



The Mautic Update

Mautic Conference India 2024 - Pune

17th February 2024

 Ruth Cheesley



Ruth Cheesley (she/her)



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

  @RCheesley

Raise your hand if you did not
know about Mautic before you
heard about this event?

São Paulo, 2022



Lagos, 2023



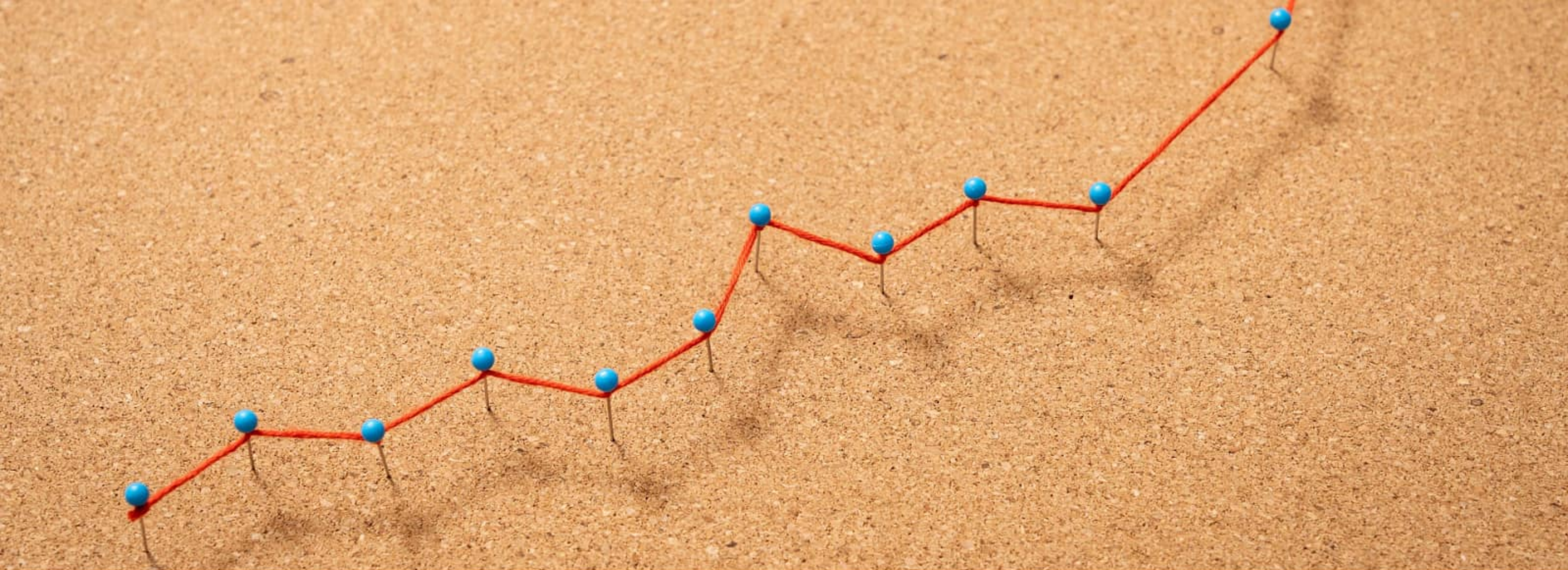
Hannover, 2023



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 who are
changing the world.



Mautic is now an independent open source project.

