



The Mautic Update

Mautic Conference Europe, Lisbon
4-5 November 2024

 Ruth Cheesley



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speaking.ruthcheesley.co.uk for slides, recording,
links and resources



  @RCheesley

São Paulo, 2022



Lagos, 2023



India, 2024



Welcome to the Mautic community!

We're a worldwide, welcoming
community.

Together, we are disrupting the
marketing industry by putting
powerful marketing automation
into the hands of people like you
who are changing the world.



Ekke Guembel
Community Team Lead



Madlen Friedrich
Program Lead



Ricardo Freire
Event Co-ordinator



Lenon Leite
Event Co-ordinator



Simran Sethi -
Communications

Thank you to our incredible organising team.

This event would not have happened without their dedication and hard work!



Emily Wood -
Marketing



Sven
Döring -
Marketing



Favour
Chibueze -
Event
Support



Rahul
Shinde -
Session
Evaluator



Mohit
Aghera -
Web Team



Dorcas
Opatola -
Designer

Thank you to our awesome event volunteers.

Endless hours of work behind the scenes make this event happen!



Thank you Mautic Conference Europe Sponsors

Your support helps us to bring together our awesome community!

Now is the time to get on
board with Mautic!



Let's celebrate the people
and organisations who are
making Mautic!





Top company contributors to Mautic over the last calendar year.

1. Acquia (757)
2. Dropsolid (563)
3. Leuchtfeuer Digital Marketing (179)
4. Webmecanik (160)
5. Aivie (153)
6. RectorPHP (107)
7. Comarch (106)
8. Axelerant (79)
9. Friendly (33)
10. Crafting.email (29)



Most active companies in Mautic over the last calendar year.

1. Dropsolid (4207)
2. Acquia (2426)
3. Leuchtfuer Digital Marketing (1217)
4. Aivie (932)
5. Axelerant (864)
6. Webmecanik (768)
7. Friendly (681)
8. Crafting.email (569)
9. PreviousNext (508)
10. TwentyZen (380)



Top individual contributors to Mautic over the last calendar year.

1. John Linhart (613)
2. Anderson José Eccel (315)
3. Rahul Shinde (150)
4. Zdeno Kuzmany (131)
5. Tomas Votruba (107)
6. Mattias Michaux (87)
7. Patryk Gruska (70)
8. Simran Sethi (60)
9. Rembrand Le Compte (49)
10. Ekke Guembel (40)



Most active individuals in Mautic over the last calendar year.

1. John Linhart (2190)
2. Avinash Dalvi (1906)
3. Anderson José Eccel (1813)
4. Mike Van Hemelrijck (976)
5. Rahul Shinde (857)
6. Surabhi Gokte (724)
7. Joey Keller (677)
8. Mattias Michaux (665)
9. Ricardo Freire (577)
10. Ekke Guembel (525)



What's new?

The latest news from Mautic

We've got some leadership
changes in Mautic.

**BREAKING
NEWS**

ALERT





Mattias Michaux
Outgoing Team Lead,
Product Team



Oluwatobi Owolabi
Outgoing Team Lead,
Marketing Team



Nico Grienauer
Outgoing Assistant Team Lead,
Community Team

<https://mau.tc/leadership-changes-24>

A huge thank you to our outgoing leadership team members.

Their dedication to contributing to Mautic has been a huge support to our growth.



Joey Keller
Incoming Team Lead,
Product Team



Rahul Shinde
Incoming Assistant Team Lead,
Product Team



Mike Van Hemelrijck
Incoming Assistant Team Lead,
Marketing Team



Avinash Dalvi
Incoming Assistant Team Lead,
Community Team

<https://mau.tc/leadership-changes-24>

A warm welcome to our new volunteer leaders.

We're excited to have you on board and looking forward to future growth under your leadership!



Andy Towne
Outgoing Council Member



Favour Chibueze
Outgoing Council Member

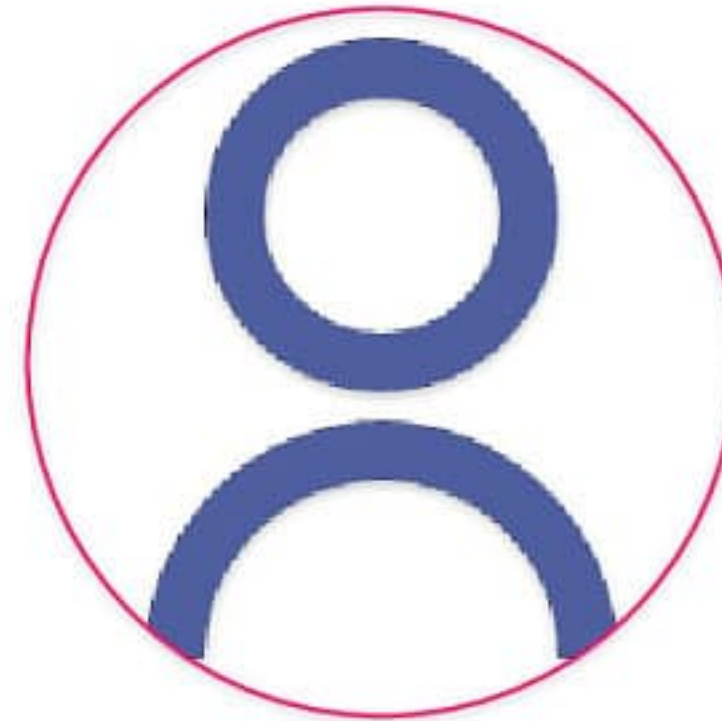
<https://mau.tc/leadership-changes-24>

A big thank you to our outgoing Council members.

