

Open Source Meets Marketing

Enhancing the Digital Experience with Mautic



Ruth Cheesley - Mautic Community Manager

Short Background

About Mautic:

Started as an **Open Source marketing automation** project in 2014 - mautic.org

Commercial business offering **Mautic Open Marketing Cloud SaaS** (Mautic Inc.) established in 2016 - mautic.com

Mautic Inc. acquired by Acquia in May 2019, Acquia supporting the Mautic community in a similar way to how they support Drupal.

About me:

Ruth Cheesley

Mautic Community Manager, Acquia



My background:

- 18 years Open Source user & contributor (Joomla!, Kubuntu and Mautic)
- Built & grew a full-service digital agency
- Power user of Mautic
- First time in Bulgaria!

A close-up of a red plastic robot head. The head is square-shaped with two large, white, circular eyes with black pupils. It has a small, round, yellow nose and a simple, curved yellow line for a mouth, giving it a sad or disappointed expression. The robot's arms, also made of red plastic, are raised in the background. The background is a soft, out-of-focus blue and white pattern.

WAIT ... DIGITAL EXPERIENCE?

A person is seen from the back, holding a smartphone. The image is overlaid with a semi-transparent blue filter. The text is written in white, bold, sans-serif font.

Creating a **consistent,**
personalised brand
experience across **multiple**
touchpoints in **all channels**
used by the customer and the
company

Show of hands:

I feel my company/organisation provides a good, consistent digital experience across all channels



73% of brands can't provide a consistent experience across their different digital channels



34% of respondents are not effective at uniting data from their web and mobile sites



71% of brands can't action customer insights in real time



39% of respondents are not effective at uniting data from their websites and mobile apps

Lack of
consolidated
data

Unable to deliver
a personalised
experience

Disjointed,
inconsistent
digital
experience



47%

larger sales volume if leads are nurtured appropriately

Source: [The Annuitas Group](#)

70%

of prospects are not in buying mode when they first interact with a company

Source: [Marketing Sherpa](#)

80%

of shoppers touch at least one digital channel during their purchasing journey

Source: [McKinsey & Company](#)

A close-up of a red LEGO robot's head. The robot has a square red head with two large white eyes with black pupils, a small yellow nose, and a yellow curved line for a sad mouth. Its arms are raised in the air. The background is a blurred blue and white pattern.

SO, WAIT, WHAT IS MAUTIC?

Mautic is a fully-featured, **Open Source Marketing Automation platform** which **automates and measures** marketing efforts, integrating and personalising digital properties **in all channels**, delivering **seamless customer experiences**.

Mautic Solves Critical Digital Marketing Problems



WEBSITE TRACKING



LANDING PAGES



WEB FORMS



**PROGRESSIVE
PROFILING**



**CONTACT
MANAGEMENT**



**AUDIENCE
SEGMENTATION**



**AUTOMATED
CAMPAIGNS**



**EMAIL
MARKETING**



**MULTI-CHANNEL
COMMUNICATIONS**



**DYNAMIC
CONTENT**



**CONSUMER
SCORING**



**ACCOUNT-BASED
MARKETING**



**THIRD PARTY
INTEGRATIONS**



**REPORTING &
ATTRIBUTION**



**DASHBOARD
ANALYTICS**



A/B TESTING



@RCheesley





SOUNDS GREAT! HOW DO I GET STARTED?



Linux

L

Linux



NGINX

E/A

Apache



MySQL

M

MariaDB



PHP

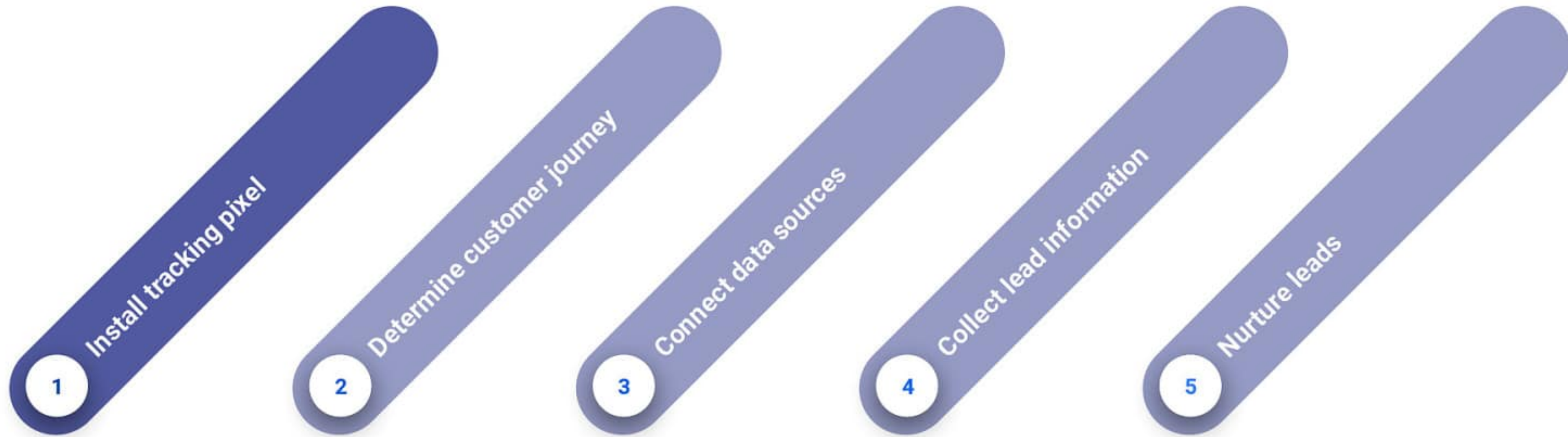
P

PHP



@RCheesley





Mautic tracking settings

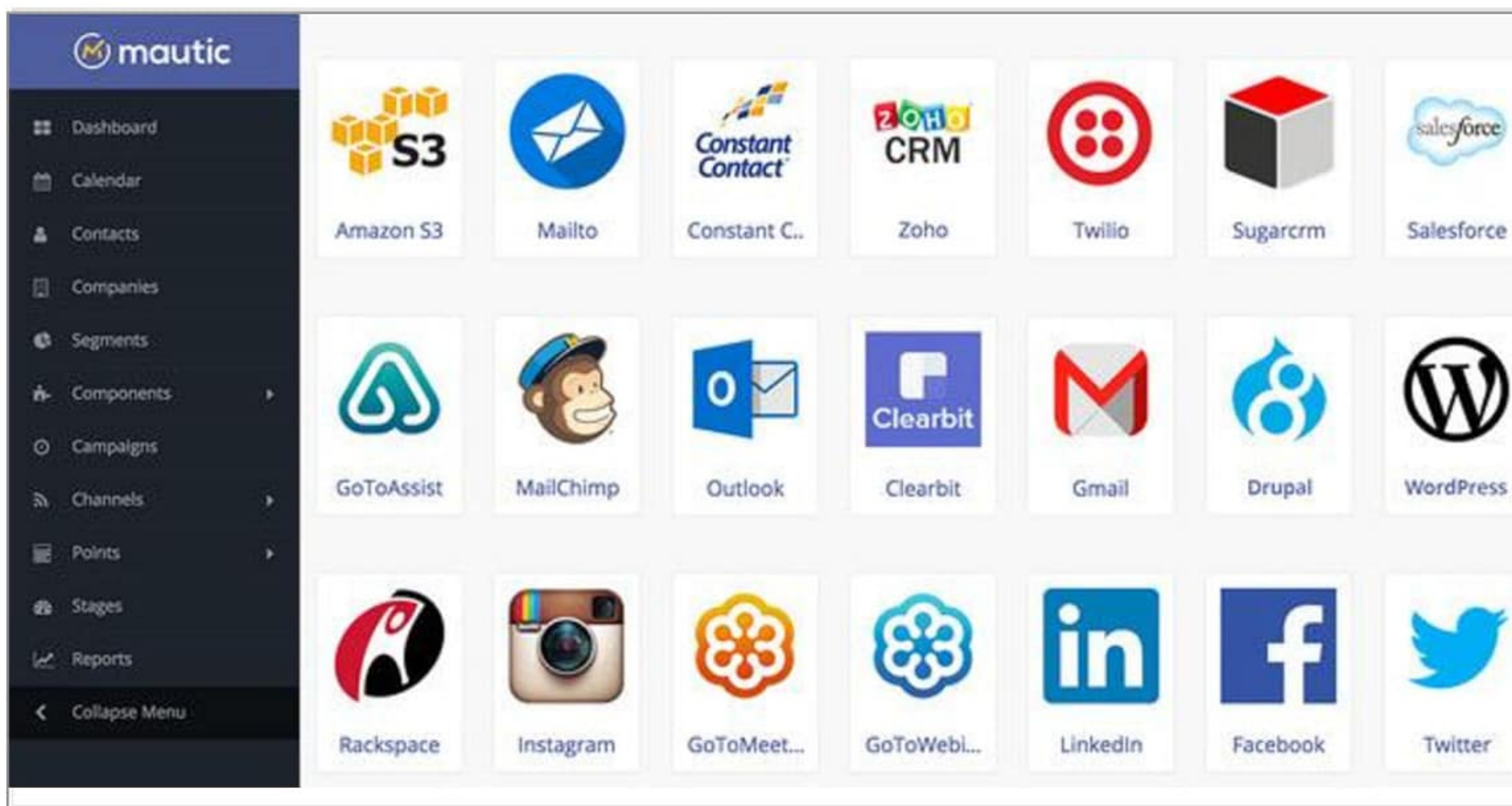
Insert following code at the end of the web page before ending `</body>` tag. Mautic Landing Pages are tracked automatically. Use this only to track 3rd party websites.

