

The Mautic Update

Mautic Conference Global
10-11 July 2024



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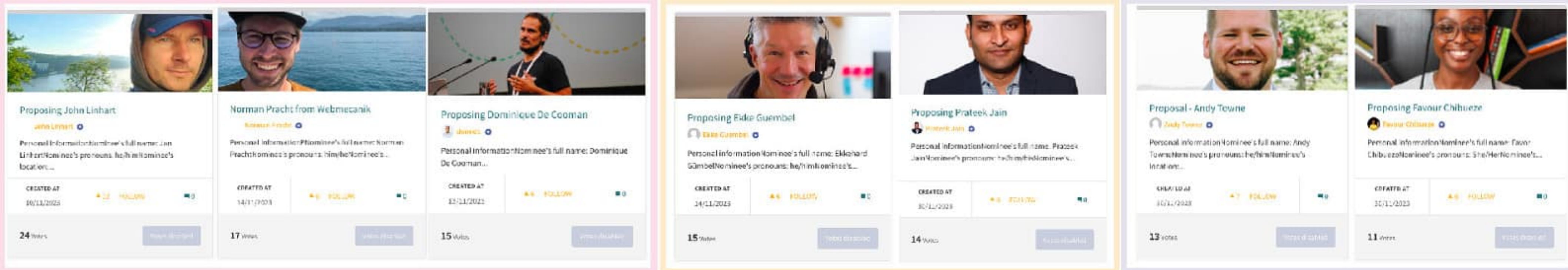
noti.st/rcneesley for slides, recording, links and resources

It's an exciting time to be
part of the Mautic
community!



What's new?

The latest news from Mautic



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	

The first year of the new Mautic Council.

