COMPLIANCE

Mongoose Compliance & Deliverability Overview

The safest, smartest way to text in higher ed

Carrier rules keep changing, and compliance requirements keep tightening, so texting can't be an afterthought anymore. Many platforms leave that burden with their users. Mongoose handles carrier registration and deliverability and gives you the tools to manage consent, so your institution can scale outreach with confidence.

With Mongoose, the AI Engagement Platform, your messages arrive on time, from a trusted number, and with built-in compliance, so your team can focus on building relationships instead of worrying about carrier flags or legal exposure.

What Sets Mongoose Apart

Capability	Mongoose	Most CRM or Text Vendors
Built-In Compliance Oversight	Automated opt-outs, consent tracking, audit logs, and A2P 10DLC brand and campaign registration	Manual processes required
Consent Management Tools	Team-level consent tracking with timestamped records	Basic or non-specific
Real-Time Trust Score Monitoring	Built-in monitoring and alerts through our industry partnership	Typically unavailable or hidden from users
Industry Advocacy and Guidance	Direct industry partnerships that keep us ahead of changing carrier policies	Vendor-agnostic; leaves interpretation to the client
Best Practice Training	Training on message structure to avoid spam flagging and service disruptions	Not included
End-to-End Setup	1:1 implementation support, compliance playbooks, and deliverability setup	Often self-service

Deliverability: Powered by Mongoose and Our Partners

Trust Score Optimization: We manage brand registration, number provisioning, and reputation scoring.

In-Platform Visibility: Track delivery rates, bounce reasons, and carrier flag risks in real time.

Bulk Number Validation: Confirm which numbers can receive texts before you send.

Carrier-Compliant Messaging: Smart Messages reduce filtering, protect your credibility, and earn 2x to 4x the reply rate of standard sends (Mongoose 2026 Benchmark Report).

Minimal Staff Burden: Mongoose handles registration and carrier requirements, so your team gets back hours of manual work.

Compliance Best Practices (Managed in Mongoose)

Get Informed Consent

Opt-in has to be explicit. Mongoose supports the best practices: a clear purpose, a frequency disclosure, and a consent checkbox.

Your consent collection should include:

- ✓ The types of messages the recipient can expect
- ✓ How often they'll hear from you
- ✓ A place to enter a valid mobile number
- ✓ A specific checkbox that gives consent to text messaging
- ✓ Instructions for how to opt out of text messages if they change their mind. Ex: "You can text STOP to opt out at any time. Text HELP for assistance"
- ✓ Links to the institution's privacy policy and SMS terms and conditions for more information

Good places to ask for consent:

- → Application or document submissions
- → Forms that ask for contact information
- → Event registrations
- → Appointment scheduling

Document and Store Opt-Ins

Capture and timestamp consent on applications, event registrations, forms, portals, and Web Chat conversations. Mongoose logs consent by department and makes it available through CRM connectors and file exports.

Texting preference fields should include:

- → Contact name and mobile number
- → Opt-in status
- → Date and time the status was last updated

Refresh Consent Periodically

If a contact hasn't received a message in 10 to 12 months, re-establish their opt-in. Mongoose makes it easy to track.

Respect Opt-Outs Automatically

If a contact receives a message for the first time from a Mongoose number and it is not a reply to an incoming message, Mongoose will append the message: "Reply STOP if you would no longer like to receive these messages."

1,000+

Trusted by 1,000+ Institutions

More than 1,000 higher ed institutions trust Mongoose to keep their texting compliant and their messages delivered, because your messages deserve to be heard and trusted.

Need further guidance? See our comprehensive A2P guide here.

To learn more or book a compliance consultation, contact us: hellomongoose.com/contact-us.