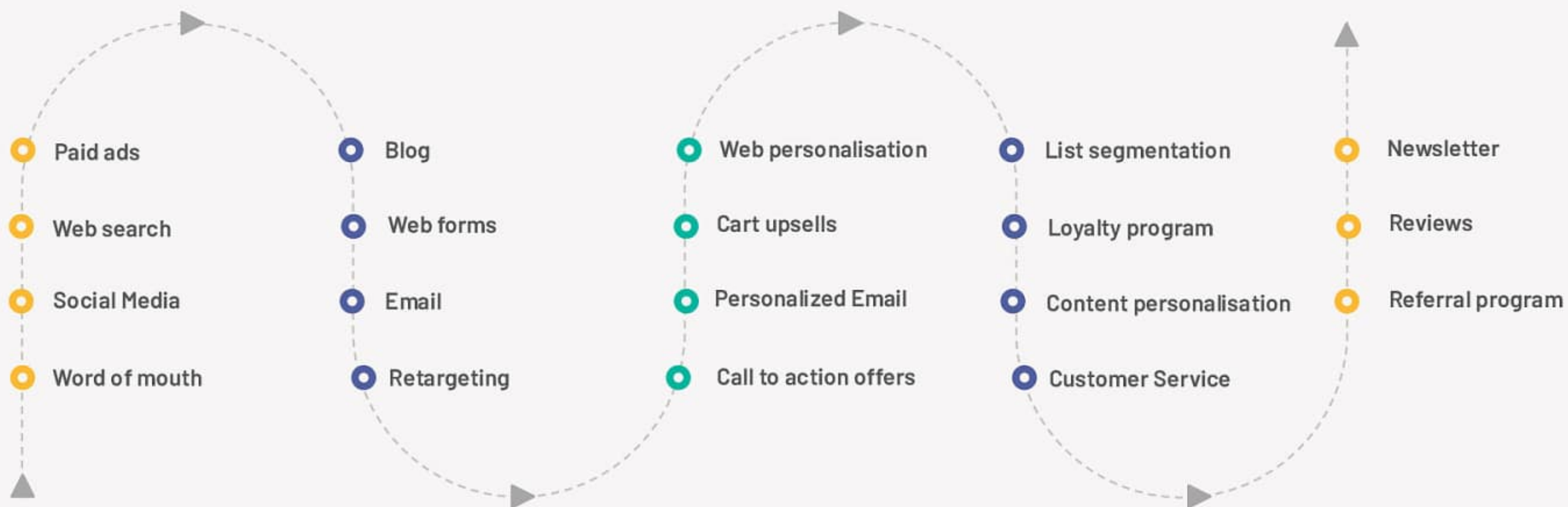
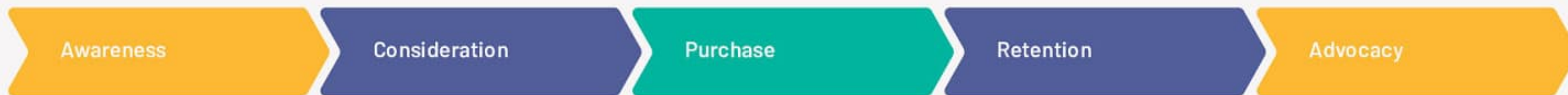




Traditional Email Marketing Is **Single Channel Focused**

- Tracking email and link engagement
- No knowledge of activities on other channels
- Limited ability to track and nurture the journey of a contact through the buying cycle
- Simplistic personalisation of emails (first name), basic automation features

Traditional Email Marketing often lands in the spam box because:

- One message sent to all - little customisation;
- Feels like 'being sold something' (which may not be relevant to you);
- Does not consider the contact's position in their journey with the brand;
- Message is often inappropriate or not of interest to the recipient => Spam!



Marketing Automation requires a combination of **Software** and **Strategy**

- Enables nurturing of prospects with highly personalised, useful content which helps convert them into customers
- Places the customer at the centre of everything and focused on developing a trusted relationship
- Reduces points of friction in the customer journey
- Does not end when the sale is made!

Marketing Automation Scenario

Marketing automation using Drupal & Mautic - Slides here:
<https://mau.tc/build-dxp>

Demo use case

1. Capture online behavior
2. Understand intention
3. Make a conversion
4. Send email personalized to their intention



Disable Cors protection (demo only!)

8080-mautic-mautic-au3yrpaw1ph.ws-us42.gitpod.io/s/config/edit

ptocoin Drupalchat Gorse - Open Sou... Personalizing the... DA Hotel Playacapric...

utic

Webhook Settings

Social Settings

Default format for full dates

F j, Y g:i a T

Default format for date only ? *

F j, Y

CORS Settings

Restrict Domains ?

No Yes



Extend

[List](#)[Update](#)[Uninstall](#)

[Home](#) » [Administration](#)

Download additional [contributed modules](#) to extend your site's functionality.

Regularly review and install [available updates](#) to maintain a secure and current site. Always run the [update script](#) e:

[+ Install new module](#)

Enter a part of the module name or description

▼ [DROPSOLID](#)



Asset Injector

► Adds CSS or JS to the page output based on configurable rules.



Mautic paragraph

► Creates a Mautic paragraph Type, Mautic block Type and form



Js Injector ☆

[Home](#) » [Administration](#) » [Configuration](#) » [Development](#) » [Asset Injector](#)

[+ Add Js Injector](#)

INJECTOR

CONDITIONS

OPERATIONS

There are no js injector entities yet.

**Click****Copy (without script tags)**

admin admin

Configuration

✖ Cancel

💾 Save & Close

✔ Apply

System Settings

Theme Settings

API Settings

Asset Settings

Campaign Settings

Email Settings

Form Settings

Contact Settings

Landing Page Settings

Tracking Settings

Report Settings

Mautic tracking settings

Insert following code at the end of the web page before ending `</body>` tag. Mautic Landing Pages are tracked automatically. Use this only to track 3rd party websites.

```
<script>
  (function(w,d,t,u,n,a,m){w['MauticTrackingObject']=n;
    w[n]=w[n]||function(){(w[n].q=w[n].q||[]).push(arguments)};a=d.createElement(t),
    m=d.getElementsByTagName(t)[0];a.async=1;a.src=u;m.parentNode.insertBefore(a,m)
  })(window,document,'script','https://ideationmautic.dev.dev-2.dropsolid-sites.com/mtc.js','mt');

  mt('send', 'pageview');
</script>
```

Identify visitor by tracking url ⓘ

No

Yes

Anonymize IP ⓘ

No

Yes

Identify visitors by IP ⓘ

No

Yes

Js Injector ☆

[Home](#) » [Administration](#) » [Configuration](#) » [Development](#) » [Asset Injector](#)

✓ Created the *mautic script* Asset Injector.

+ Add Js Injector

INJECTOR	CONDITIONS	OPERATIONS
mautic script	Global	Edit ▼



API Credentials (Applications)

Save your personal key & Secret

+ New

☐	Name	Public Key	Secret Key	ID
☐	Drupal Integration (Nick Veenhof)	1_5q38wc46c144o440sw4804swoscggkokc4	4ego8sm2x4aow0gw80488o40g8so8044048	1



Mautic paragraph ☆

[Home](#) » [Administration](#) » [Configuration](#) » [Web services](#)

Mautic Paragraph Connector *

☐ Basic Auth

☒ OAuth

OAuth!