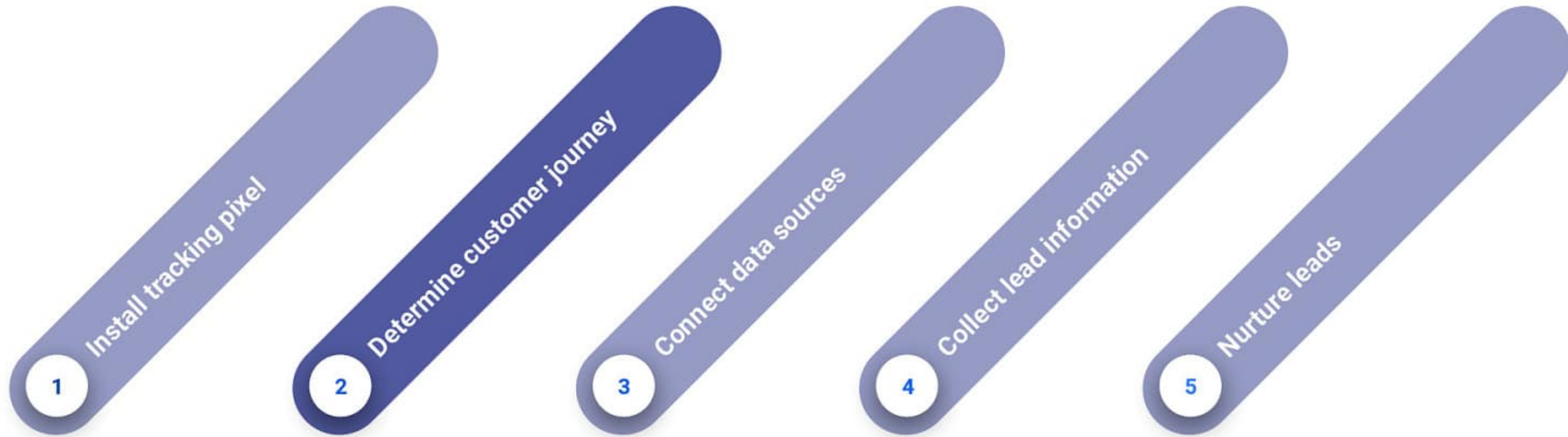
```
<script>
(function(w,d,t,u,n,a,m){w['MauticTrackingObject']=n;
w[n]=w[n]||function(){(w[n].q=w[n].q||[]).push(arguments)},a=d.createElement(t),
m=d.getElementsByTagName(t)[0];a.async=1;a.src=u;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://sales-demo.mautic.net/mtc.js','mt');

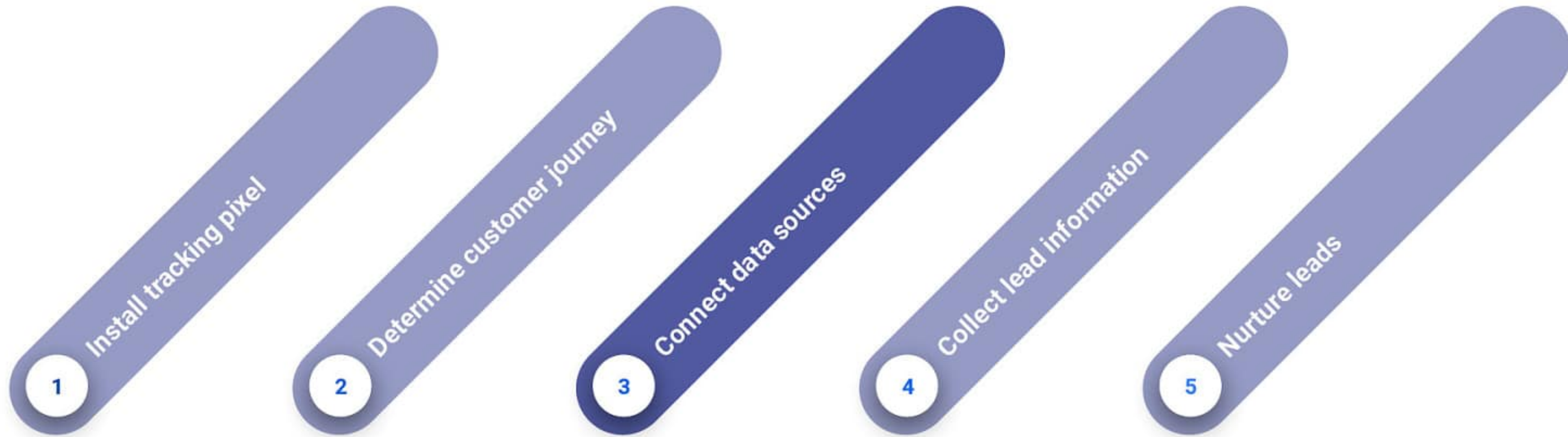
mt('send', 'pageview');
</script>
```

	URL	Event	Timestamp
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:04 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:02 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:02 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:02 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:01 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 10:59 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 10:59 am