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

<https://mau.tc/council>

**BREAKING
NEWS**

ALERT

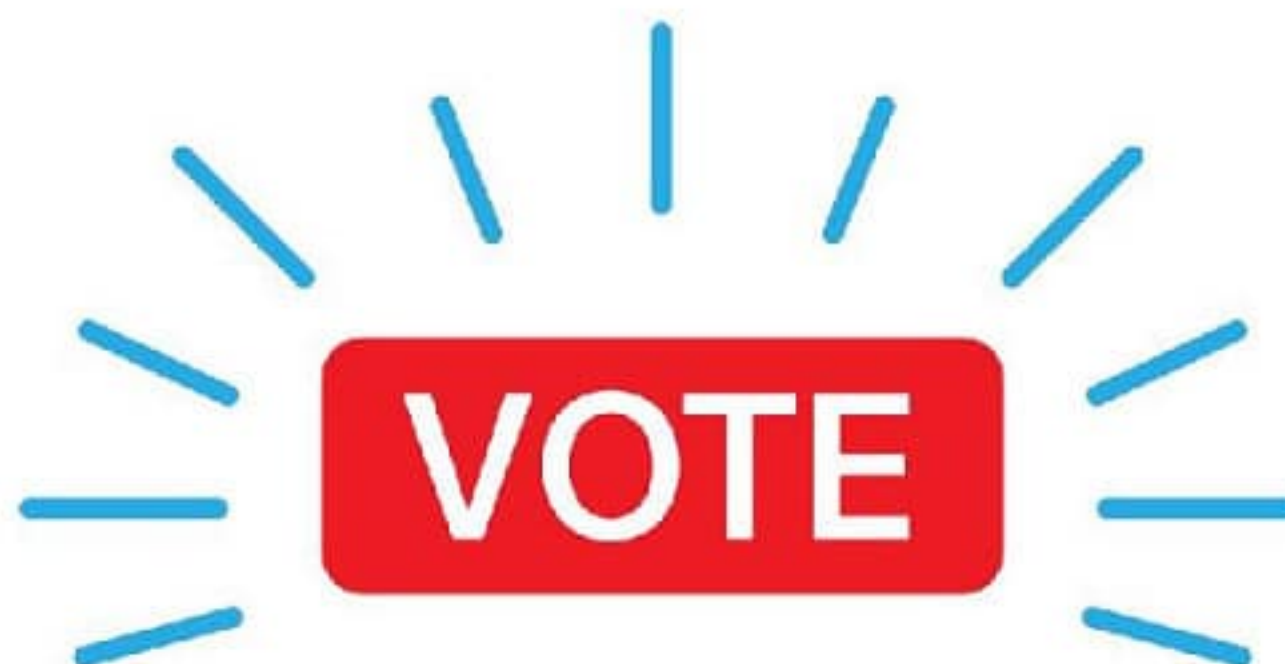


Team Lead,
Community

Assistant Team Lead,
Education, Marketing
and Product

Timeline:

- Nominations close 30/8
- Voting closes 27/9
- Handover until 31/12
- Role starts 01/01



Council
member

Council
member

Timeline:

- Nominations close 30/9
- Voting closes 31/10
- Role starts 04/11

Elections are now open for 2 council seats, and 4 leadership team positions.

Head to the Community Portal to find out more and submit your proposals!



+



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.

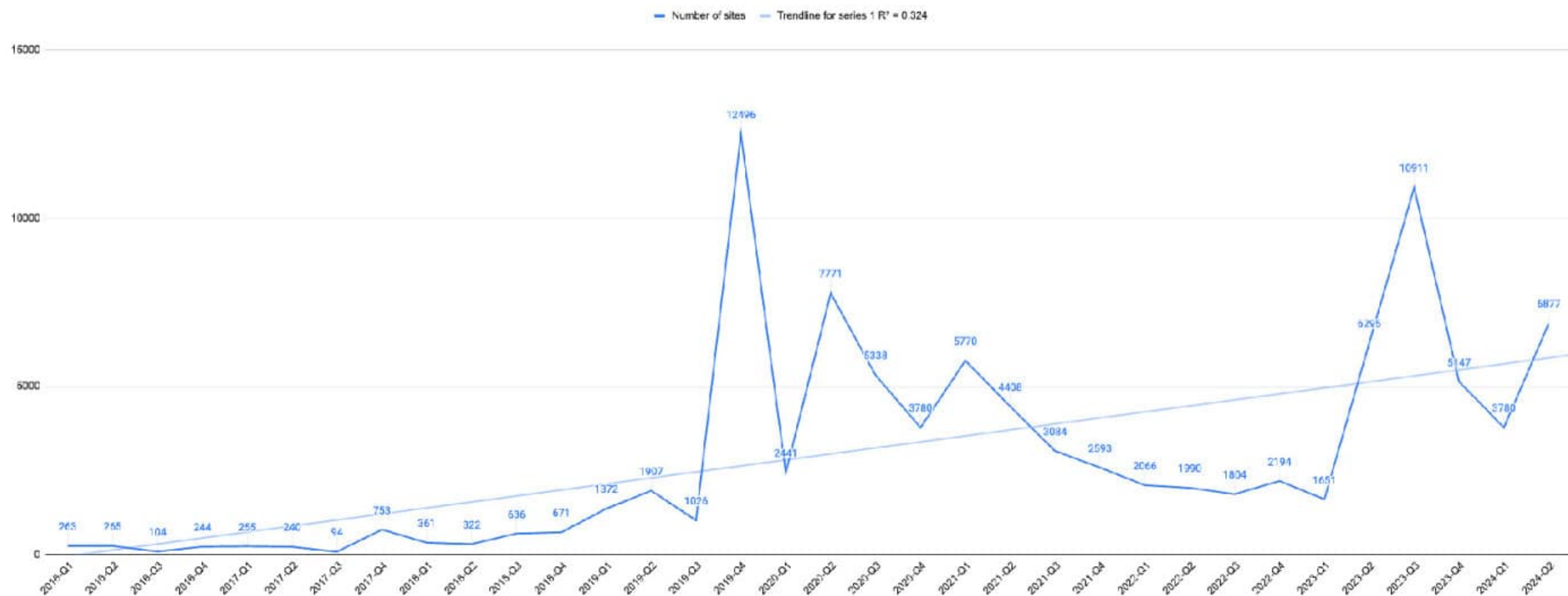


Mautic is on a strong trajectory of growth.