Choose a connector to use for this Mautic server.

▼ CONFIGURE *OAuth* MAUTIC CONNECTOR

⚠ Please configure the selected Mautic connector.

OAuth connector for Mautic.

HTTP protocol

https ▼

https!

The HTTP protocol to use for sending queries.

Mautic base url *

The base url name or IP of your Mautic server, e.g. localhost or example.com.

Mautic port

An example port can be 3306.

Mautic path

The path that identifies the Mautic instance to use on the server.

Fill these fields

MAUTIC OAUTH INTEGRATION SETTINGS

Client ID *

Client Secret

If this field is left blank and the Client Secret was previously filled out, the current Client Secret will not be changed.

Redirect base url:

http://127.0.0.1:8888

The base url of the Drupal instance to be redirected. Example: https://exampleDrupal.org

✓ Successfully connected with OAuth2 authorization!

Create a custom field where we'll store the types of recipes the contact is interested in.

Go to **Settings > Custom Fields** and create a custom field under the Contact object, using the **Select - Multiple** type

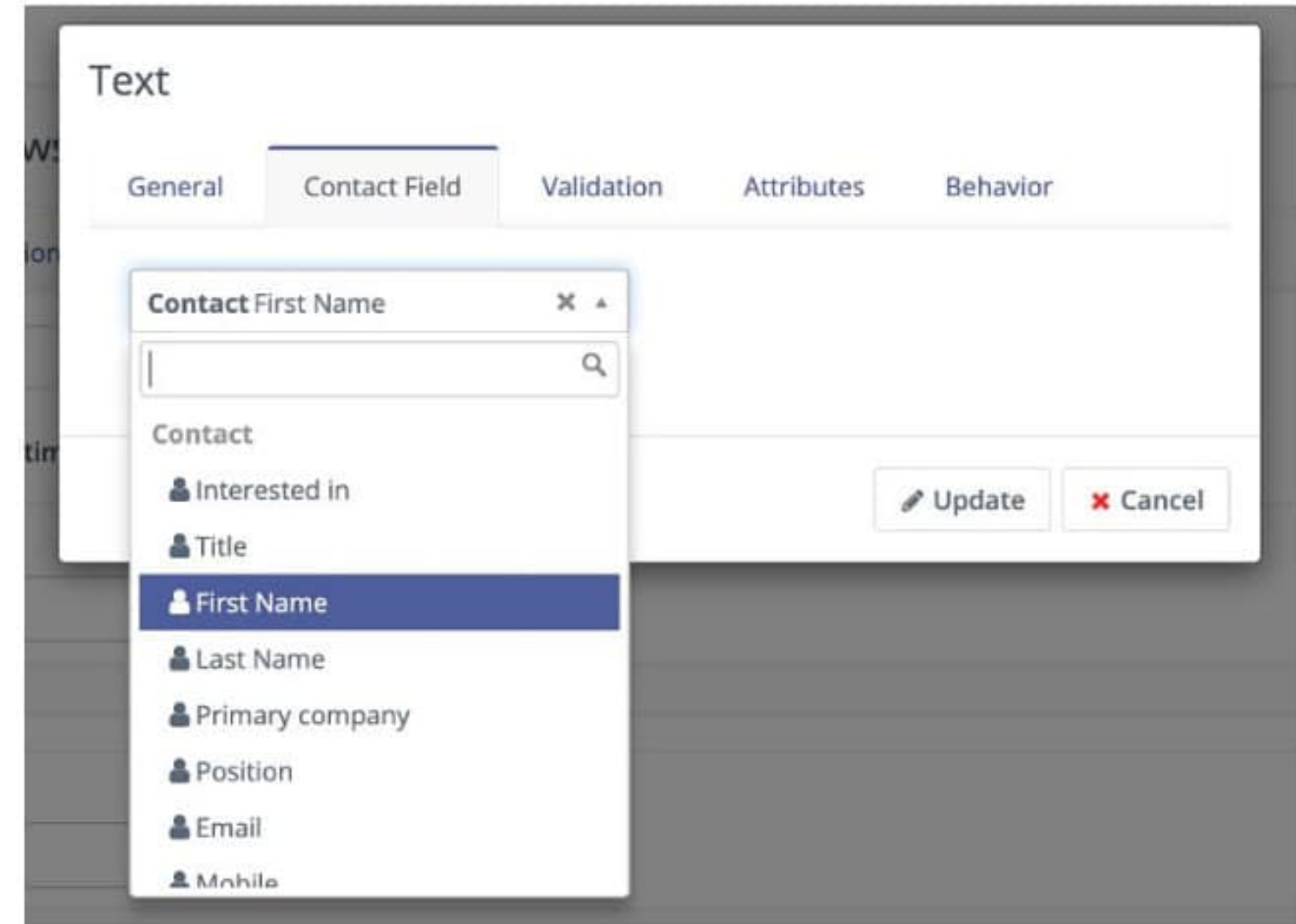
Add “**Vegan**” & “**Gluten-Free**”

The screenshot shows the Mautic 'Edit Custom Field' interface for a field named 'Interested in'. The interface is divided into several sections:

- Header:** Mautic logo, notification bell, search icon, and user profile 'Admin Mautic' with a settings gear.
- Buttons:** 'Save', 'Save & Close', and 'Cancel' buttons.
- Field Configuration:**
 - Label:** 'Interested in' with a help icon.
 - Object:** 'Contact' (dropdown).
 - Data Type:** 'Select - Multiple' (dropdown).
 - Options:** A table with two rows: 'Vegan' (value: 'vegan') and 'Gluten free' (value: 'Gluten free'). Each row has an 'x' icon to remove the option and a vertical ellipsis to edit.
 - Alias:** 'interested_in'.
 - Group:** 'Core' (dropdown).
 - Default value:** 'Choose one or more...'.
- Advanced Settings:**
 - Order:** 'Interested in' (dropdown with 'x' icon).
 - Published:** 'Yes' (selected).
 - Required:** 'No' (selected).
 - Visible on forms:** 'Yes' (selected).
 - Visible on short forms:** 'Yes' (selected).
 - Available for segments:** 'Yes' (selected).
 - Publicly updatable:** 'No' (selected).
 - Is Unique Identifier:** 'No' (selected).
 - Default value:** (empty text field).