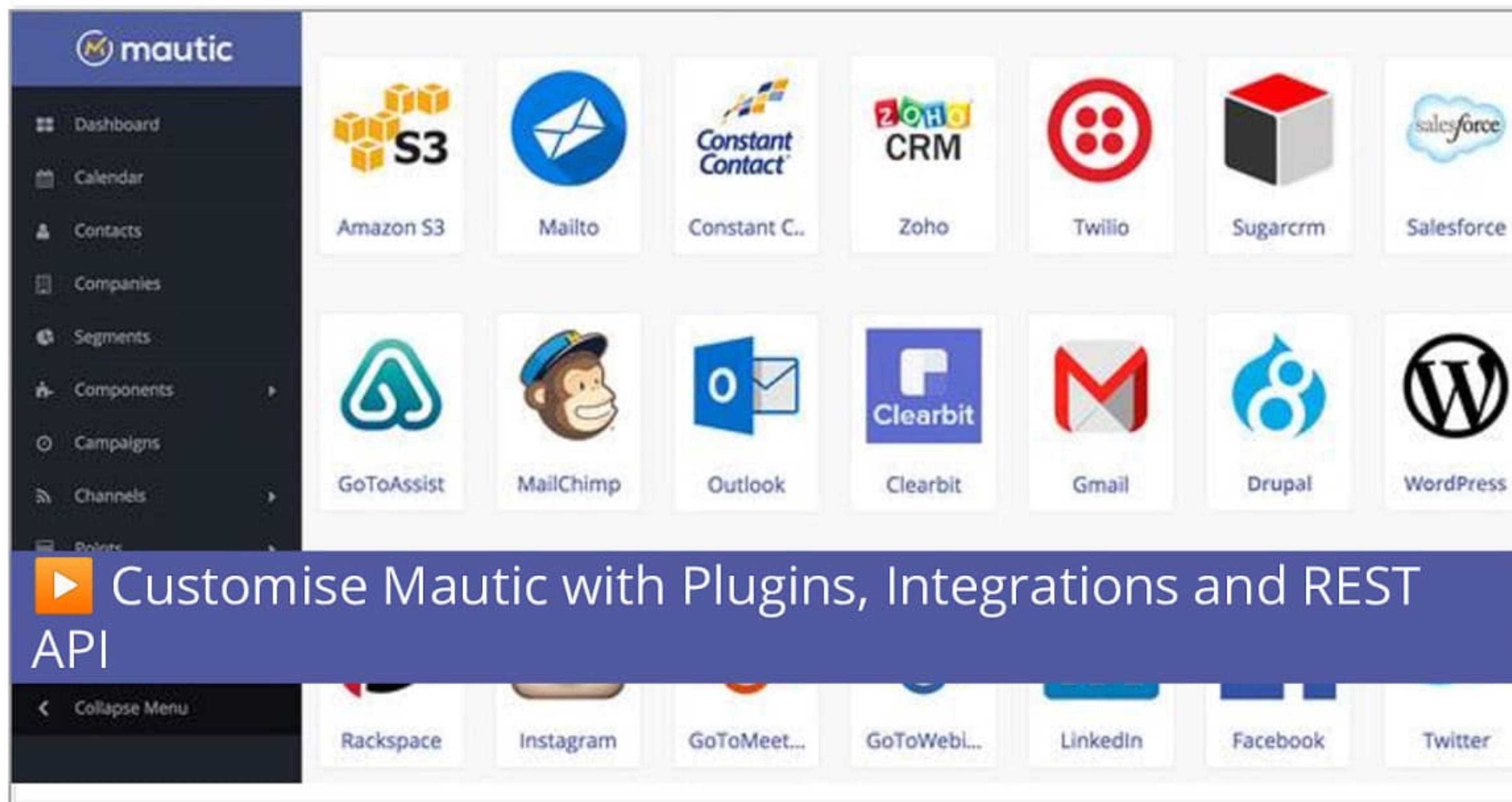
Or ... use one of the many CMS integrations!