40% growth in all sites deployed with Mautic tracking Q1 2023 to Q1 2024

All sites with Mautic tracking by first detected date (including those no longer active)

This chart shows all sites that have had Mautic tracking installed at some point, whether or not the tracking code is still present. Source: builtwith.com



An average of 6,500 sites add Mautic tracking every quarter since Q2 2023.

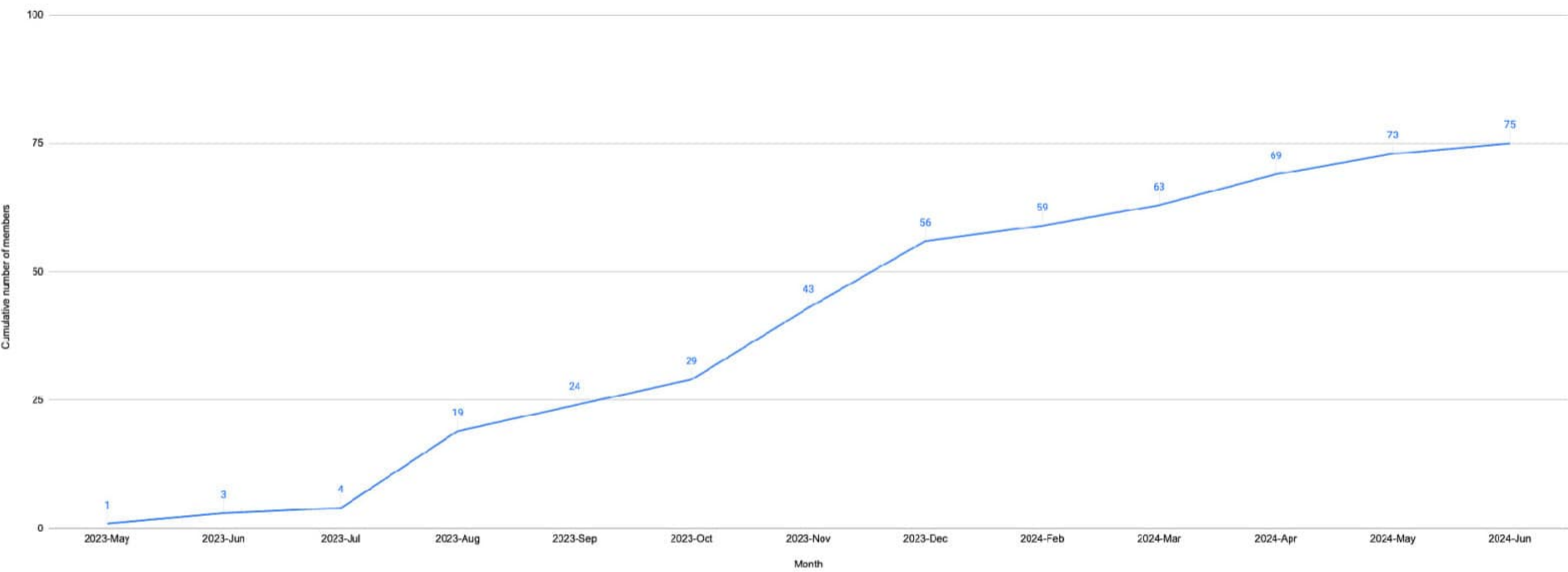
We're reversing the plateau from 2021-2 and seeing strong growth!



Mautic 5.0 and 5.1 released.

788 and 339 pull requests merged respectively (that's 3,351 contributions in total including reviews and tests!)

Cumulative growth in Mautic members



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

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

“

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





This image was created with the assistance of DALL-E 3

Will you be one of our 1,000 true fans?

My goal is to have **1,000 members of Mautic** by **2034**.



Are you a member yet?