Charting a future of growth

<https://mau.tc/independence>

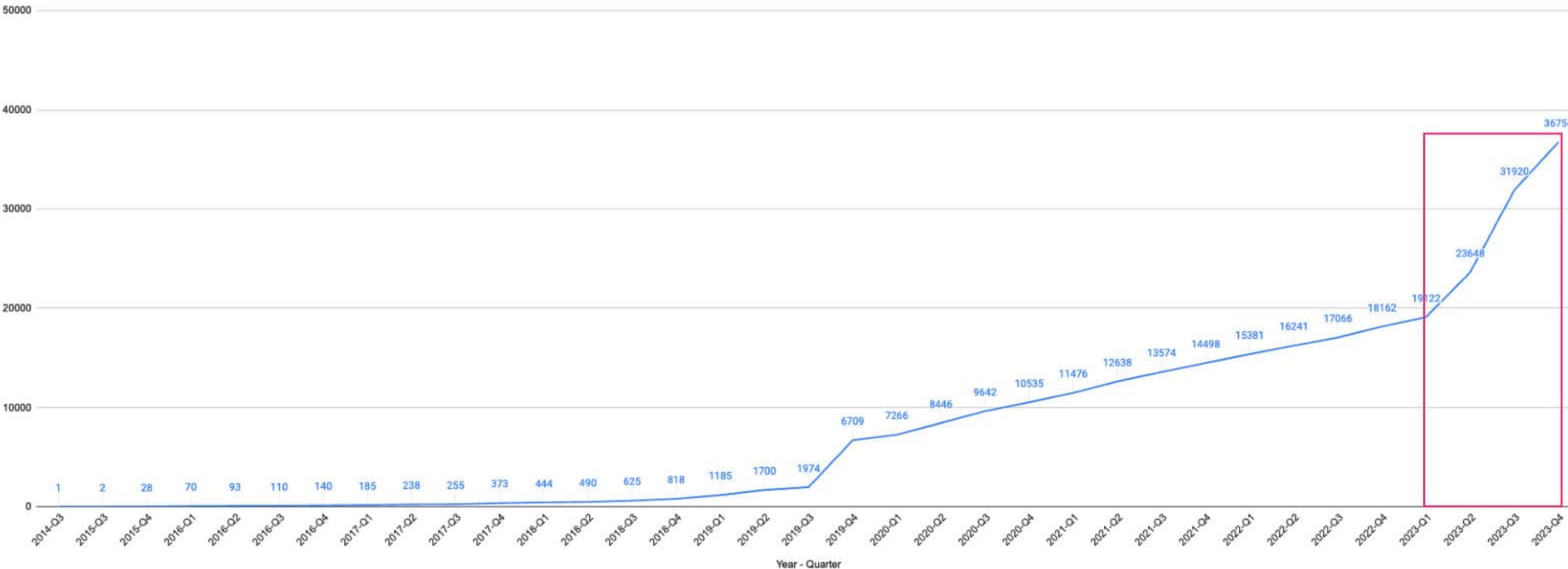




How many websites use Mautic tracking (on 16/02/24)?

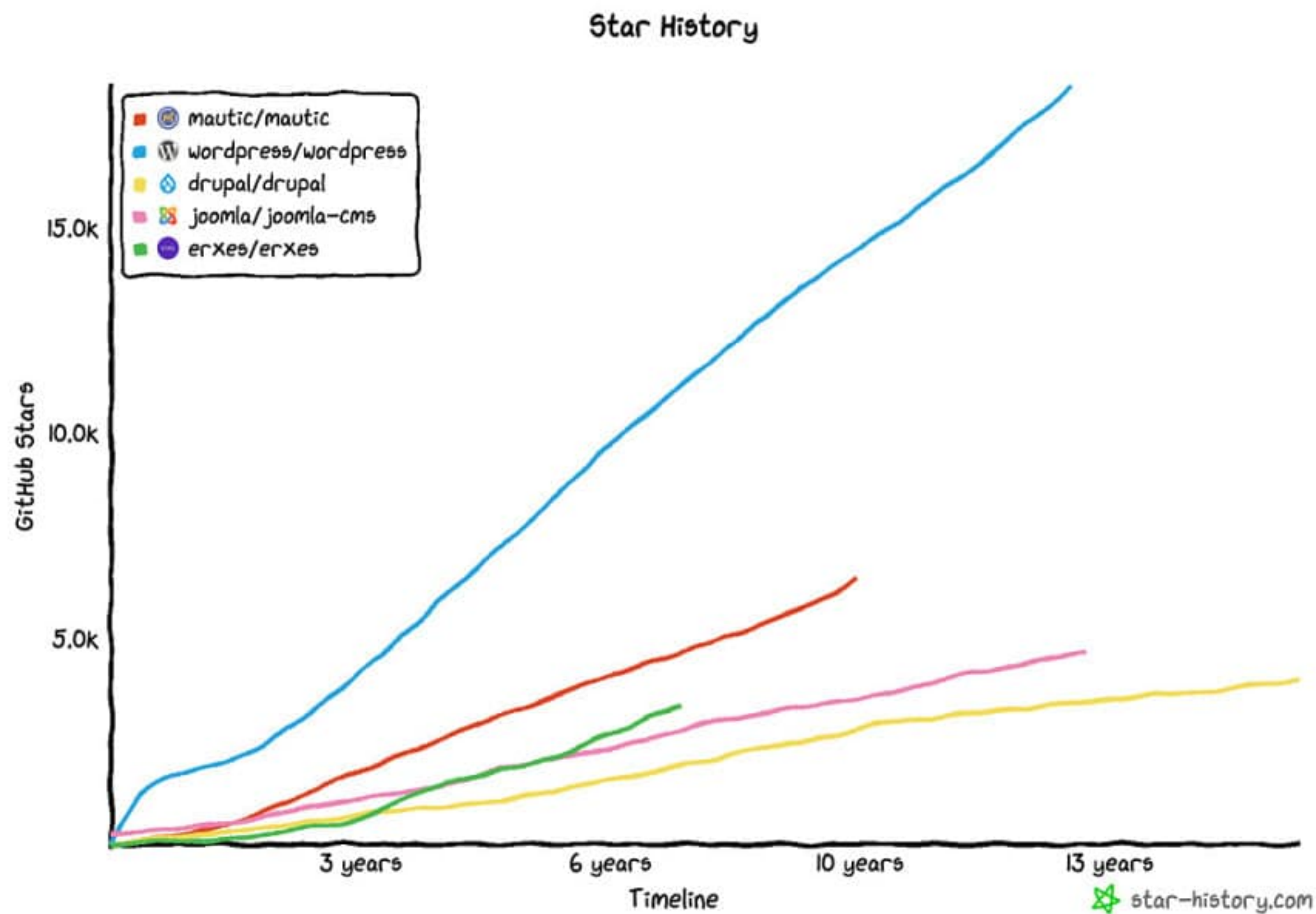
Shout out your guess (if you already know the answer, 🤔🤫)