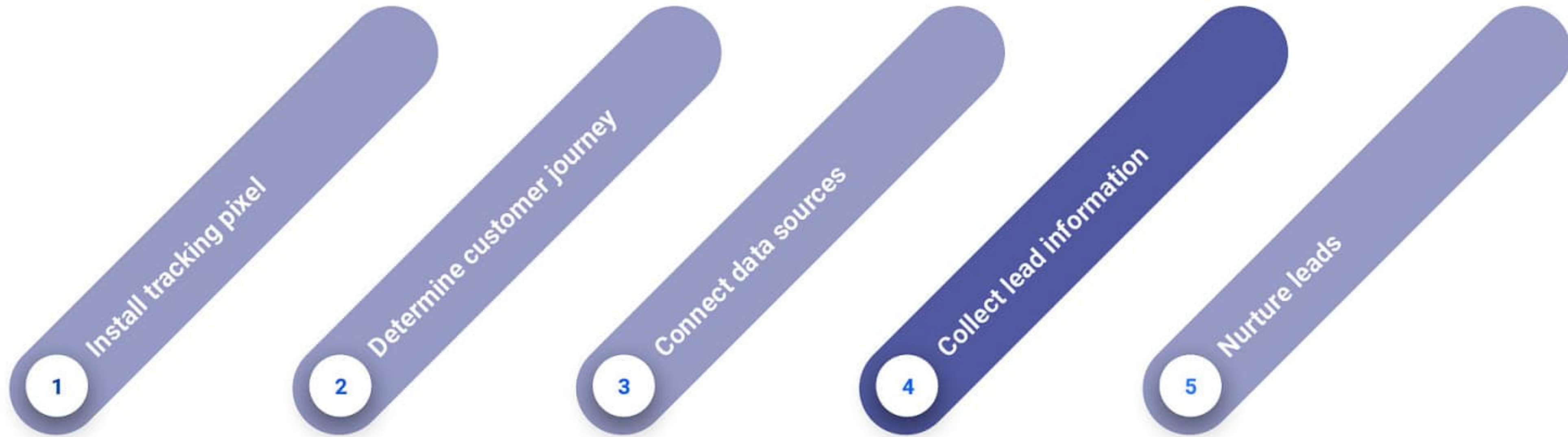






Integrations





Get The Free eBook

First name *

Last name *

Email *

Phone *

Date *

Unsubscribe Company? *

SUBMIT



Lead Nurturing Best Practices

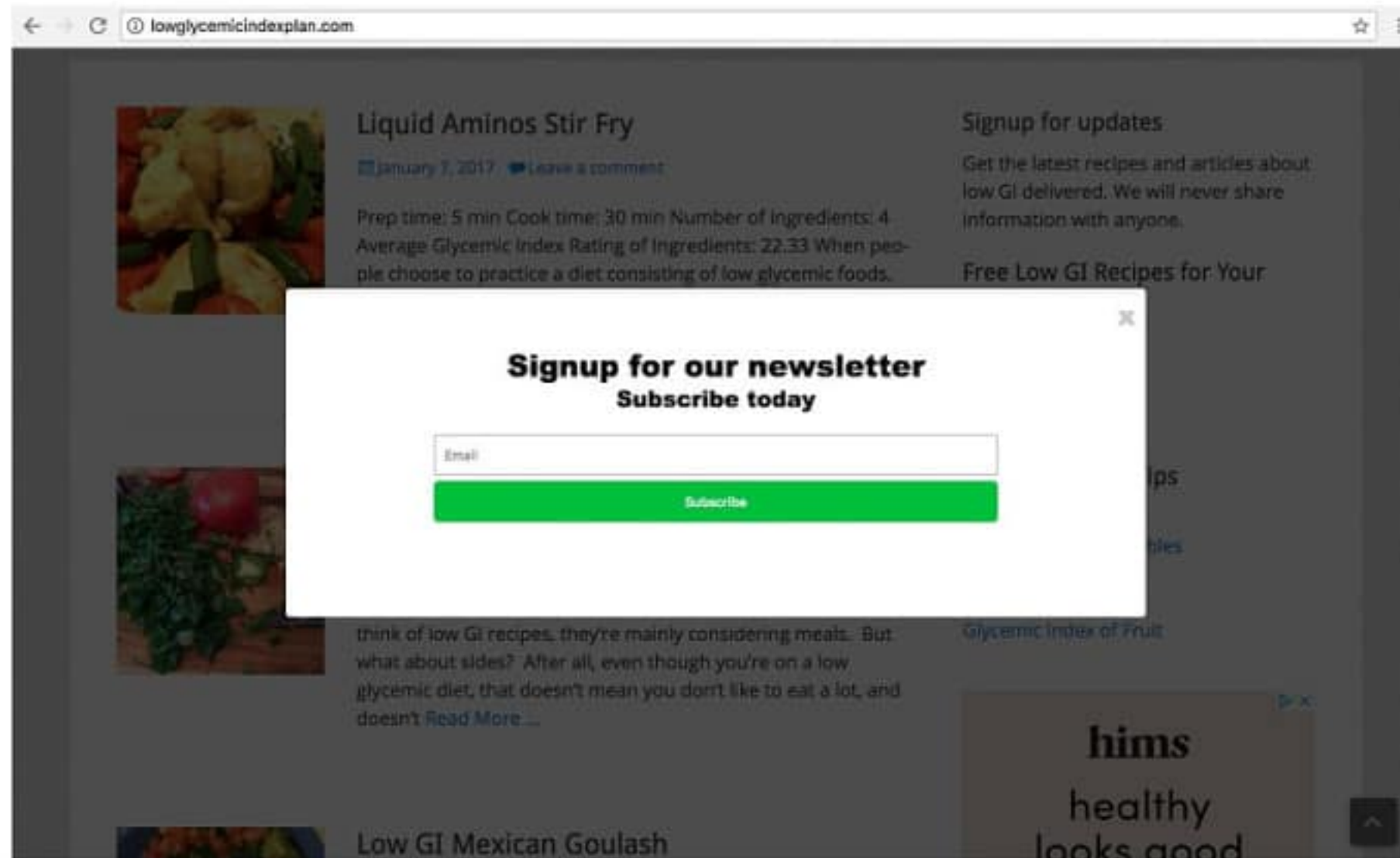
TOP 10 TIPS FOR CONVERTING LEADS INTO OPPORTUNITIES

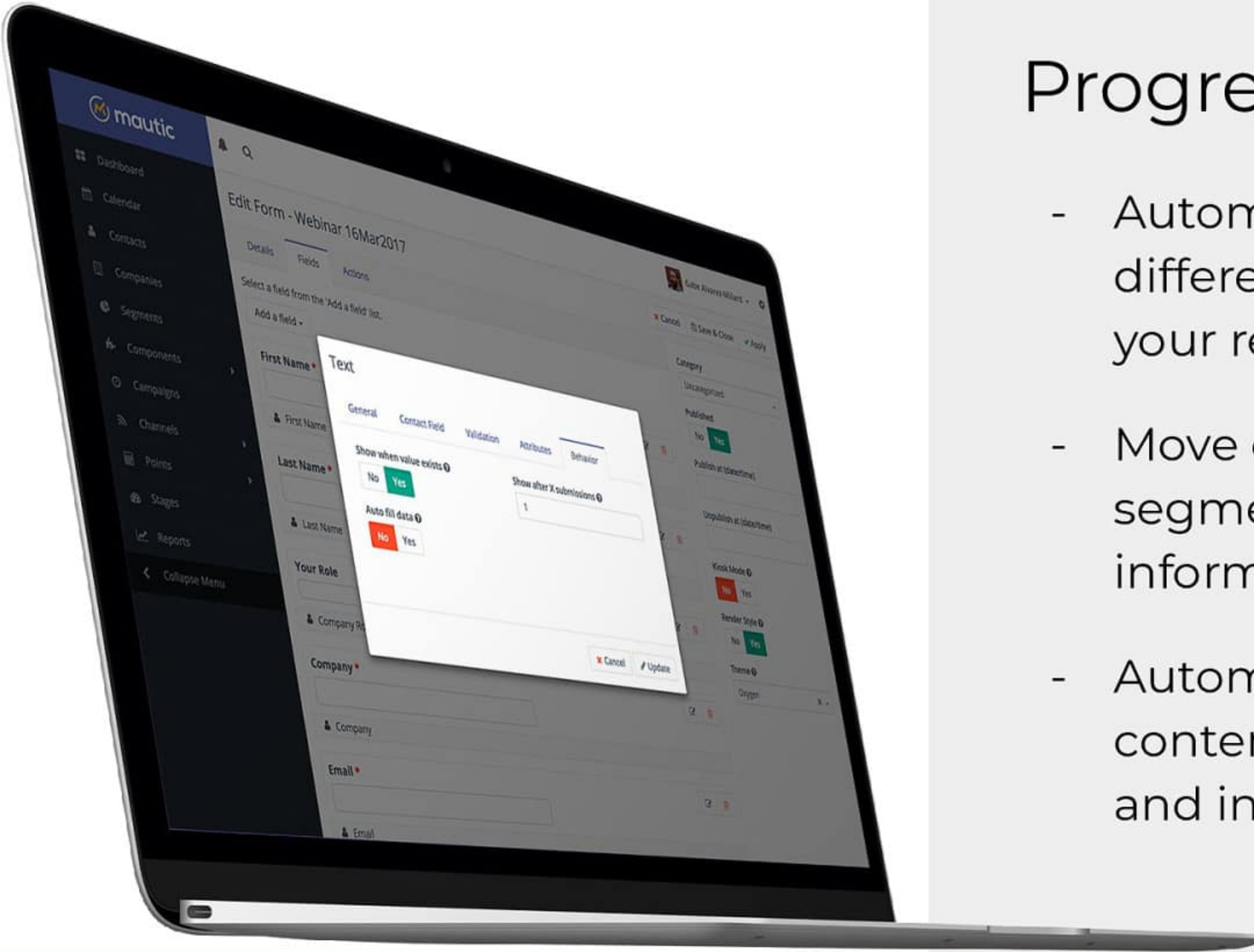
Did you know that when using marketing automation to nurture leads, users have a 53% higher conversion rate than non-users? Download this new eBook from Mautic and learn how you can apply best practices to your campaigns to grow your pipeline.

ABOUT MAUTIC

Mautic offers modern marketing automation solutions, enabling bigger brands to create effective

Focus items (including exit intent)





Progressive Profiling

- Automatically gather new, different information from your return visitors
- Move contacts between segments based on new information
- Automatically deliver relevant content based on their needs and interests

Preference Center

I'M INTERESTED IN:

☒ Contact Segment

MY PREFERRED CHANNEL

Email



☒ Contact me through (channel)

Do not contact more than

each



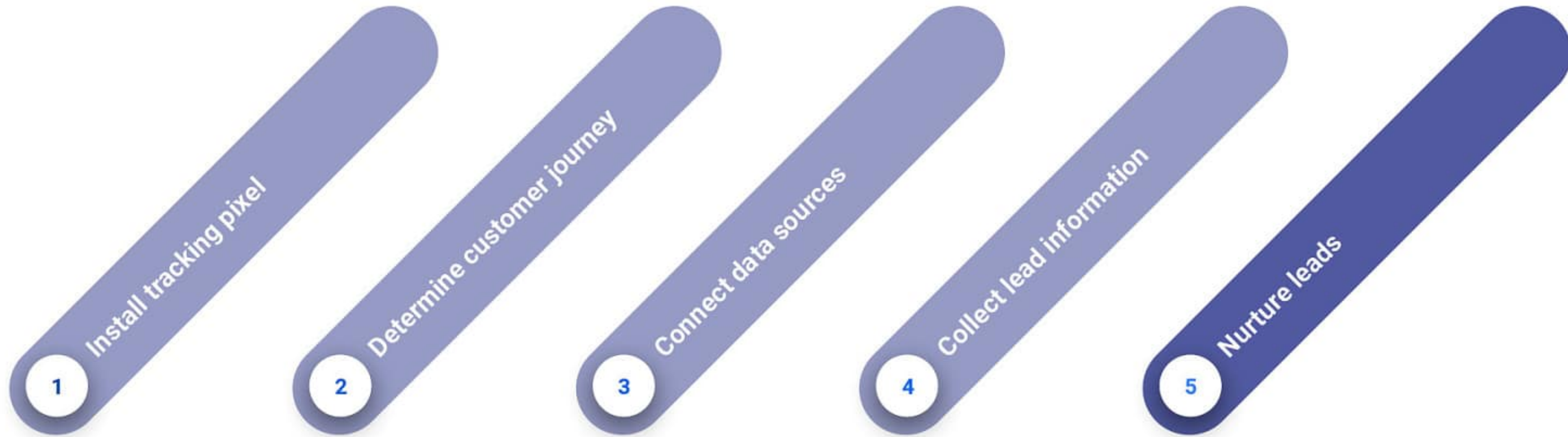
Pause from

dd/mm/yyyy

to

dd/mm/yyyy

SAVE PREFERENCES



Audience Segmentation

mautic

Dashboard
Calendar
Contacts
Companies
Segments
Components
Campaigns
Channels
Points
Stages
Reports
Collapse Menu

Edit Segment - Nurture List

Details Filters

Choose one...

