

Understanding Mautic

Enhancing the Digital Experience with
Marketing Automation



Ruth Cheesley - Mautic Community Manager

Short Background

About Mautic:

Started as an **Open Source marketing automation** project in 2014 - mautic.org

Commercial business offering **Mautic Open Marketing Cloud SaaS** (Mautic Inc.) established in 2016 - mautic.com

Mautic Inc. acquired by Acquia in May 2019, Acquia supporting the Mautic community in a similar way to how they support Drupal.

About me:

Ruth Cheesley

Mautic Community Manager, Acquia



My background:

- 18 years Open Source user & contributor (Joomla!, Kubuntu and Mautic)
- Built & grew a full-service digital agency
- Power user of Mautic
- Based in Ipswich

A close-up of a red LEGO robot head. The robot has a square red head with two large white eyes with black pupils, a small yellow nose, and a yellow curved line for a sad mouth. Its arms are raised in the air. The background is a blurred blue and white pattern.

WAIT ... DIGITAL EXPERIENCE?

A person is seen from the back, holding a smartphone. The image is overlaid with a semi-transparent blue filter. The text is written in white, bold, sans-serif font.

Creating a **consistent,**
personalised brand
experience across **multiple**
touchpoints in **all channels**
used by the customer and the
company

Show of hands:

I feel my company/organisation provides a good, consistent digital experience across all channels



73% of brands can't provide a consistent experience across their different digital channels



34% of respondents are not effective at uniting data from their web and mobile sites



71% of brands can't action customer insights in real time



39% of respondents are not effective at uniting data from their websites and mobile apps

Lack of
consolidated
data

Unable to deliver
a personalised
experience

Disjointed,
inconsistent
digital
experience



47%

larger sales
volume if leads
are nurtured
appropriately

Source: [The Annuitas Group](#)

70%

of prospects are
not in buying
mode when
they first
interact with a
company

Source: [Marketing Sherpa](#)

80%

of shoppers
touch at least
one digital
channel during
their purchasing
journey

Source: [McKinsey & Company](#)

A close-up of a red LEGO robot's head. The robot has a square red head with two large white eyes with black pupils, a small yellow nose, and a yellow curved line for a sad mouth. Its arms are raised in the air. The background is a blurred blue and white pattern.

SO, WAIT, WHAT IS MAUTIC?

Mautic is a fully-featured, **Open Source Marketing Automation platform** which **automates and measures** marketing efforts, integrating and personalising digital properties **in all channels**, delivering **seamless customer experiences**.

Mautic Solves Critical Digital Marketing Problems



WEBSITE TRACKING



LANDING PAGES



WEB FORMS



**PROGRESSIVE
PROFILING**



**CONTACT
MANAGEMENT**



**AUDIENCE
SEGMENTATION**



**AUTOMATED
CAMPAIGNS**



**EMAIL
MARKETING**



**MULTI-CHANNEL
COMMUNICATIONS**



**DYNAMIC
CONTENT**



**CONSUMER
SCORING**



**ACCOUNT-BASED
MARKETING**



**THIRD PARTY
INTEGRATIONS**



**REPORTING &
ATTRIBUTION**



**DASHBOARD
ANALYTICS**



A/B TESTING



@RCheesley





SOUNDS GREAT! HOW DO I GET STARTED?



