



The Growth of Mautic

(and the part you can play as Drupalists)

Ruth Cheesley - Mautic Project Lead



DRUPALCAMP GHENT
6 & 7 October 2021

Ruth Cheesley (she/her)

Mautic Project Lead @ Acquia

18+ years using and contributing to open source projects (mostly Joomla! but don't hold that against me!)

Located in Ipswich, UK

Working full time supported by Acquia as Project Lead for Mautic.



@RCheesley 



- ▶ What is Mautic? A brief overview of what it actually does (come to our meetup tonight at 5.30pm @ Mosquito Coast to find out more!)
- ▶ History of Mautic. Where we've come from, where we are now, and where we're going.
- ▶ What has Mautic learned from Drupal? What has gone well? What hasn't? What's next?
- ▶ How can Drupalists support this growing community?



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WHAT IS MAUTIC?



A Fully Featured, Open Source Marketing Automation Platform

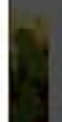
- GPL v3 and similar stack to Drupal -
Symfony 4, Composer support
- Supported by a young but growing community
- We welcome new contributors!

Mautic Solves Critical Digital Marketing Problems

- Everything about the customer in one place
- Send personalised transactional and marketing communications through multiple channels
- Interact consistently across multiple channels based on their profile and behaviour

- Website/app tracking;
- Interaction tracking (open, click, reply);
- Data capture (forms);
- Call to action prompts;
- Third party integration (CRM, ePOS etc).

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Liquid Aminos Stir Fry

January 1, 2018 [Leave a comment](#)

Prep time: 5 min Cook time: 30 min Number of ingredients: 4
Average Glycemic Index Rating of ingredients: 22.53 When you
choose to practice a diet consisting of low glycemic foods,

Signup for updates

Get the latest recipe
low GI delivered. We
information with an

Free Low GI Rec

Signup for our newsletter

Subscribe today

Subscribe

One of low GI recipes, they're mostly considering meals. But
what about sides? After all, even though you're on a low
glycemic diet, that doesn't mean you don't like to eat a lot, and
doesn't feed them ...

Low GI Mexican Goulash

 ConnectWise Connectw...	 Dynamics ...	 Hubspot	 Pipedrive
 Salesforce	 Sugarcrm	 Zoho	

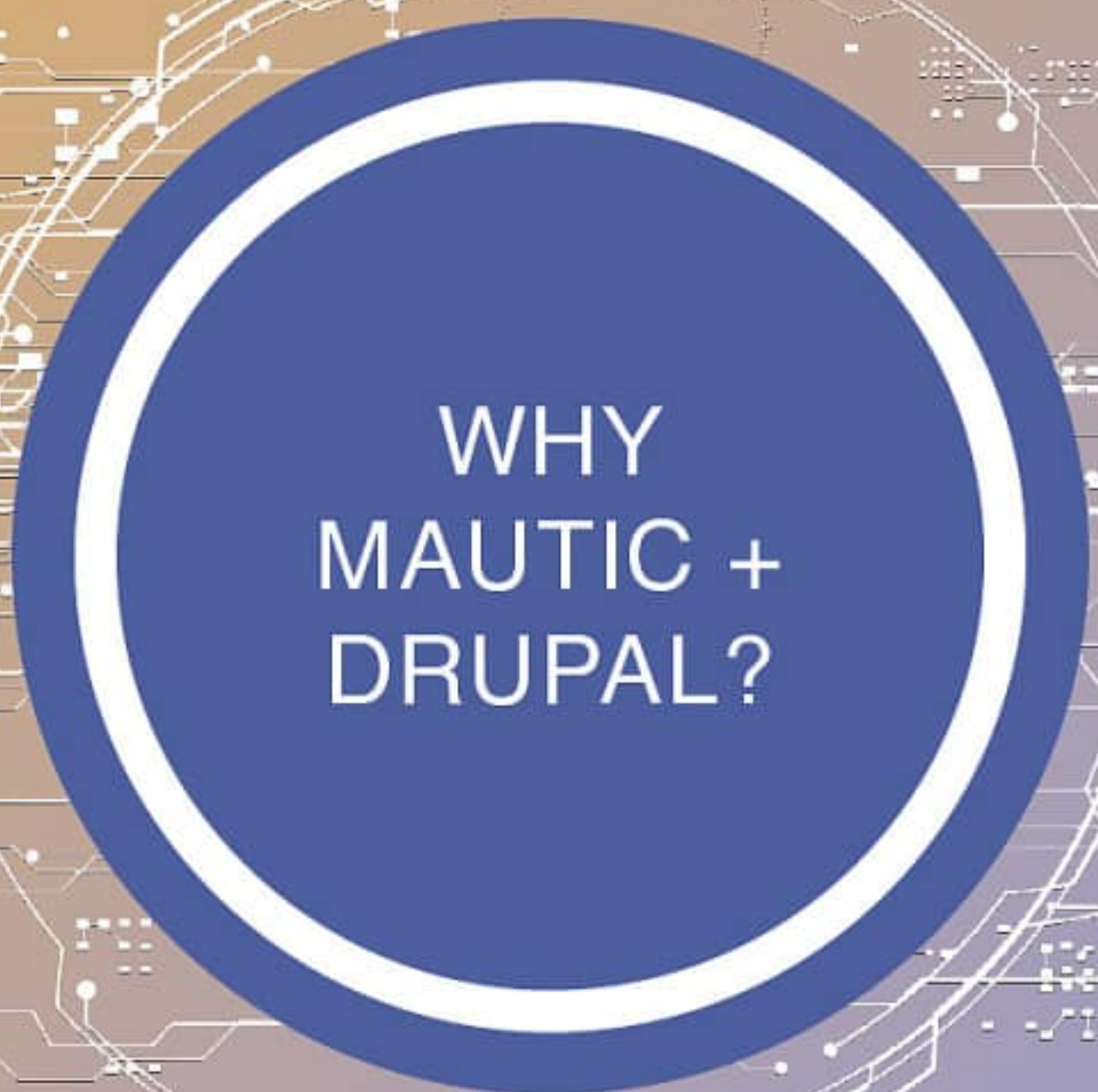
@RCheesley 

Mautic Enables Truly Effective Multi-Channel Marketing

- Create fully configurable campaign workflows across multiple channels including:
 - Email;
 - SMS;
 - Browser notification; 💧
 - Push notification; 💧
 - Web-based popups, bars and modals; 💧
 - **Your custom integrations!** 💧

“

Our vision is to be the ultimate fully featured and scalable **marketing automation layer** that can stand alone or be dropped into any existing tech stack, enabling organisations to seamlessly deliver an **integrated, personalised digital experience** that delights marketers and customers alike.



WHY MAUTIC + DRUPAL?

Mautic + Drupal

1 **LICENSE**  Same open source license as Drupal - GPL v3.

2 **SYMFONY**  Symfony-based, developers can adopt easily.

3 **FREEDOM**  Own your own data, freedom to extend and grow.

4 **INTEGRATION**  Full integration with Drupal sites and applications.

5 **GROWTH**  Digital Experience is an exploding sector for growth.

6 **COMMUNITY**  A worldwide community of open source contributors.