Cumulative number of live instances by date first detected



2023 saw substantial growth in Mautic-tracked web resources.

Source: builtwith.com / Open Startup reporting



Interest from developers continues to rise.

Source: GitHub stars over time, star-history.com



Contributions to Mautic are surging.

Source: Savannah CRM



Top company contributors to Mautic over the last year.

Present at this conference

1. Acquia (617)
2. Steer Campaign (246)
3. Dropsolid (237)
4. Webmecanik (190)
5. Leuchtfeuer Digital Marketing (174)
6. RectorPHP (115)
7. Comarch (83)
8. Friendly (79)
9. Aivie (75)
10. Bluespace (48)



Most active companies in Mautic over the last year.

1. Acquia (1926)
2. Dropsolid (1538)
3. Friendly (1511)
4. Steer Campaign (1359)
5. Leuchtfeuer Digital Marketing (1064)
6. Webmecanik (958)
7. Moorwald | sven döring (452)
8. Codefive (375)
9. Bluespace (367)
10. Aivie (313)



Top individual contributors to Mautic over the last year.

1. John Linhart (588)
2. Mohammed Abu Musa (246)
3. Mattias Michaux (154)
4. Zdeno Kuzmany (143)
5. Tomas Votruba (115)
6. Joey Keller (78)
7. Joshua Estes (65)
8. Volha Pivavarchyk (56)
9. Oluwatobi Owolabi (48)
10. Patryk Gruszka (41)



Most active individuals in Mautic over the last year.

1. John Linhart (1700)
2. Joey Keller (1505)
3. Mohammed Abu Musa (1358)
4. Mattias Michaux (995)
5. Sven Döring (452)
6. Zdeno Kuzmany (445)
7. Norman Pracht (421)
8. Avinash Dalvi (400) 🇮🇳
9. Ekke Guembel (381)
10. Oluwatobi Owolabi (367)



Mautic Launch 5



7,080
Files Changed



4,787
Commits



70+
Contributors

Launch Timeline



@RCheesley





5.1 is right around the corner!

- PHP 8.2 support
- Enhanced segment filters
- Improved segment and webhook queue optimisation
- Multiple user experience improvements
- HTML allowed in custom email tokens sent via the API
- Support for tokens in SMS messages



Projects in-flight on the horizon.