We've greatly valued your input and guidance in establishing our first community-elected Council.



Simran Sethi
Incoming Council Member



Could it be you?
One Council seat vacant

<https://mau.tc/leadership-changes-24>

A warm welcome to our newest Council member.

We're delighted to welcome Simran Sethi as a Council member and invite others to apply for the remaining role which remains open.

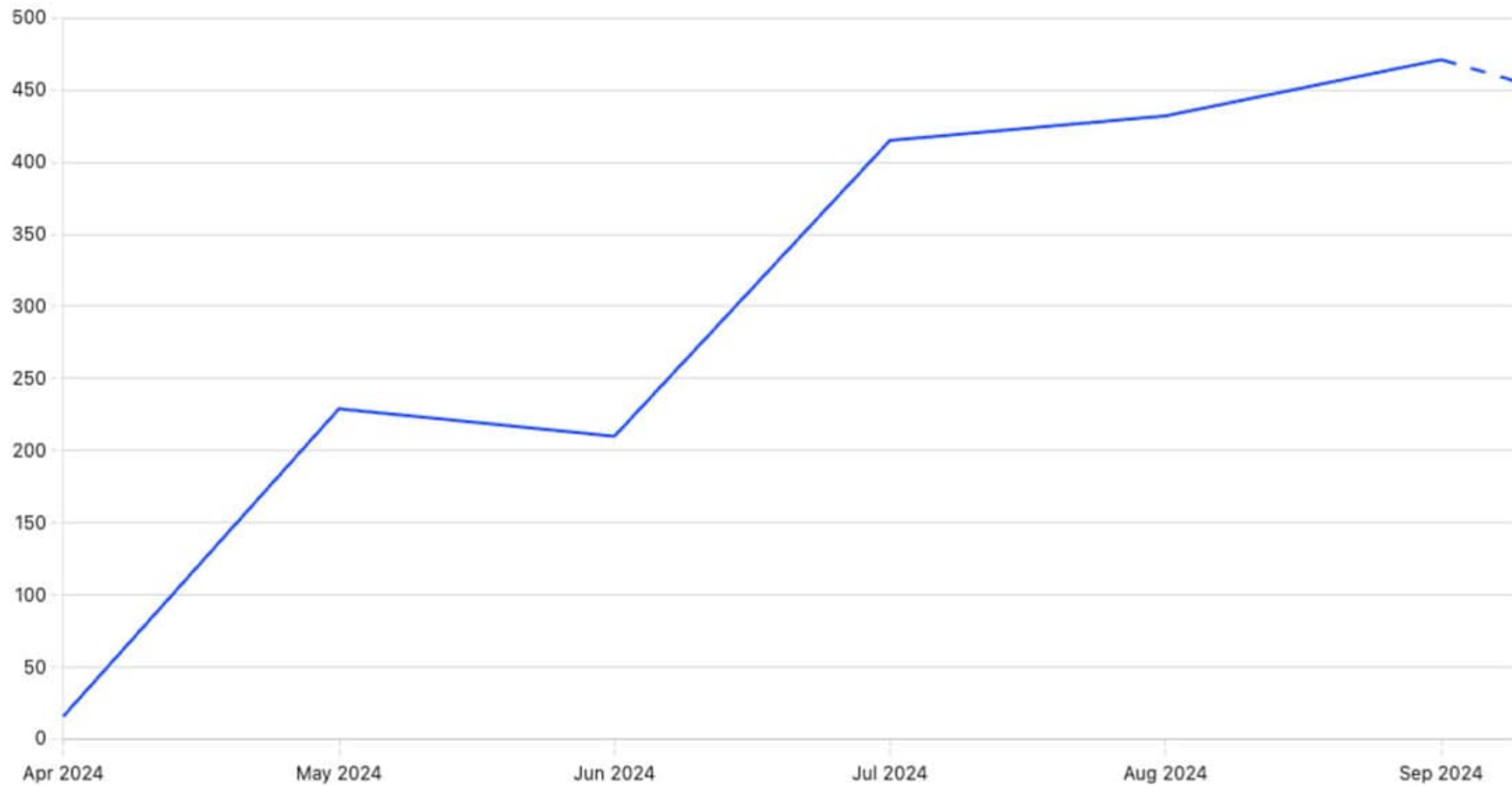
Pivoting to lead with our product

By switching to a product-led approach we can reach more people and empower them to get started and be successful with Mautic in the quickest possible time.

1.

We've established a **free-trial system** which allows people to jump straight into using Mautic without the need to think about hosting, installing and configuring the application itself.





Strong growth in trial signups.

Over 3,000 users since the trials were launched in May 2024.

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2.

We're **refocusing our website to be product-led**, so that it's centralised on the product itself - what Mautic is, what it does, how it makes you successful.



**BREAKING
NEWS**

ALERT



New website is in closed beta - welcoming testers!

- Website migration to WordPress is well underway with a new design and a product-led focus
- Testers needed to help with reviewing the content, layout, improving accessibility
- Content editors and website builders needed to help with building out the internal pages and updating the content



Content Freeze: 20th December 2024

Release date: 6 January 2025 🥳

#wg-website-rebuild



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3.

We are centralising our marketing efforts on **creating resources which help people to succeed with Mautic**, including documentation, tutorials, webinars and blog content among others.





Improving how we create and share content.