Linux

L

Linux



NGINX

E/A

Apache



MySQL

M

MariaDB



PHP

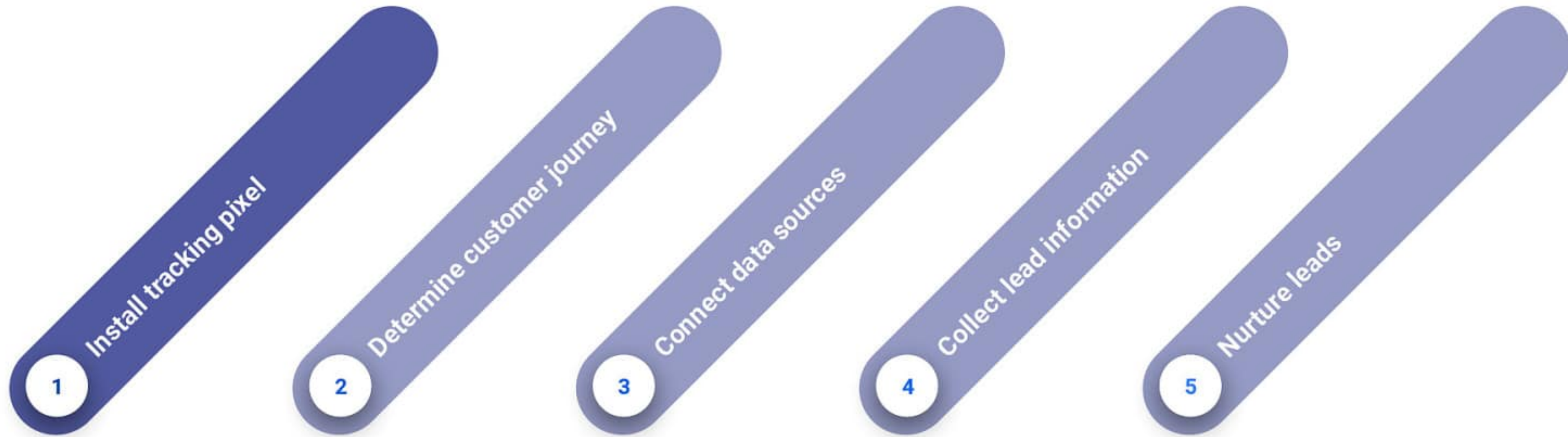
P

PHP



@RCheesley





Mautic tracking settings

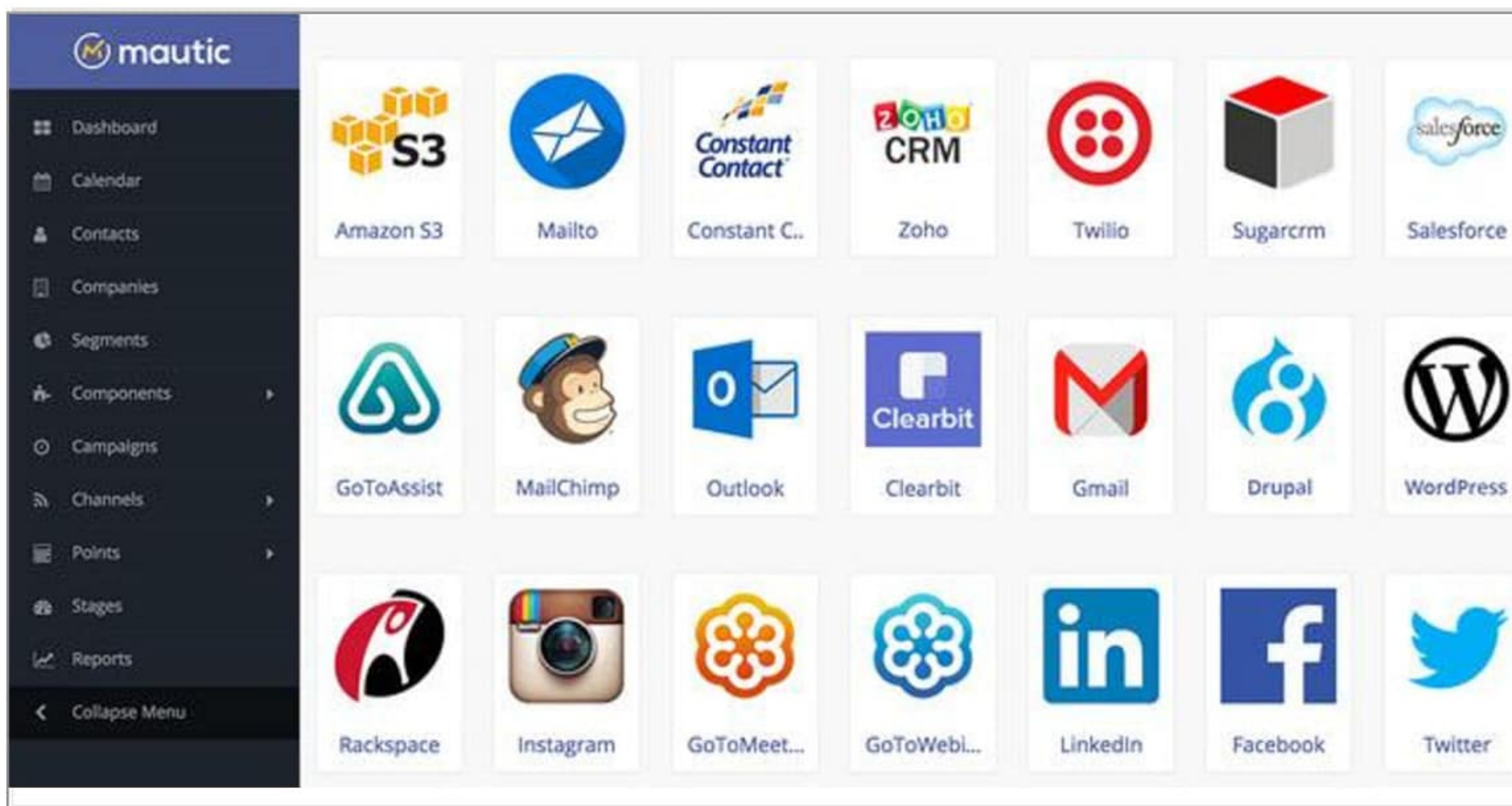
Insert following code at the end of the web page before ending `</body>` tag. Mautic Landing Pages are tracked automatically. Use this only to track 3rd party websites.

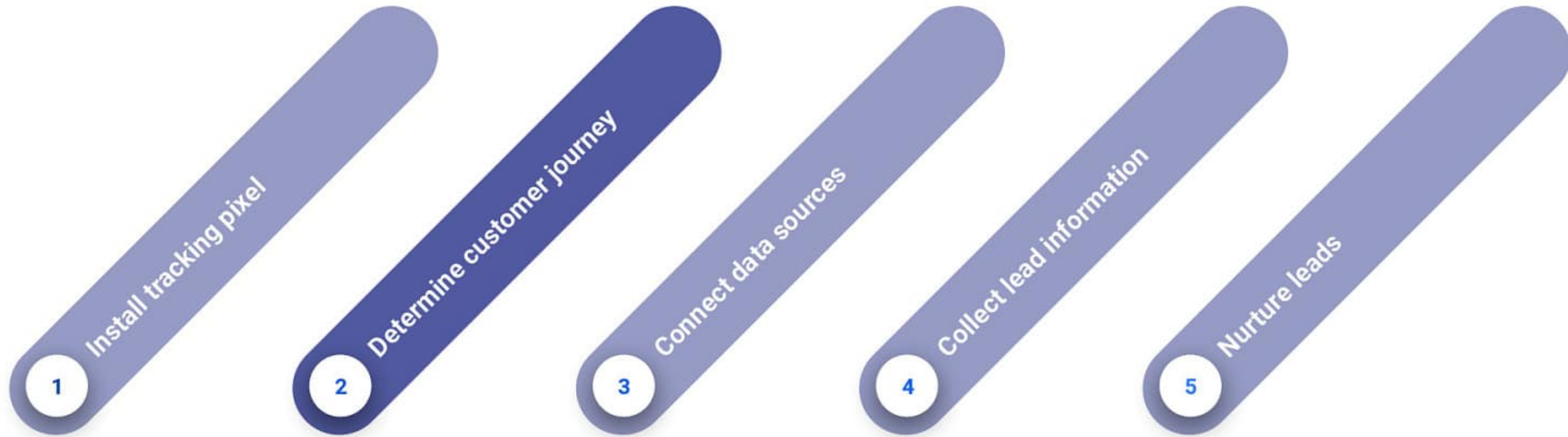
```
<script>
(function(w,d,t,u,n,a,m){w['MauticTrackingObject']=n;
w[n]=w[n]||function(){(w[n].q=w[n].q||[]).push(arguments)},a=d.createElement(t),
m=d.getElementsByTagName(t)[0];a.async=1;a.src=u;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://sales-demo.mautic.net/mtc.js','mt');

mt('send', 'pageview');
</script>
```