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A BRIEF HISTORY OF MAUTIC

A BRIEF HISTORY OF MAUTIC



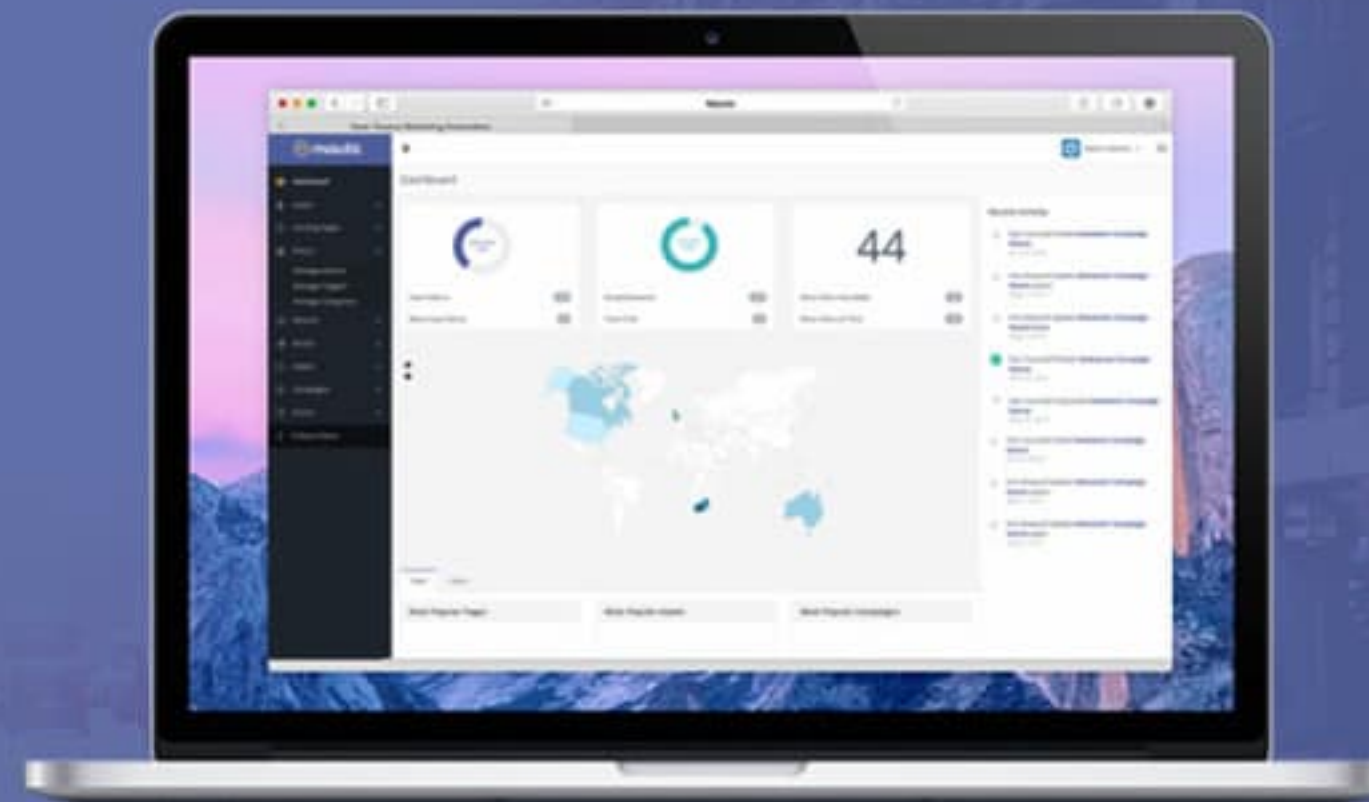
2015

Mautic 1.0 Stable

Mautic comes out of beta with the 1.0 Stable release.

Marketing automation is now free & open source

- ✓ Lead Nurturing & Lead Tracking
- ✓ Marketing Campaigns
- ✓ Dripflow Programs
- ✓ Social Media Monitoring
- ✓ Landing Pages & Sales Funnels



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salesforce.com

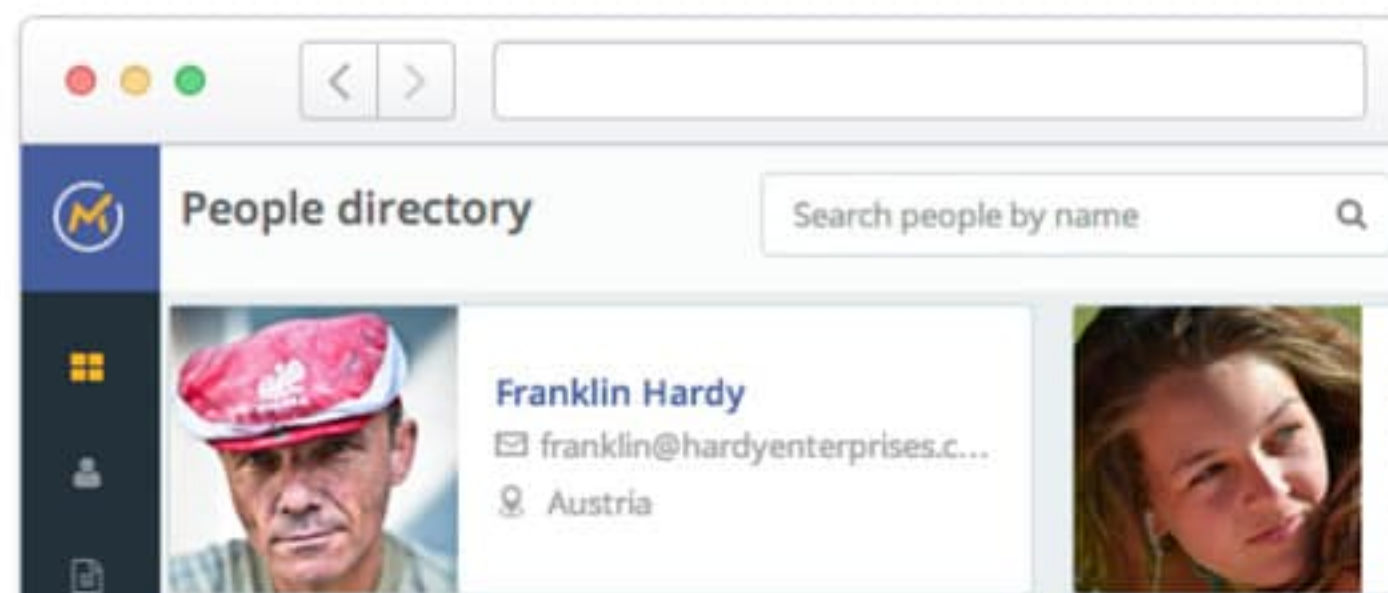
Joomla!

SendGrid

MailChimp

HubSpot

WordPress



Lead Nurturing & Tracking

Mautic provides in-depth and detailed lead tracking along with powerful lead nurturing tools to provide businesses with the tools needed to organize their marketing campaigns. Lead tracking provides page views, time spent on site, and specific interests.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100



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Introducing Mautic 1.0

This is for all you marketers dedicated to your craft. You who understand that marketing is more than a science. You work tirelessly in your creative efforts to perfect your **blending of science and art**. You dedicate your time to improving your abilities and honing your skills. To thank you and to help you do what you do we offer our gift of Mautic, free and **open source** marketing automation.

Here's to you, the artists of marketing!



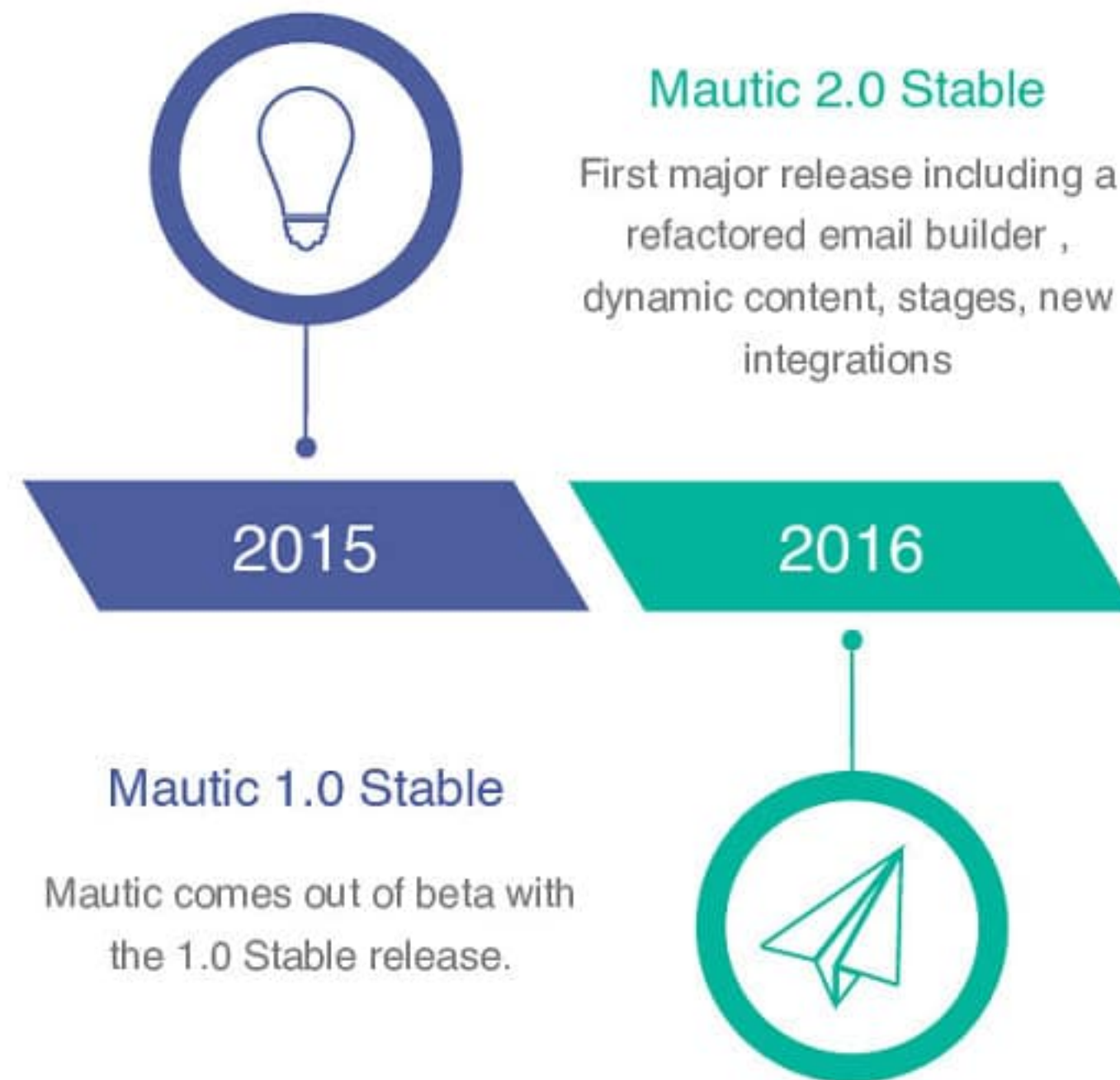
DOWNLOAD NOW

Launch Hosted Account

What is Mautic?