How you can help:

- Write, review optimise and edit older content
- Create our new product-led strategy, resources and campaigns - join us tomorrow in the Community Sprint to work on this!
- Help us to maintain and update the new WordPress website

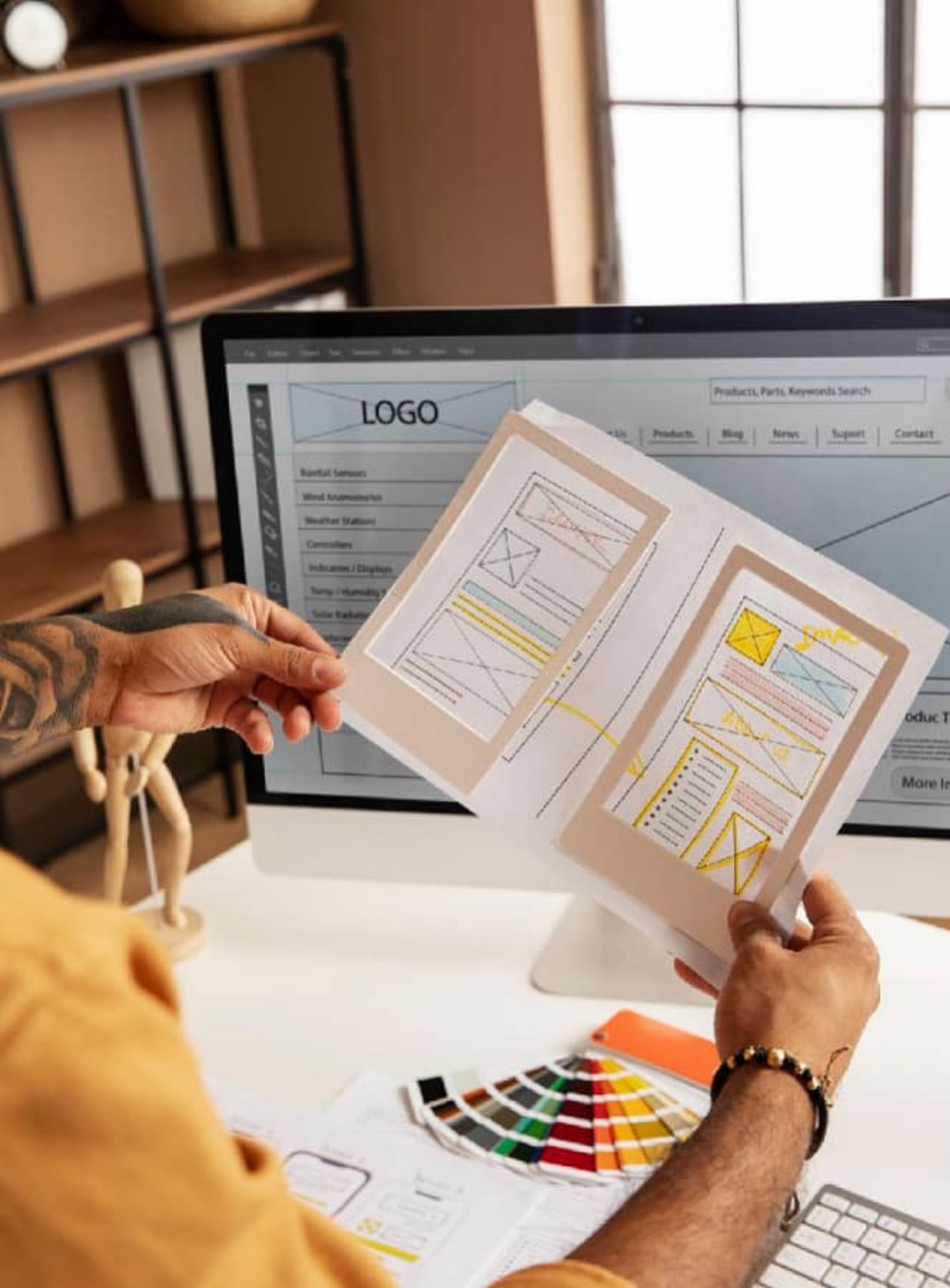
Improving Mautic by listening to our users

By understanding our users better, we can improve our product and remove the blockers that prevent them from being successful with Mautic.

1.

We've created a channel through which people can continuously **provide feedback about what they find needs improving** as a user of Mautic.





Implement a UI/UX feedback system.

- Simple form-based submission for UI/UX bugs, challenges and difficulties with Mautic
- UI/UX Tiger Team working through addressing the points raised, with fixes coming thick and fast!
- Testers and users new to Mautic providing invaluable feedback