<https://mau.tc/membership>

Support Mautic by becoming a member - **\$100/yr as an individual** (or pro-rated using <https://mau.tc/big-mac>), contributing **5hr/mth over 3 months**, or **from \$1,200/yr** as a corporate member.   @RCheesley 



Honorary Membership Awards



David Hurley



Alan Hartless



Dries Buytaert

Celebrating our first honorary members.

The Mautic Council extends its gratitude to our honorary members for their extensive contributions to Mautic.



This image was created with the assistance of DALL-E 3

782 individuals have contributed in some way to making Mautic what it is today.

Are you one of the 782? Will you help us **grow by 5x by 2034**? Find out how your skills can help Mautic to grow: <https://mau.tc/contribute>



Ruth Cheersley

Linhart

John

Rahul Shinde

Zdeno Kuzmany

Oluwatobi Owolabi

Norman Pracht

DB Hurley

Favour Chibueze

Joshua Estes

Roni Pavlovsk

Alan Hartless

Michael

Mattias

Michael

Joey Keller

Saurabh Gupta

Artem Lopata

Ekke Guembel

Thomas Voruba

Artem Lopata

Ekke Guembel

Thomas Voruba

Artem Lopata

Ekke Guembel

Thomas Voruba

Artem Lopata

Ekke Guembel



[illegible]

[illegible]

[illegible]

A large, colorful word cloud in the shape of a circular fan, featuring names of various people in different colors and sizes. The names are arranged in a circular pattern, with some names being larger and more prominent than others. The colors include shades of blue, green, yellow, orange, and red. The names are written in a sans-serif font.

[illegible]



Top company contributors to Mautic over the last calendar year.

1. Acquia (758)
2. Dropsolid (499)
3. Webmecanik (192)
4. Leuchtfeuer Digital Marketing (145)
5. RectorPHP (115)
6. Devsadda (104)
7. Comarch (111)
8. Axelerant (45)
9. Friendly (43)
10. Bluespace (27)



Most active companies in Mautic over the last calendar year.

1. Dropsolid (3080)
2. Acquia (2277)
3. Leuchtfeuer Digital Marketing (1085)
4. Webmecanik (881)
5. Friendly (845)
6. Devsadda (754)
7. Axelerant (707)
8. PreviousNext (434)
9. Matic Zagmajster s.p. (347)
10. Moorwald | Sven Döring (317)



Top individual contributors to Mautic over the last calendar year.

1. John Linhart (609)
2. Anderson José Eccel (212)
3. Zdeno Kuzmany (161)
4. Mattias Michaux (150)
5. Tomas Votruba (115)
6. Rahul Shinde (104)
7. Patryk Gruska (64)
8. Saurabh Gupta (59)
9. Rembrand Le Compte (53)
10. Joey Keller (43)



Most active individuals in Mautic over the last calendar year.

1. John Linhart (1994)
2. Avinash Dalvi (1512)
3. Anderson José Eccel (1141)
4. Mattias Michaux (1036)
5. Joey Keller (845)
6. Rahul Shinde (754)
7. Surabhi Gokte (653)
8. Zdeno Kuzmany (497)
9. Mohit Aghera (434)
10. Lenon Leite (400)