- **Resource management initiative** - organise your Mautic resources by marketing project or any other meaningful grouping.

<https://mau.tc/resource-management>

- **Data privacy initiative** - Mautic becomes the Marketing Automation project with the best support for data privacy.

<https://mau.tc/data-privacy-initiative>

- **UX/UI initiative** - Improve the user experience and redesign the user interface.

<https://mau.tc/ux-ui-initiative>

Features &
Functionality

Ease of Use



Stability

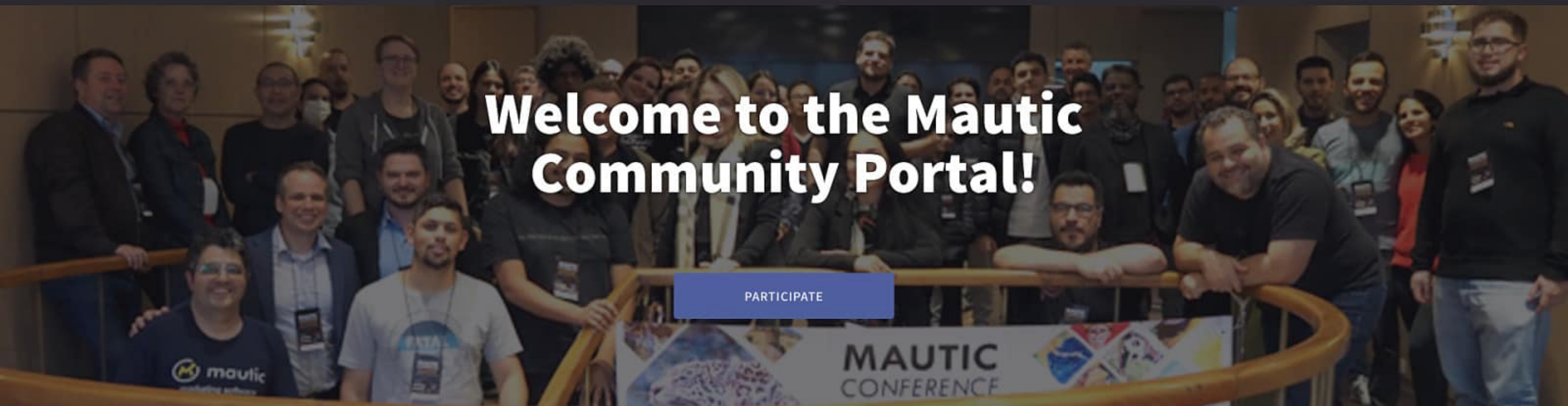
Developer-focused projects - to do.

- **Symfony 6 / 7 support** - we need to ship v6 support before November 2024 (end of active support). Join us tomorrow to start scoping!
- **Improving automated test coverage** - we want to increase our coverage from ~60% ➡ ~80% and move from mocks to functional tests.
- **Composer by default** - cross-team project to improve user experience and documentation, so that the zip-based installation method can be removed in Mautic 6.0 in favour of Composer-based installation.



Marketer-focused projects - to do.

- **Website redesign** - Update the design, layout and calls to action on the mautic.org website (Drupal-based site).
- **Promote Mautic** - Develop an inbound marketing plan to drive growth in adoption of Mautic.
- **Grow the Mautic community** - launch a global ambassadors program to encourage grass-roots advocacy and community growth.



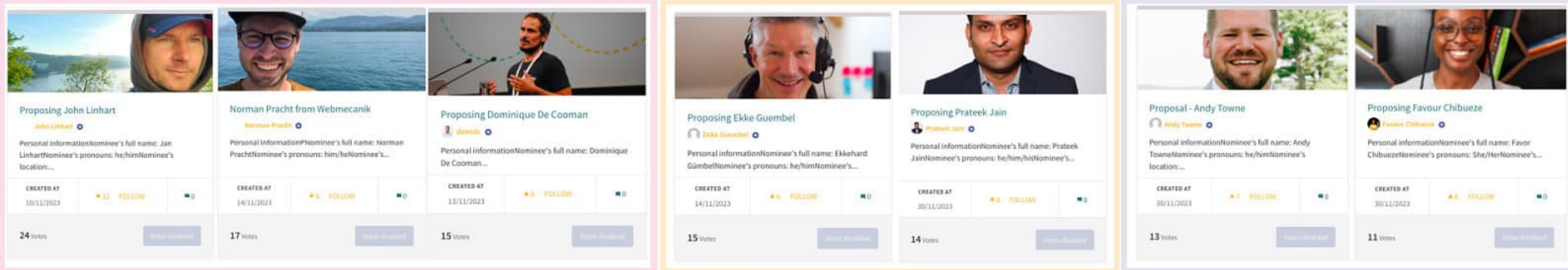
Welcome to the Mautic Community Portal!

