

SMS Notify! API Frequently Asked Questions

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GENERAL QUESTIONS

What is SMS Notify! API?

SMS Notify! is a [secure](#) worldwide [SMS Gateway](#) that facilitates your business communications with a developer friendly API and [100% SLA](#). Integrate SMS into custom console and web applications using DIDs (dedicated phone numbers) and short codes. [Top](#)

Which carriers do you support?

SMS Notify! supports carriers based on the sending method. This [coverage page](#) outlines coverage for DIDs, U.S. short codes, and Canadian short codes. [Top](#)

Does the SMS API support two-way communication?

Yes. U.S. DIDs support two-way communication to U.S. and Canadian handsets. U.S. and Canadian shortcodes also support two-way communication. Using DIDs or short codes, your application can send MT (outgoing) SMS or receive MO (incoming) text messages. SMS Notify! has a [PostBackURL](#) system that will post the status of messages sent and/or received. International text messaging carries some restrictions. You can view the [coverage](#) Excel document for outbound and inbound text messaging reach. [Top](#)

How many messages can I send with SMS Notify! API?

When using DIDs, SMS Notify! will send MT messages at a rate of 1 per 2 seconds per DID. CDYNE also recommends sending no more than 500 MT messages per DID per day. Text messaging with DIDs is for [low volume](#), person-to-person SMS. Automated bulk sending of text messages is not allowed with DIDs.

For high volume and marketing messages, CDYNE offers short code SMS. Send up to 2,100 text messages per minute on your own dedicated short code. [Top](#)

Where is CDYNE Corporation located?

We are based in Chesapeake, VA. All text messages sent with SMS Notify! originate from the United States and Canada. [Top](#)

How reliable is the CDYNE SMS Gateway?

CDYNE's [Service Level Agreement](#) (SLA) is designed to protect our clients against unscheduled outages. As the leader in the Web Services industry, CDYNE is the only provider with such an uncompromising SLA, guaranteeing zero downtime of the services you rely on. The SLA provides unsurpassed levels of availability with correspondingly aggressive penalties for failure to comply with the SLA. This 100% uptime assurance is a direct result of CDYNE's relentless pursuit of service excellence.

CDYNE provides uptime reports and current API status for all services through a respected third party monitoring company. Please check status.cdyne.com for more information. Detailed historical reports are available upon request. [Top](#)

Where can I download SMS Notify!?

SMS Notify! is a web based API and is not downloadable. To implement the API into your application, programming by a developer is required. Details about integrating SMS Notify! can be found on the [programmer's wiki](#). [Top](#)

Do you support email to text message?

No. We are dedicated to maintaining and supporting CDYNE Web Service APIs. In the event email support is added, customers will be notified. [Top](#)

How is a MMS sent or received?

SMS Notify! does not support sending or receiving MMS (Multimedia Messaging Service). [Top](#)

How long does it take to deliver a text message?

SMS Notify! API response times are in the low millisecond range. However, as soon as the message is sent to the carrier, delivery and response times will vary from a few seconds to a few minutes, dependent upon the carrier and their network. [Top](#)

Can you guarantee delivery of every text message?

No. Deliverability is dependent upon the carrier and their network. You can utilize the [PostBackURL](#) system for sent and received messages. This is where you host a webpage that we send immediate messages to.

- [SMS Sent](#) — This is posted when a message is sent from SMS Notify! to be delivered.
- [SMS Response](#) — This is posted when a response to an outgoing message arrives.
- [SMS Received](#) — This is posted when a message is sent to your DID and received by SMS Notify!
- [SMS Delivery Receipt](#) — This is posted for short code delivery receipts **when available* [Top](#)

DIDS & SHORTCODES

What is a short code?

A short code is a special 5-6 digit number (e.g., 74121) used to send and receive text messages across participating wireless carriers. Once a short code is purchased, you can provision your mobile campaign through CDYNE SMS Notify! API which provides the connectivity to [participating carriers](#). The campaign must be detailed in an application or “program brief” which outlines the content, message flow, opt-in, and opt-out procedures.

The carriers want to ensure that each mobile program meets consumer protection best practices before they agree to activate a short code. Once approved, you can start sending short code text messages with SMS Notify! API. [Top](#)

Do you support short codes?

CDYNE now offers short code. Please call 1-800-984-3710, [email](#) or initiate a [chat](#) for more details. [Top](#)

What is a DID?

U.S. DIDs are SMS-enabled VOIP-based phone numbers that allow two-way text messaging (e.g., 757-544-9510). They are a good fit for businesses that require a local number, need to send text messages internationally, and have lower messaging volumes. DIDs can be used simultaneously for Voice and SMS communication. Please note that international text messaging carries some restrictions and two-way messaging is not available to or from all destinations. You can view the [coverage](#) Excel document for outbound and inbound text messaging reach. [Top](#)

What’s the difference between short codes and DIDs? Which one should I use to send text messages?