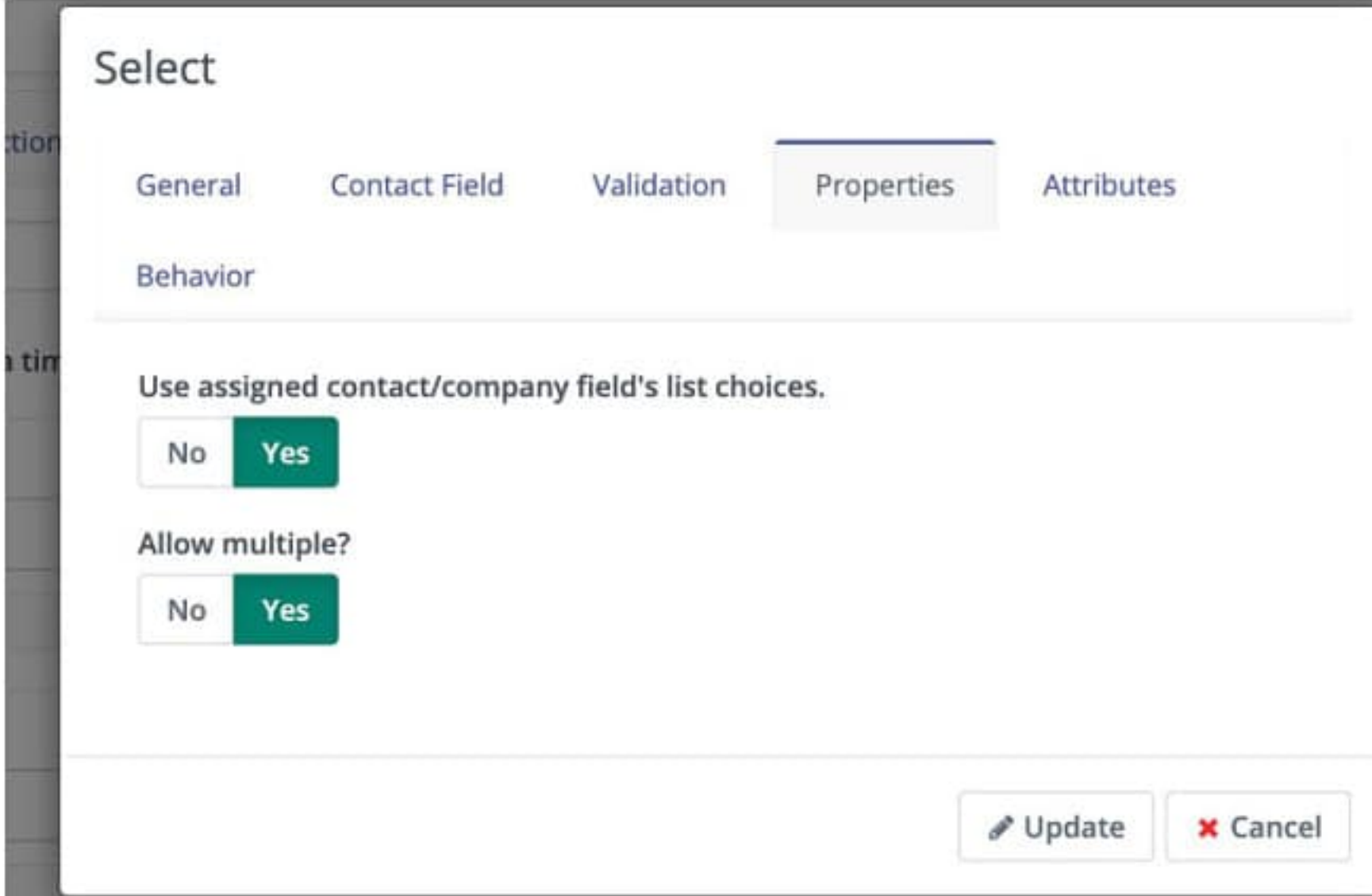
Create a **form** which will allow people to join the mailing list.

- Go to **Components -> Forms > New -> Select Campaign form.**
- Set the title: **“Newsletter Subscription”**
- Add **Text** fields to capture first name and email address



The screenshot shows the 'Text' field configuration interface in Mautic. The 'Contact Field' tab is selected, displaying a dropdown menu for 'Contact First Name'. The dropdown list includes options: 'Interested in', 'Title', 'First Name' (highlighted), 'Last Name', 'Primary company', 'Position', 'Email', and 'Mobile'. The 'Update' and 'Cancel' buttons are visible at the bottom right of the configuration panel.

- Add a **Select** field for recipe interests, and under the Properties tab, set both options to Yes.



The screenshot shows the 'Select' field configuration dialog in Mautic. The 'Properties' tab is selected, showing two toggle options: 'Use assigned contact/company field's list choices.' and 'Allow multiple?'. Both are set to 'Yes'. The 'Update' and 'Cancel' buttons are at the bottom right.

Select

General Contact Field Validation **Properties** Attributes

Behavior

Use assigned contact/company field's list choices.

No Yes

Allow multiple?

No Yes

Update Cancel

- Map the fields (under the Contact Field tab) to the relevant contact fields (using the custom field we created for interests), so that when the person submits the form, their contact profile is updated
- Edit the text shown on the submit button to 'Send me the recipes'
- **Save & Close**

Select

General

Contact Field

Validation

Properties

Attributes

Behavior

Contact Interested in



Update

Cancel

The screenshot shows the Mautic form builder interface. A modal window is open for editing the 'Submit' button. The modal has a 'Label' field with the text 'Submit' and a green arrow pointing to it. The modal also has 'Update' and 'Cancel' buttons. In the background, the form builder interface is visible, showing fields for 'First name', 'Email', 'Food preferences', and 'Interested in'. A green arrow points to the 'Submit' button at the bottom of the form.

←

→

↻

127.0.0.1:8888/en/admin/structure/block

☆

⚙️

⬅️ Back to site

☰ Manage

★ Shortcuts

admin

⚠️ This site is intended for demonstration purposes.

Content

Structure

Appearance

Extend

Configuration

People

Reports

Help

⬆️ Page title	core	Page Title ▾	Configure ▾
Content Place block			
⬆️ Main page content	System	Content ▾	Configure ▾
Sidebar Place block			
⬆️ Articles aside	Lists (Views)	Sidebar ▾	Configure ▾



Place block



+ Add custom block

Filter by block name

BLOCK

CATEGORY

OPERATIONS

Page title

core

Place block

➤ [Mautic](#)

Mautic form in a block

[Home](#) » [Add custom block](#)

Block description *

A brief description of your block.

Title

Text

B *I* |   |   |   | Format ▾ |  Source

Text format **Basic HTML** ▾

Form *

A wonderful newsletter full of recipes

Revision information

No revision

Revision log message

Place block



+ Add custom block

Filter by block name

BLOCK	CATEGORY	OPERATIONS
Page title	core	Place block
Primary admin actions	core	Place block
Tabs	core	Place block
A wonderful newsletter full of recipes	Custom	Place block
Umami Disclaimer	Custom	Place block
Umami footer promo	Custom	Place block



Save

Close Builder

 Vegan Newsletter Sub...

Add to newsletter segment

- Add a **condition** from the top source, name it “**If Vegan is selected**” using the **Form Field Value** option. Select the newsletter signup form in the ‘limit to forms’ dropdown.
- Select the **Food Preference Field** in the dropdown, and use the ‘**contains**’ operator, with the value ‘**Vegan**’.

Form field value

Trigger actions when a submitted form field value suits the defined condition.

Name

If Vegan is selected

Execute this event... ?

immediately

at a relative time period

at a specific date/time

Limit to Forms ? *

Vegan newsletter signup

Field *	Operator *	Value *
Types of receipes	contains	vegan

Update

Cancel

Save

Close Builder

 Vegan Newsletter Sub...