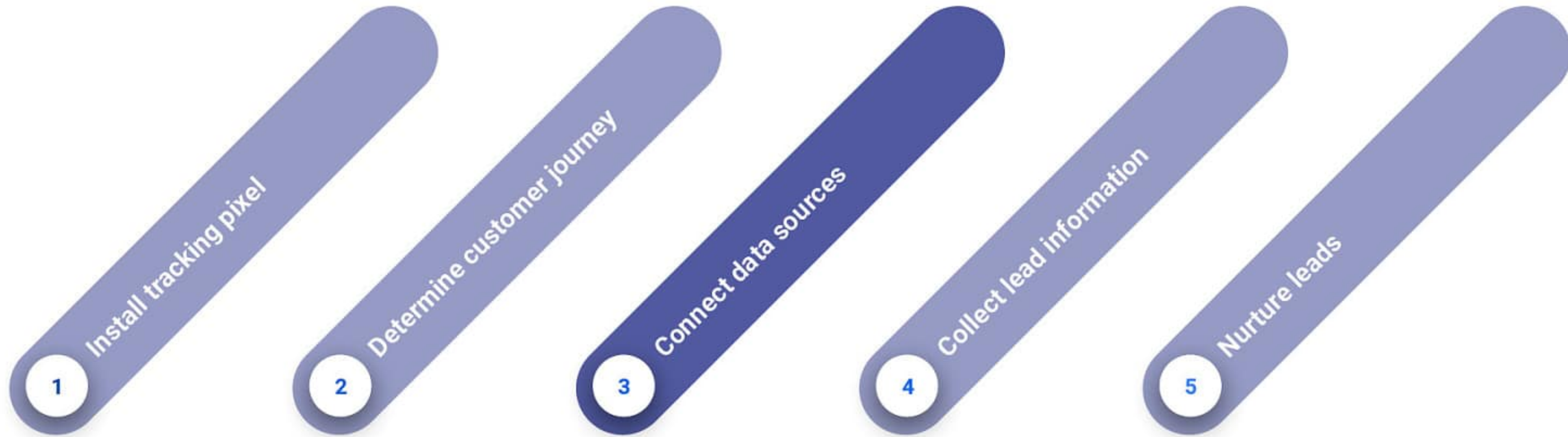
	URL	Event	Timestamp
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:04 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:02 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:02 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:02 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:01 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 10:59 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 10:59 am

Or ... use one of the many CMS integrations!