Mautic makes your marketing both automatic *and* personal. Mautic gives you the power to track leads, personalize your engagement, offer value to your prospects and effectively guide your customers towards conversion.

A BRIEF HISTORY OF MAUTIC



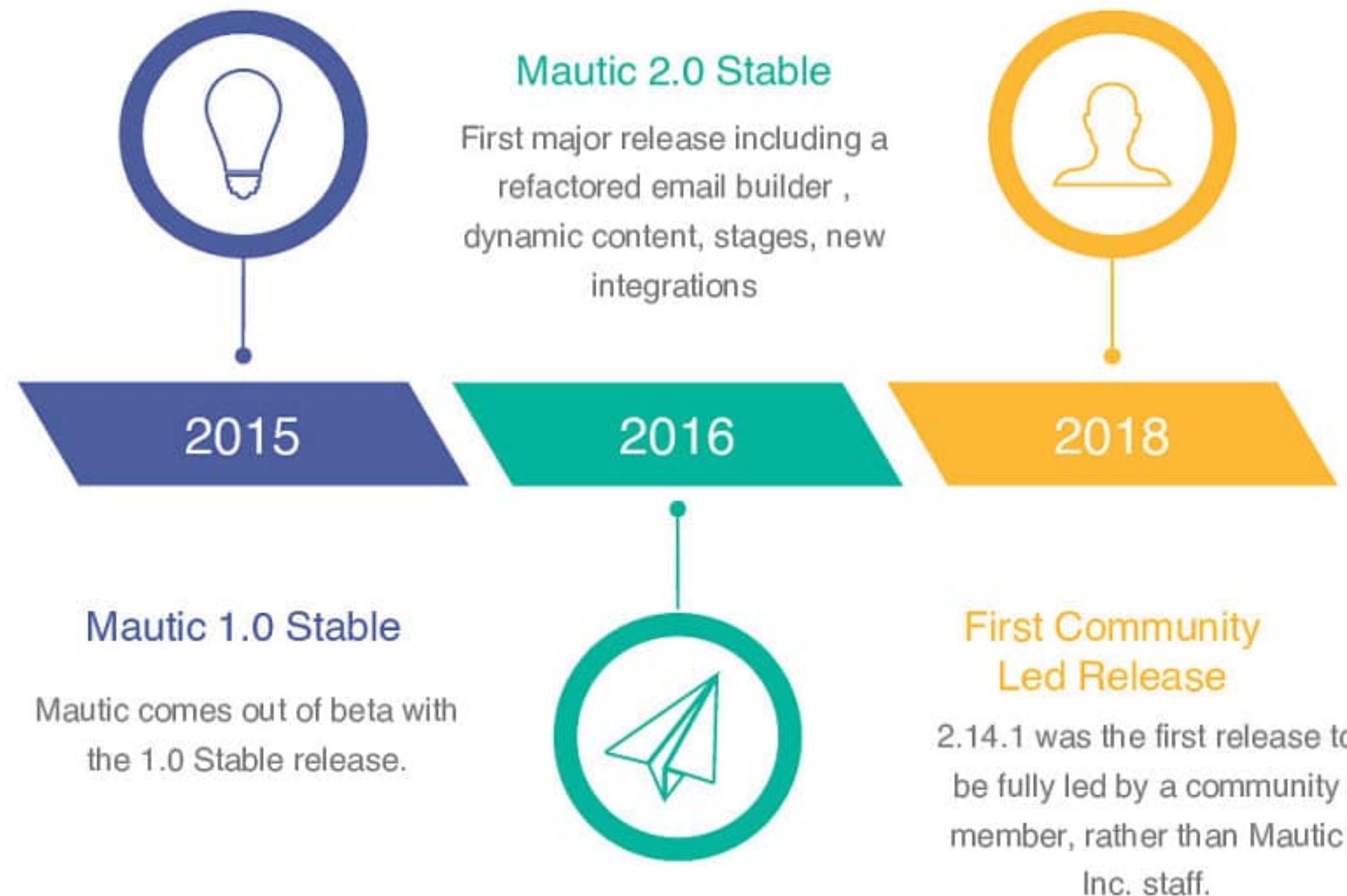
Mautic 2.0: Open the Future

BY JSEEVERS · PUBLISHED JULY 05, 2016 · UPDATED MARCH 13, 2020



One of the most powerful ways to engage people is through a story. A couple of weeks ago members of the Mautic team spent time discovering the story we're all writing. What we determined is that it's a story of open. Providing immense capability in the form of an open connection to community. Empowering individuals, businesses and enterprises alike with open access to powerful communication tools. We've heard so many of you share your excitement of finding a solution that enables you to share the powerful story of your organization with a receptive audience. To more deeply understand the needs of your customers and bring them value.