Add to newsletter segment

if vegan is selected

- From the affirmative (+) path on this condition, add an **action** of **Modify Contact's Segments**, and select the **Vegan Recipe** segment. Name it **Add to Vegan Recipe Segment**

Modify contact's segments
Add contact to or remove contact from segment(s)

Name

Add to vegan recipes 

Execute this event... 

immediately at a relative time period at a specific date/time

Add contact to selected segment(s)

Vegan recipes 

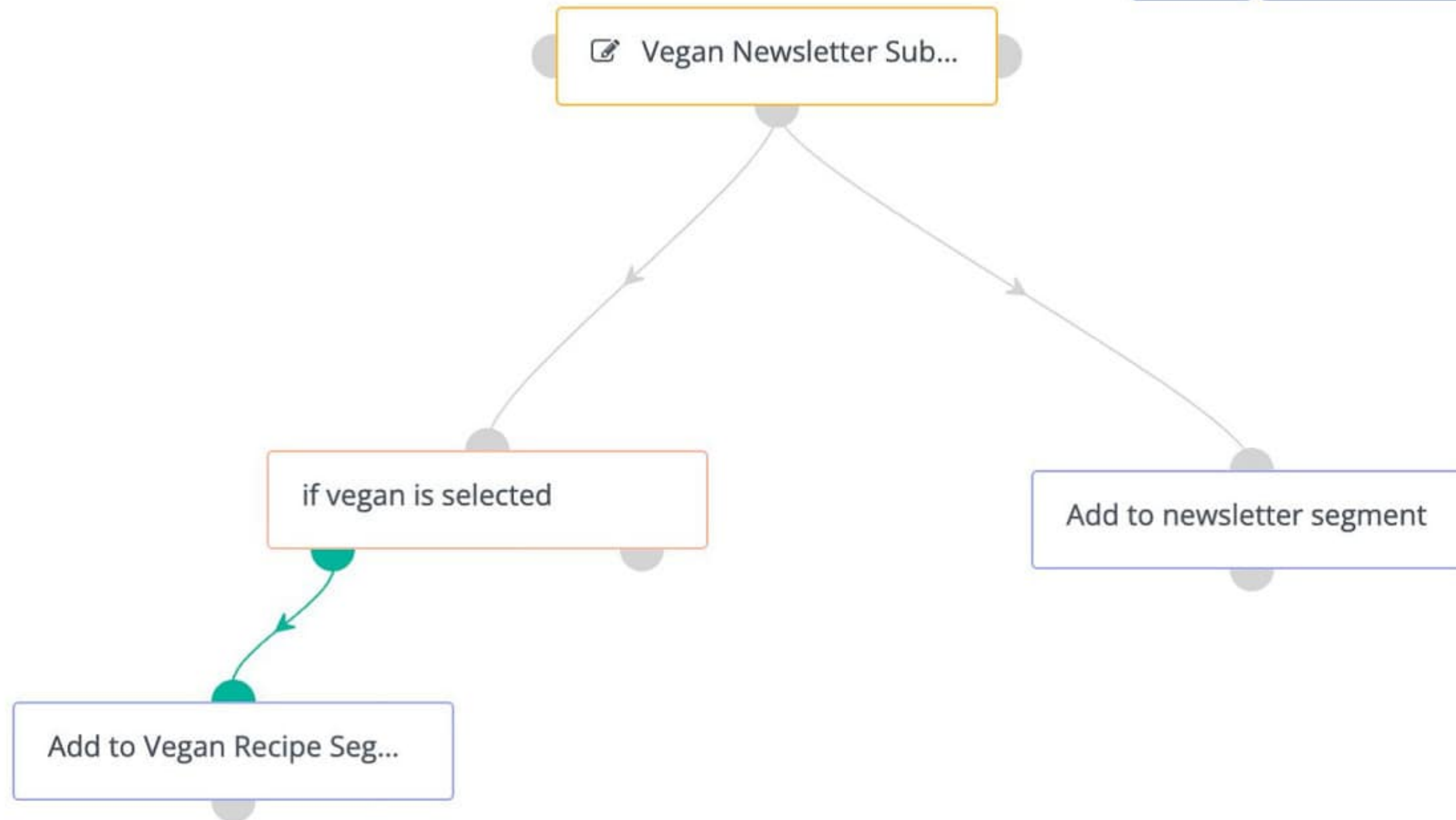
Remove contact from selected segment(s)

Choose one or more...