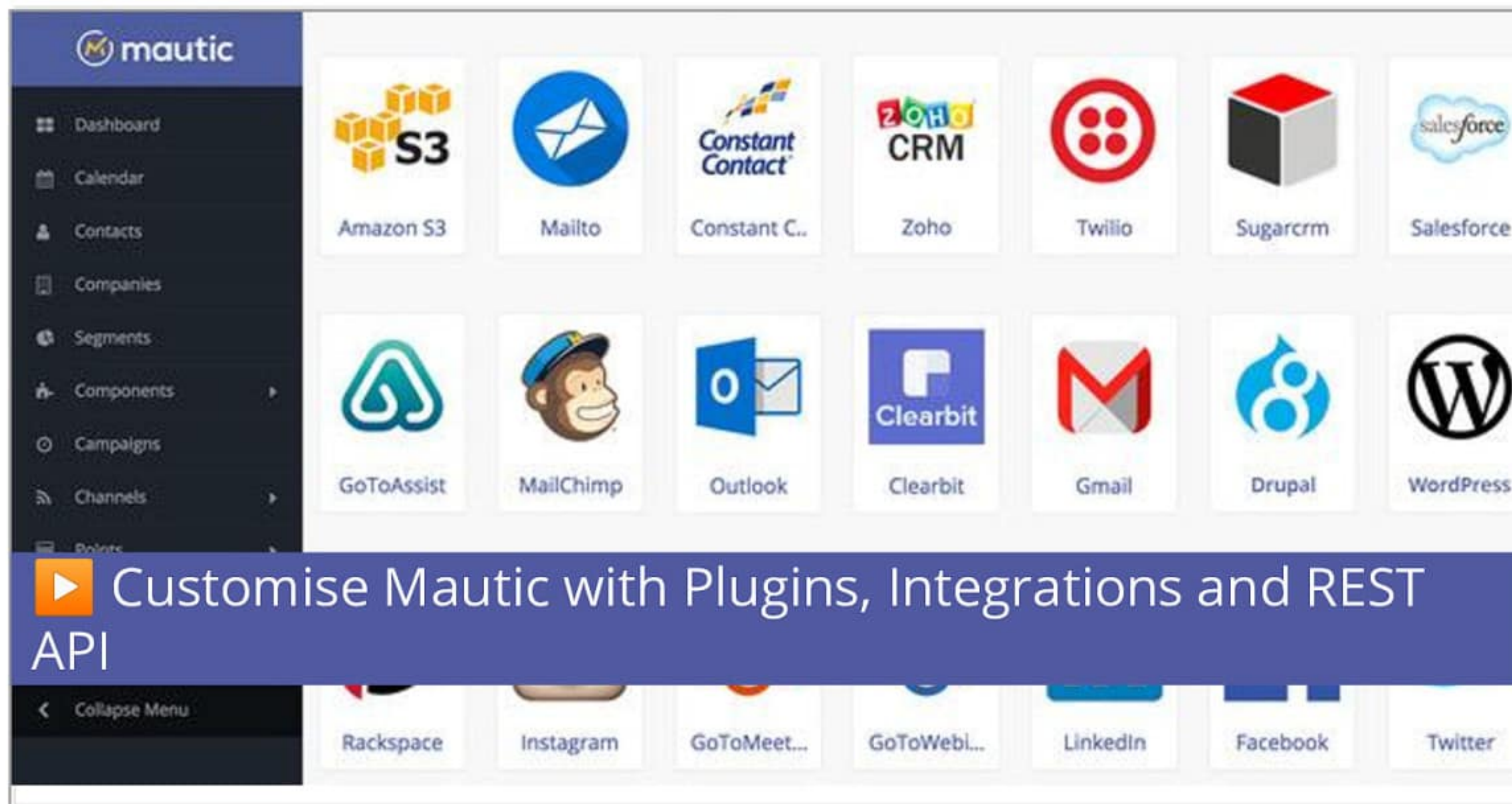


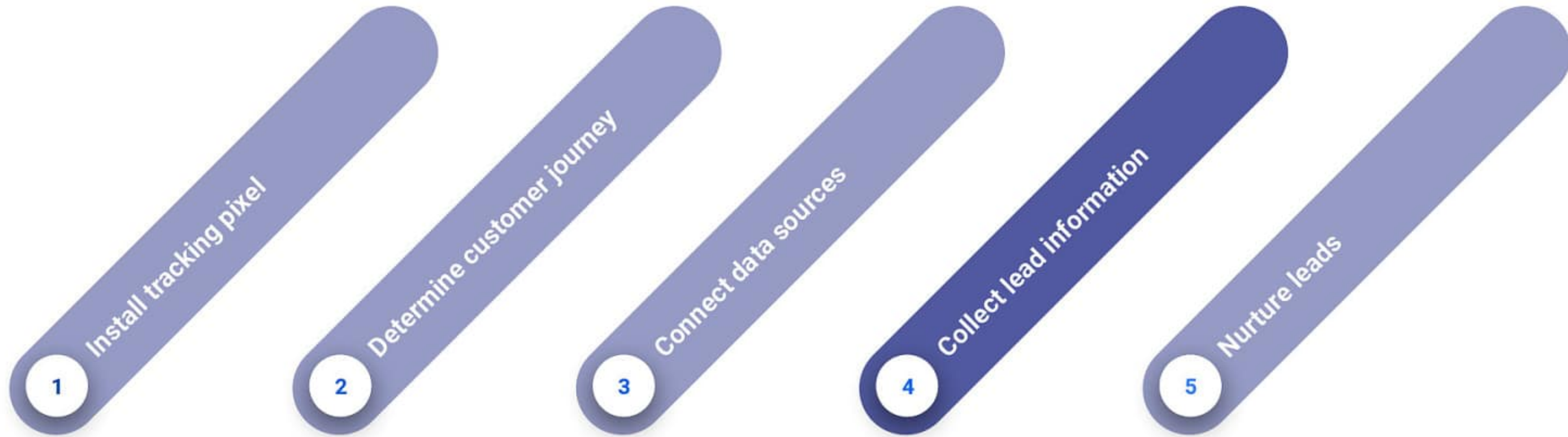






Integrations





Get The Free eBook

First name *

Last name *

Email *

Phone *

Date *

Unsubscribe Company? *

SUBMIT



Lead Nurturing Best Practices

TOP 10 TIPS FOR CONVERTING LEADS INTO OPPORTUNITIES

Did you know that when using marketing automation to nurture leads, users have a 53% higher conversion rate than non-users? Download this new eBook from Mautic and learn how you can apply best practices to your campaigns to grow your pipeline.