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of DALL·E 3

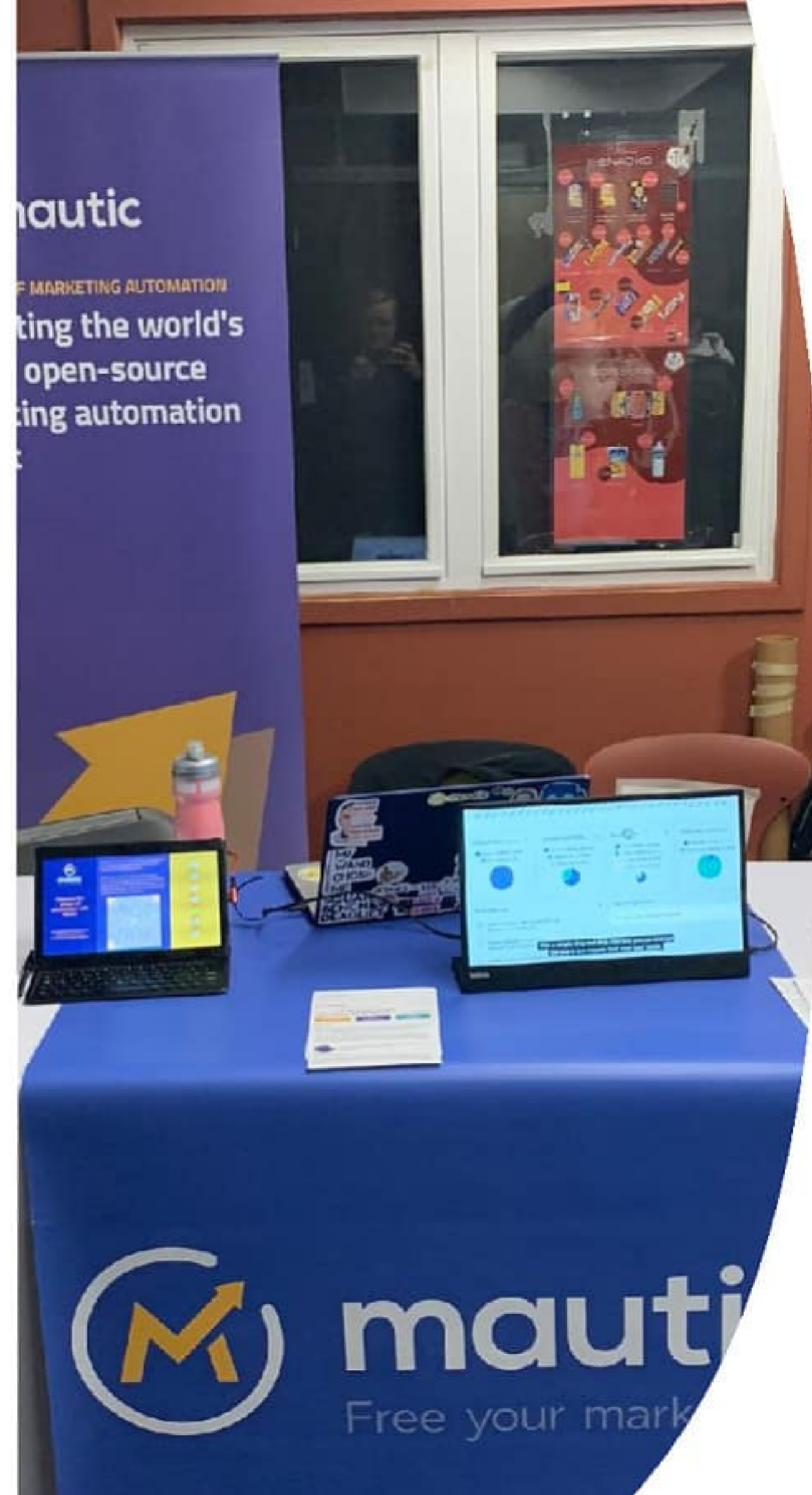


Contributing to Mautic section on the Community Portal.

Find out how to get involved, check the available positions in teams, and get support with onboarding into a new team or project.

<https://mau.tc/get-contributing>





Mautic Meetups and events held around the world!

Mautic has been represented at the largest open source event in Europe, FOSDEM in Belgium, and also at State of Open Con in London. **What events should we attend next? #t-marketing**

Several meet-up groups have held in-person and online meet-ups during the year. **Could your city be next? #t-community**



Will you be hosting the next one?

Our first ever MautiCamp event in Lagos, Nigeria.

Held in November 2023, with over 50 tickets booked and a great contribution sprint held the day before as part of Hacktoberfest!

**BREAKING
NEWS**

ALERT





The next MautiCamp Africa is already confirmed!

Date for your diary: 11-12 October 2024 in Lagos, Nigeria. #nigeria on Slack.