A BRIEF HISTORY OF MAUTIC



Mautic Community

Supporting the World's Largest Open-Source Marketing Automation Project

Nearly a Quarter Million Organizations



200,000+

Organizations using mautic

Working in 35 Languages



35+

Language Translations

And Over a Thousand Volunteers



1,000+

Community Contributors

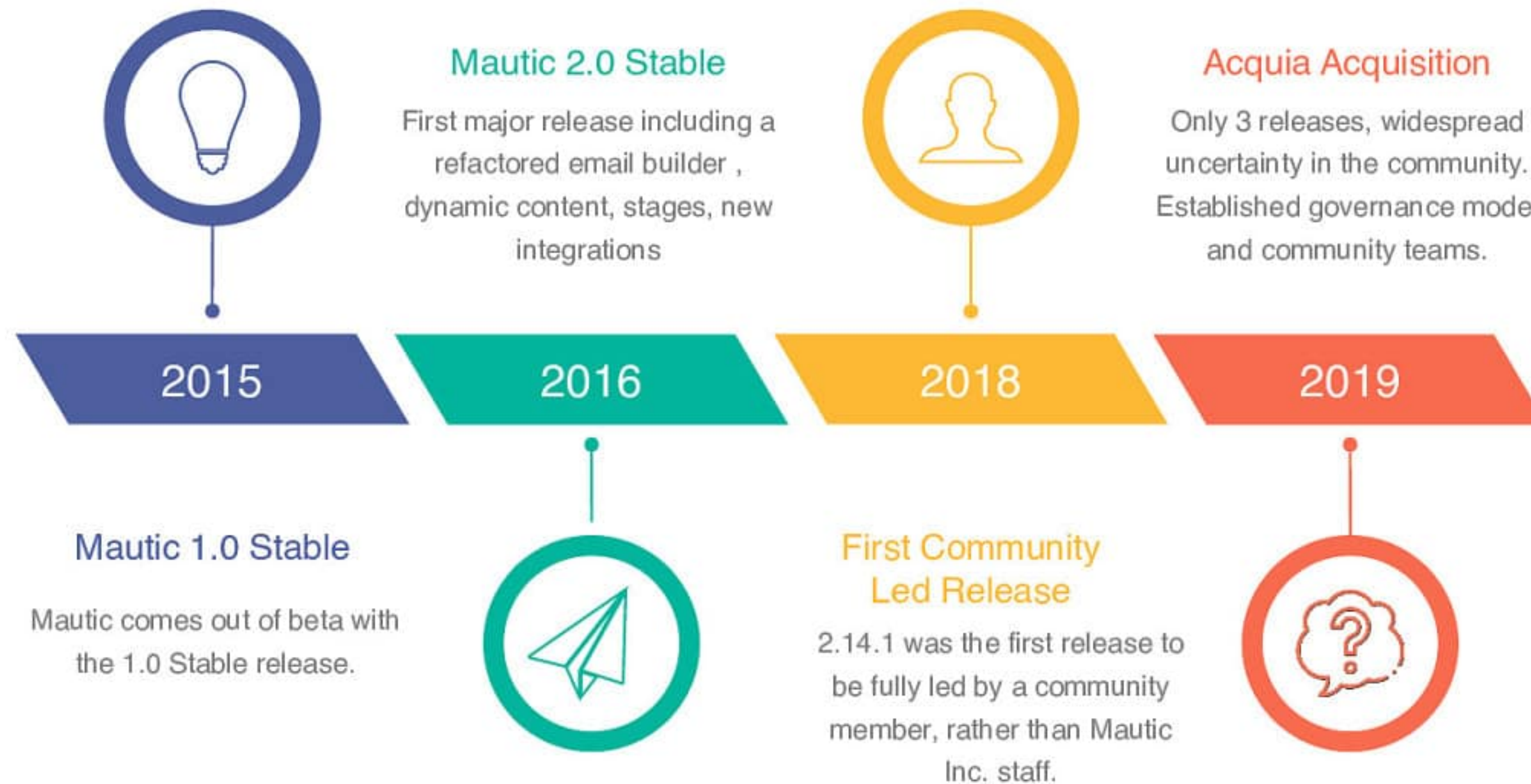
Join the future of marketing

The future of marketing is automation. The power behind successful automation is people. The Mautic community is the future.

Get Involved

2018

A BRIEF HISTORY OF MAUTIC



Mautic Community

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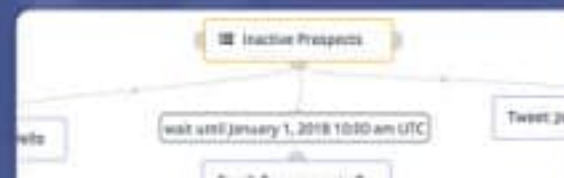
1,000+

Community Contributors



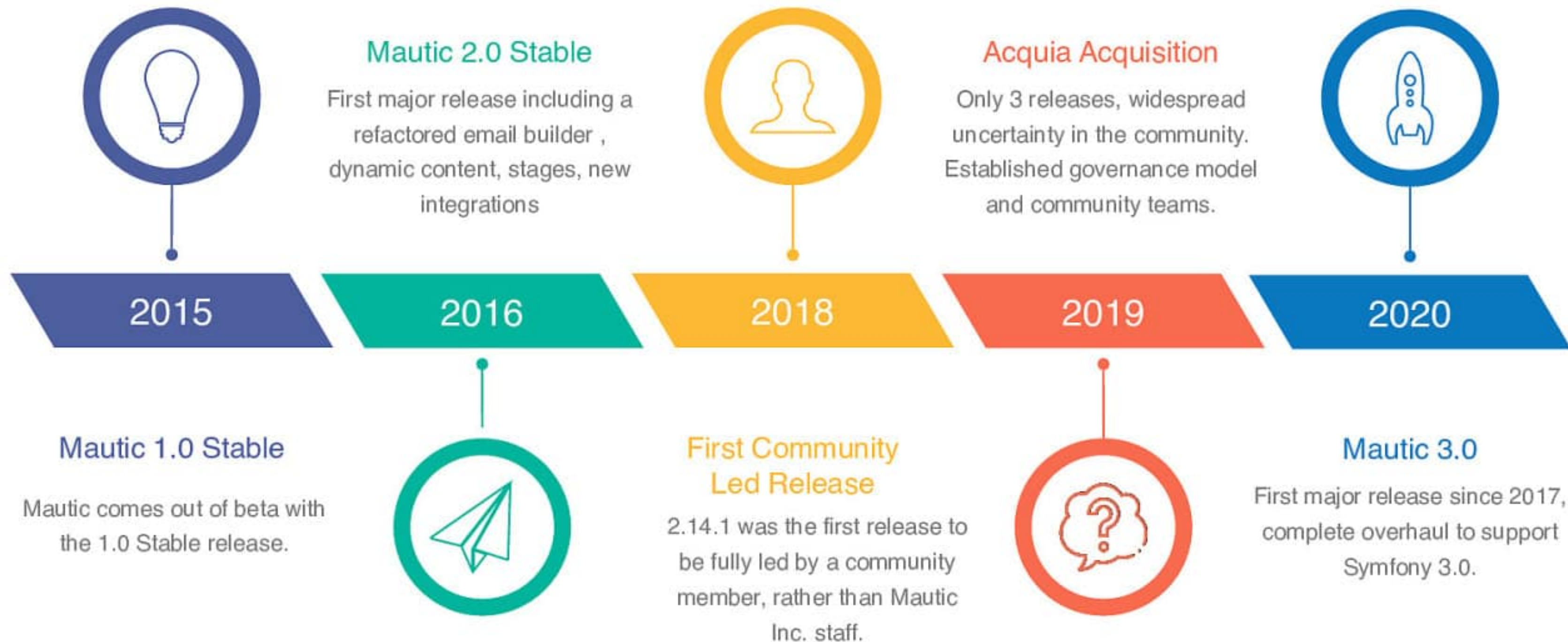
Mautic joins forces with Acquia to deliver the world's only open digital experience platform.

Get Involved



2019

A BRIEF HISTORY OF MAUTIC





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Mautic Launch 3



3,964
Files Changed



2,887
Commits



20
Contributors

Timeline



2020

A BRIEF HISTORY OF MAUTIC





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WHAT HAVE
WE LEARNED
(/ STOLEN!)
FROM
DRUPAL?



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Product Management

- Importance of a regular release cadence (the 'beating drum' at the heart of the project)
- Making automated test coverage mandatory to improve quality and help us write better code
- Specialist groups who become the 'subject matter expert' – we call these 'Tiger Teams' 🐅
- DDEV/Composer is awesomesauce!





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Community Management

- Asynchronous Slack meetings! (Thanks Diversity & Inclusion team for the idea!)
- Conflict Resolution and Code of Conduct enforcement – setting the bar high from day 1
- Local communities coming together to learn, share, and contribute to Mautic
- Learn; do; teach approach – empower contributors to help others

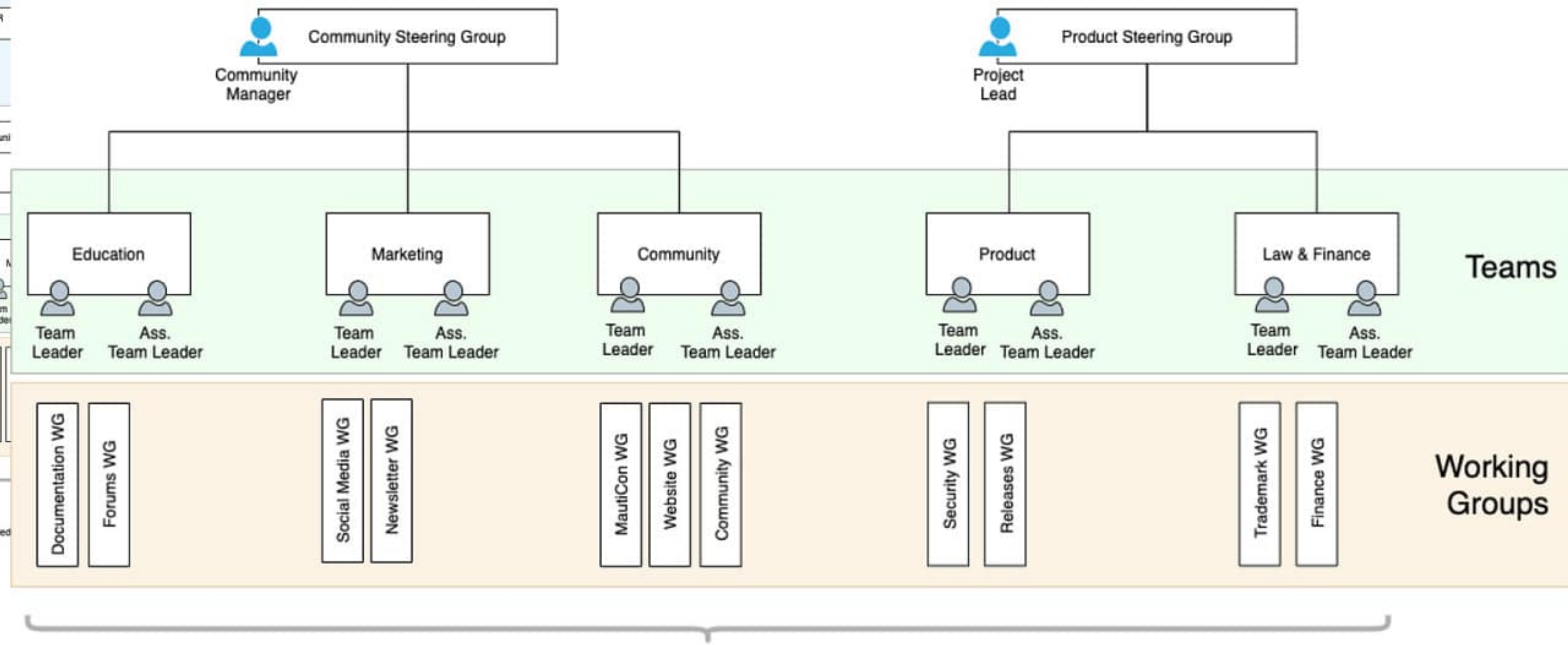
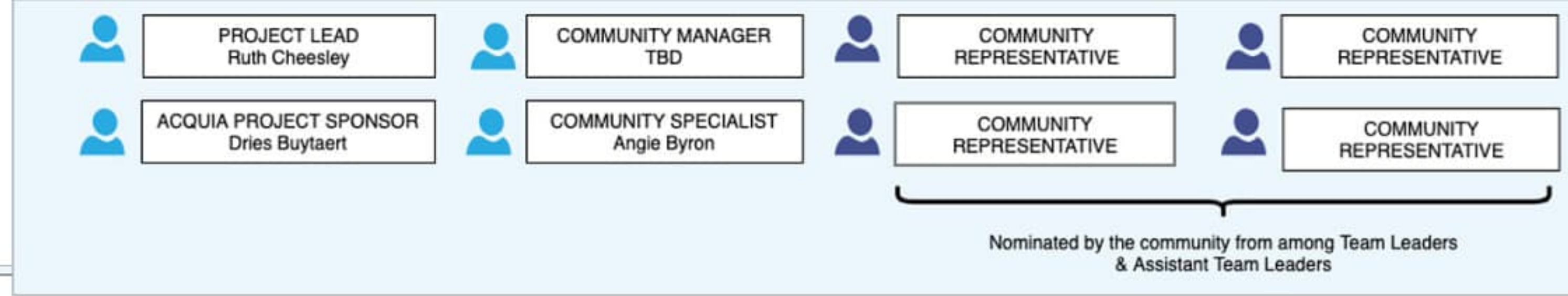