[PARTICIPATE](#)

This is where all things community happen, from nominations and elections for leadership roles to team meetings, meetup groups and decision making.

Mautic's Community Portal: For all things community!

Join for free, follow progress from across the community. **Become a member** to vote and nominate in processes like elections and contests.



John Linhart	3 year terms ending December 2026
Norman Pracht	
Dominique de Cooman	
Ekke Guembel	2 year terms ending December 2025
Prateek Jain	
Andy Towne	1 year terms ending December 2024
Favour Chibueze	

Introducing the Mautic Council.

Mautic's first community-elected council - voted by members, to serve members.

<https://mau.tc/council>



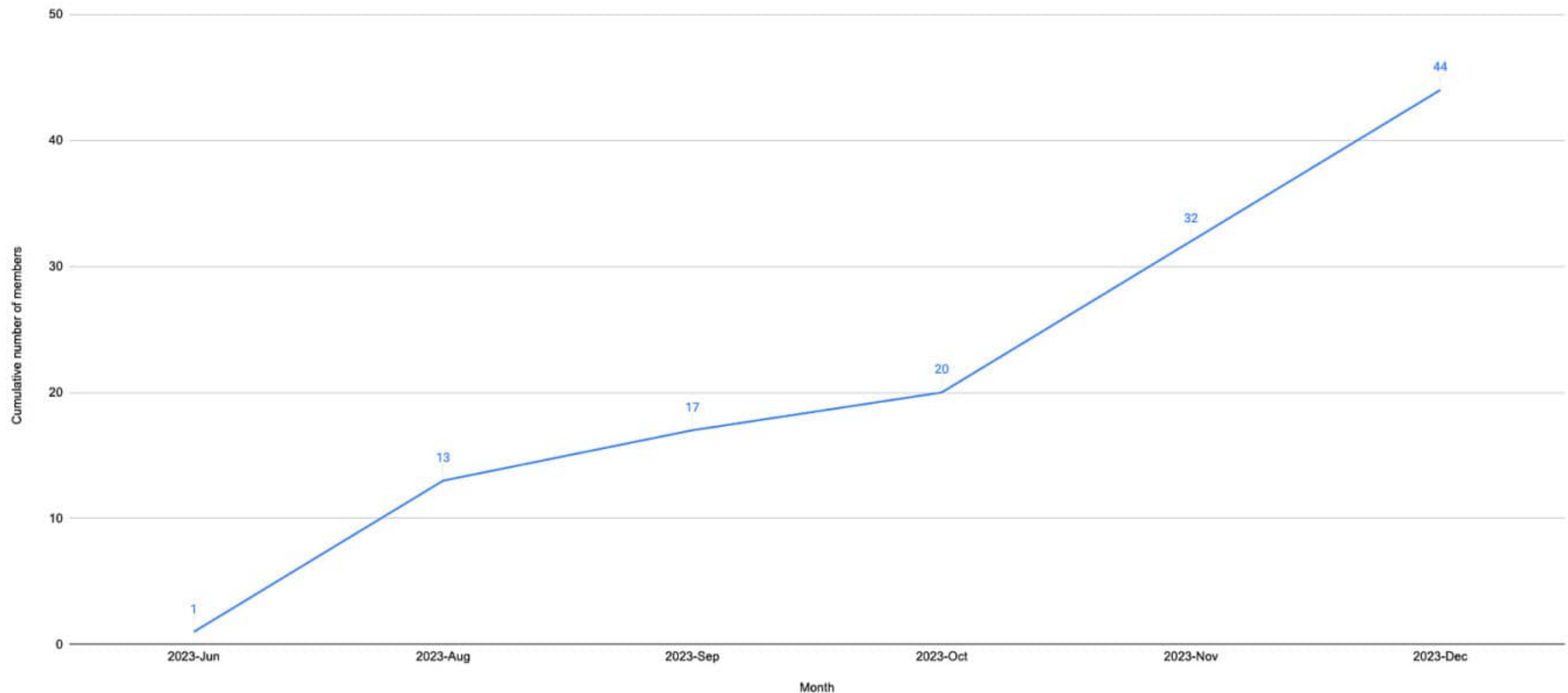


Are you a member yet?

