

The Mautic Update

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Thank you sponsors!





Thank you Mautic Partners!

<https://mau.tc/partners>





Looking back on 2021...

A year of great progress!





Great to see new contributors!





Recap on our Areas of Focus

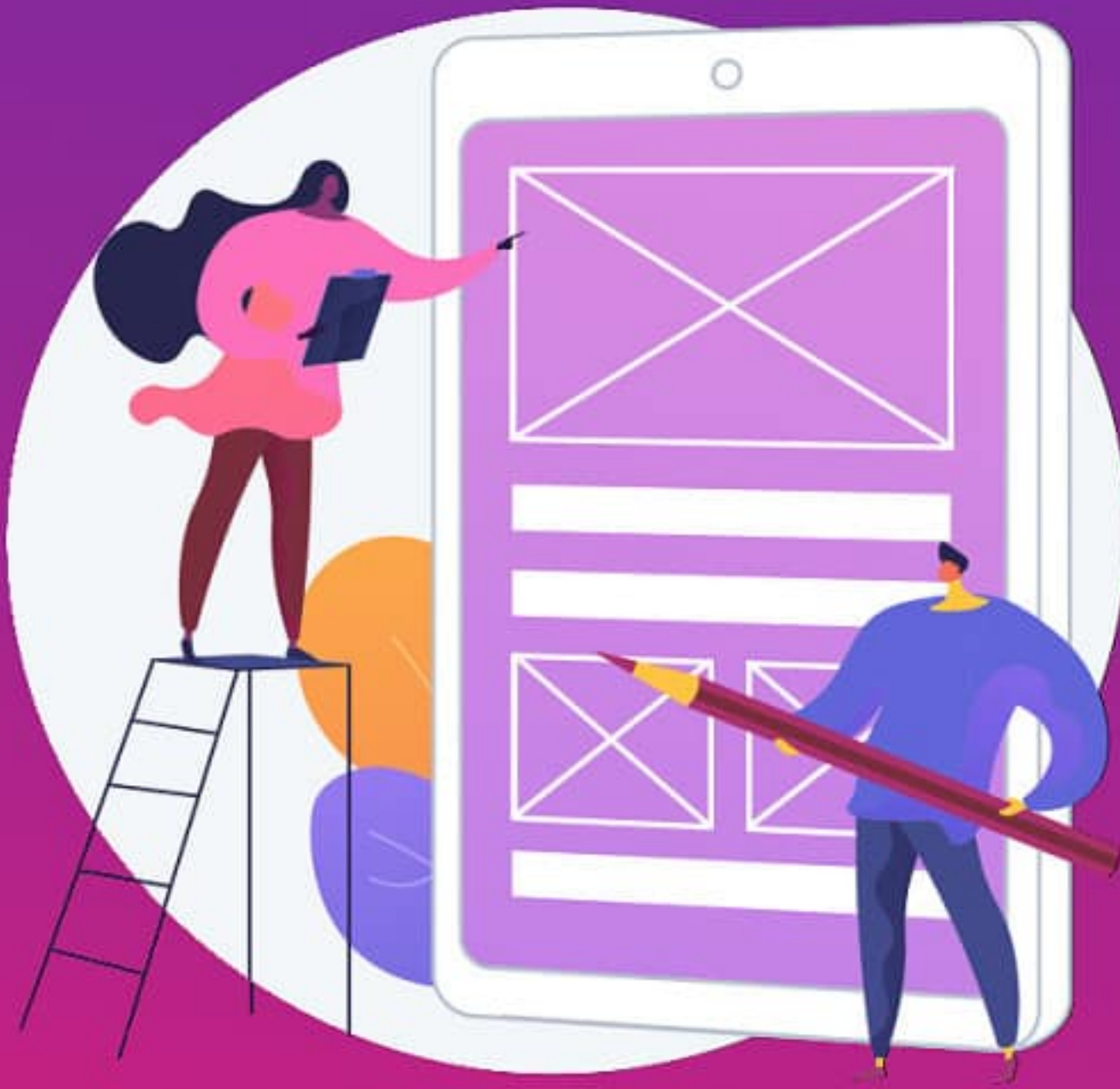


Areas of Focus for Mautic



Features &
Functionality

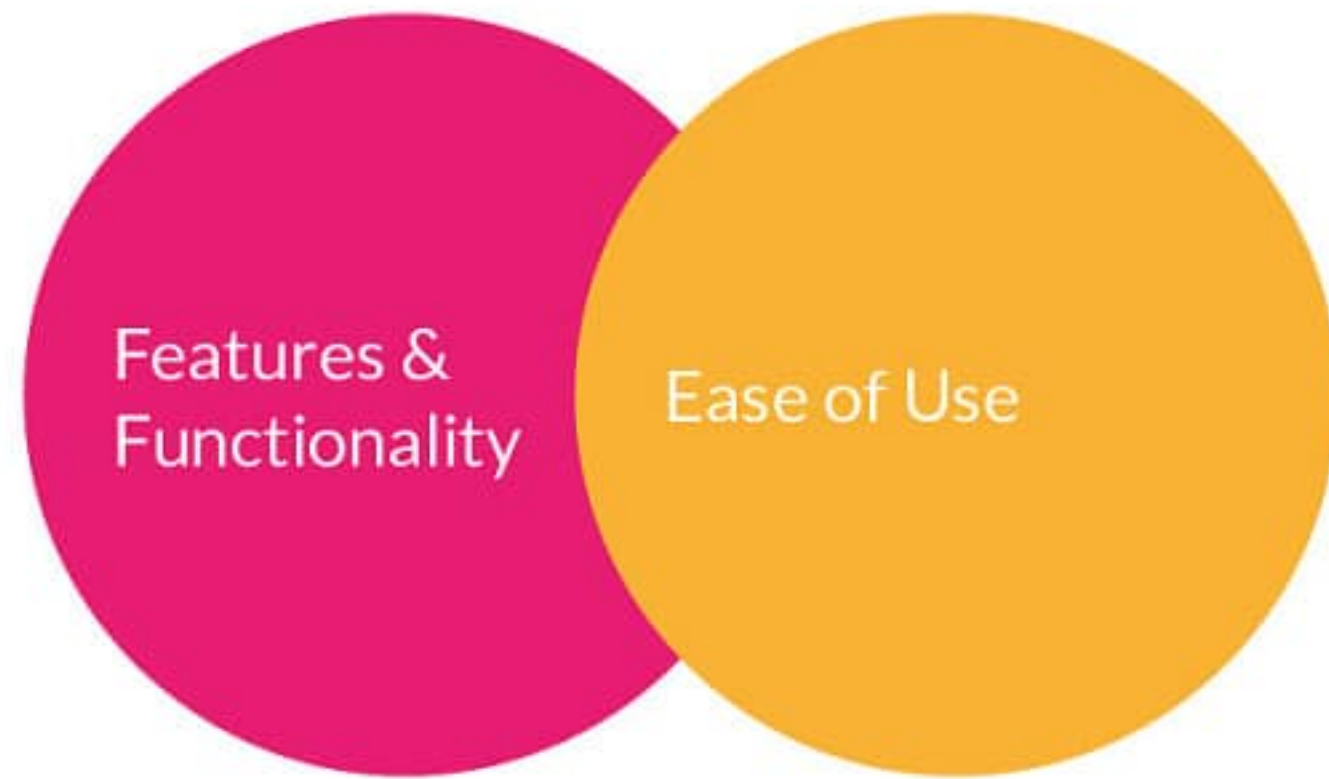




Features and Functionality

- Amazon SES API support
- Broadcast SMS support
- CCPA cron jobs
- Company overview
- Composer support
- Conditional form fields
- CSS in focus items
- Custom Objects support
- DDEV & Gitpod support
- Enhanced progressive profiling
- GrapesJS Builder
- Install at command line
- Install/upgrade checks
- Mautic Marketplace
- New Email templates
- Public segment names
- Relative dates in campaigns
- Tag manager

