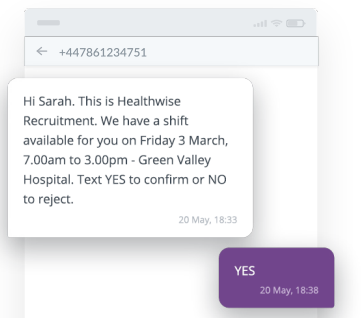
Improve revenue and collect payments

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).



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.



Integration

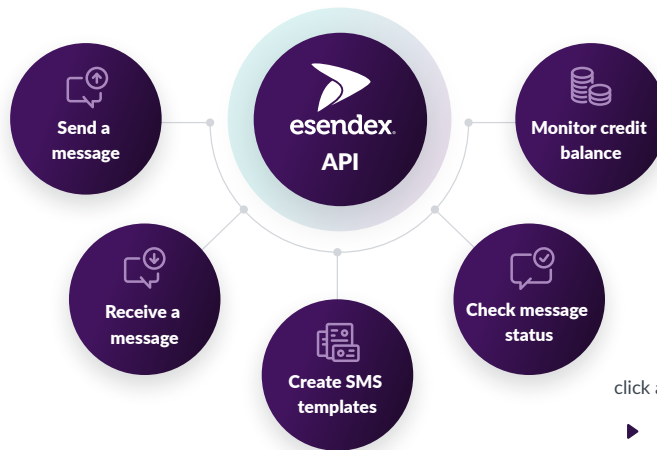
Manage and report on all messaging activity, including 2-way conversations, from within your existing system. No need to log into or train employees on additional software.



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.



Create SMS templates

- ▶ Create, name and save SMS templates to use again.
- ▶ Include the body of the message and all dynamic fields (e.g. customer name, appointment date, a unique promo code, location etc).

Monitor your credit balance

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

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.

GET STARTED

Our ever-evolving 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 & get your **API key**
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:**

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