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COMMUNITY STRUCTURE

@RCheesley





These are suggestions of potential working groups as an example.

From these WG's a Team Lead is selected by the Project Lead. The Team Leads and Assistant Team Leads form part of the steering groups, and the community nominates four Team Leads or Assistant Team Leads to serve on the Mautic Community Council.

Jira Board per Team (Public)



- Team "Education" Software project
- Education Team b... Board
- Backlog
- Kanban board
- Reports
- Issues
- Components
- Code
- Releases
- Project pages
- Add shortcut
- Project settings

Projects / Team "Education" / TEDU-37

KB Article - Drupal Module

Attach Create subtask Link issue

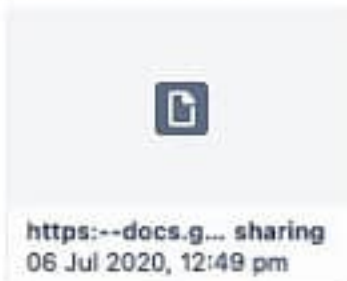
Description

Write article on how to install and configure the Drupal module for Mautic.

The module enables marketers to easily track contact's activity on organizational websites.

See drupal.org/project/mautic

Attachments (1)



Activity

Show: All Comments History Work log

Newest first



Add a comment...

Pro tip: press **M** to comment



Ruth Cheesley 5 April 2020, 20:48

<https://docs.google.com/document/d/1jQ7c7dIS6yUYV-mz3JNxe5-sGvoKaCLnQ4gyifDB30g/edit?usp=sharing>

Edit · Delete ·



Ruth Cheesley 4 April 2020, 10:44

There isn't currently any documentation on the docs about this plugin - <https://docs.mautic.org/en/plugins> - so perhaps we could also add an overview there of how to install and configure, and have the KB as a more tutorial-style walk through.

To Do ▾

Details

Assignee Unassigned
Reporter Ruth Cheesley
Labels Docs_Content Knowledgebase_Content
Priority Medium
Automation Rule executions

More fields Original estimate, Time tracking, Epic Link, Components, Sprint, Fix versi...

Created 6 July 2020, 12:49

Updated 6 July 2020, 13:24

Configure

<https://mautic.atlassian.net/jira>

@RCheesley



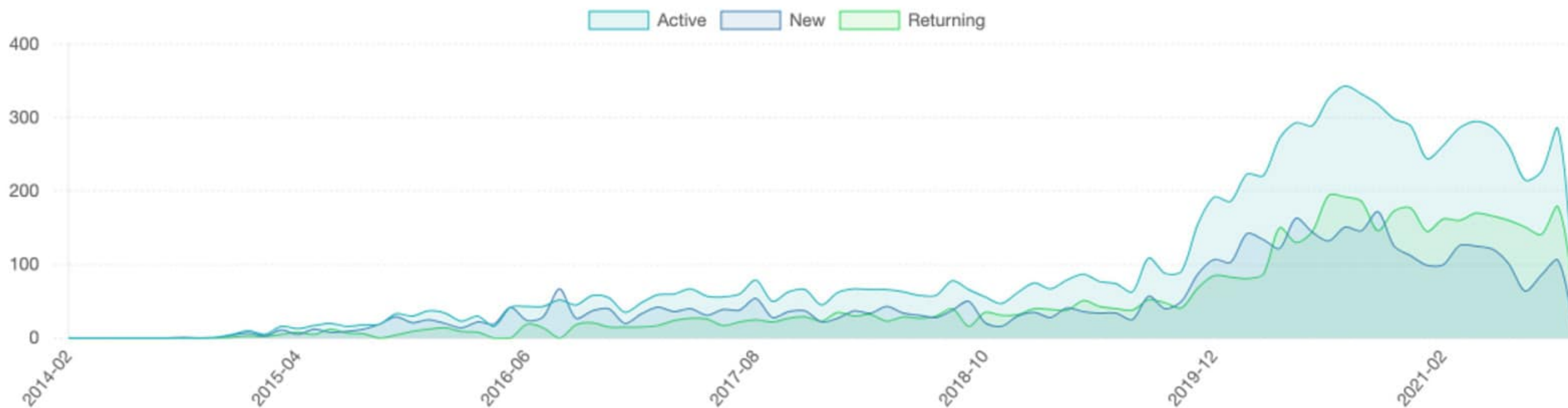
Release Cadence and Support Terms



🔍 14 Open ✓ 72 Closed		Sort ▾
4.0.2	0% complete 26 open 0 closed Edit Close Delete	
4.1	13% complete 20 open 3 closed Edit Close Delete	
4.1.1	0% complete 7 open 0 closed Edit Close Delete	
4.1.2	0% complete 7 open 0 closed Edit Close Delete	

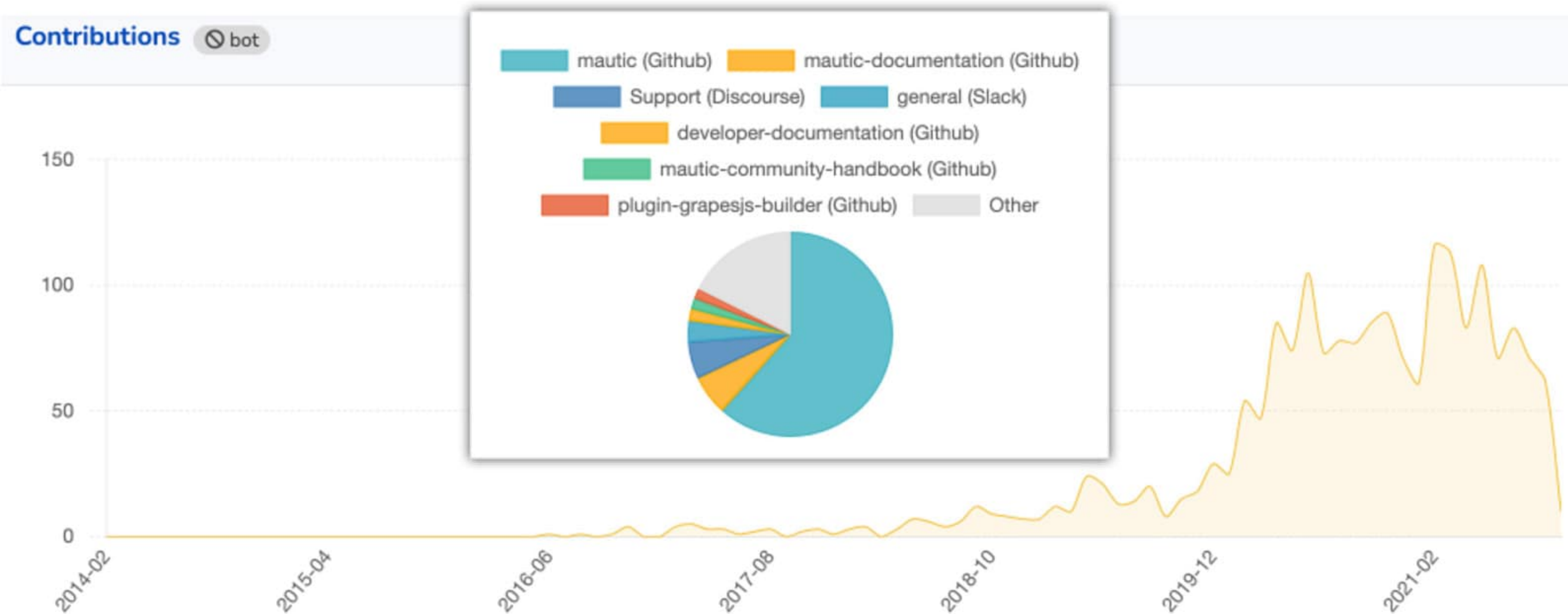
WHAT HAS
GONE
WELL?