<https://mau.tc/uxui-form>

#tt-ux_ui



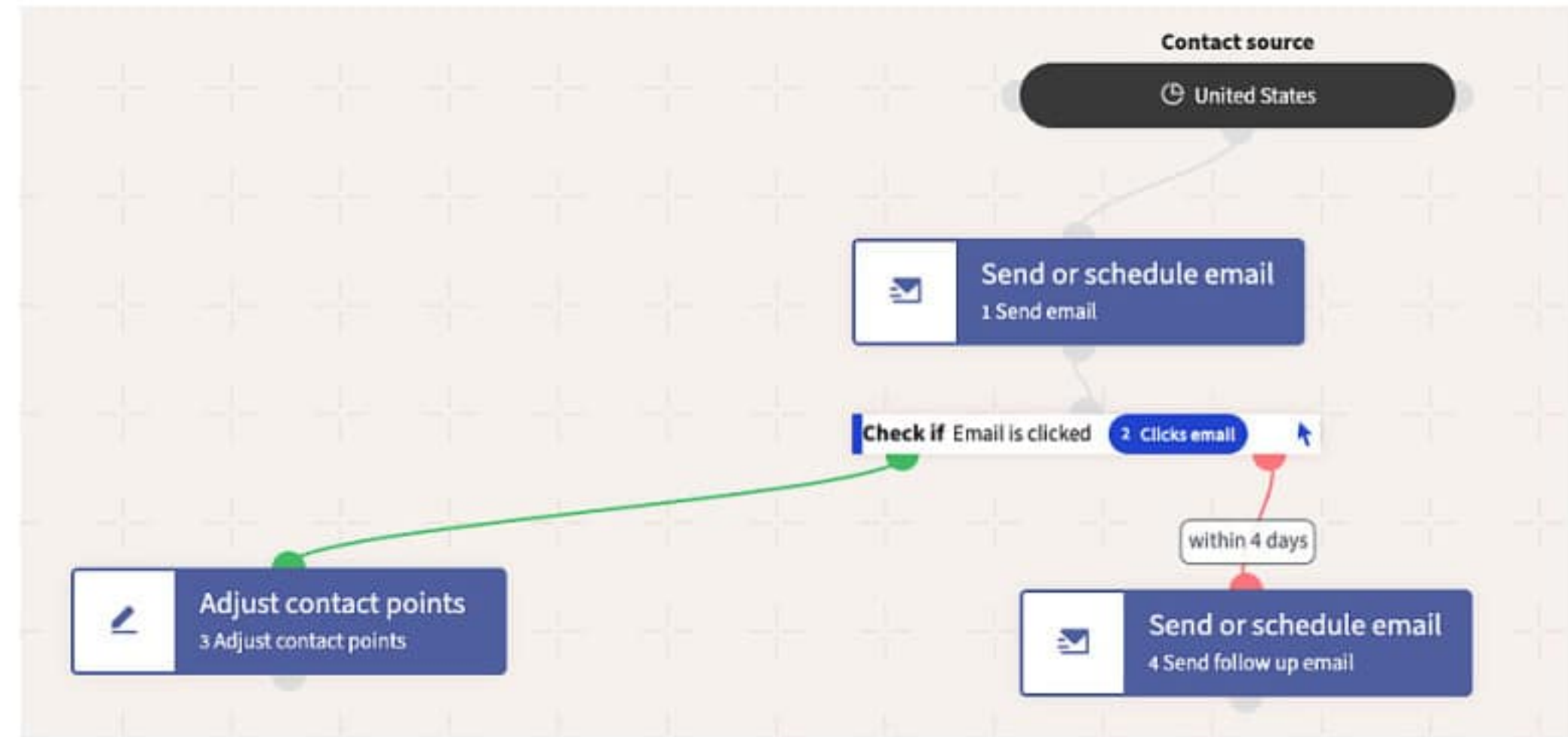
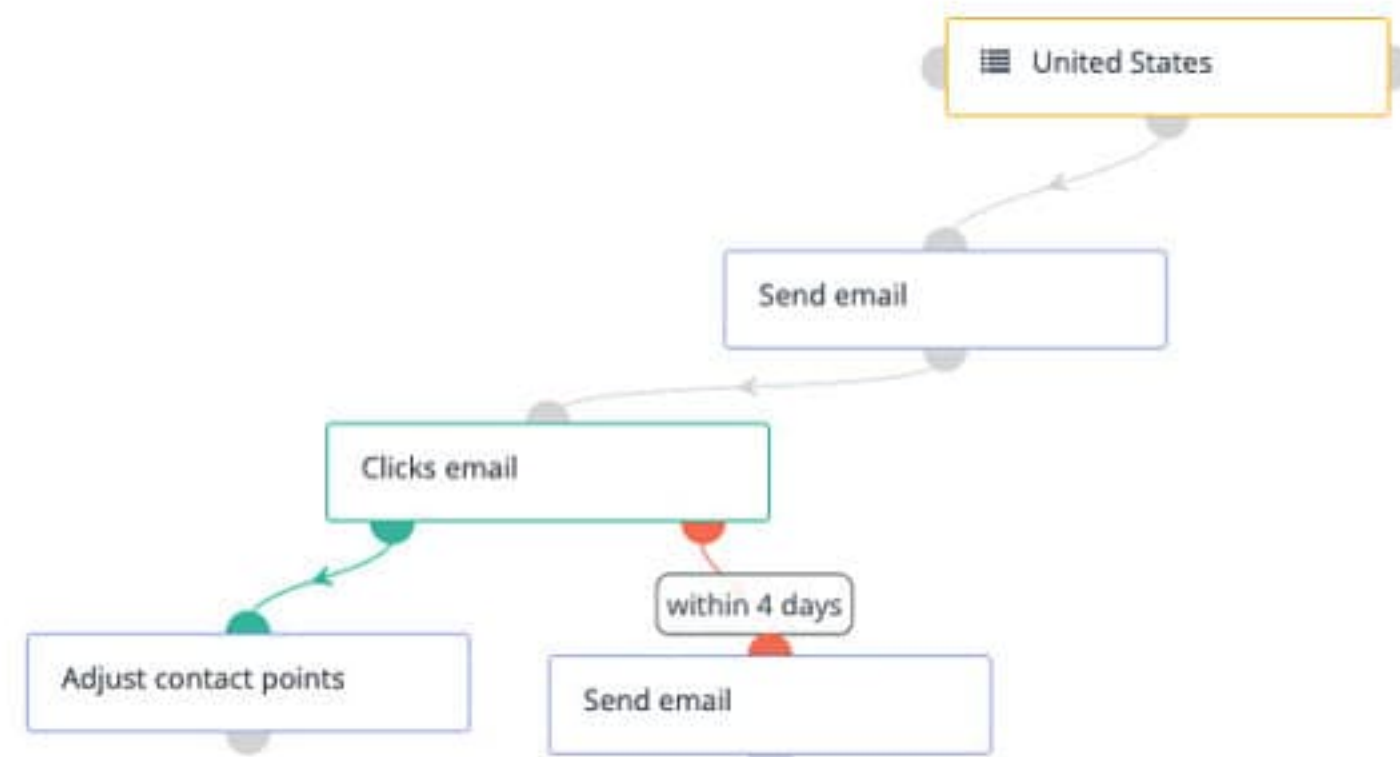
@RCheesley



Acting on feedback received to improve Mautic.