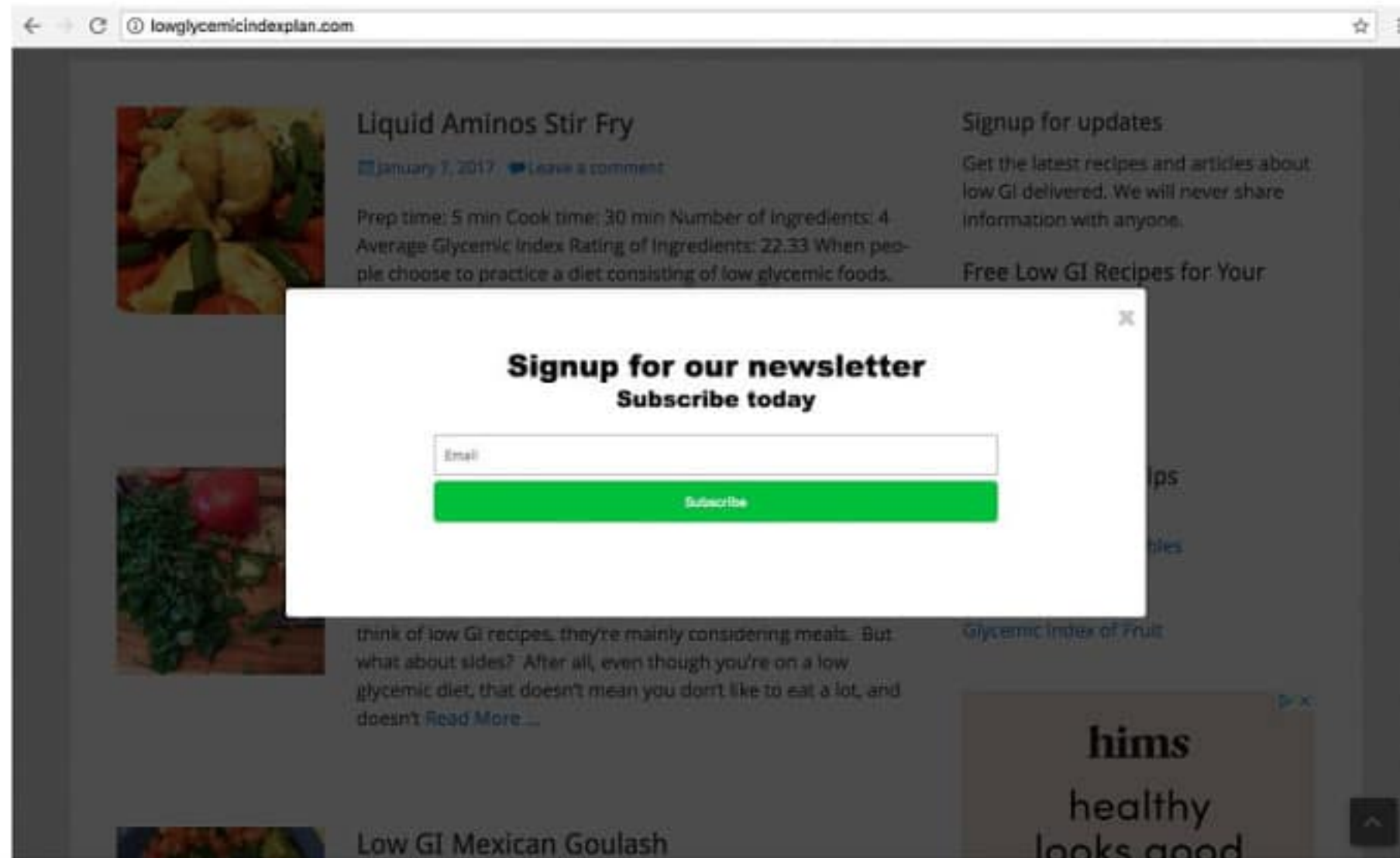
ABOUT MAUTIC

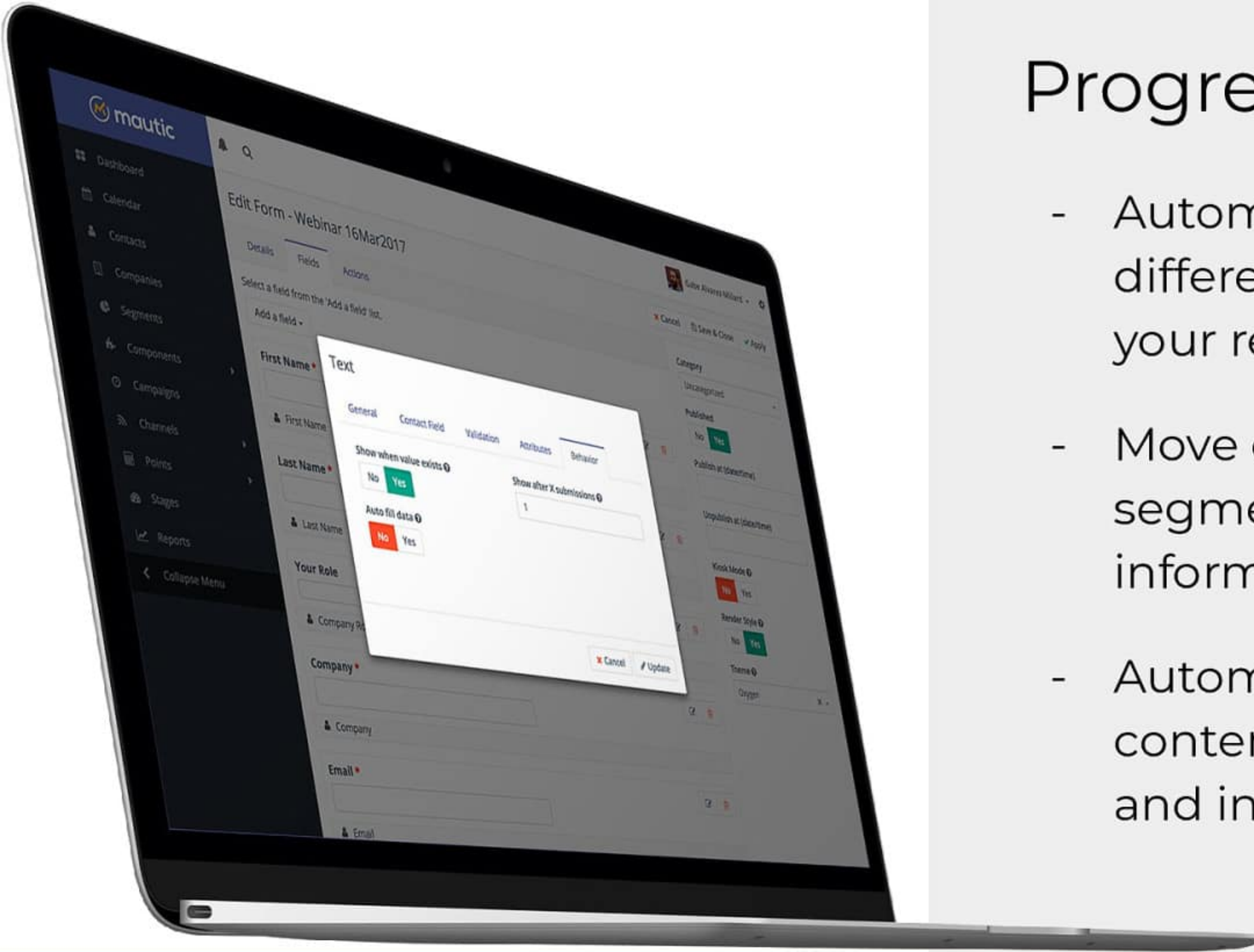
Mautic offers modern marketing automation solutions, enabling bigger brands to create effective



Many integrations with form extensions

Focus items (including exit intent)





Progressive Profiling

- Automatically gather new, different information from your return visitors
- Move contacts between segments based on new information
- Automatically deliver relevant content based on their needs and interests

Preference Center

I'M INTERESTED IN:

☒ Contact Segment

MY PREFERRED CHANNEL

Email



☒ Contact me through (channel)