A Growing Community



Source: Savannah CRM

Growing Contributions



Source: Savannah CRM

Two Awesome Global Conferences



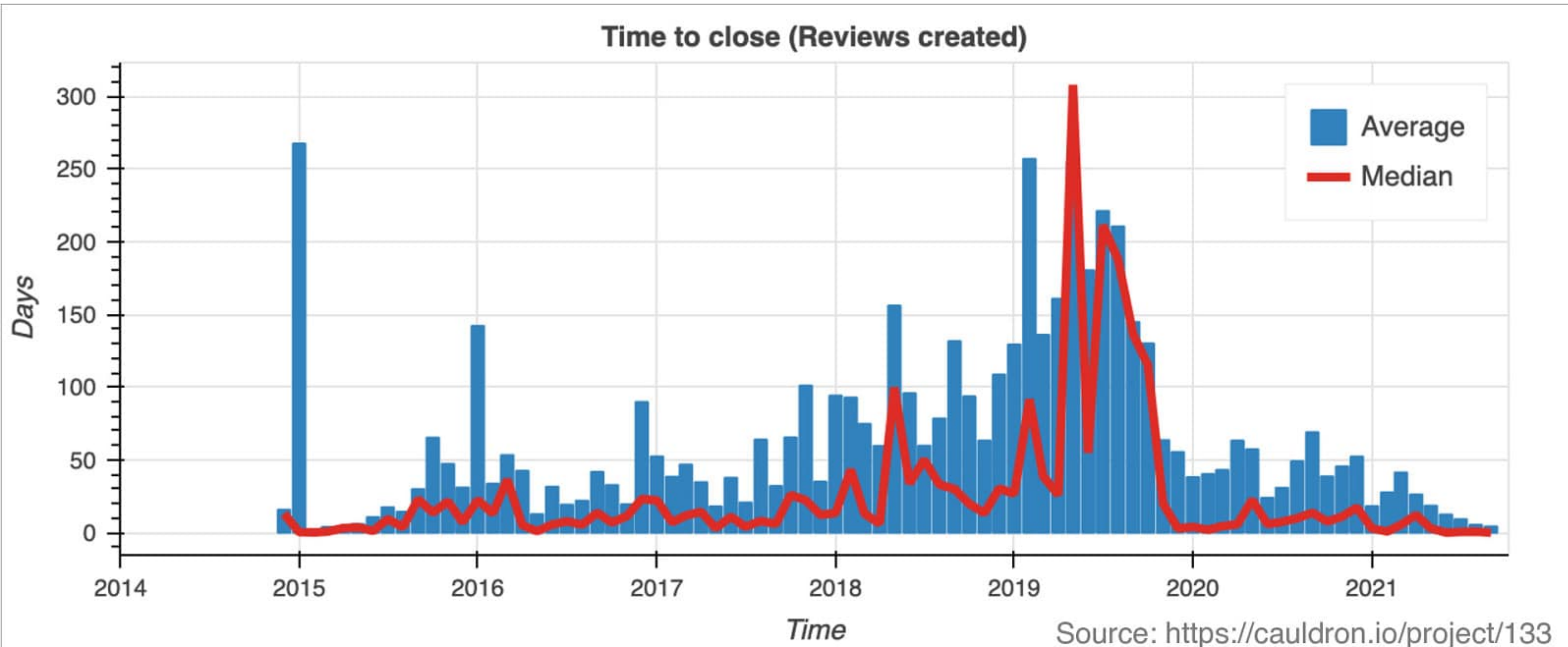
Team Formation



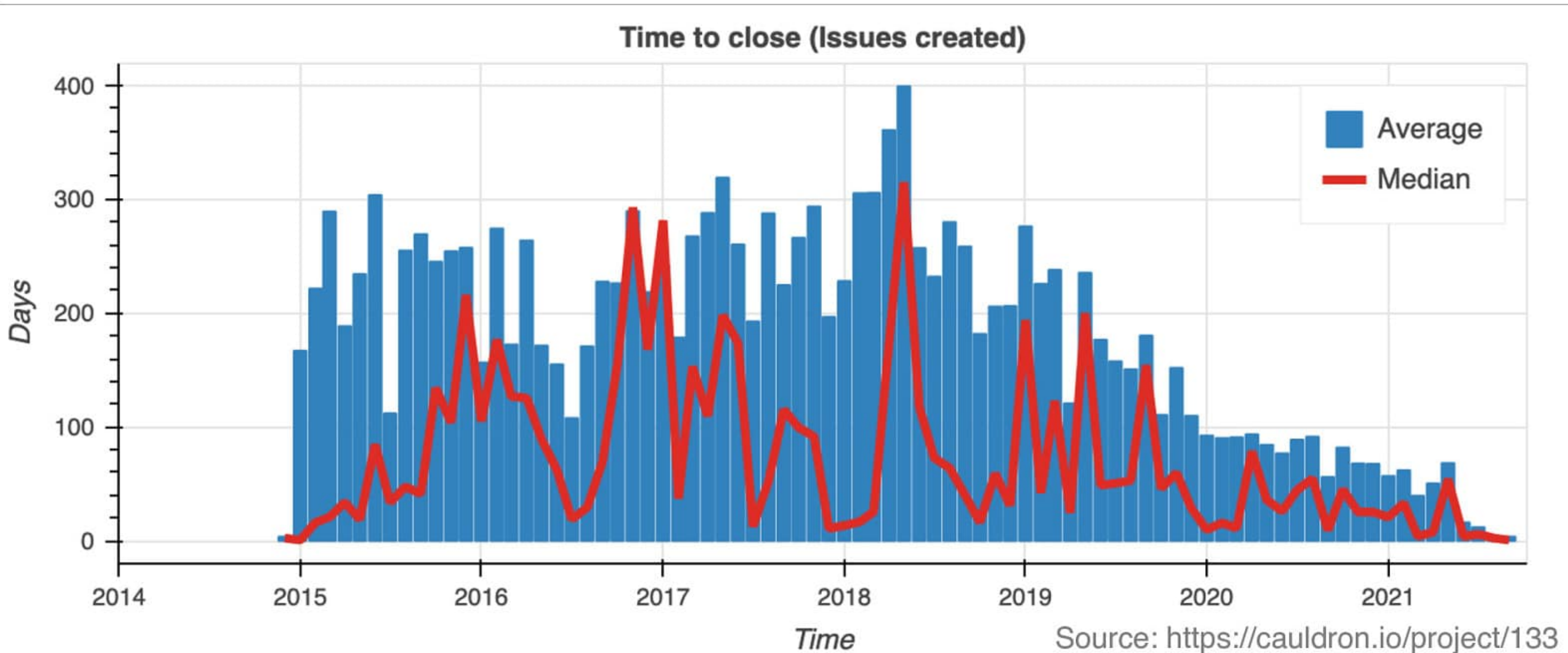
- Each team has autonomy over their areas and organise their team as appropriate
- Fixed terms for leads and assistant team leads
- Some teams have been more active than others
- Two vacancies for assistant team leads in Education and Marketing Teams

WHAT
HASN'T
GONE
WELL?