 Update  Cancel

Save

Close Builder



A wonderful newsletter full of vegan recipes

Subscribe to our Vegan recipes

Thank you for signing up

First name

Email

Food preferences

Vegan
Gluten-Free

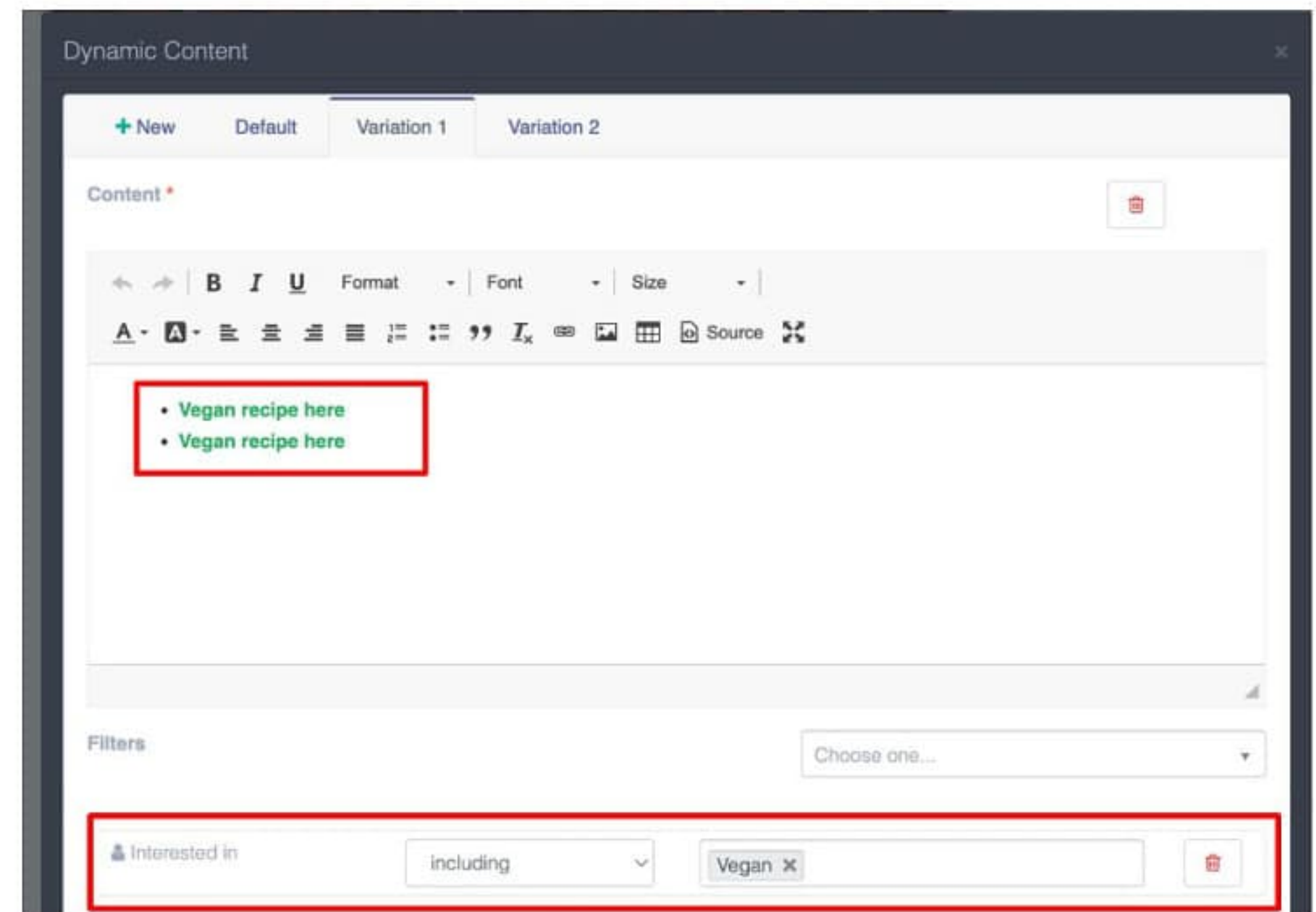
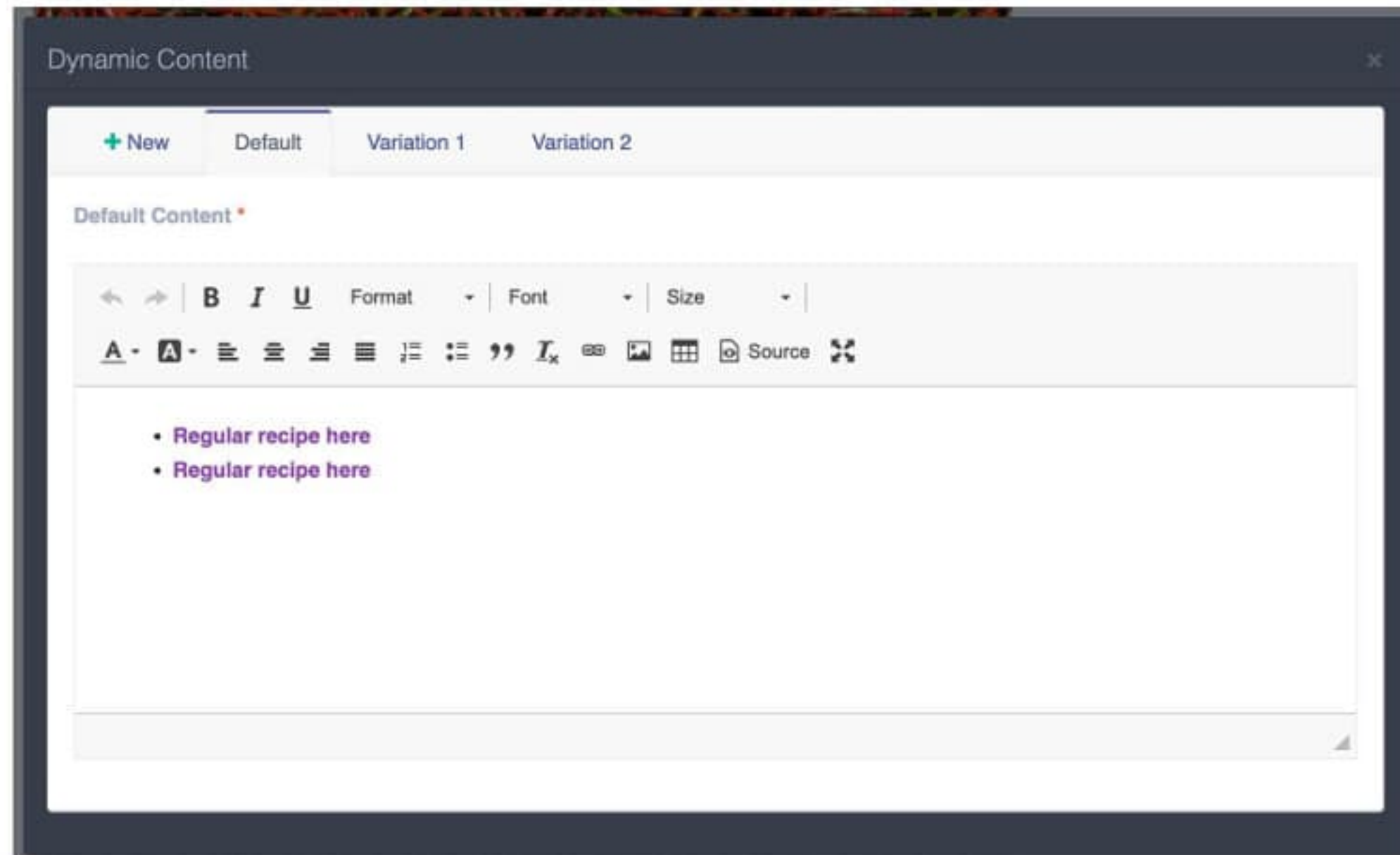
Send me the recipes

When sending out our regular mailings we can use Dynamic Content to change the information provided based on their interests.

- Create a segment email to send to this segment by navigating to **Channels** > **Email**, clicking **New**, and selecting **New Segment Email**.
- Set Subject to “Newsletter”
- Set Internal name to “Newsletter”
- Select the Newsletter segment
- Select the Paprika template and click Builder at the top of the page

The screenshot displays the Mautic email builder interface. On the left is a dark sidebar with a menu containing: Dashboard, Calendar, Contacts, Companies, Segments, Components, Campaigns, Channels, Marketing Messages, Emails, Focus Items, Social Monitoring, Points, Stages, Reports, Tags, and a Collapse Menu button. The main content area is titled 'Theme: Advanced' and shows a grid of email templates. The 'Paprika' template, which features a red header and a food image, is highlighted with a red border. To the right of the template grid is a form for configuring the email. The 'Subject' field is set to 'Our latest recipes'. The 'Internal Name' field is also set to 'Our latest recipes'. The 'Contact segment' field is set to 'Newsletter' and is highlighted with a red border. The 'Category' is set to 'Uncategorized', and the 'Language' is set to 'English'. The 'Published' status is set to 'Yes'. The 'Publish at (date/time)' and 'Unpublish at (date/time)' fields are empty. The 'Unsubscribe feedback form' is set to 'Choose one...'. The top right corner shows the user 'Admin Mautic' and a settings icon.

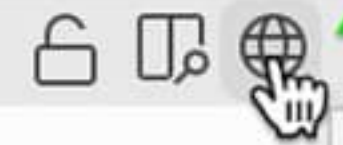
- Drag in a Dynamic Content block from the right hand side (bottom right)
 - Create default content (sent to all who are not filtered)
 - Create a variant for people interested in vegan recipes using the filter
 - Save and close the email



Gitpod Workspace

Ports

- 3306 open (private)
- 8027 open (private)
- 8036 open (private)
- 8080 open (public)



8027



Admin Mautic



Newsletter

PUBLISHED



Newsletter

DETAILS

Contact segments comparison

From

Mar 27, 2022

To

Apr 27, 2022

Save



Connected

Inbox (3)

Delete all messages

Jim

Jim is a chaos monkey.
Find out more at GitHub.

Enable Jim



From DDEV <mautic@ddev.local>

Subject **Our latest recipes**

To Test <test-vegan@example.com>

Show headers ▼

HTML

Plain text

Source

MIME

nec, pellentesque eu, pretium quis, sem.

Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies

- [Vegan recipe here](#)
- [Vegan recipe here](#)



Lorem ipsum dolor



Lorem ipsum dolor



Lorem ipsum dolor

Lorem ipsum dolor

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.





Connected

Inbox (3)

Delete all messages

Jim

Jim is a chaos monkey.
[Find out more at GitHub.](#)

Enable Jim

From DDEV <mautic@ddev.local>

Show headers ▼

Subject **Our latest recipes**

To Test No preference <test-nopref@example.com>

HTML

Plain text

Source

MIME

nec, pellentesque eu, pretium quis, sem.

Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean
imperdiet. Etiam ultricies

- Regular recipe here
- Regular recipe here



Lorem ipsum dolor



Lorem ipsum dolor



Lorem ipsum dolor

Lorem ipsum dolor

Lorem ipsum dolor sit amet,
consectetur adipiscing elit





<https://contribute.mautic.org/>



@MauticCommunity

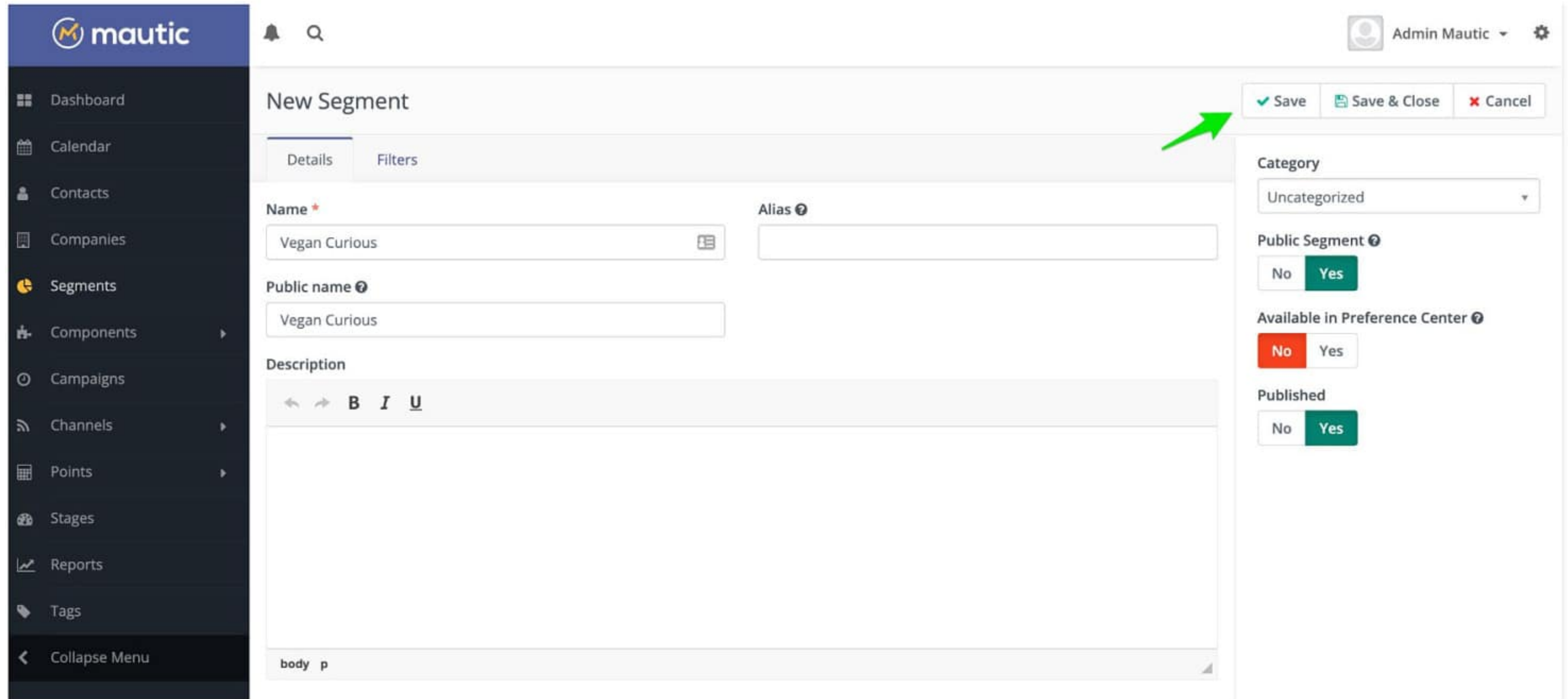


Go to your Mautic instance, and log in with admin/mautic

Create a dynamic segment using the filter of Visited any URL with X page title > contains > vegan and do not make it visible on the preference centre

The screenshot shows the Mautic administration interface for editing a segment named "Vegan curious". The left sidebar contains navigation links: Dashboard, Calendar, Contacts, Companies, Segments, Components, Assets, Forms, Landing Pages, and Dynamic Content. The main content area has tabs for "Details" and "Filters", with "Filters" currently selected. A light blue informational box states: "Any applicable contacts that match the filters will be added, and contacts that no longer match will be removed. Contacts that were manually added will remain part of the list regardless of filters." Below this is a dropdown menu labeled "Choose one...". A filter rule is displayed and highlighted with a red border: "Visited any URL with X page title" (with a person icon) followed by a dropdown menu set to "contains" and a text input field containing "vegan". To the right of the filter rule is a trash icon. On the far right, there are three buttons: "Save", "Save & Close", and "Cancel". Below these are settings for the segment: "Category" (set to "Uncategorized"), "Public Segment" (with "No" and "Yes" buttons, "Yes" is selected), "Available in Preference Center" (with "No" and "Yes" buttons, "No" is selected and highlighted with a red box), and "Published" (with "No" and "Yes" buttons, "Yes" is selected). The top right corner shows the user "Admin Mautic" and a settings gear icon.

Remember to press Save or Save and Close!



The screenshot shows the Mautic 'New Segment' form. A green arrow points to the 'Save' button in the top right corner. The form includes a sidebar with navigation links, a top header with the Mautic logo and user profile, and a main content area with tabs for 'Details' and 'Filters'. The 'Details' tab is active, showing fields for Name, Alias, Public name, and Description. The 'Name' field contains 'Vegan Curious'. The 'Public name' field also contains 'Vegan Curious'. The 'Description' field is empty. On the right side, there are settings for Category (Uncategorized), Public Segment (Yes), Available in Preference Center (No), and Published (Yes).

mautic

Admin Mautic

New Segment

Details Filters

Name *

Vegan Curious

Alias ?

Public name ?

Vegan Curious

Description

body p

Category

Uncategorized

Public Segment ?

No Yes

Available in Preference Center ?

No Yes

Published

No Yes

Save Save & Close Cancel



@MauticCommunity



Now create a segment called Vegan recipes and do **not** set up any filters, but DO set it to be available in the preference centre.