Do not contact more than

each



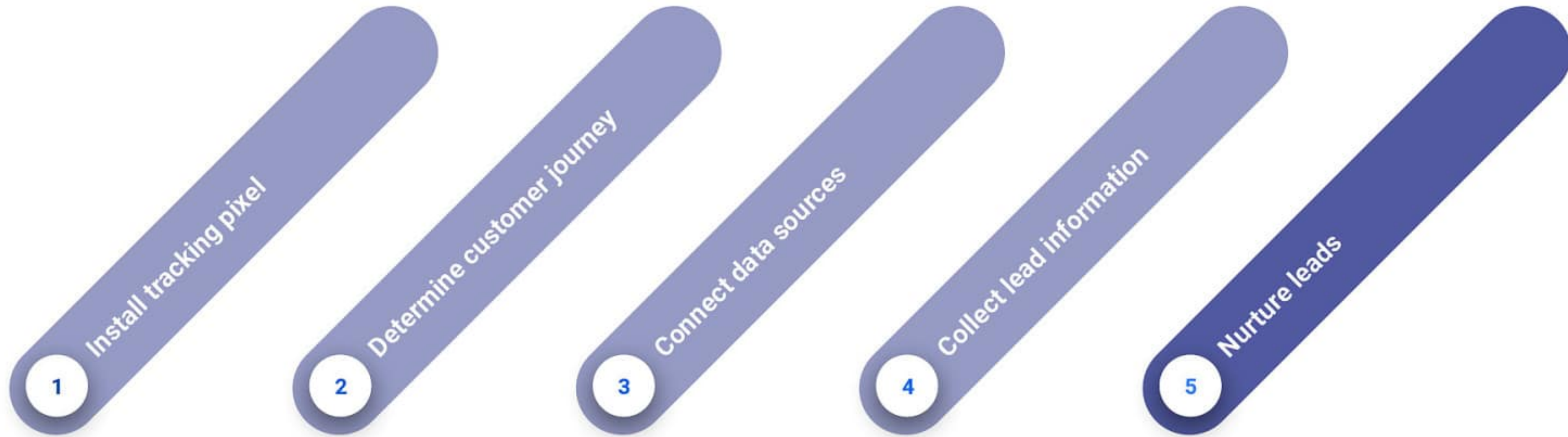
Pause from

dd/mm/yyyy

to

dd/mm/yyyy

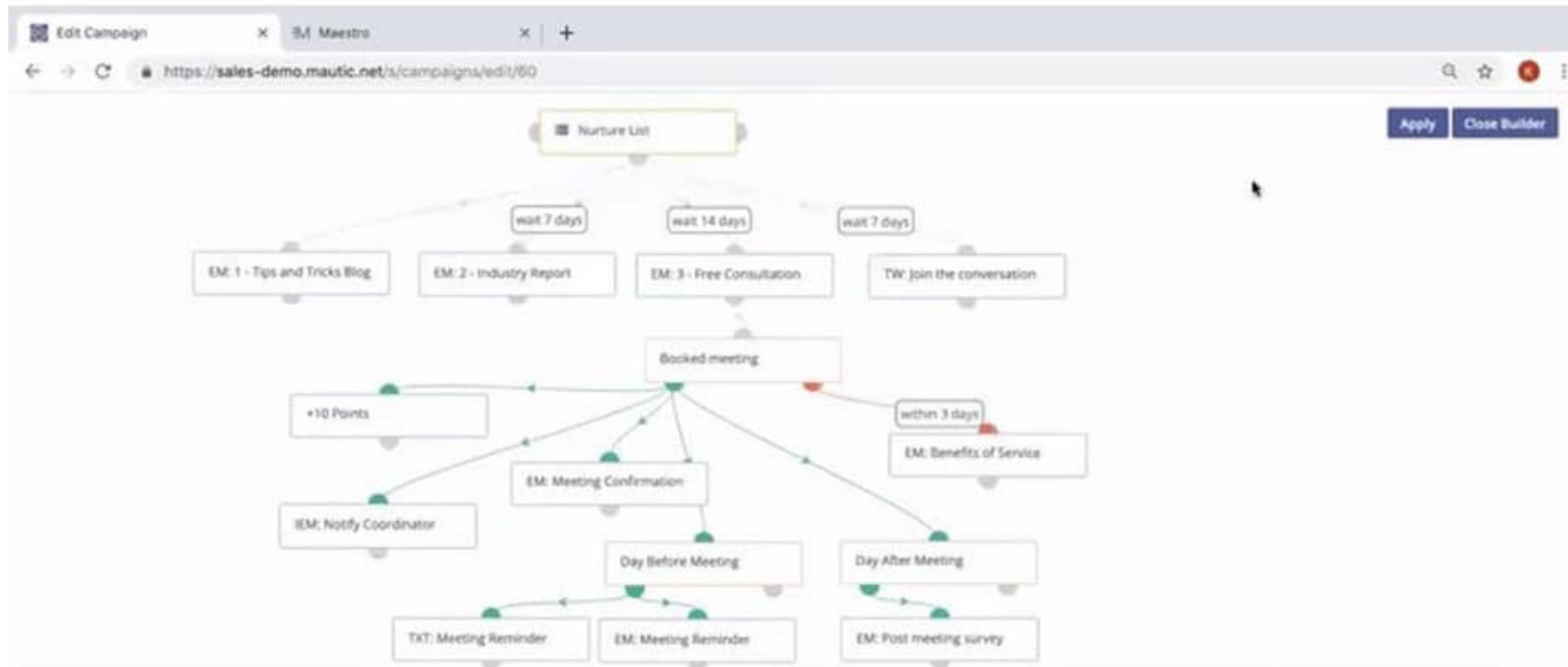
SAVE PREFERENCES



Audience Segmentation

The screenshot displays the Mautic user interface for editing a segment named 'Nurture List'. The sidebar on the left contains navigation links for Dashboard, Calendar, Contacts, Companies, Segments, Components, Campaigns, Channels, Points, Stages, Reports, and a Collapse Menu. The main content area is titled 'Edit Segment - Nurture List' and includes tabs for 'Details' and 'Filters'. Below the tabs is a dropdown menu labeled 'Choose one...'. The filter rules section shows two conditions: 'Lead Status equals Nurture' and 'Date Identified less than 2018-01-01', connected by an 'and' operator. The right-hand panel contains settings for 'Public Segment' and 'Published', both with 'No' and 'Yes' buttons. At the bottom of the interface, a blue banner reads 'Build Target Lists Based on Demographic/Behavioural Data' with a play button icon. The footer of the interface states 'Copyright 2018 Mautic. All Rights Reserved.'