Areas of Focus for Mautic



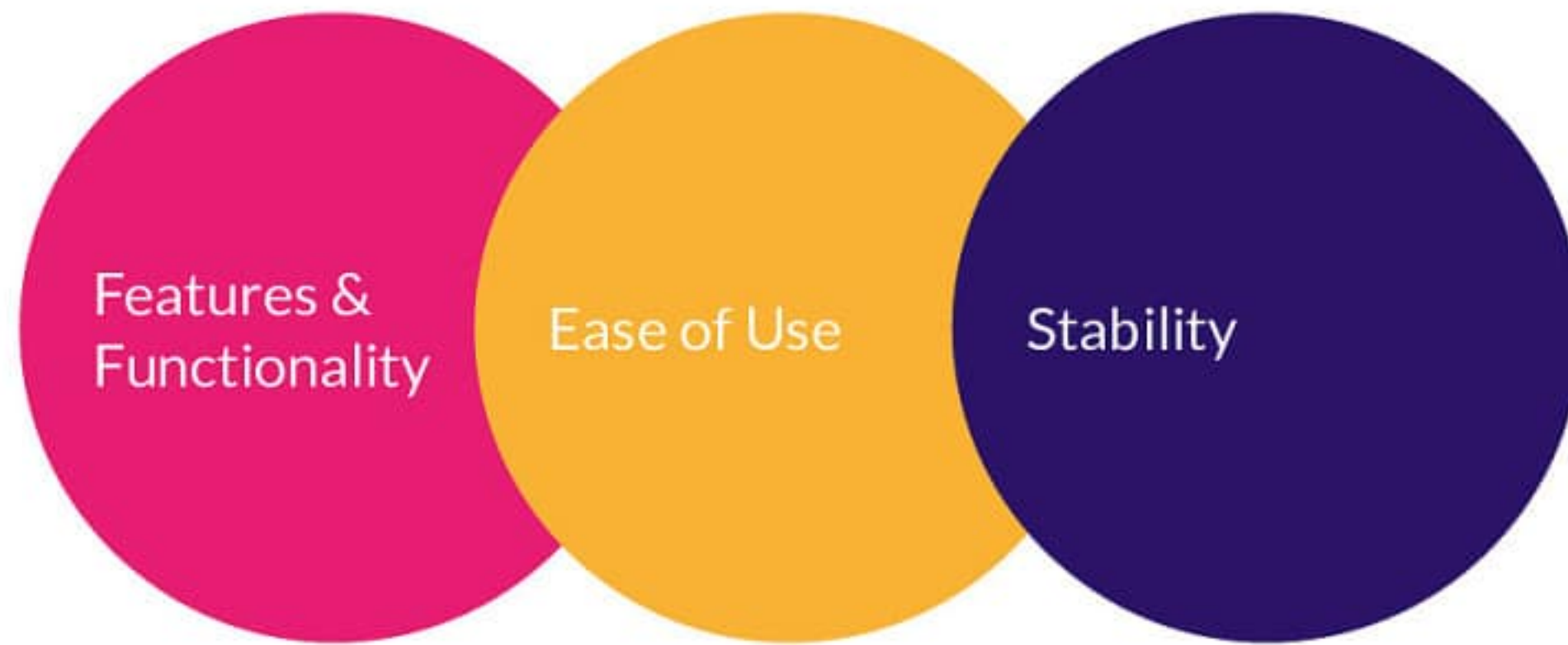
Ease of use

- Starting to align with UX best practices
- Introducing an automated check to highlight accessibility problems in the user interface (WCAG 2.0)
- UI-UX Tiger Team currently recruiting!
- Plans to establish standards and a pattern library to define and standardise the User Interface in Mautic