- 39 issues reported
 - ✅ 12 issue reports fixed
 - 🔄 14 issue reports in progress
 - 🛑 13 issue reports in the backlog
- 170+ Pull Requests (PRs) merged



As a result, Mautic has had a substantial facelift.

5.1 saw over 80 pull requests merged improving UX/UI and 5.2 has 127 coming.
More testers needed - <https://mau.tc/tester> for how to help!



Dashboard

Contacts

Companies

Segments

Components

Campaigns

Channels

Points

Stages

Reports

Tags

Account



Admin User

Account Details

Authorized Applications

Appearance

Accessibility

Appearance

Accent colors

Make Mautic uniquely yours by selecting a color for various highlights.

More

Theme preferences

Choose your preferred theme for the interface.

Light (Default)

Standard light theme for a bright, clean interface

Dark

Dark theme for reduced eye strain in low-light environments

Solarized Light

Light theme with warm, muted colors for comfortable reading

Solarized Dark

Dark theme with carefully chosen hues for optimal contrast

Freire

Community inspired theme celebrating diversity and collaboration using Mautic colors

Save

Cancel

Your Mautic, your way.

We now have the much-requested dark mode (and many other customisation options available, too!) so users can tailor the interface to their needs.

[Dashboard](#)
[Contacts](#)
[Companies](#)
[Segments](#)
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[Points](#)
[Stages](#)
[Reports](#)
[Tags](#)

Account



Admin User

[Account Details](#)
[Authorized Applications](#)
[Appearance](#)
[Accessibility](#)

Accessibility

Appearance

Smooth color transitions

Adjust animation speed for color changes to enhance visual comfort and reduce motion.

☒ **Enabled**

Smooth, gradual color transitions between states.

☐ **Disabled**

Instant color changes without animations.

Borders and outline style

Enhance visual cues for interactive elements to improve navigation and focus.

☒ **Disabled**

Default appearance without additional borders.

☐ **Enabled**

Strong borders around clickable elements and dashed outline style on focus.

Reduce transparency and blur

Adjust the transparency and blur effects to improve readability and visual clarity.

☒ **Normal**

Default transparency and blur effects.

☐ **Reduced**

No transparency and blur.

Content

Link underlines

Toggle the visibility of underlines on links across the interface.

☒ **Disabled**

Links without underlines.

☐ **Enabled**

Underlines visible on links.

[Save](#)

[Cancel](#)


Considering accessibility first.

While many of us like fancy effects, for some users it can cause problems. In Mautic, you can now turn effects on and off to meet your own needs.

Language ★

English ▼

Is a translation of ?

Choose a translated item... ▼

Published

No Yes

Publish at (date/time)

Unpublish at (date/time)

Unsubscribe feedback form ?

Choose one... ▼

Educate

English ▼

Is a translation of ?

Choose a translated item... ▼

Available for use

☒ Yes

Start sending at (date/time)

Stop sending at (date/time)

Unsubscribe feedback form ?

Choose one... ▼

Preference center page ?

Demystifying features and settings.

For many years marketers have told us that our terminology is confusing and hard to understand. We're changing that.

The screenshot displays a user interface for managing events. The main area features a table with event data, a filter section at the top, and an 'Export' button. The sidebar on the right includes a 'Phone - mobile' header, an 'Upcoming Events' section with a red-bordered box containing the text 'Add your lead to a segment or campaign to see upcoming activities.', and lists for 'Companies' and 'Segments'.

Exclude events by source
Choose one or more...

Export

Event Type	Event Timestamp
Page hit	Today, 1:36 pm
Accessed from IP	Today, 1:36 pm
Email read	Today, 1:36 pm
Email sent	Today, 1:35 pm
Email read	Today, 1:33 pm
Email sent	Today, 1:33 pm

4 1:33 pm UTC. That was Less than 1 second after the email was sent. Email was sent to this contact because they belong to the 'United States' segment.

Phone - mobile

Upcoming Events

Add your lead to a segment or campaign to see upcoming activities.

Tag A × United States ×

Companies

Segments

United States

Segment Test 5

Like segment test with field percent sign at end

Segment membership with including segment that has a contact thats been...

Has company

Providing the user with helpful information.

Language strings improved, contextual information added and helpful insights provided to enable the user to better understand the data (or lack of it).



Mautic 5.2 due to release tomorrow.

788,339 and 182 pull requests merged in 5.0, 5.1 and 5.2 respectively (that's at least 3,927 contributions in total!)

Improving Mautic by listening to our users

By understanding our users better, we can improve our product and remove the blockers that prevent them from being successful with Mautic.

1.

We've created a channel through which people can continuously **provide feedback about what they find needs improving** as a user of Mautic.

2.

We're establishing a **clear release schedule** which supports continuous innovation and rapid deployment of improvements to users, while also providing longer term stability for those who need it.



**BREAKING
NEWS**

ALERT





Extended Long Term Support for Mautic.



- Some companies can't upgrade their Mautic instances within the active and security support phases, citing complex plugins, customisations and other reasons.
- They tell us that they would like to be able to pay Mautic for back porting of security issues until they can migrate to the new versions.
- **ELTS launches in January 2025**, extending support for an additional two years for each major release (excluding 6.x which will only have 1 year of ELTS)

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Create a channel through which people can continuously **provide feedback about what they find needs improving** as a user of Mautic.