Lead Status equals Nurture

and

Date Identified less than 2018-01-01

Cancel Save & Close Apply

Public Segment
No Yes

Published
No Yes

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▶ Build Target Lists Based on Demographic/Behavioural Data

Multiple Channels

Think outside the (in)box



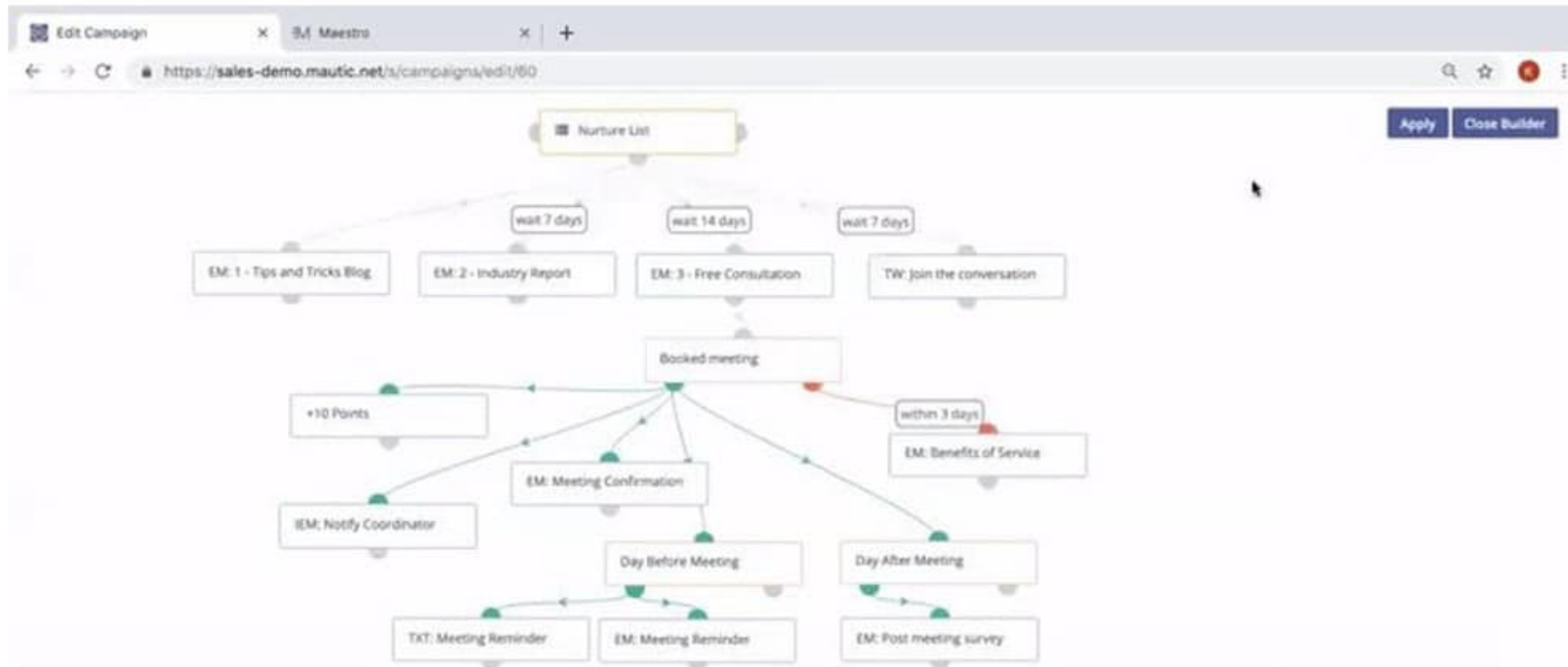
Don't limit yourself to just email.

Personalisation can and should be applied across **all** your channels.

Don't assume anything.

"I'm B2B, we don't send text messages."

