



RSS HTTP API

The Mobivity RSS Http API is a simple process that will send the contents of a text message to a URL that you specify in the control panel.

All text after the KEYWORD in the text message is sent to the url as a parameter.

Your application can then process the incoming call and return a standard RSS formatted response. Mobivity will take whatever content is in the <item> <title> tags and return it as a response to the mobile handset.

The example below is a typical response that returns the weather. All elements are ignored except the <title> element within the <channel> <items>.

```
<?xml version="1.0" encoding="UTF-8" ?>
<rss version="2.0">
<channel>
  <title> weather</title>
  <link>http://yoursite.com</link>
  <description>Weather Service</description>
  <language>en-us</language>
  <copyright>Joe Smith</copyright>
  <item>
    <title>Weather for Princeton, NJ – Sunny 50 degrees, low overnight 37 degrees</title>
    <description></description>
  </item>
</channel>
```

It's that simple! We even have an ASP.NET web service example you can have to get started. Just shoot us an email and we'll send you a copy.