Merging PRs Stalled From 2018-2020

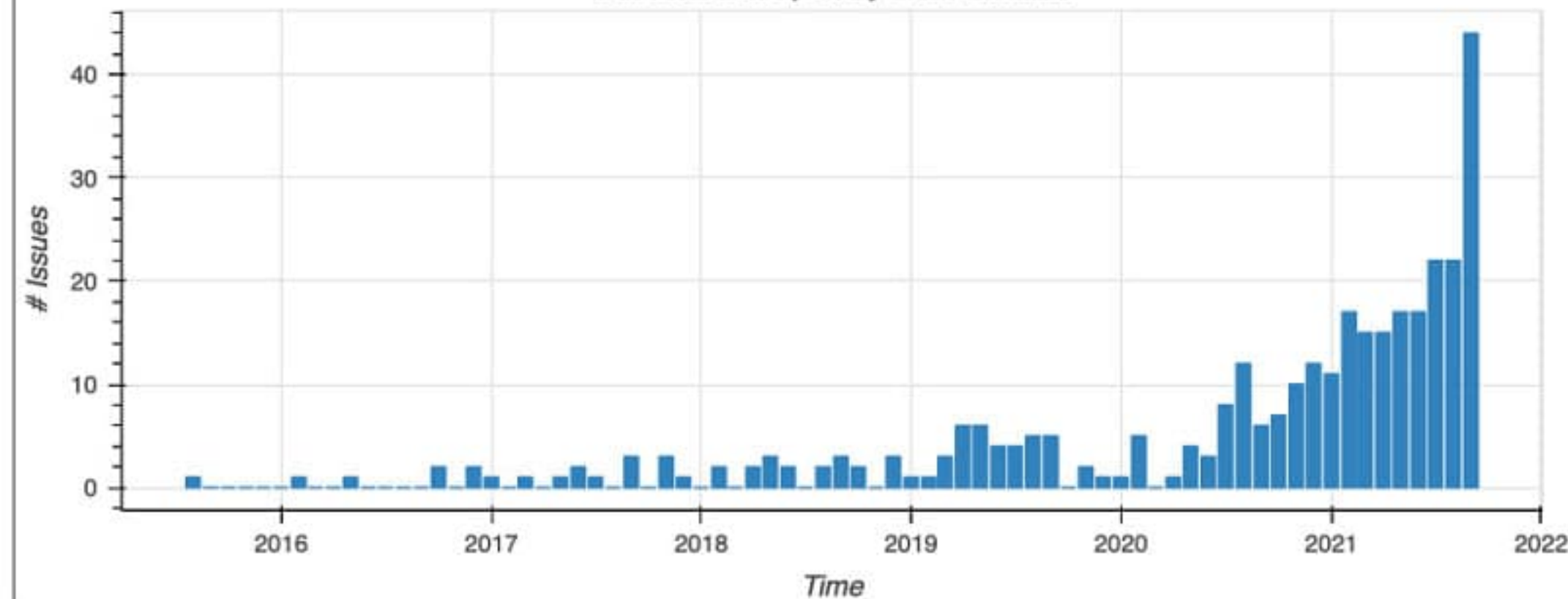


Issue Triage Wasn't Much Better!

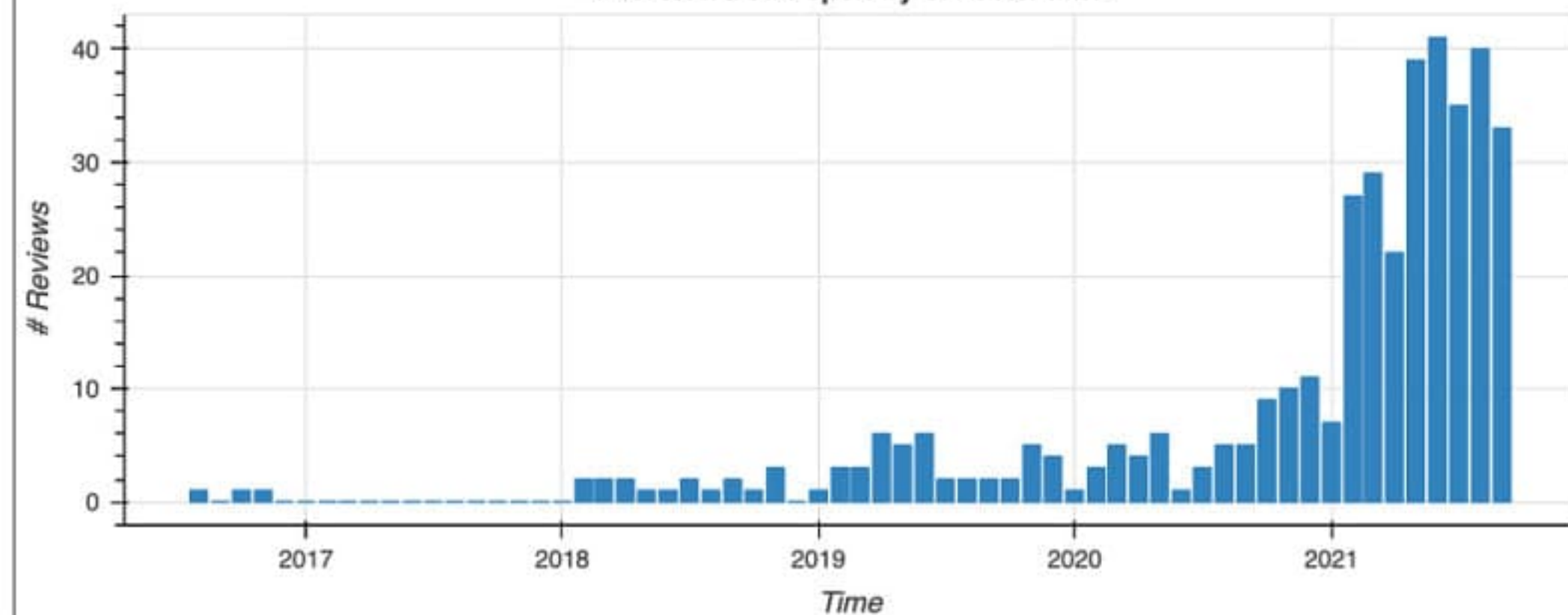


We Still Have a Big Tech Debt

Issues still open by creation date



Reviews still open by creation date



- Circa 150 issues and 250 PRs to process
- Very small number of people consistently triaging, testing and code-reviewing
- Code governance requires that we have different organisations testing each other's PRs – this prevents any organisation from driving an agenda – but requires us to have a diversity in organisations engaged in testing which we don't have in large enough numbers



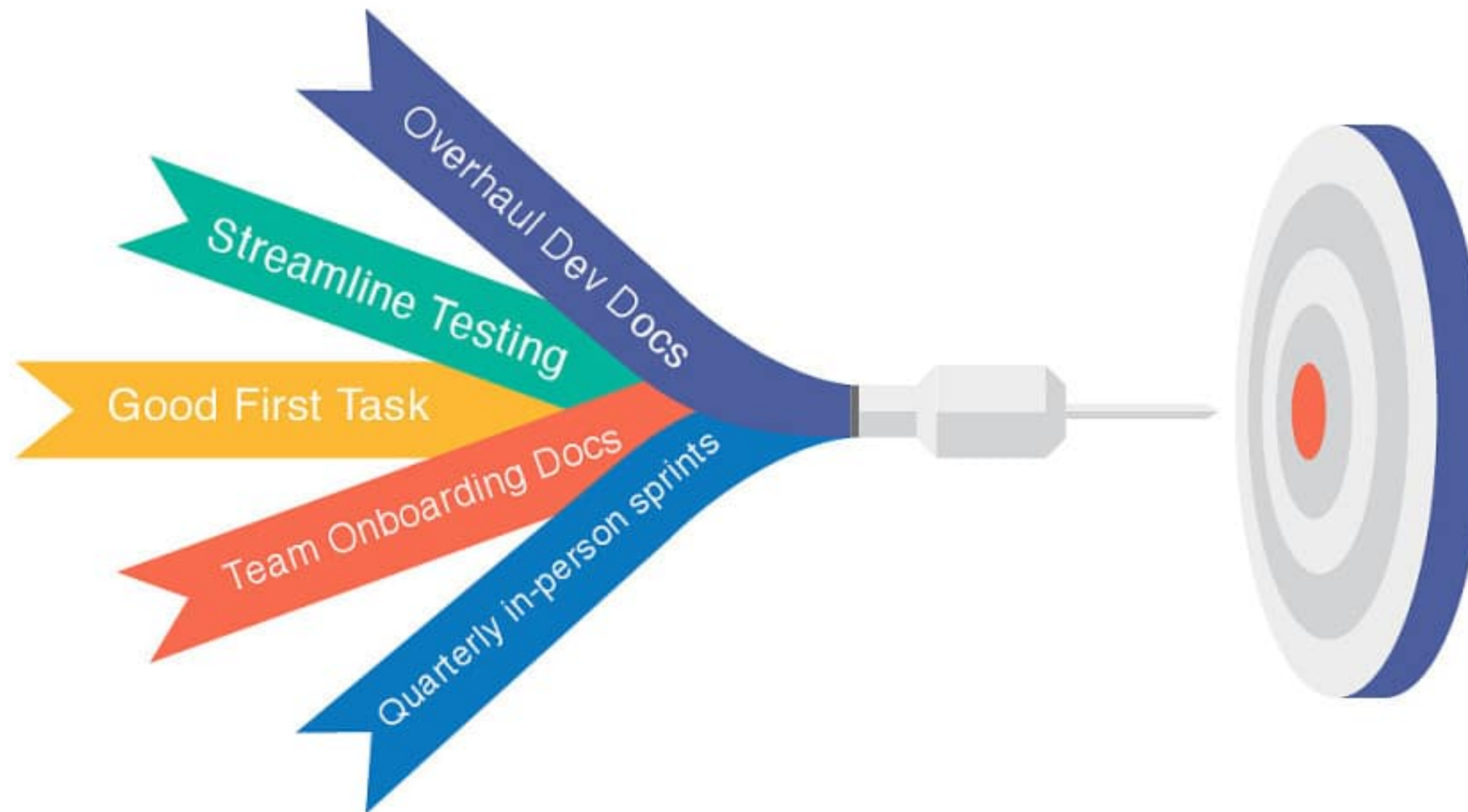
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WHAT'S ON
THE NEAR
HORIZON?