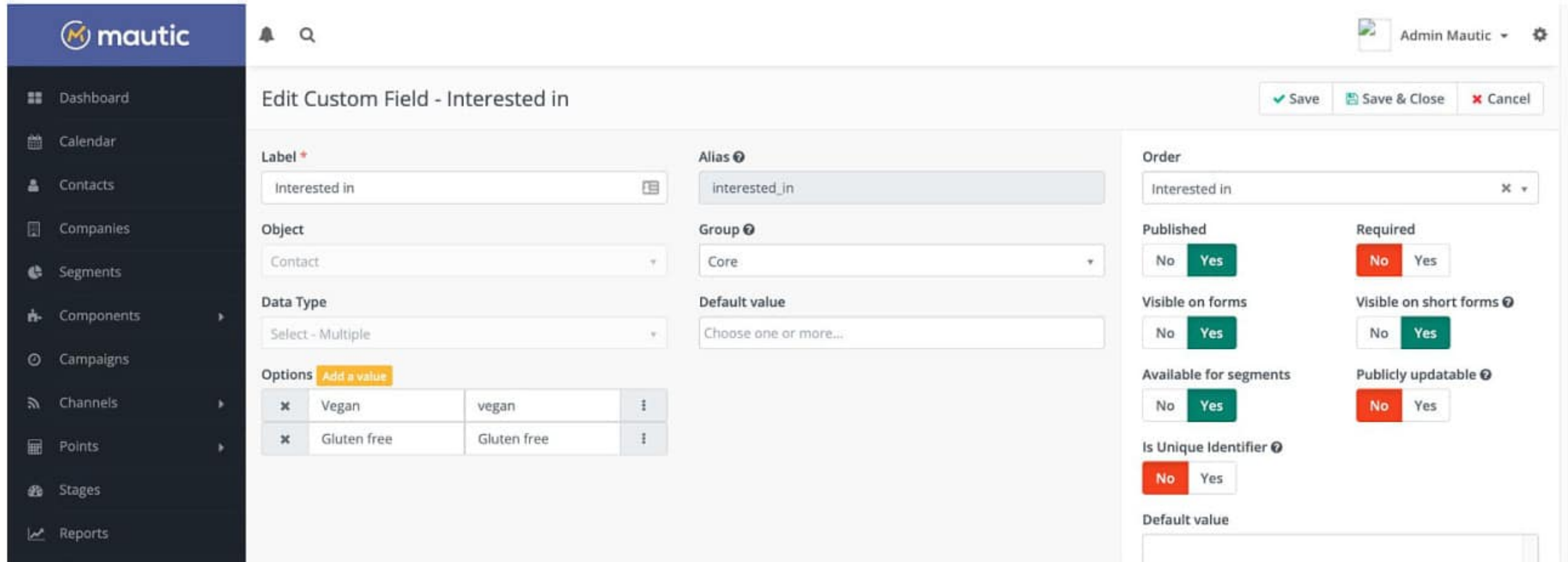
Remember that they will see the 'Public name' in the preference centre to select from, so make it customer-friendly.

The screenshot shows the Mautic administration interface for editing a segment named 'Vegan recipes'. The left sidebar contains navigation links: Dashboard, Calendar, Contacts, Companies, Segments, Components, Assets, Forms, Landing Pages, and Dynamic Content. The main content area is titled 'Edit Segment - Vegan recipes' and has two tabs: 'Details' (selected) and 'Filters'. In the 'Details' tab, there are fields for 'Name' (Vegan recipes), 'Alias' (vegan-recipes), 'Public name' (Vegan recipes), and 'Description'. The 'Public name' field is highlighted with a red box. On the right side, there are settings for 'Category' (Uncategorized), 'Public Segment' (Yes), 'Available in Preference Center' (Yes), and 'Published' (Yes). The 'Available in Preference Center' checkbox is also highlighted with a red box. At the top right, there are buttons for 'Save', 'Save & Close', and 'Cancel'.

Create a custom field where we'll store the types of recipes the contact is interested in.

Go to Settings > Custom Fields and create a custom field under the Contact object, using the Select-Multiple type

Add some options - for example vegan, gluten free etc



The screenshot displays the Mautic 'Edit Custom Field - Interested in' interface. The sidebar on the left contains navigation links: Dashboard, Calendar, Contacts, Companies, Segments, Components, Campaigns, Channels, Points, Stages, and Reports. The main form area includes the following fields:

- Label:** Interested in
- Object:** Contact
- Data Type:** Select - Multiple
- Options:** A table with two rows: 'Vegan' and 'Gluten free', each with a corresponding value field and a delete icon.
- Alias:** interested_in
- Group:** Core
- Default value:** Choose one or more...

The right-hand panel contains configuration options:

- Order:** Interested in
- Published:** No (selected), Yes
- Required:** No (selected), Yes
- Visible on forms:** No (selected), Yes
- Visible on short forms:** No (selected), Yes
- Available for segments:** No (selected), Yes
- Publicly updatable:** No (selected), Yes
- Is Unique Identifier:** No (selected), Yes
- Default value:** (empty text field)

At the top right of the form area, there are buttons for 'Save', 'Save & Close', and 'Cancel'.



[Dashboard](#)
[Calendar](#)
[Contacts](#)
[Companies](#)
[Segments](#)
[Components](#)
[Assets](#)
[Forms](#)
[Landing Pages](#)
[Dynamic Content](#)
[Campaigns](#)
[Channels](#)
[Points](#)
[Stages](#)
[Reports](#)
[Tags](#)
[Collapse Menu](#)

Edit Form - Vegan newsletter signup

[Save](#) [Save & Close](#) [Cancel](#)
[Details](#)
[Fields](#)
[Actions](#)

 Maximum fields displayed at a time ⓘ *
First name *

First Name

Email address *

Email

Category

Published

Publish at (date/time)

Unpublish at (date/time)

Disable search indexing

Kiosk Mode ⓘ

Render style from Template? ⓘ

Theme ⓘ

- Dashboard
- Calendar
- Contacts
- Companies
- Segments
- Components
 - Assets
 - Forms
 - Landing Pages
 - Dynamic Content
- Campaigns
- Channels
- Points
- Stages
- Reports
- Tags
- Collapse Menu

Edit Form - Vegan new

Details Fields Actions

Add a new submit action

Add to vegan newsletter

Modify contact's segments

Name

Add to vegan newsletter



Description

  **B** *I* U

Add contact to selected segment(s)

Vegan recipes 

Remove contact from selected segment(s)

Choose one or more...

 Update Cancel Save Save & Close Cancel

Category

Uncategorized

Published

No

Yes

Publish at (date/time)

Unpublish at (date/time)

Disable search indexing

No

Yes

Kiosk Mode 

No

Yes

Render style from Template? 