<https://mau.tc/membership>

Support Mautic by becoming a member - minimum of **₹3709 (\$44)/yr as an individual**, contributing **5hr/mth over 3 months**, or **from \$1,200/yr** as a corporate member.

Cumulative growth in Mautic members



Member numbers are rising - but there's a long way to go!

In 2024 we aim to have over **50 new paid individual members** joining us, raising over \$5k to support Mautic's growth - will you help reach our target?



Other ways you can support Mautic:

- Encourage your company/clients/staff to become a member
- Write up and share what you've learned from this event!
- Organise a local meet-up group or MautiCamp
- Write about Mautic on social media / blogs
- Join a working group or team and jump into contributing regularly - join us on Fridays for Open Source Friday!

**BREAKING
NEWS**

ALERT



Ease of Use

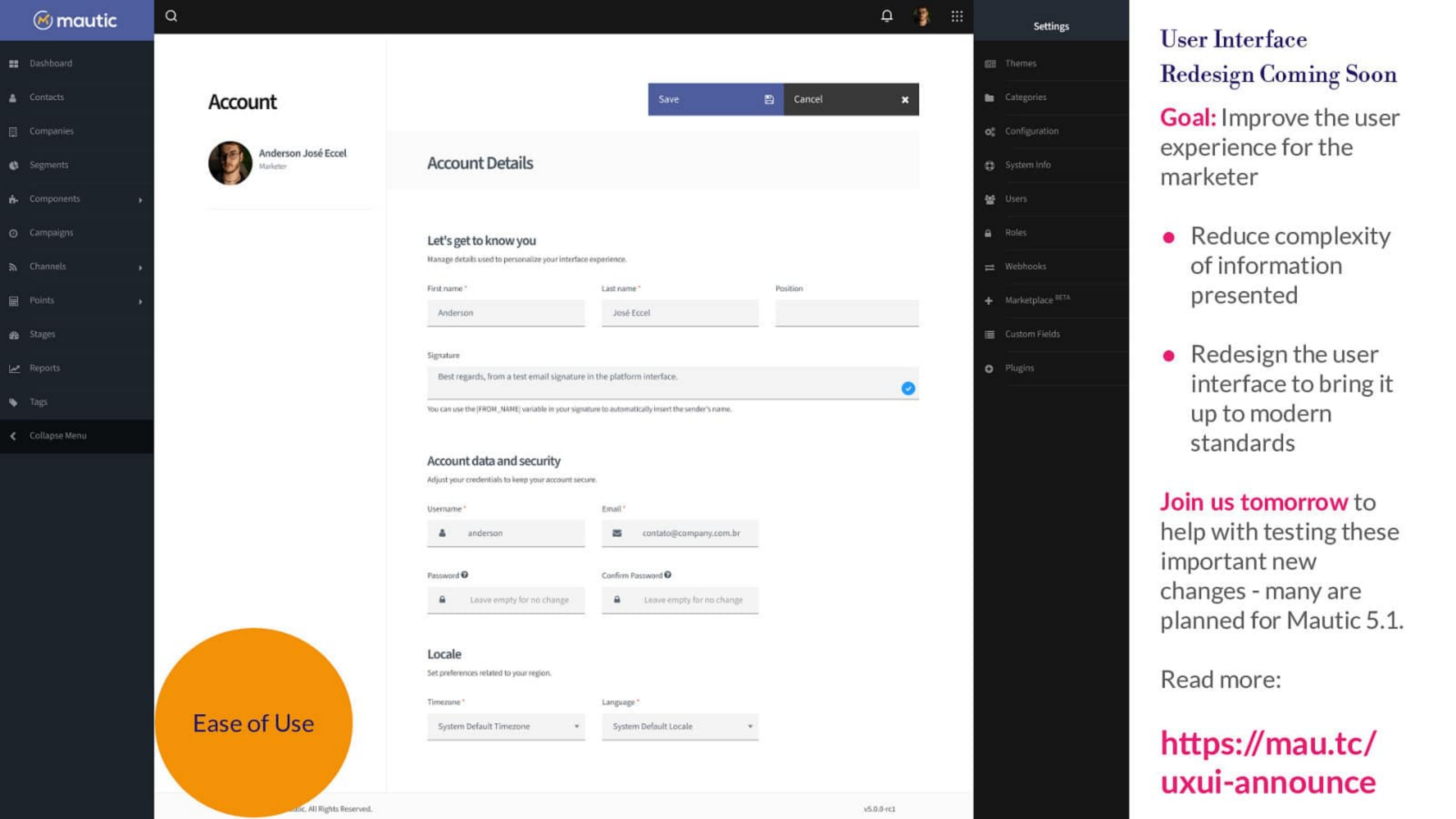
Launching soon: Mautic Trials!