Each is a method to handle SMS communication. The difference in their capabilities, coverage, implementation, and pricing is significant and is determined by your SMS communication needs. This

[article](#) discusses considerations to help decide if a phone number or short code SMS is the best choice for your business communication needs. Some of the main differences include:

- DIDs are available to send text messages worldwide. Short codes are limited to national borders and have to be activated in each country where an SMS campaign will take place.
- U.S. DIDs support voice or IVR calls (must use Phone Notify! in conjunction with SMS Notify!), while voice is an expensive add-on with short codes.
- Throughput for DIDs is 500 MT messages per DID per day, at a rate of 1 SMS per 2 seconds. Dedicated short codes send up to 2,100 MT text messages per minute. [Top](#)

How long does it take to start using a DID?

SMS to U.S. and Canada

- All major U.S. and Canadian carriers are supported
- Random DIDs are available immediately
- Area code requests take 5 – 7 business days

SMS Worldwide

- [Click here](#) for a list of carriers supported worldwide
- Random DIDs are available in 1 – 2 business days

Place a DID order by calling 1-800-984-3710, [email](#) or initiating a [chat](#). [Top](#)

Can keywords be used with DIDs?

CDYNE SMS Notify! 2.0 includes keyword management features in an effort to uphold applicable federal and state laws, rules and regulations.

- When a CDYNE SMS Notify! 2.0 recipient types “HELP” CDYNE will automatically send back a boiler plate string with company name, contact information and STOP instructions to end text messages. SMS Notify! 2.0 users have the option to customize the help string.
- CDYNE SMS Notify! 2.0 will automatically manage the STOP, END, CANCEL, UNSUBSCRIBE, and QUIT keywords. When an SMS recipient sends any of these keywords, CDYNE will send provider blocked messages from our servers. [Top](#)

How is a DID added to a deprecated version of SMS Notify!?

Unfortunately, deprecated versions (previous versions) of SMS Notify! cannot utilize a DID. If you would like to utilize a DID, you would need to upgrade to the current version of the API. [Top](#)

PRICING QUESTIONS

Do I need to pre-pay to use your services?

CDYNE services are post-pay for SMS Notify! with DIDs. Your credit card will not be charged until one month from sign-up date and will be billed monthly thereafter unless you deactivate or cancel services. Short code service has a separate pricing and set up structure. [Top](#)

How much does SMS Notify! API cost?

DID SMS

- \$9.99 per month maintenance fee
- \$1/DID/month for U.S. DIDs. See [Carrier Coverage & Pricing](#) for International DIDs.
- 1 cent inbound/outbound when used with U.S. DIDs. See [Carrier Coverage & Pricing](#) for International rates.

Dedicated Short Code

- \$3,000 Approval fee
- \$200 Application fee
- \$1,500 quarterly Leasing fee
- Keywords unlimited
- 1 cent per message [Top](#)

How do I get started with SMS Notify! API?

[Sign up](#) online for an account to receive your activation key. Upon receipt of your account information, you will be contacted to verify the account for release. You may expedite this process by calling CDYNE at 1-800-984-3710 during the sign up process.

Trial keys are available to test the service for free. They offer full access to the SMS Notify! API and have a transaction cap with no expiration. Please call 1-800-984-3710, [email](#) or initiate a [chat](#) to obtain your trial key. [Top](#)

What are the billing options?

During the account signup process, businesses in the U.S. and Canada may choose the credit card or Net 30 billing option. Net 30 terms are subject to an application approval process. Due to security measures, it is CDYNE's policy that we do not accept Net30 as a payment method for customers located outside of the U.S. and Canada, and you must have a valid credit card on file. [Top](#)

What is a transaction?

A transaction represents each message that is sent or received through our SMS Gateway. One message is equal to 160 characters. If you send a text with more than 160 characters, SMS Notify! will send it as

two or more messages, with each billed as a transaction. Please note that Unicode messages are billed as 1 transaction for every 70 characters. [Top](#)

Do I pay for text messages that are not received?

Yes. Each message sent through our SMS Gateway is charged as one transaction. [Top](#)

Do you charge for response messaging?

Yes. Each message received counts as a transaction. [Top](#)

TECHNICAL QUESTIONS

How do I integrate SMS Notify! into my application or system?

To use the service, add a [service reference](#) to you application. This will allow your application to call the SMS Notify! API on our server for processing.

CDYNE has a [developer's wiki for SMS Notify! API](#), which includes SMS Notify! Methods, API features, and Best Practices.

What is the length of a single SMS? What happens if my message exceeds the limit?

A standard text message is limited to 160 characters, and a Unicode message is limited to 70 characters (including letters, numbers, spaces, symbols and punctuation). SMS Notify! will automatically break up the message and send it in separate messages. Each message sent will count as a transaction. [Top](#)

Can I configure the sending number or does it have to be whatever number you provide?