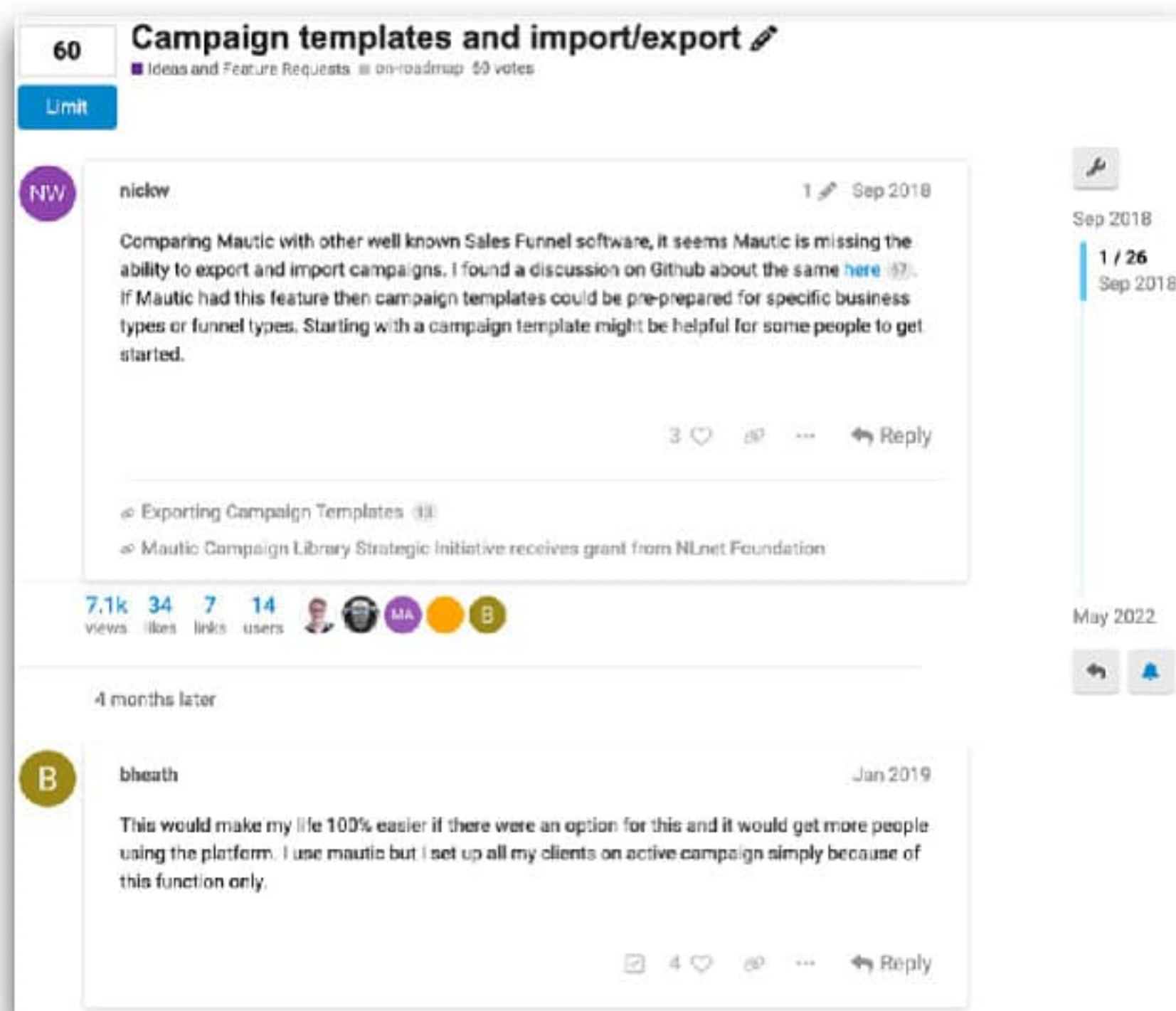
2.

We're establishing a **clear release schedule** which supports continuous innovation and rapid deployment of improvements to users, while also providing longer term stability for those who need it.

3.

We're scoping and seeking to fund **clearly defined projects** that deliver **features and functionality which is widely requested** by users of Mautic.





Implementing a Campaign Library in Mautic.



- Phase 1 has been accepted as a project by NLNet with ~ €47k funding.
- We're hiring an **EU based developer** (full time) and **project manager** (part time) for a six-month contract to implement the campaign export and import functionality - the foundations required for the wider Campaign Library project.
- Job adverts will be announced towards the end of Q4, to start in January.





Catch more bugs before they land with users.