- **Goal:** To make it easier for people to get started with Mautic while providing a revenue stream to the project.
- Free 14 day trial of Mautic - option to continue on a paid basis **or** export your instance at the end of the 14 days.
- Paid instances provide **40% of the revenue back** to Mautic in the first year, decaying over 4 years.
- Become an early adopter to give us feedback:

<https://mau.tc/trials-ea>

**BREAKING
NEWS**

ALERT



Account



Anderson José Eccel
Marketer

Account Details

Let's get to know you

Manage details used to personalize your interface experience.

First name *

Anderson

Last name *

José Eccel

Position

Signature

Best regards, from a test email signature in the platform interface.

You can use the [FROM_NAME] variable in your signature to automatically insert the sender's name.

Account data and security

Adjust your credentials to keep your account secure.

Username *

anderson

Email *

contato@company.com.br

Password ⓘ

Leave empty for no change

Confirm Password ⓘ

Leave empty for no change

Locale

Set preferences related to your region.

Timezone *

System Default Timezone

Language *

System Default Locale

Ease of Use

Settings

Themes

Categories

Configuration

System Info

Users

Roles

Webhooks

Marketplace ^{BETA}

Custom Fields

Plugins

User Interface Redesign Coming Soon

Goal: Improve the user experience for the marketer

- Reduce complexity of information presented
- Redesign the user interface to bring it up to modern standards

Join us tomorrow to help with testing these important new changes - many are planned for Mautic 5.1.

Read more:

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

**BREAKING
NEWS**

ALERT



+



Digital
Public
Goods
Alliance

Mautic recognised as a Digital Public Good (DPG).

<https://mau.tc/dpg>

A recognition of Mautic's positive impact in promoting equity as an open source technology.

**BREAKING
NEWS**

ALERT

MAUTIC CONFERENCE

GLOBAL

2024

<https://mau.tc/mcg24-volunteer>

Mautic Conference Global will happen on 27-28 June!

Get ready for two whole days of online immersive conference experience 🚀



ACQUIA



Thank you Mautic Conference India Sponsors and Partners.

Your support helps us to bring together our awesome community!



Avinash Dalvi
Program & Design Lead



Rahul Shinde
Venue & Volunteer
Co-ordination Lead



Surabhi Gokte
Marketing Outreach
Lead



Mohit Aghera
Web Team Lead

Thank you to our incredible organising team.

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



Aastha
Shrivastava -
Design



Ruturaj
Chaubey -
Design



Sibu Stephen
- Social,
Content &
Speaker
Comms



Pratik
Upadhyay -
Web Team
& Track
Lead



Abhisek
Mazumdar -
Web Team &
On Site Team



Jitesh
Khatwani -
Web Team



Ajit Shinde -
Track Lead &
Contribution
Day



Vinit
Gurav -
Speaker
Comms



Sushil - Catering
Liaison &
Contribution
Day



Nikita
Aswani - On
Site Team &
Registration



Simran Sethi -
CFP Team,
Content, &
Speaker Liaison



Paarth
Borole -
Registration



Vishal Alhat -
Logistics



Saheel Sikikar
- Pre-note and
logistics

Thank you to our awesome event volunteers.

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