No. The sending number will be the DID or short code assigned to your account. In some cases with International sending, select countries and carriers will change the SenderID. Please see [Carrier Coverage & Pricing](#) for details. The API will default to sending from DIDs or short codes assigned to the license key that is passed. Multiple DIDs or short codes may be assigned to a single license key. Additional SMS Notify! API license keys may be generated at no additional cost. [Top](#)

Will I receive a response to a message no matter how long the person takes to reply?

SMS Notify! API will post response messages up to 5 days from the time recipient receives the message. If you purchase a DID, then you can set up a postback URL for all messages received at any time. [Top](#)

Are 'STOP' features built in?

Yes. An end user can opt-out by replying with the text message, 'STOP.' This will block their number from receiving future messages. They may text back 'RESUME' to unblock their number. The automatic STOP and RESUME responses are not case sensitive. [Top](#)

How do I get customer and technical support?

Customer and technical support is available by phone (1-800-984-3710), [email](#), or [chat](#) from 9:00am to 6:00pm EST, Monday through Friday. Emergency technical support is available after hours by calling 1-800-984-3710. [Top](#)

SMS GLOSSARY ---

If there is anything missing that you feel should be included, please contact us by phone (1-800-984-3710), [email](#), or [chat](#).

API (Application Program Interface)

An interface which is used for accessing an application or a service from a program.

Aggregator

Aggregators provide connectivity between carrier networks and mobile service providers.

Character

Letters, numbers, spaces, symbols and punctuation. They can be strung together to create a text message.

Interface

A point of interaction between two systems.

DID

Also known as a virtual mobile number or long code. It is a (10-digit) number to which a user can send a text message to interact with an application. DIDs allow businesses to generate mobile originated (MO) SMS from customers or subscribers. It is a cost effective alternative to the premium billing of short codes.

Mobile Originated

A message originated from a mobile device.

Mobile Terminated

A message that terminates on a mobile device.

Sender ID / Source Address

The number an SMS message recipient will see on their mobile handset as the “From” number.

Short Code

Special telephone numbers, significantly shorter than full telephone numbers number to which an SMS or text message can be sent.

SMS (Short Message Service) – a technology that allows the exchange of short text messages (up to 160 characters) between mobile phone devices

SMS Carrier

Wireless carriers that provide the network infrastructure for the delivery of messages between end users and connection aggregators or application providers.

SMS Gateway

A service offering that allows the transmission or receipt of SMS messages.

Web Reference

Enables an application to consume one or more XML Web Services.

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RESPONSIBLE USE OF SMS NOTIFY! API

CDYNE Corporation is committed to consumer protection and privacy and we do not allow the use of CDYNE SMS Notify! API for any type of unsolicited messaging. In an effort to ensure that all text messaging sent through CDYNE SMS Notify! API is conducted responsibly; we are providing the following summary guideline for CDYNE SMS Notify! API use.

- At all times, text messages sent from CDYNE SMS Notify! API must be in accordance with applicable federal and state laws, rules and regulations.
- Proof of recipient opt-in or explicit consent is required for all SMS text messaging through CDYNE SMS Notify! API.
- A recipient can stop participating and receiving messages through SMS Notify! by texting STOP. SMS Notify! will block sending to that recipient until they text RESUME.
- Users of CDYNE SMS Notify! API should record and store all opt-in and opt-out transactions.
- Content must be sent to age appropriate customers.
- Selling mobile opt-in lists is prohibited.

Marketing Text Messages and Explicit Consent

A marketing message is any message that seeks to sell or advertise goods or services.

- Users of CDYNE SMS Notify! API must obtain approval from recipients before sending marketing messages to wireless numbers.
- Opt-in must explicitly communicate to the recipient the types of messages they will receive (i.e., order confirmation and upcoming offers, etc), and opt-in should occur at the time the wireless number is provided.
- The following is a list of opt-in examples for marketing text messages.
 - Recipient may send a Mobile Originated (MO) message from their handset to the dedicated phone number.
 - Recipient may initiate opt-in from a website form.
 - Recipient may initiate opt-in from an IVR system (telephone keypress).
 - Recipient may initiate opt-in from a paper form.
- Oral consent is not an acceptable opt-in method for any marketing text message.

Non-marketing Text Messages and Explicit Consent

A non-marketing text message is a purely informational message requested by the recipient (by paper, electronic, or oral consent) for a specific purpose. It does not contain an unsolicited advertisement, and is not sent for commercial purposes. Some examples of non-marketing text messages include bank account balance, credit card fraud alert, package delivery, school closing, customer-care, surveys, and messages by or on behalf of tax-exempt, non-profit entities.

Reselling CDYNE SMS Notify! and 3rd Party Marketing Applications

Due to the ambiguous nature of the opt-ins that occur for clients of a reseller, we are unable to approve reseller accounts unless there is an explicit and verifiable opt-in that occurs for all customers through one portal or application. We sincerely apologize for any inconvenience this may cause. [Top](#)