Interested? Join us in [#tt-ux_ui](#) on Slack



Areas of Focus for Mautic

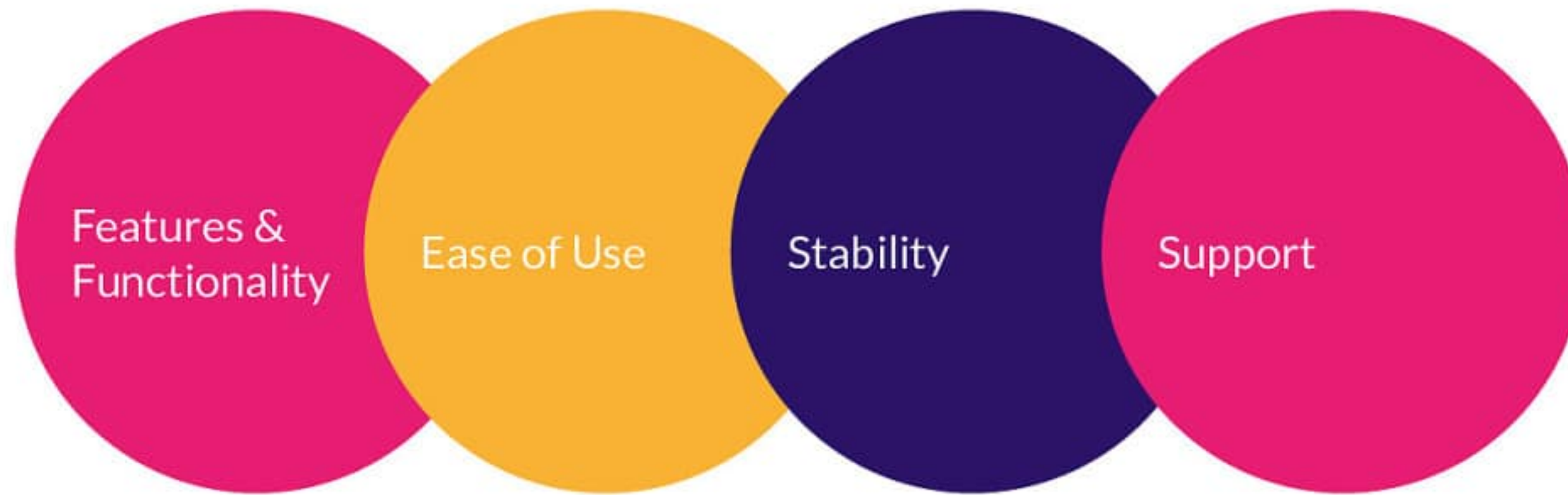




Stability

- ~50% of Mautic's core code is now covered by automated tests
- We are getting better at testing and reviewing bug fixes and features to cover the remaining 50%
 - **Open Source Friday** sprints are a great way to help with this!
- Install and upgrade pre-flight checks introduced
- Implementing ways to prevent updating with incompatible plugins

Areas of Focus for Mautic

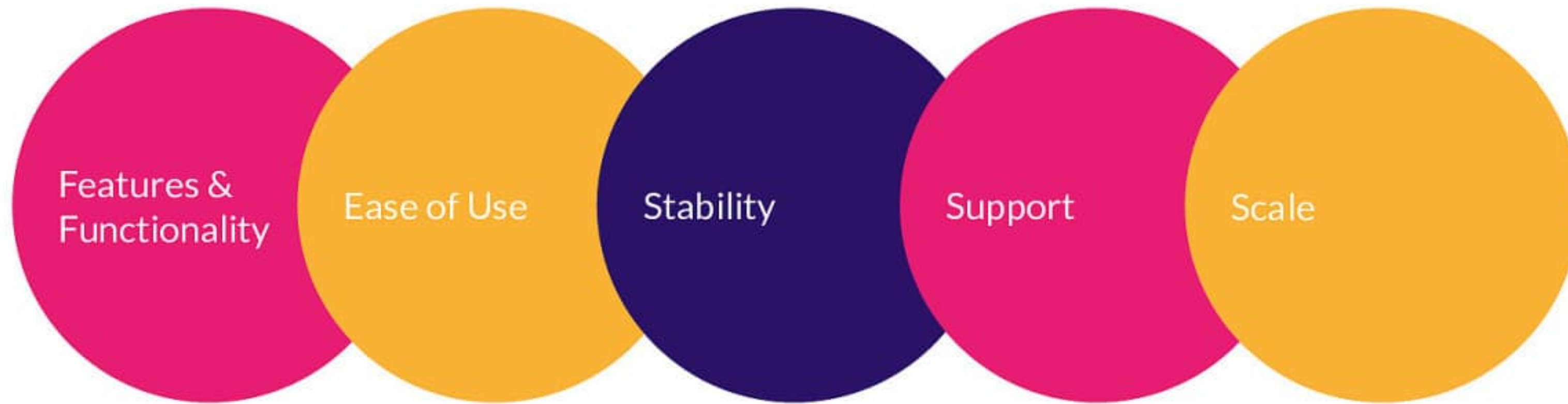




Support

- Awesome team of volunteers contributing daily on the Forums to help other community members
- Complete overhaul of end-user and developer documentation, plans to re-platform and grow available content on the Knowledgebase
 - **Season of Docs** grant for Favour Chibueze to work on the end-user documentation for six months
- Improving response time to bugs and regressions
- Marketing Team developing a content calendar of informative blog posts

