CONNECTOR

Mongoose + Slate: Two-Way Conversations on the CRM You Already Run

Slate is great at what it was built for: applications, drip campaigns, and events. Mongoose, the AI Engagement Platform, adds the two-way conversations that move students, families, and alumni to act. A native connector keeps your Text, WhatsApp, and Web Chat activity in sync with Slate, so Slate stays your system of record while your team works every conversation in Mongoose. **No migration, no middleware, and no re-keying.**

Why Teams Add Mongoose to Slate

Replies Your Team Won't Miss

In Slate, a student's reply lands on their timeline. In Mongoose, it lands in a Shared Inbox with clear alerts and resolution tracking, so your team can see which conversations are open, handled, or still waiting on a student.

Outreach Built on Your Slate Data

Pull contacts in with the Slate Queries your admin already built, or text a live Slate Query straight from Compose. Segments combine Slate data, tags, and message activity, like incomplete applicants who haven't replied in seven days.

AI That Takes the Routine Off Your Team's Plate

The Inbox Assistant, an AI agent available today for Text, answers common questions from your approved knowledge and flags anything that needs a person.

Smart Messages That Start Conversations

Smart Messages ask a question and trigger a tailored follow-up based on each reply, for RSVPs, event confirmations, and application nudges. In Mongoose's 2026 Benchmark Report, Smart Messages earned 2.3x the reply rate of standard sends for enrollment teams and 4.1x for student success teams.

Compliance Handled for You

Mongoose manages A2P 10DLC brand and campaign registration and carrier compliance, work that Slate's own documentation leaves to the institution.

300+ institutions already run Mongoose alongside Slate.

> **"Mongoose offered the personalized, one-on-one interface we needed. The integration with Slate made it easy to create segments and send texts, and features like smart messages saved us valuable time while keeping communication personal."**

Alex Galbreath, Director of Admissions, Oregon State University – Cascades

Why Two-Way Conversations Matter

Mongoose 2026 Benchmark Report, 304,913 first-year students across three entry years

94%

enrollment yield for students with 21+ two-way conversations, compared with 3% for students who received no texts

73%

campus visit rate for the most engaged students, compared with 4% for students who received no texts

94%

FAFSA completion for the most engaged students, compared with 4% for students with no text engagement

63%

response rate on event reminders at Oregon State University – Cascades, 20 points higher than phone calls alone

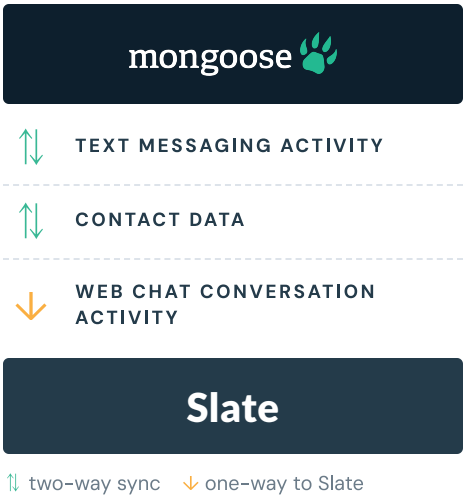
Benchmark figures show correlation, not causation, but the pattern is consistent across all three milestones and entry years.

How the Slate Connector Works

Mongoose's prebuilt, two-way connector runs on Slate's SFTP server and uses the Queries, Source Formats, and Source Definitions your Slate admin already knows, so setup is configuration, not engineering.

- Contacts flow from Slate into Mongoose on a schedule, using your existing Slate Queries
- Your team can text a live Slate Query right from Compose, and Mongoose pulls the current list at send time
- Every text writes back to Slate as an interaction on the contact's record
- Opt-outs sync in both directions
- Delivery failures write back to Slate so your team can follow up on bad numbers
- WhatsApp runs on the same connector
- Web Chat conversations, plus any contact details and text-messaging consent captured in them, are sent to Slate when the conversation closes

Setup takes an admin in both Slate and Mongoose. Our Client Success team handles the mapping, runs test imports, and gets you live.



> "Mongoose has helped us supercharge our investment in Slate."

Brian Sondey, AVP for Enrollment Management & Student Success, Dutchess Community College

Get More from Slate with Mongoose

Slate manages your data. Mongoose is where the conversations happen. Together, your team reaches more students with the same staff, and Slate stays the complete record of every conversation.