Exploring Equality and Sustainability



Improving the Onboarding Process



Across the community we need to reduce the 'on ramp' for new contributors.

This enables people to quickly find things they can work on and get things done, without getting bogged down in complicated setup processes, asking for permission or getting stuck.

Getting Better at Promoting Mautic



01

Helping agencies to pitch Mautic more effectively so that they can win more Mautic clients

02

Raising awareness in Open Source of Mautic and its place in delivering a personalised Digital Experience

03

Raising Mautic's profile in the wider world of business so that we have 'seat at the table'

04

Sharing the awesomeness of our amazing worldwide community of Mauticians!



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WHAT'S THE LONG TERM PLAN?

Looking to the (Decoupled) Future



- Patching up the technical debt (fixing the cracks in our house) from a fast-moving startup will only take us so far
- Some fundamental challenges with how Mautic was architected are preventing us from scaling beyond circa 7 million contacts
- Exploring different options to unlock the scale barrier and improve performance for all users

Mautic Next Generation



- Decoupled front-end (maybe Angular-based)
- Fully featured, API-first architecture (maybe with API Platform, POCs in progress)
- Decouple plugins from core (work already in progress)
- Maybe a microservices architecture (early stage POCs)

HOW CAN YOU
HELP US GET
THERE?

Many Opportunities To Get Involved!



- **Teams** meet fortnightly on Slack, asynchronously and open to all (get an invite at mautic.org/slack) – channels prefixed with #t-`<team>`
- **Tiger Teams** – small groups with a focus on a specific area (e.g. email deliverability, accessibility, Campaigns, Forms, etc) – prefixed with #tt-`<name>`
- **Working Groups** – formed for a specific focus, e.g. organising a conference, managing the website, writing the newsletter – prefixed with #wg-`<name>`



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Testing PRs

- `gh repo clone mautic/mautic`, `cd` into directory
- `DDEV start`
- If a bug, test before applying the PR
- `gh pr checkout <number>` to check out a PR
- Leave findings in a review on the PR in GitHub

(Assumes use of DDEV and GitHub CLI)

@RCheesley 



Fix Doctrine metadata cache handling during installation #10481

dennisameling wants to merge 4 commits into `mautic:4.0` from `dennisameling:dont-clear-cache-during...`

As described in #10480, we currently remove the cache folder during the installation process. More specifically, just before the database is installed. This approach is problematic because it breaks things like Symfony's Dependency Injection, causing invalid database credentials and/or connection errors to completely crash the installer. Luckily, Doctrine has an option to only remove the metadata cache, which is all we need (more context in #10481 (comment)). This PR changes our logic so that we only clear the metadata cache. This fixes #10480 and significantly improves Mautic's installation speed.

Steps to test this PR:

1. Load up this PR locally
2. For the remainder of the steps, we assume that you're using DDEV for local development. This allows you to easily drop the database and start clean
3. Before testing each scenario below, please ensure you have a clean state where Mautic is not installed: `ddev delete --omit-snapshot --yes && rm -rf var/cache && rm app/config/local.php && ddev start`

Scenarios to test:

For testing the CLI installation, please run `ddev exec php bin/console mautic:install https://mautic.ddev.site --db_driver=pdo_mysql --db_host=db --db_user=db --db_name=db --db_password=db --db_port=3306 --db_table_prefix="mau_" --admin_password=mautic --admin_email="demo@ddev.local" -` simply remove `--db_table_prefix="mau_"` if you want to test without a prefix.

Type	Database Info	Expected outcome
UI installation	Wrong credentials, NO prefix	✗
UI installation	Wrong credentials, WITH prefix	✗
UI installation	Correct credentials, NO prefix	✓
UI installation	Correct credentials, WITH prefix	✓
CLI installation	Wrong credentials, NO prefix	✗
CLI installation	Wrong credentials, WITH prefix	✗
CLI installation	Correct credentials, NO prefix	✓
CLI installation	Correct credentials, WITH prefix	✓

Issue Triage

- Help with triaging by reviewing Needs Triage issues (welcome the contributor, confirm bug, provide test instructions if they are not clear)
- Issues without PRs associated likely need a fix
- Bounty label = funded issue – check for details in the issue

☐	☒	Combo boxes aren't accessible bug needs-triage	#10430 opened 20 days ago by lilmike 1 task done
☐	☒	MAUTIC - REPORT Error, emails missing from Report bug needs-triage	#10420 opened 22 days ago by Dylan-86 1 task done
☐	☒	"Default Frequency Rule" seems to be activated by default bug configuration email	#10416 opened 24 days ago by oltmanns-leuchtfeuer 1 task done
☐	☒	Minimal MySQL version for Mautic 4 is not documented bug needs-triage	#10414 opened 26 days ago by ttencate 1 task done
☐	☒	Contactimport fails for the contact if an apostrophe (') is in the Email bug import-export	#10411 opened 27 days ago by oltmanns-leuchtfeuer 1 task done
☐	☒	Forms wouldn't work "Mautic is not defined" bug forms pending-feedback	#10408 opened 29 days ago by rafalsk 1 task done
☐	☒	GrapesJsBuilder vs grapesjsbuilder in plugin_integration_settings bug builder-grapesjs	#10399 opened on 1 Sep by donbowman 1 task done
☐	☒	MJML visual editor adds ID tags which are now deemed as invalid bug builder-grapesjs	#10398 opened on 1 Sep by rafalsk 1 task done
☐	☒	The entity-class Mautic\DynamicContentBundle\Entity\DynamicContentLeadData map dynamic-content	#10395 opened on 31 Aug by donbowman 1 task done
☐	☒	Very slow query when opening an email. bug email performance-scalability	#10394 opened on 31 Aug by jstawski 1 task done
☐	☒	Missing check for sql execute return false bug custom-fields	#10393 opened on 31 Aug by donbowman 1 task done
☐	☒	Queued mailing won't work ("swiftmailer.transport.real" service or alias has been removed) needs-triage	#10392 opened on 31 Aug by rafalsk 1 task done
☐	☒	mautic:unusedip:delete not working in Mautic 4.0.0 bug needs-triage	#10387 opened on 31 Aug by TPapaCin 1 task done



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Improving Things!

- Workflows, processes, tooling, infrastructure
- Documentation, tutorials, knowledgebase, website
- Anything else you think 'why the heck are you doing it like *THAT*, Mautic?! We're open to positive, constructive criticism with proposals for improving (even better if you are up for leading the project!)

@RCheesley 

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Building The Community

- Mautic Conference Europe in Hasselt, Belgium on 8th November & Community Sprints on 9th November – volunteers needed!
- Supporting on the forums and Slack
- Supporting our Drupal-based site (it needs a redesign quite badly, and a team who can help support it!)



Join Us In Person For The First Ever **Mautic** Conference Europe!

- Conference on Mon, 8th November in Hasselt, Belgium, Community Sprints on Tuesday, 9th November. Call for speakers open until 10th
- Come and learn about Mautic, contribute to the community and have a great time!
- More information and tickets at <https://mauticon.mautic.org> (sponsor opportunities also open!)

Ruth Cheesley

Mautic Project Lead @ Acquia

ruth.cheesley@mautic.org

What questions can I answer?



@RCheesley 