Areas of Focus for Mautic



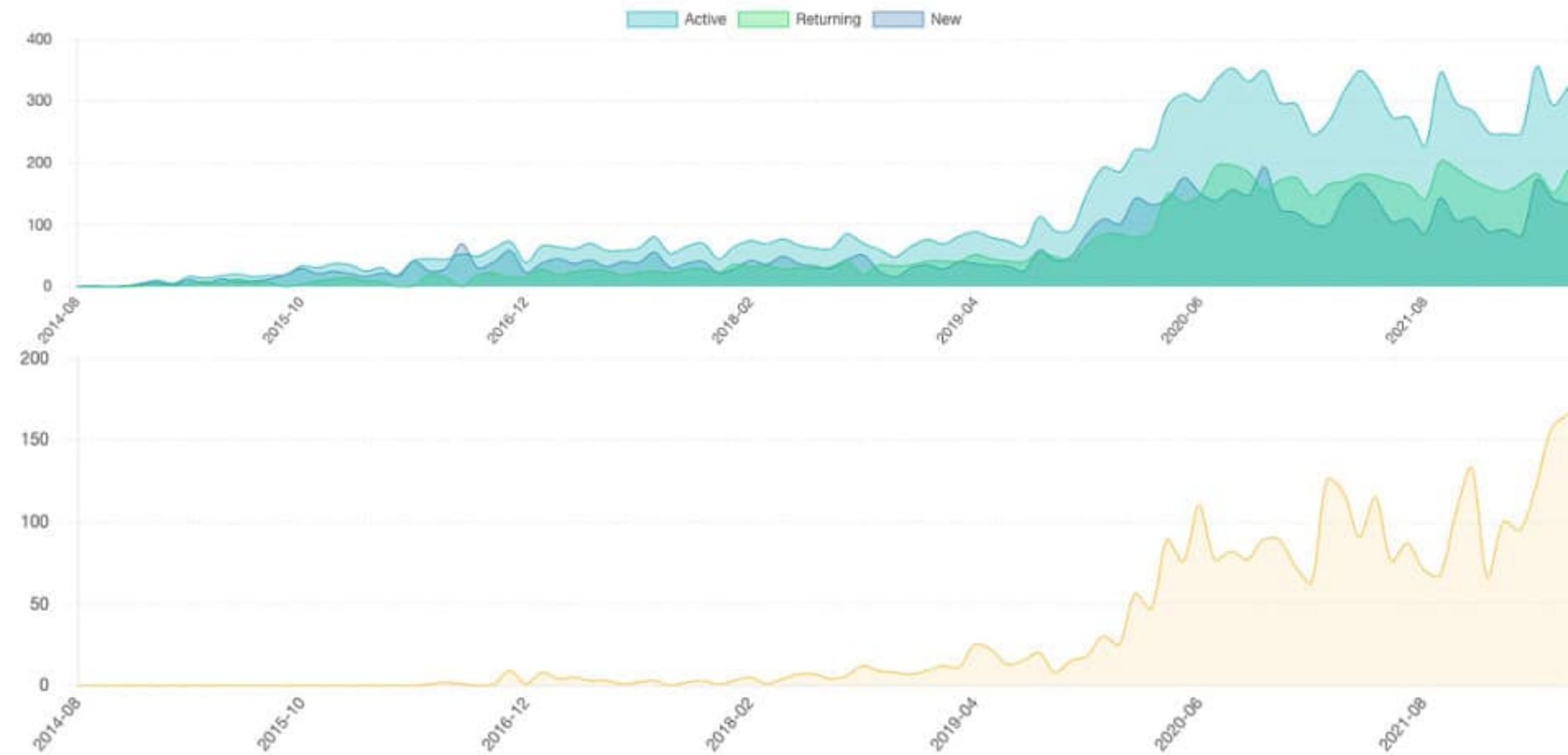


Scale

- Multiple performance improvements made in recent releases - Acquia now supporting 7 million contacts per instance
- Upcoming performance boost with Symfony Mailer and PHP 8 support
- Starting work to streamline Mautic Core
- Early stages of developing a longer term plan for architecture re-design (Next Generation)

Community

- Continued growth in community members and contributions
- Gradual return of in-person meetings and sprints





Three in-person community events held in Europe since 2021.