Our first ever Mautic Conference India.

Over 100 people attended the two-day event in Pune, India - a huge success!

**BREAKING
NEWS**

ALERT





Mautic Conference Europe

Our next in-person conference will be in Europe.

Join us in **Lisbon, Portugal** - hold the dates of 4-5 November 2024!

**BREAKING
NEWS**

ALERT





Launching the inaugural Mautic Awards.

Dust off your finest clothes and join us in Lisbon!

Nominations now open for Mautic projects >>>>>>>> <https://mau.tc/awards-2024>





Celebrating excellence with Mautic.

- Recognising individuals and organisations and their success with Mautic
- Nominations and voting by Mautic members via the Community Portal
 - **Nominations** open until 29/09
 - **Voting** from 30/09-13/10
 - **Award ceremony date** TBC (between 3-5 November in Lisbon)
- Opportunities to join a judging panel and the working group organising the event (join **#wg-mautic-awards** on Slack)



Helping people find Mautic



Pivoting from community to product-focused website.



- Update and re-focus the website from a community-centric focus to being product-led
- Review, update and improve existing content
- Create new content which showcases Mautic as a product - features, comparisons, case studies, vertical and regional pages
- Searchable database of Mautic members providing services, with corporate members able to feature in specific verticals and receive leads.



Pivoting from community to product-focused website.



How you can help:

- Write, review and edit content
- Optimise content (and in phase 2, translate 🗣️)
- Provide feedback on wireframes, design proposals and related topics
- Help us to build, maintain and update the new website



Implementing (and learning from) the Mautic Trials.



- Over 2,500 people have signed up to try Mautic since the launch of the free trials, in partnership with Dropsolid 🤖!
- Many solopreneurs and small businesses, a lot of people aren't exploring features and never install the tracking code.
- Very few converting into paying customers - but several deals in progress (Mautic receives 40% of all sales).
- Many 'lessons learned' with improvements being implemented.



Using Mautic to drive an inbound marketing strategy.



- We should 'eat our own dog food' and, with a more efficient website, use Mautic to power an inbound marketing strategy.
- Perhaps an 'Automate your Marketing' roadshow!
- Developing useful resources for our different personas, at different stages in their journey with adopting Mautic.
- Want to help? Got resources you can contribute? Please join [#t-marketing](#) on Slack!



Helping people use Mautic

The screenshot displays the Mautic 'New Contact' form. On the left is a sidebar with a navigation menu including Dashboard, Contacts, Companies, Segments, Components, Campaigns, Channels, Points, Stages, Reports, and Tags. The main area is titled 'New Contact' and features a 'Preferred profile image' section with a 'Gravatar' dropdown. Below this is a tabbed interface with 'Core' and 'Social' tabs; 'Core' is currently selected. The 'Core' tab contains several form fields: 'Name' (split into Title, First Name, and Last Name), 'Email', 'Company' (with a search dropdown and a Position field), 'Address' (with Address Line 1, Address Line 2, City, State, Zip Code, and Country), 'Attribution' (with an ID dropdown and an Attribution field), 'Attribution date' (with an Attribution Date field), 'Mobile', and 'Phone'. At the top right of the form are three buttons: 'Save', 'Save & Close', and 'Cancel'.

Massive work on the UX and UI of Mautic.

5.1 saw over 80 pull requests merged improving UX/UI - and this is only the beginning. **More testers needed** - <https://mau.tc/tester> for how to help!

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 Omnicore, 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.