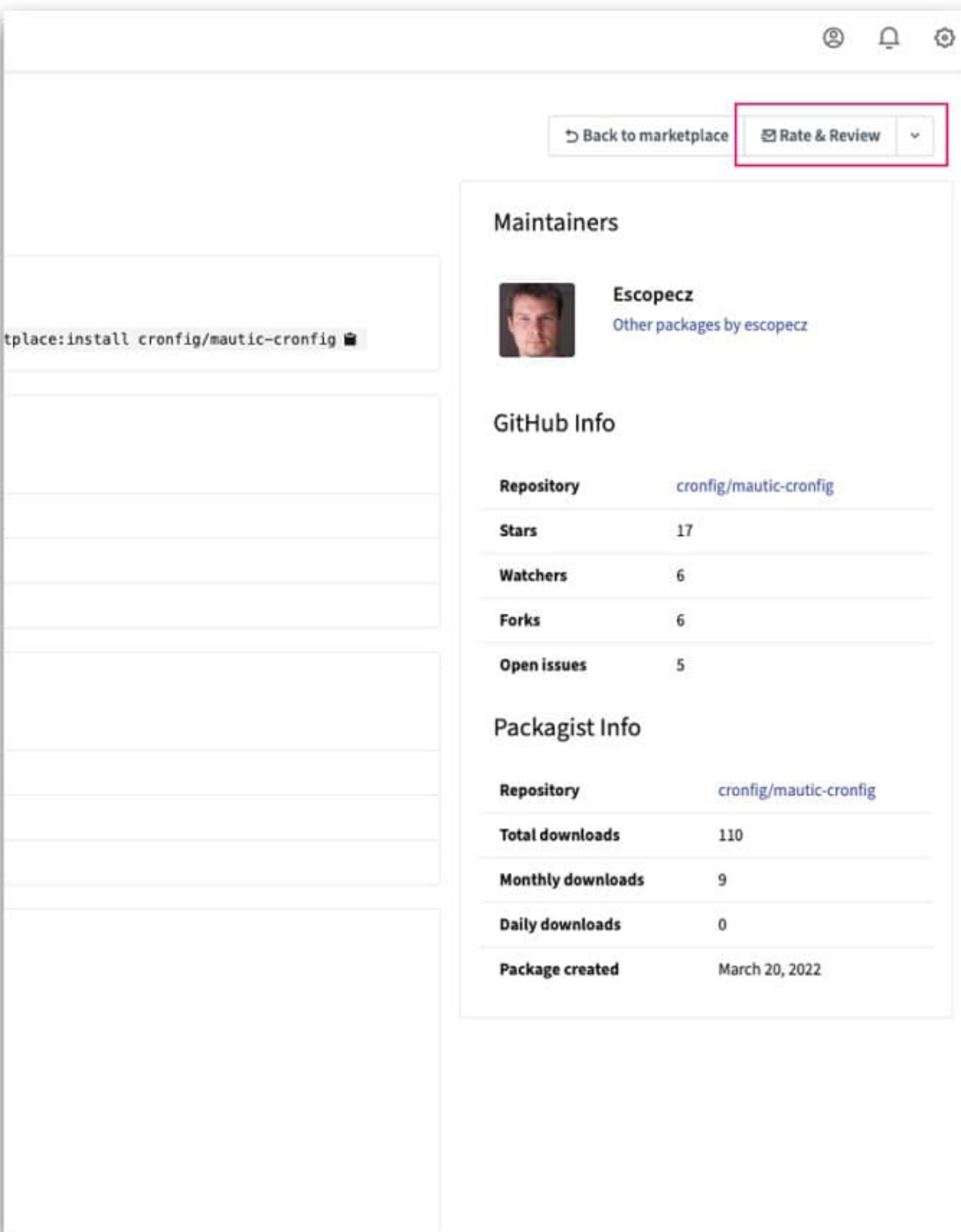
- A Google Summer of Code project which established Codeception as our End to End test suite
- Simulates a user taking actions within the browser
- Currently has the Contacts bundle covered, but more contributions are welcome!



<https://mau.tc/e2e-testing>

```
data
├── 10contacts.csv
├── backup-empty-db.sql
├── dump.sql
├── _output
├── _support
│   ├── AcceptanceTester.php
│   ├── FunctionalTester.php
│   └── Helper
│       ├── Acceptance.php
│       ├── DbHelper.php
│       ├── Functional.php
│       └── Unit.php
│   ├── Page
│   │   ├── Acceptance
│   │   │   ├── CampaignPage.php
│   │   │   └── ContactPage.php
│   │   └── Step
│   │       ├── Acceptance
│   │       │   ├── Campaign.php
│   │       │   └── ContactStep.php
│   │       └── UnitTester.php
│   └── _generated
│       ├── AcceptanceTesterActions.php
│       ├── FunctionalTesterActions.php
│       └── UnitTesterActions.php
├── acceptance
│   └── ContactManagementCest.php
├── acceptance.suite.yml
├── functional.suite.yml
├── object-manager.php
└── unit.suite.yml
```

Directory	Description
<code>_data/</code>	Contains fixture data used in tests, including SQL dump files and sample CSV files.
<code>_output/</code>	Contains output from tests in case of failures. This includes snapshots of the browser in JPEG format and generated HTML reports for troubleshooting.
<code>_support/</code>	• <code>AcceptanceTester.php</code> : contains login logic that runs before each test. • <code>Helper/</code> : stores custom helper functions. For example, <code>DbHelper.php</code> automates the process of generating SQL dump files and populating the database. It prepares the database from scratch if no dump file exists, and exports a SQL file for future use. • <code>Page/</code> : stores UI locators for each page. Avoid hard-coding complex CSS or XPath locators in tests; instead, use PageObject classes. • <code>Step/</code> : contains step objects that group common functionalities for tests.
<code>acceptance/</code>	Contains acceptance tests.



Expand the Mautic Marketplace functionality.



- A Google Summer of Code project which enables ratings and reviews, while expanding functionality for future development.
- Allows for plugins and themes (and campaigns, in the future) to be listed, filtered and searched.
- Foundational work to add a middleware layer in review, and front-end layout is being finalised.
- Future planned project to develop the user interface and bring Marketplace out of beta



Mautic 5 Bounce Management

Document version: 9 | Date: 2024-07-01

Introduction

My name is Matic Zagmjaster, I have been working with Mautic since version 2.x. I have written some plugins for Mautic and maintain a couple of instances. Over the years I managed to gain some knowledge about Mautic core.

I am looking for funding for implementation of the solution proposed in this document.

In addition to the high level overview of new features and time estimate, the document also includes my research and technical breakdown of things we need to do in order to bring bounce management in Mautic to the next level. Appendix sections at the end are not something you have to be concerned about unless you care about the implementation process/details.