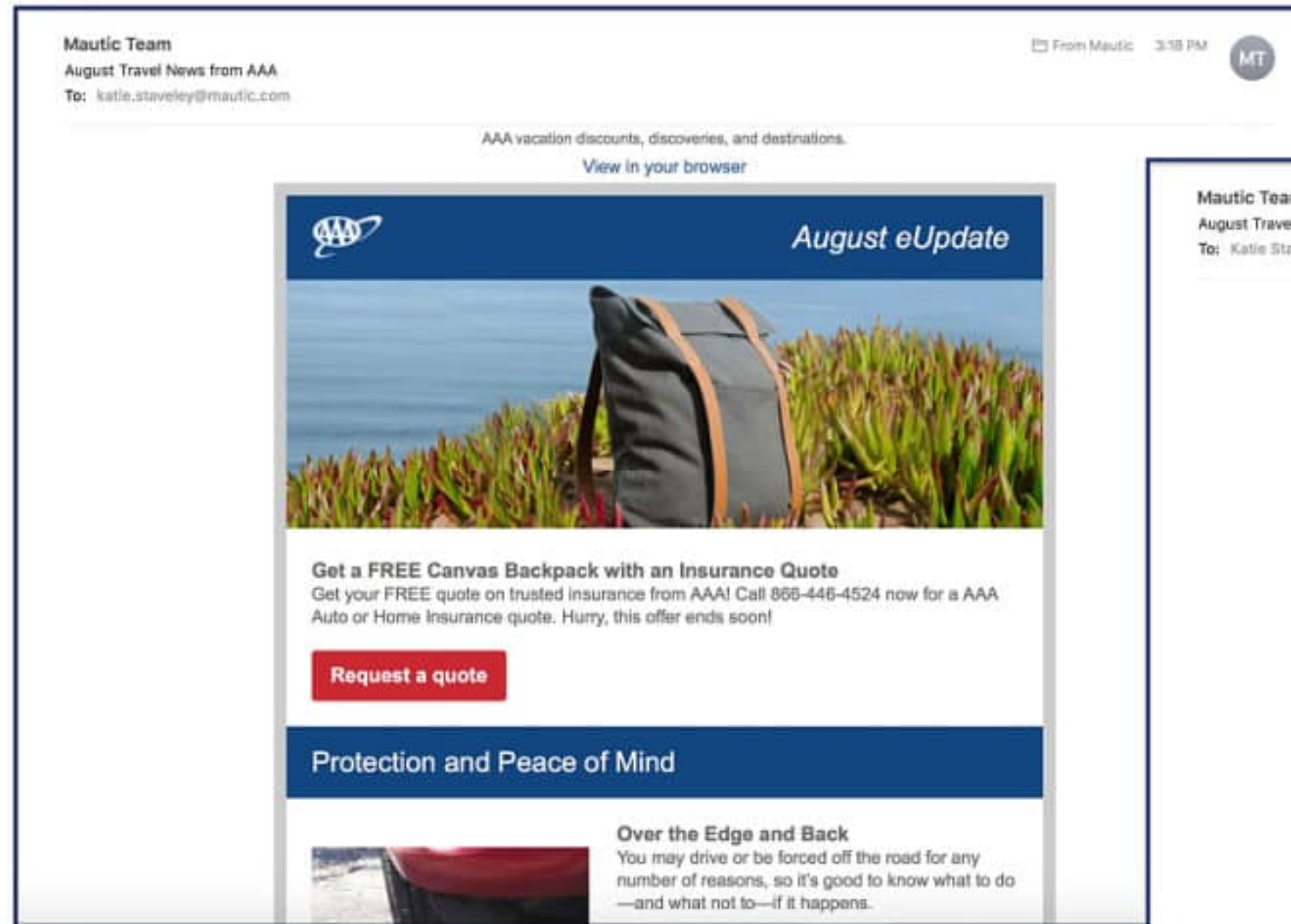
Drag & Drop Campaign Builder



▶ Launch Personalised, Multi-channel Campaigns Quickly

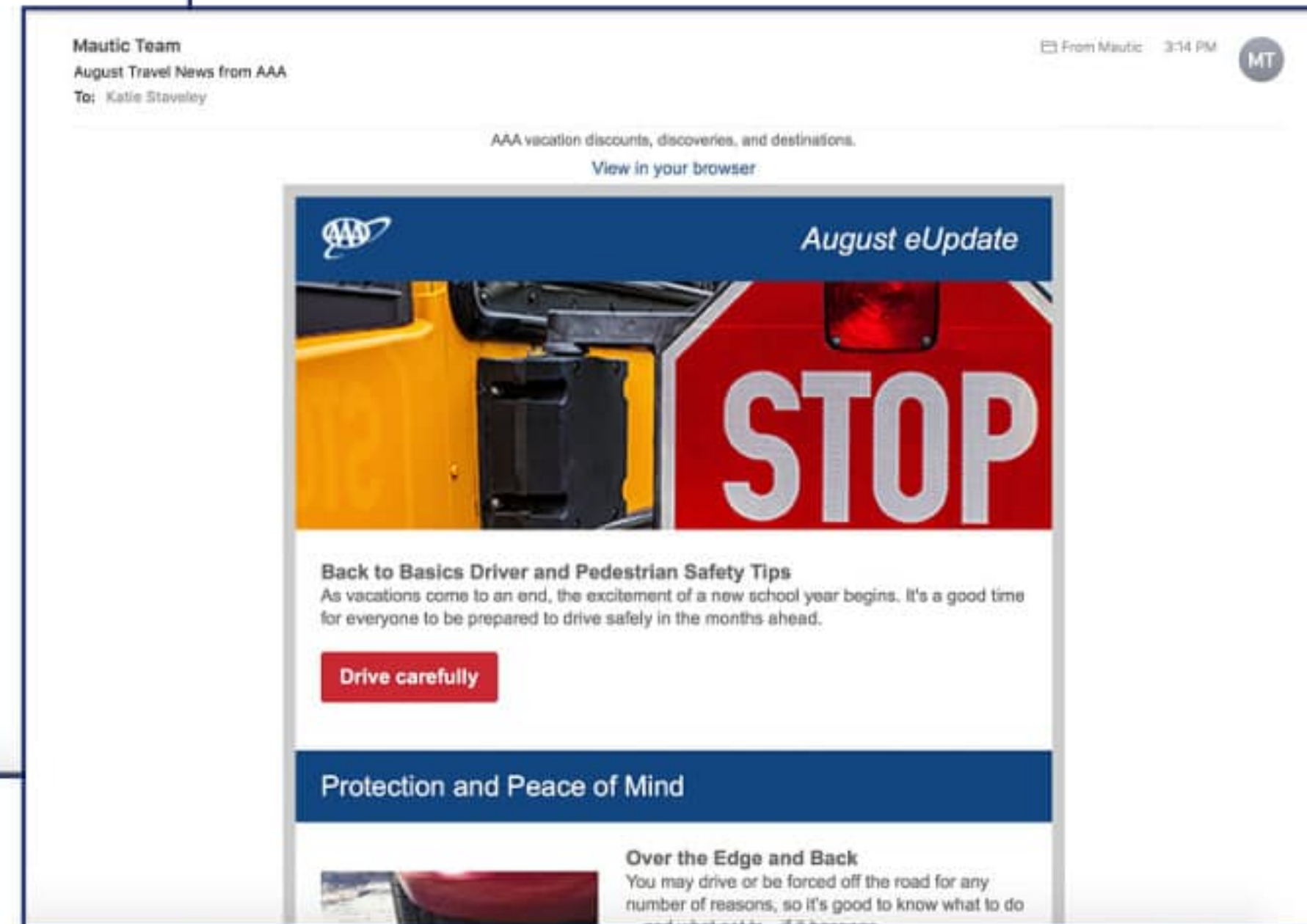
Dynamic Content