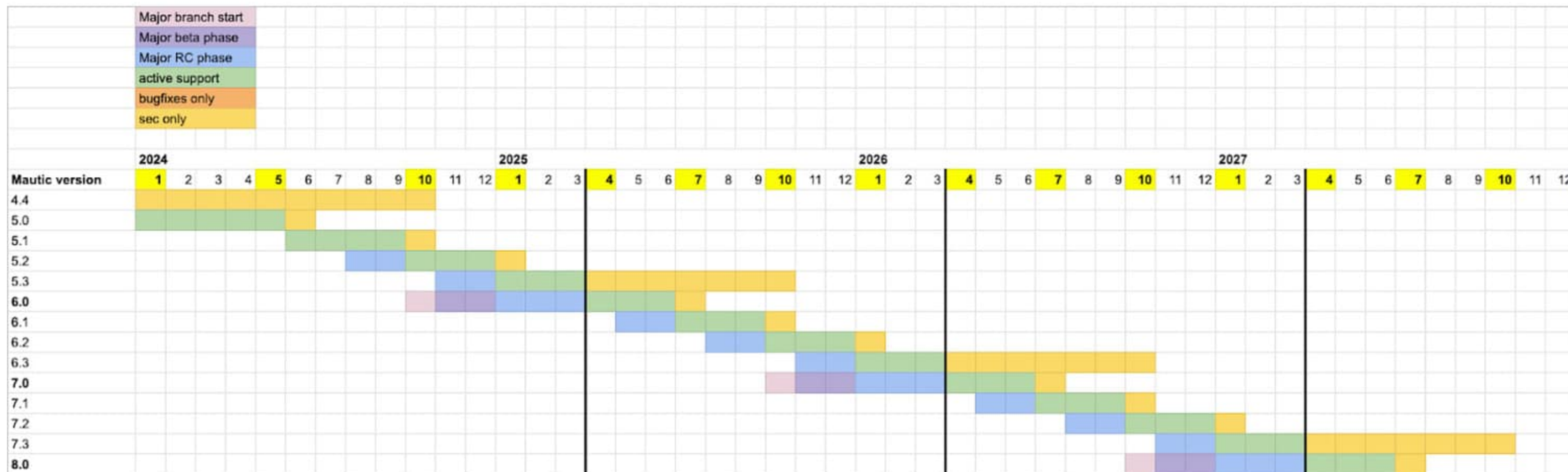
Proposed Solution

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 (Omnicore, 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.





Monthly patch releases, quarterly minor releases, yearly major releases (no change).

1 month support for previous **minor** releases

6 months support for previous **major** releases

Updated release strategy.

Extended support period between versions, and more. Join Mattias' session to get the full rundown!



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 bug fixes and security issues until they can migrate to the new versions.
- The Council is scoping such a service. Aiming to launch by Q1 2025.



Mautic Certification and Training Academy.



- Mautic users and companies tell us that they would like to have the ability to become officially certified to demonstrate their level of knowledge and expertise.
- Users also tell us that they would like to have some official training programs that they could follow, and training providers want a way to offer their courses to Mautic users.
- The Council is currently scoping an official certification and training service. Aim to launch by Q1 2025.



Helping people love Mautic



Implementing a Mautic Ambassador Program.

- Establishing **regional** and **country** level Mautic ambassadors serving as **advocates**, **educators** and **community leaders** to drive awareness of and engagement with Mautic.
- Regional ambassadors will cover:
 - Africa
 - America
 - Eastern Mediterranean
 - South Asia
 - Europe
 - Western Pacific



Implementing a Mautic Ambassador Program.



How you can help:

- Review the program overview and provide feedback
- Consider becoming the Ambassador Program Lead, Regional Lead or Country Lead
- Think about how you can help us to grow Mautic in your locality- ideas always welcome!



Re-invigorating our Local Communities.

- Appointing regional and country-level ambassadors
- Encouraging local meet-up groups to re-establish post-pandemic
- Support MautiCamp events (regional conferences)
- Creating localised landing pages to signpost toward relevant information, contacts and events



Enter our design contest!

Create some beautiful swag to celebrate our 10 year anniversary.

<https://mau.tc/10-years-design-contest>



We'd love to hear your
ideas, too!

How can we better help people to find,
use and love Mautic?

Join us in #t-marketing on Slack and
let's grow Mautic to the next level!





Ruth Cheesley (she/her)

Mautic Project Lead

What questions can I answer?

ruth.cheesley@mautic.org

noti.st/rcheesley for slides, recording, links and resources