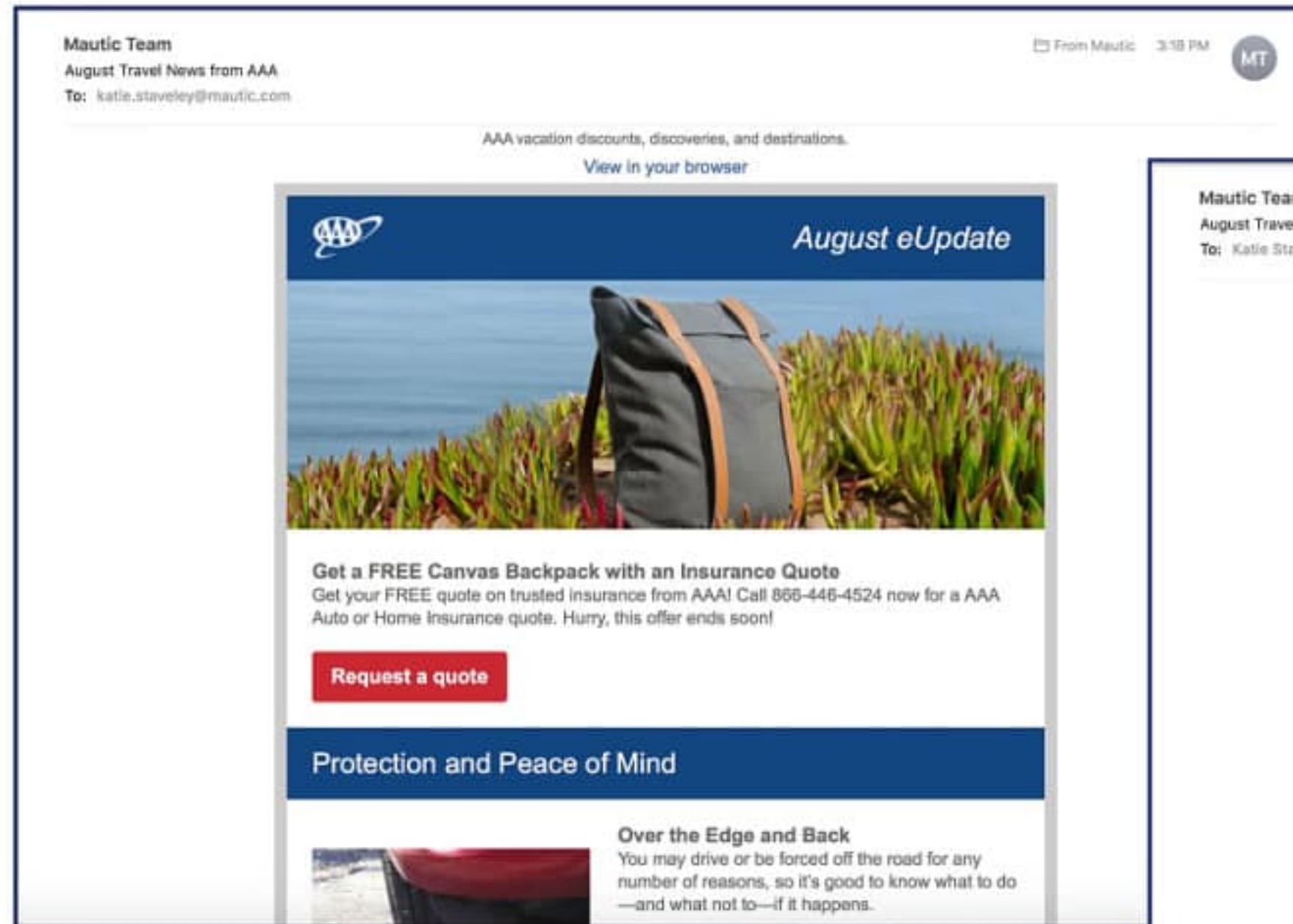
Drag & Drop Campaign Builder



▶ Launch Personalised, Multi-channel Campaigns Quickly

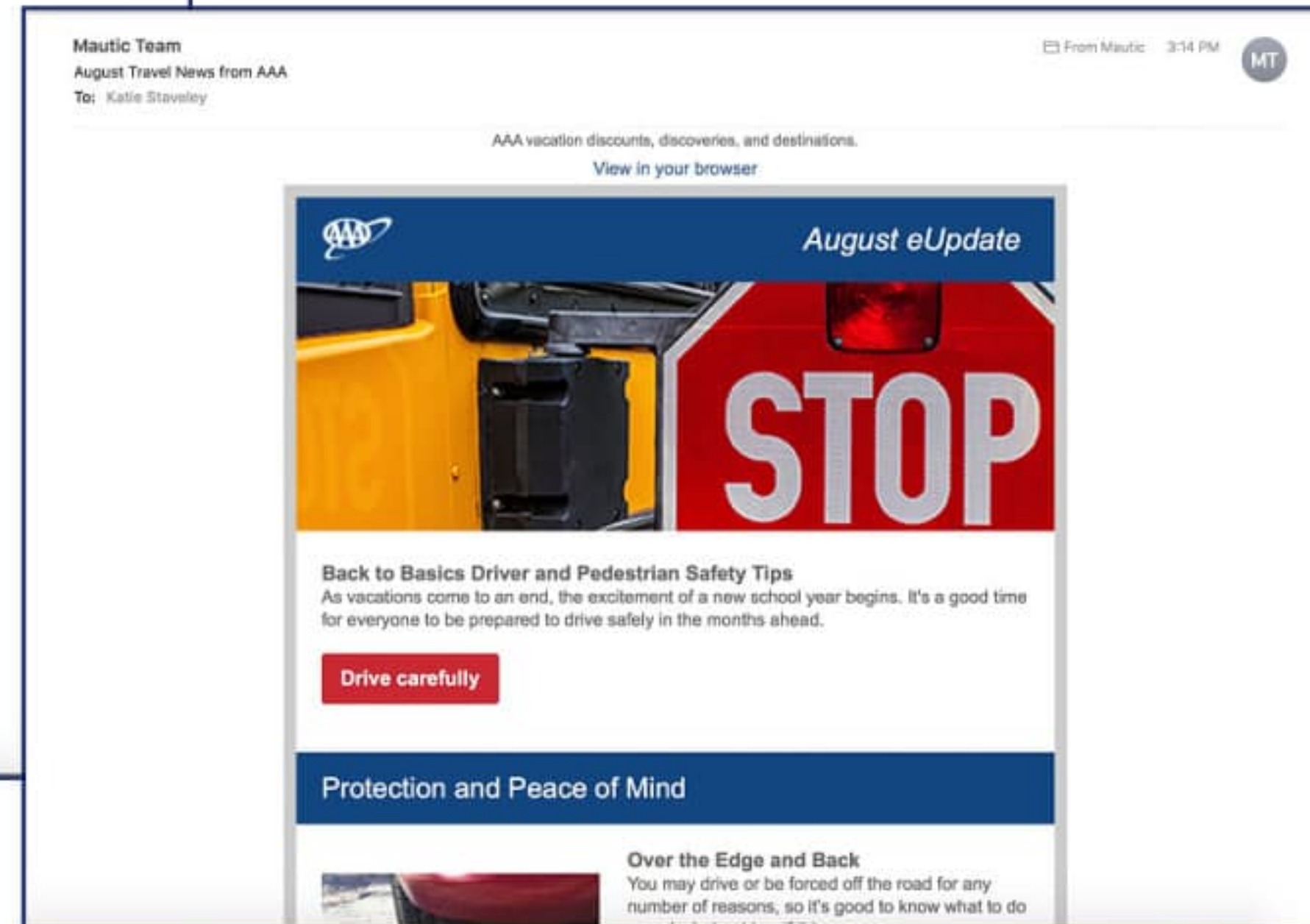
Dynamic Content

Tailor your email content based on user demographics or behaviour



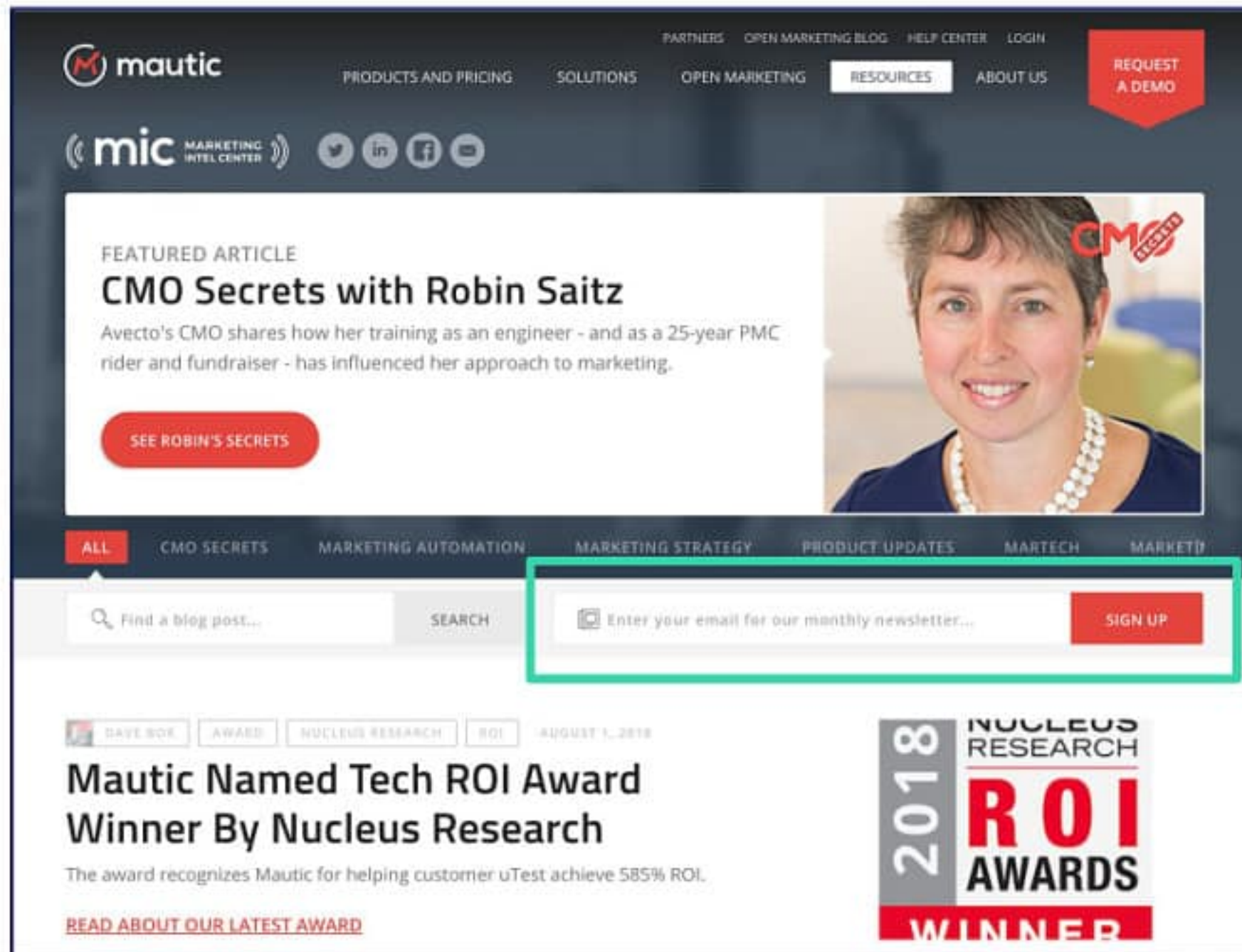
★ Region 1

★ Region 2



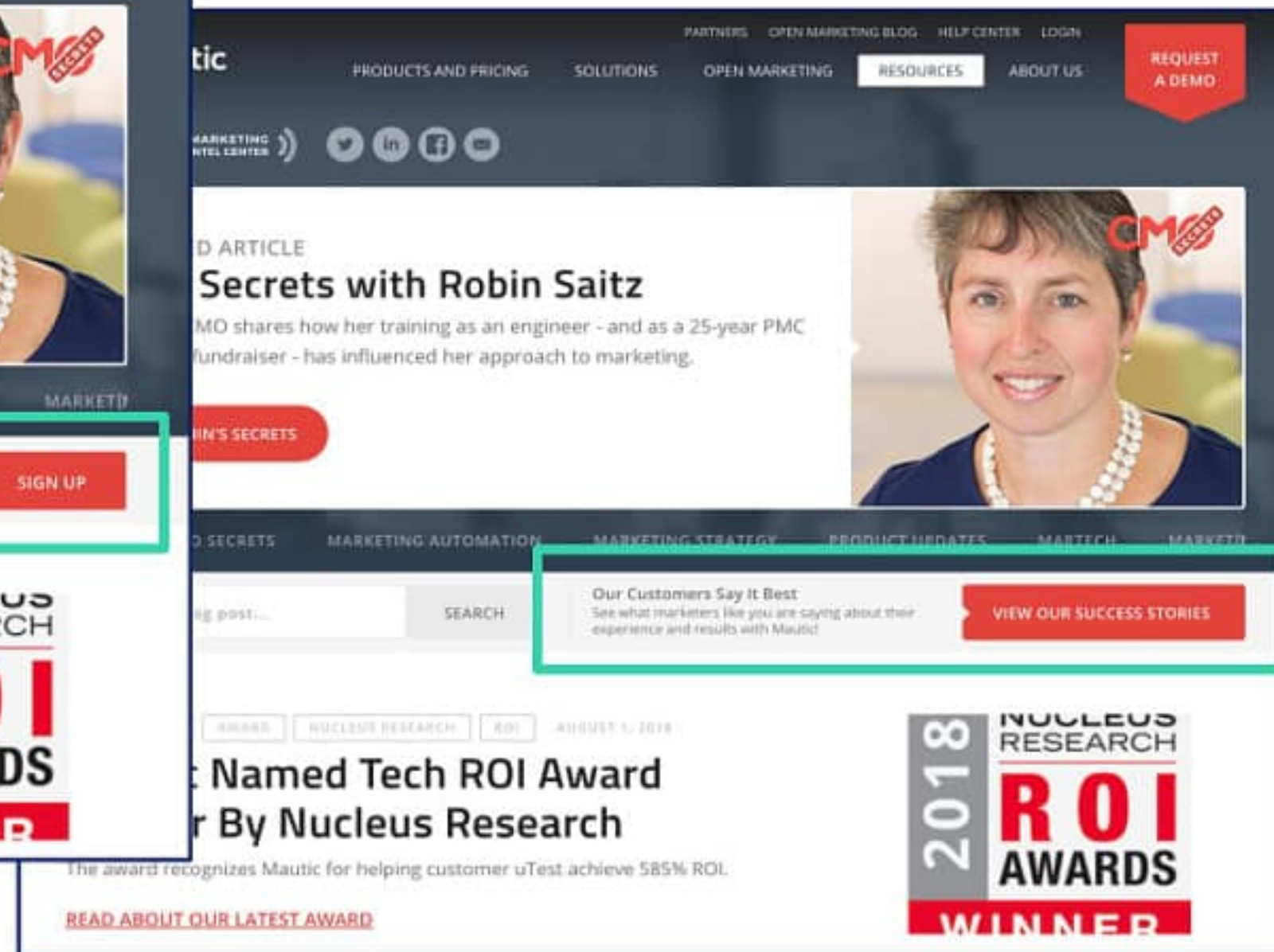
Dynamic Content

Apply the same tactics on your website

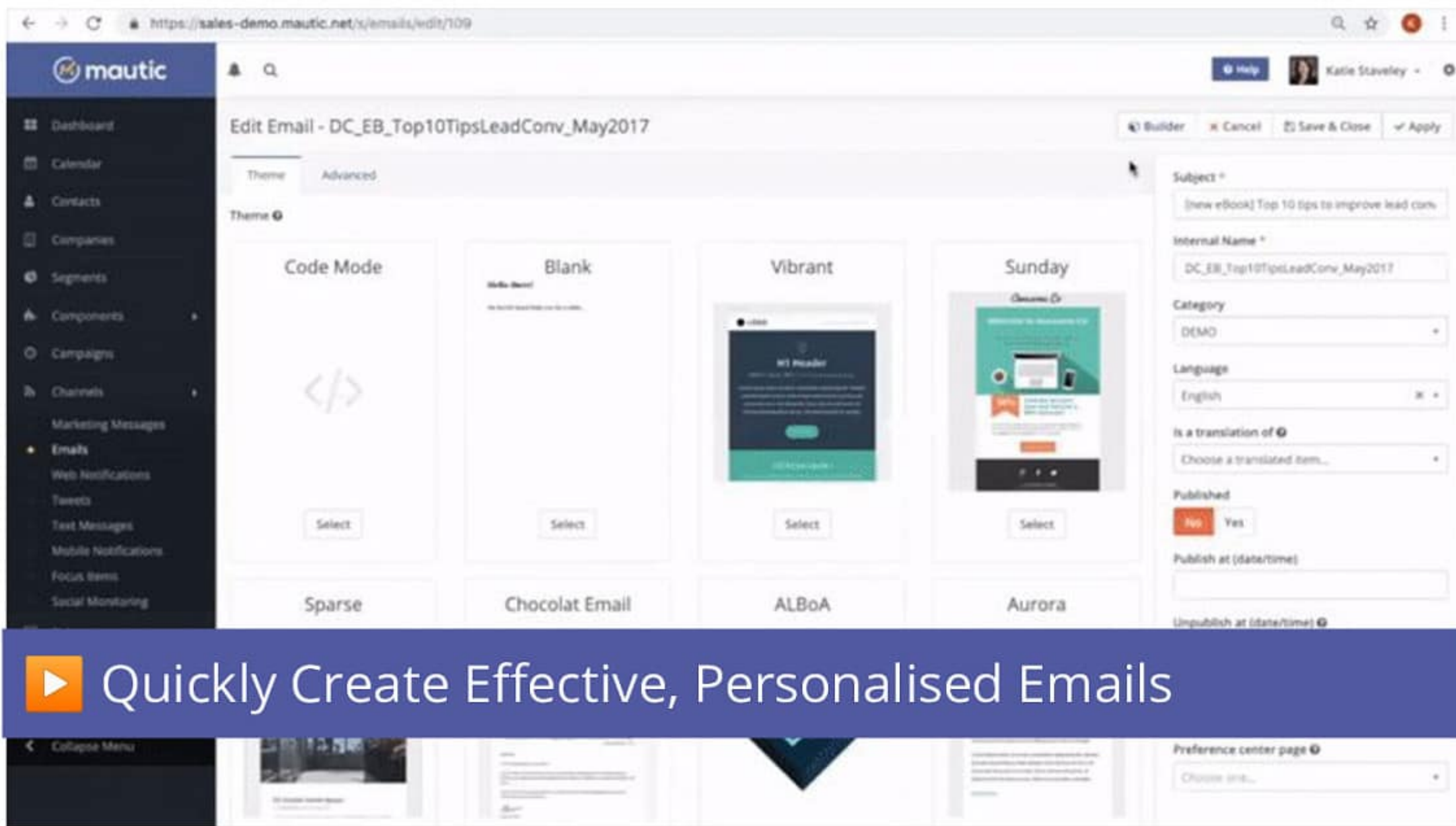


★ Unknown

★ Known



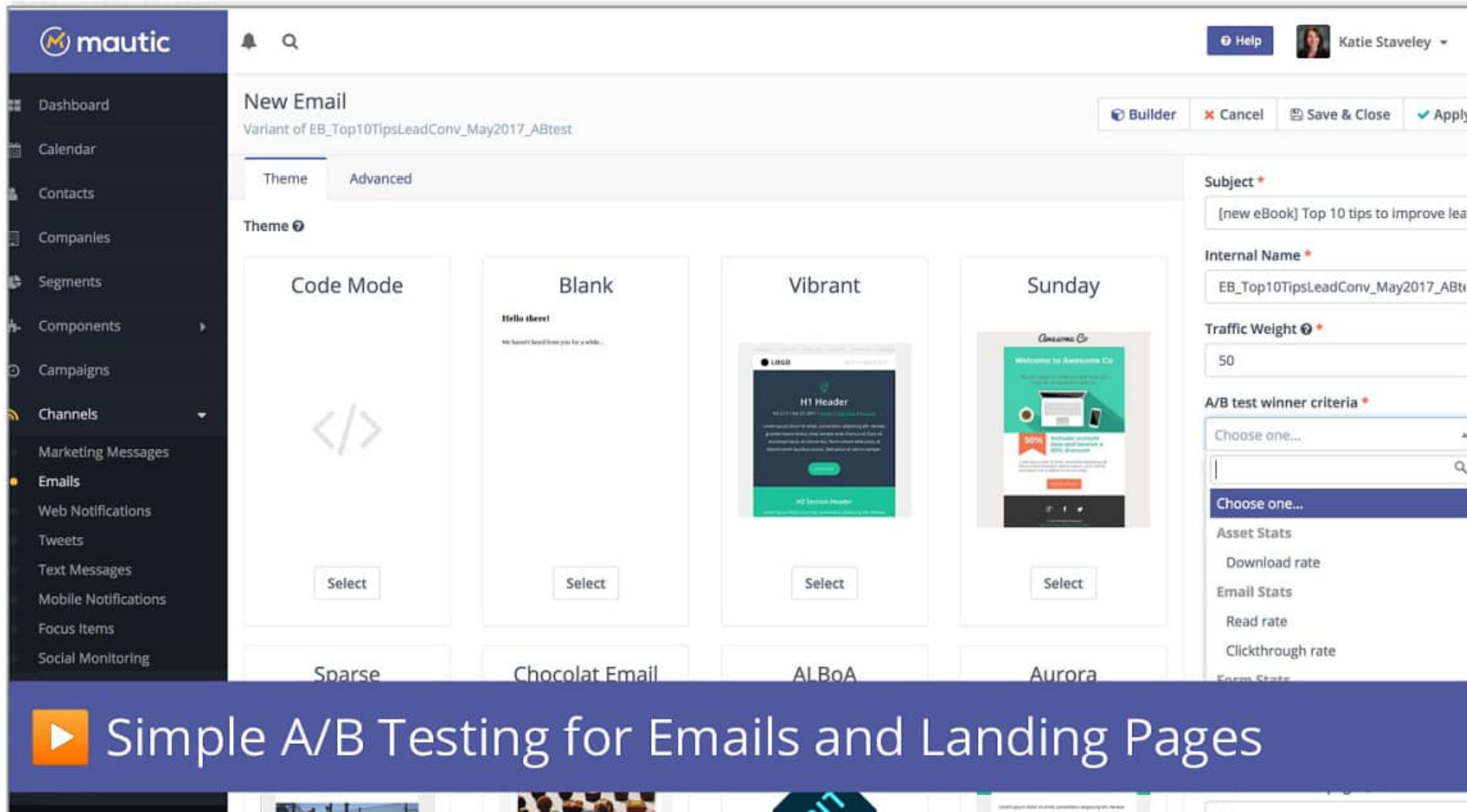
Email Templates



The screenshot displays the Mautic email editor interface. On the left is a dark sidebar with navigation links: Dashboard, Calendar, Contacts, Companies, Segments, Components, Campaigns, Channels, Marketing Messages, Emails (selected), Web Notifications, Tweets, Text Messages, Mobile Notifications, Focus Items, and Social Monitoring. The main area is titled 'Edit Email - DC_EB_Top10TipsLeadConv_May2017'. It features a 'Theme' tab and a 'Builder' button. Below the tab are eight template thumbnails: Code Mode, Blank, Vibrant, Sunday, Sparse, Chocolat Email, ALBoA, and