No

Yes

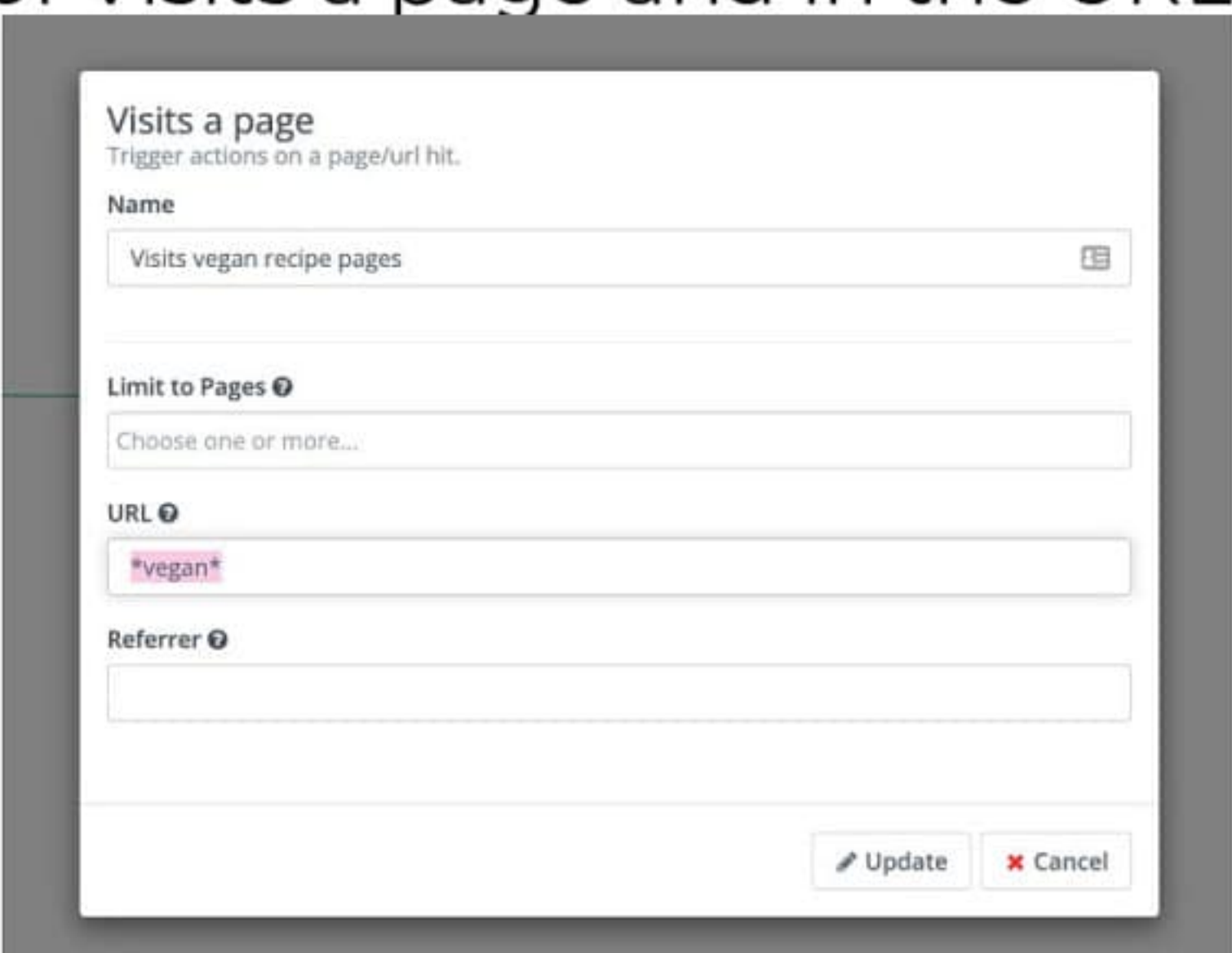
Theme 

Choose one...



Now we need to create a campaign to publish this focus item only for people who are in the vegan curious segment.

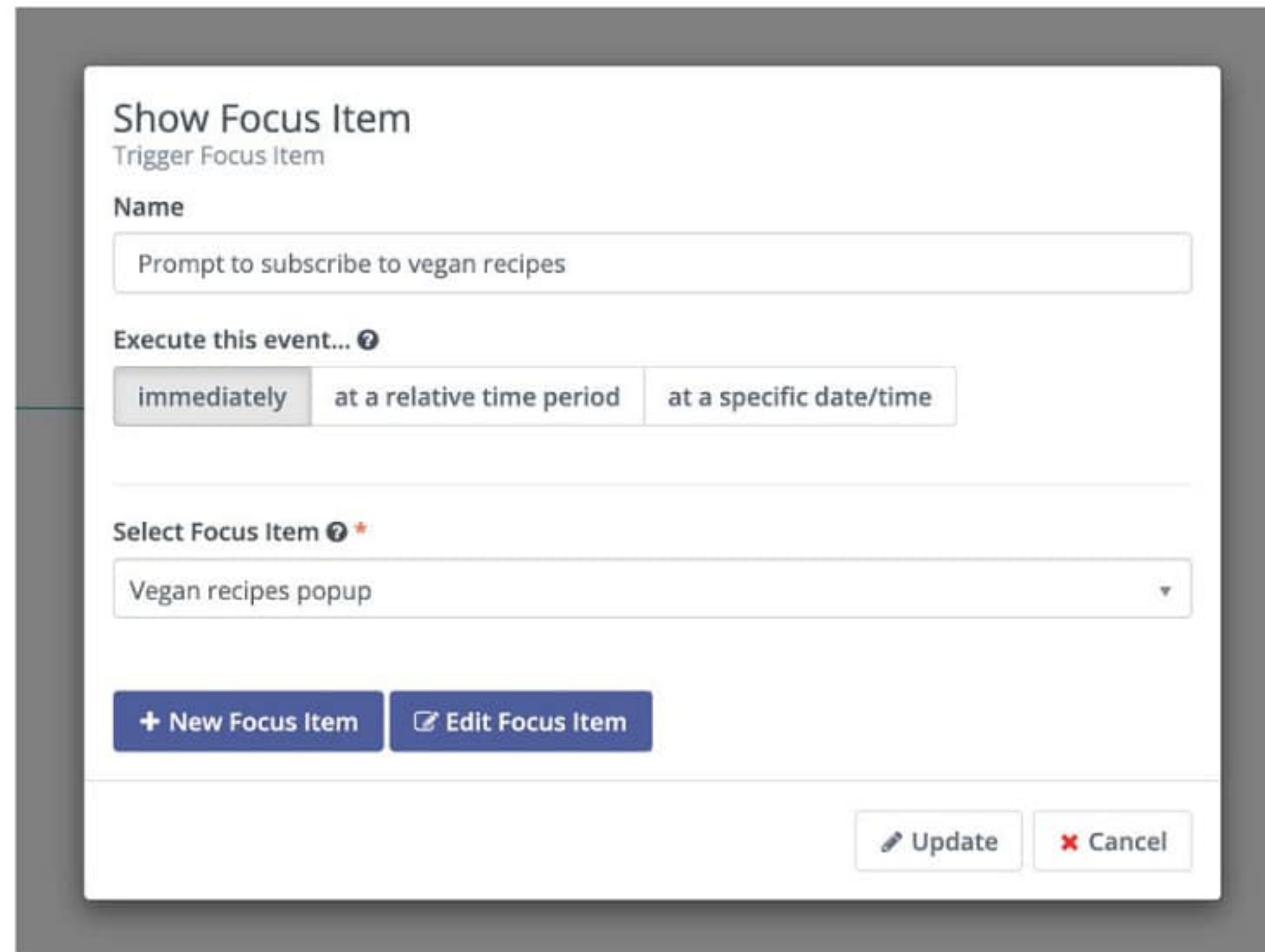
- Go to Campaigns > New, set the title to “Interested In Vegan” & Launch the campaign builder
- Select the Vegan Curious segment as the source
- Set a “**Decision**” of Visits a page and in the URL enter: *vegan*



The screenshot shows the 'Visits a page' configuration form in Mautic. The form is titled 'Visits a page' with a subtitle 'Trigger actions on a page/url hit.' It contains several input fields: 'Name' with the value 'Visits vegan recipe pages', 'Limit to Pages' with a dropdown menu showing 'Choose one or more...', 'URL' with the value '*vegan*', and 'Referrer' which is empty. At the bottom right, there are 'Update' and 'Cancel' buttons.



On the affirmative track (+), add an action of 'Show focus item' and select the focus item you just created.



The screenshot shows a modal window titled "Show Focus Item" with the subtitle "Trigger Focus Item". It contains the following elements:

- Name:** A text input field containing "Prompt to subscribe to vegan recipes".
- Execute this event... ?**: Three buttons: "immediately" (selected), "at a relative time period", and "at a specific date/time".
- Select Focus Item ? ***: A dropdown menu showing "Vegan recipes popup".
- Buttons:** Two blue buttons at the bottom left: "+ New Focus Item" and "Edit Focus Item". Two white buttons at the bottom right: "Update" and "Cancel".