- Mautic Conference Europe (Hasselt, Belgium)
- Mautic Developer Days (Ghent, Belgium)
- Mautic Community Sprint (Budapest, Hungary)





What's up ahead?

Looking over the horizon ...





Mautic 5 ...

Features, update and timelines





Where we're going in the future ...

And, why?



“

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**.

- Ruth Cheesley, Mautic Project Lead



Key projects on the horizon:

1.

Reduce what ships as Mautic Core to the bare essentials, allow the user to decide which features and functionality they need.

2.

Implement new features and introduce new innovations to make Mautic the first choice for today's marketer.

3.

Grow our awesome community of contributors, and raise awareness of Mautic around the world.





Slimming down Mautic Core





Goals:

- Only install what is required by the user so we can improve performance, reduce unnecessary complexity, and create a better user experience.
- Make it easier to add and remove features (in the same way as plugins),
- Allow the Core Team to focus just on Core - careful handover to new maintainers of non-core functionality / plugins,
- Detangle the plugin-dependency-spaghetti so that plugins are truly isolated to their own codebase.



Features and innovation





Goals:

- Addressing some of the feature gaps to bring Mautic to the forefront as the Marketing Automation tool of choice.
- Developing a clear product roadmap incorporating Strategic Initiatives, company-backed contributions and community-led projects,
- Establishing ways for features to come to Mautic other than through volunteer-driven PRs,
- Exploring creative ways to raise funding to support key initiatives.



Community growth





Goals:

- Grow our worldwide community ensuring we maintain our welcoming, friendly and supportive culture, and encourage more to get involved with contributing back to Mautic.
- Raising awareness of Mautic and our community,
- Improving our onboarding resources for new contributors,
- Supporting all contributors to give what they are able, when and how they can.



Mautic is all of us ...

How you can help Mautic become
more successful





Promote Mautic

Spreading the Mautic love!



How you can help:

- Start a Mautic Meetup group in your local area
- Speak about Mautic at events, meet-ups and conferences
- Contribute case studies to the Mautic Pitch Deck via the Marketing Team
- Tell us about all the awesome things you are doing with Mautic!
- Write about Mautic - blog posts, tutorials, best practice guides - and consider contributing them!





Contribute to Mautic

Get stuff done!





How you can help:

- Get involved with our **Open Source Friday** community sprints
- If you are passionate about a particular area of Mautic, consider **joining or creating a Tiger Team** to make that area or feature better
- Block out some time each week to give back to Mautic in whatever way you and your team can. If you rely on Mautic, **a few hours a week will really help** to keep us moving forward!





Support Mautic

Help us to do more!



How you can help:

- Become a **regular monthly supporter** for Mautic at whatever level you think appropriate (you can do this on Open Collective or GitHub Sponsors)
- Fund a **project, initiative or bugfix** that you want to have in Mautic but can't work on yourself
- **Sponsor, attend, speak at or host events** like this, which help us to bring the community together.





Bringing things together



Mautic 5 is coming soon!



2022/3 Strategic Initiatives:



INSTALL/UPGRADE

Improving the installation and upgrade experience for Mautic users.



RESOURCE MANAGEMENT

Empowering Mautic users to work more effectively by organising their resources within Mautic.



MARKETPLACE

Allowing Mautic users to manage their features, plugins and themes from within Mautic.



CAMPAIGN LIBRARY

Enabling users to quickly get started with reproducible best practice workflows.



CONTRIBUTORS

Attracting and retaining contributors to help us build and grow Mautic.



PROMOTE MAUTIC

Spreading the word and widening the awareness of Mautic within open source and business.





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What questions can I answer?

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