Aurora. Each thumbnail has a 'Select' button. To the right of the templates is a form with fields for Subject (pre-filled with '[New eBook] Top 10 tips to improve lead conv'), Internal Name (pre-filled with 'DC_EB_Top10TipsLeadConv_May2017'), Category (set to 'DEMO'), Language (set to 'English'), a checkbox for 'Is a translation of' (set to 'Choose a translated item...'), a 'Published' toggle (set to 'No'), 'Publish at (date/time)' and 'Unpublish at (date/time)' fields, and a 'Preference center page' dropdown (set to 'Choose one...'). The top right of the interface shows a user profile for 'Katie Staveley' and a 'Help' button.

▶ Quickly Create Effective, Personalised Emails

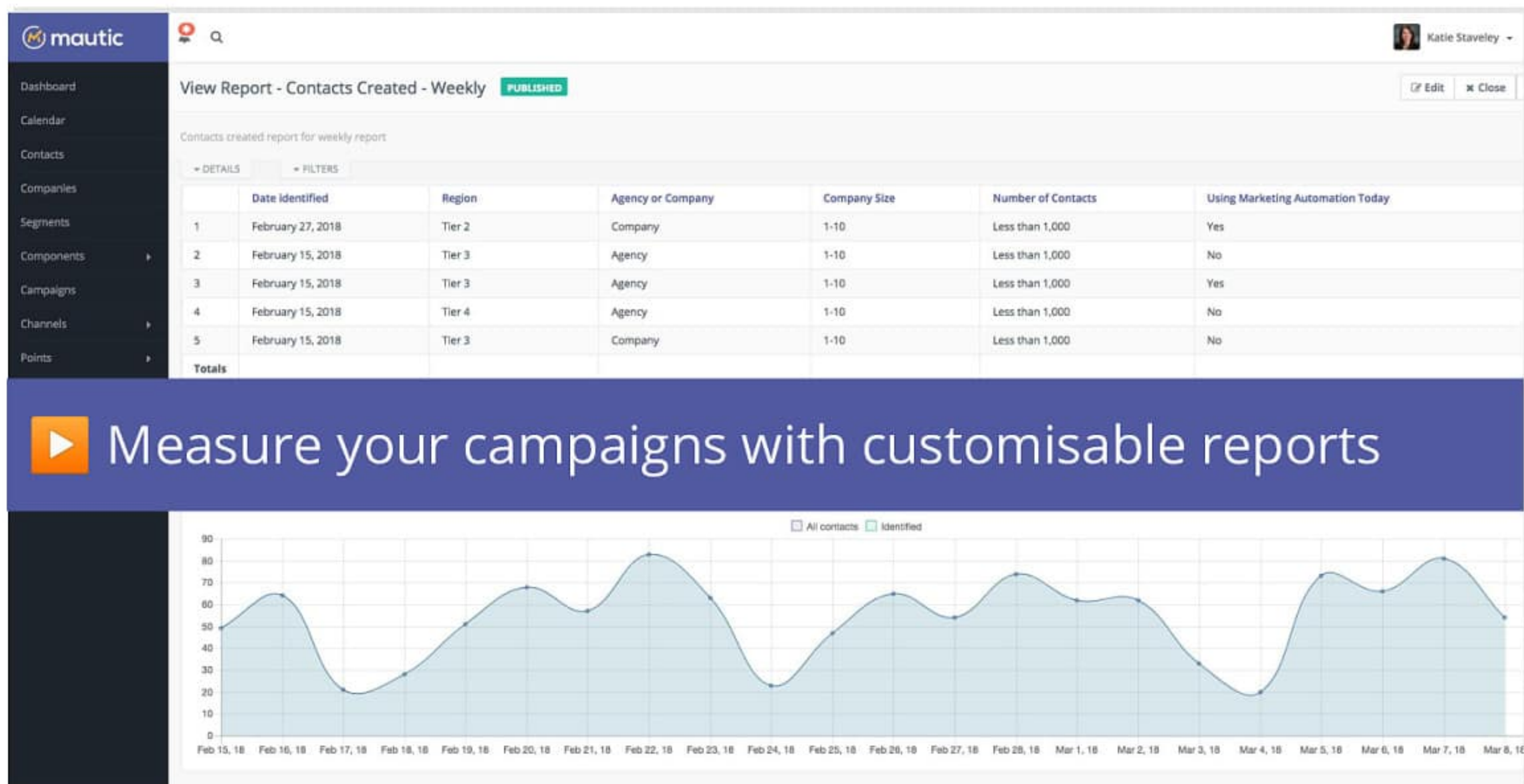
A/B Testing



The screenshot displays the Mautic 'New Email' configuration page. The left sidebar contains navigation links: Dashboard, Calendar, Contacts, Companies, Segments, Components, Campaigns, Channels, Marketing Messages, Emails, Web Notifications, Tweets, Text Messages, Mobile Notifications, Focus Items, and Social Monitoring. The main content area is titled 'New Email' and shows a variant of 'EB_Top10TipsLeadConv_May2017_ABtest'. It features tabs for 'Theme' and 'Advanced'. Under the 'Theme' tab, four themes are visible: 'Code Mode' (with a code icon), 'Blank' (with a 'Hello there!' message), 'Vibrant' (with a dark-themed email preview), and 'Sunday' (with a light-themed email preview). Each theme has a 'Select' button. Below these, the names of other themes are partially visible: 'Sparse', 'Chocolat Email', 'ALBoA', and 'Aurora'. On the right side, there are configuration fields for 'Subject' ('[new eBook] Top 10 tips to improve lea'), 'Internal Name' ('EB_Top10TipsLeadConv_May2017_ABt'), 'Traffic Weight' ('50'), and 'A/B test winner criteria' (a dropdown menu with options like 'Asset Stats', 'Download rate', 'Email Stats', 'Read rate', 'Clickthrough rate', and 'Form Stats').

Simple A/B Testing for Emails and Landing Pages

Integrated Campaign Reporting



Explore Mautic



github.com/mautic/mautic



mautic.org



transifex.com/mautic/mautic



mautic.org/slack



forum.mautic.org



Thank you



What questions can I
answer?



mautic

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