Credits

I would just like to do a quick shoutout to other amazing people that helped me create this document.

- Ruth Cheesley
- Jan Linhart
- Jakub Olexa

Thank you.

The Problem

Mautic processing of email webhooks from Omnivory, Mailgun and similar providers is a bit limited due to insufficient underlying model where we store information coming from webhooks. This proposal aims to add ability to the Mautic core in a way so that transport plugins can leverage them and map it more precisely to the Mautic core model.

Proposed Solution

For the problem described above I am suggesting that we add a **complaint flag** into the DNC entity so transport plugins can use it when the provider (Omnivory, Mailgun, etc.) suggests so.

Improving bounce management in Mautic.



- A well researched proposal from Matic Zagmjaster to extend and improve Mautic's bounce management.
- Crowd-funding to complete the well-scoped work which will dramatically improve Mautic's email management.
- Currently has committed funds of \$1,100 - \$3,660 needed to kick off phase 1

<https://mau.tc/bounce-management-funding>



Implement an official certification programme.



- Users of Mautic tell us they want to be able to show their capabilities, and providers want assurances of the skill level for people they are hiring.
- The Council are currently scoping an official certification programme which is planned to launch in Q1 2025.
- Initial focus will be on marketers using Mautic and developers, with certification for integrators coming in a later phase

We need to talk about
money.



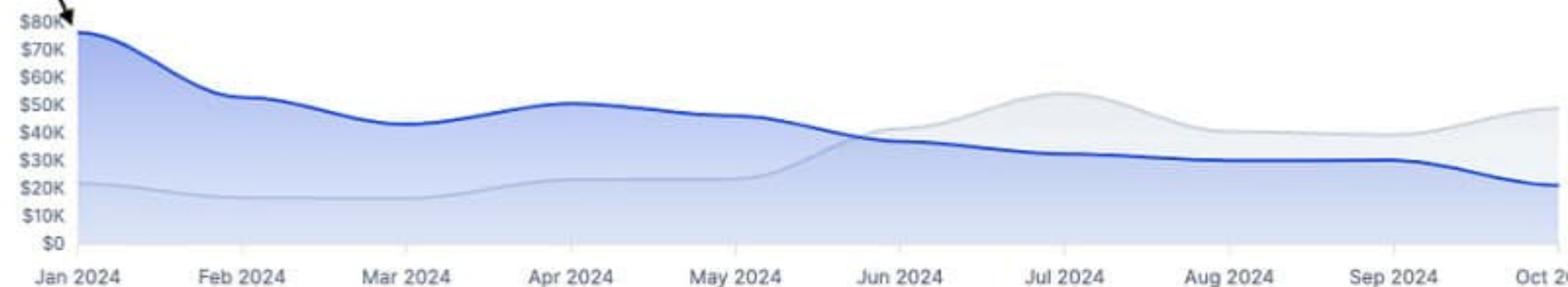
Total Balance ⓘ
\$21,130.72 USD

Mautic becomes independent



Total Balance ⓘ
\$21,130.72 USD ↘ 57%

\$48,867.10 at start of period



We've made great progress, but we're struggling.

Without substantially increasing our income, we run the risk of being out of funds in the next 2-3 months.



What does this mean for Mautic?

- If we don't raise our income, we will no longer be able to employ a full time person to work on behalf of the project by the new year.
- Without someone dedicated to working on behalf of Mautic as their primary role, many projects and initiatives will stall or stop completely.
- If we become unable to cover our expenses, other resources like the Community Forums become threatened



What are the Council doing about it?

- Scaling back unnecessary expenses
- Proactive outreach to companies using Mautic
- Introducing diversified revenue streams (ELTS, Certification, Training, Affiliate programs)
- Focusing on improving the trial experience and website so more users find and try Mautic, and decide to pay to extend their trial (40% revenue to the community)
- Incentivising corporate membership upgrades



What can you do to ensure Mautic's future growth?

- Become an individual member - \$100 per year (€92)
- Encourage your company to become a corporate member (from \$1,200)
- Make a one-time or recurring donation via Open Collective (any amount!)
- Consider donating a percentage of each Mautic project you win to Mautic
- Come up with other ideas for fundraisers!

Pledge your contribution today
Help secure Mautic's tomorrow



I want to contribute to and support a sustainable future for Mautic!

Name: _____

Email: _____

I will contribute by:

- ☐ Becoming a new individual member
- ☐ Becoming a new corporate member
- ☐ Making a donation Amount donated: \$ _____ one time / monthly
- ☐ Volunteering my time and resources
- ☐ I'd like someone to contact me about this



*Please pass this flyer to the end of the row, and
we'll calculate how much we've raised today from
everybody's pledged ongoing and one-time contributions*

Scan the code to learn more about
membership tiers and donations

Together, we can build an awesome future for Mautic!



Mautic
Conference Europe

Please make your pledge today - how will you help?

Whether it's through a donation, upgrading a membership, volunteering or becoming a member, let's see if we can smash this deficit together!

DIAMOND



GOLD



SILVER



A big thank you to our Mautic Members

Your support is keeping Mautic operating!

BRONZE



COMARCH



COMMUNITY



A big thank you to our Mautic Members

Your support is keeping Mautic operating!

“

To be a successful [open source project] you don't truly need millions. You don't need millions of dollars or millions of [contributors], millions of [users] or millions of fans. You need only thousands of true fans who fully [support everything you do].

- Danny O'Brien



@RCheesley





Ruth Cheesley (she/her)

What questions can I answer?

ruth.cheesley@mautic.org

speaking.ruthcheesley.co.uk for slides, recording,
links and resources