Tailor your email content based on user demographics or behaviour



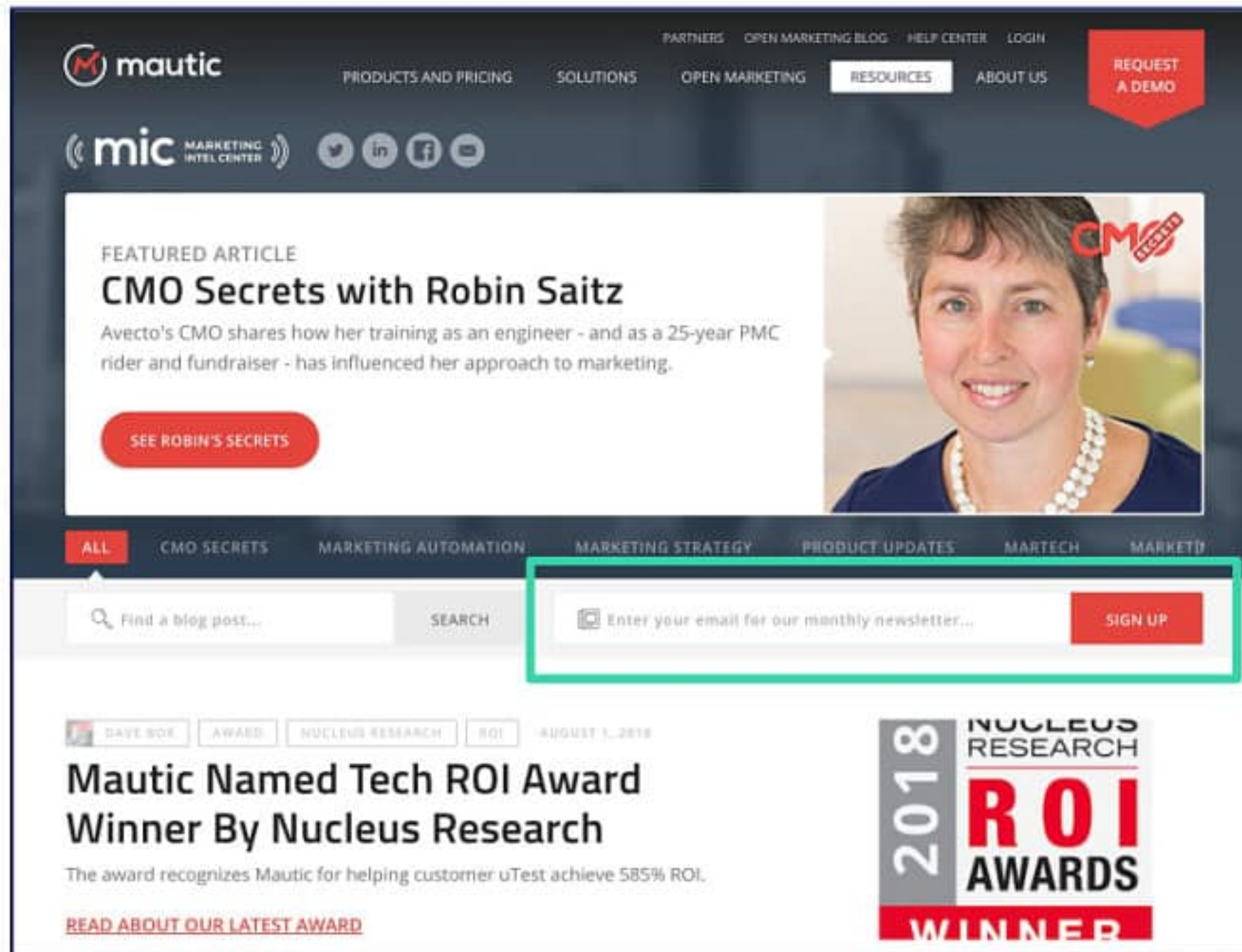
★ Region 1

★ Region 2



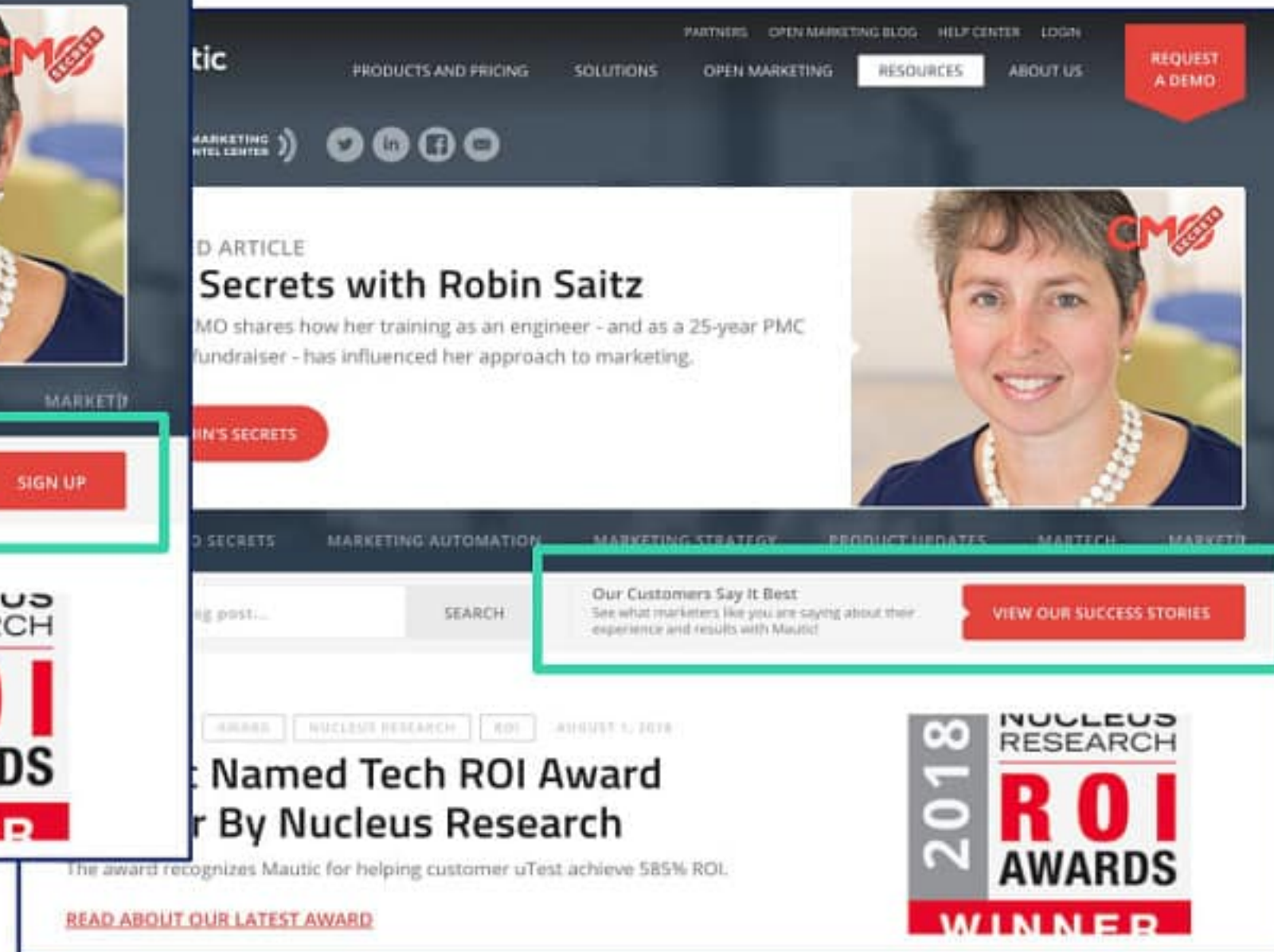
Dynamic Content

Apply the same tactics on your website

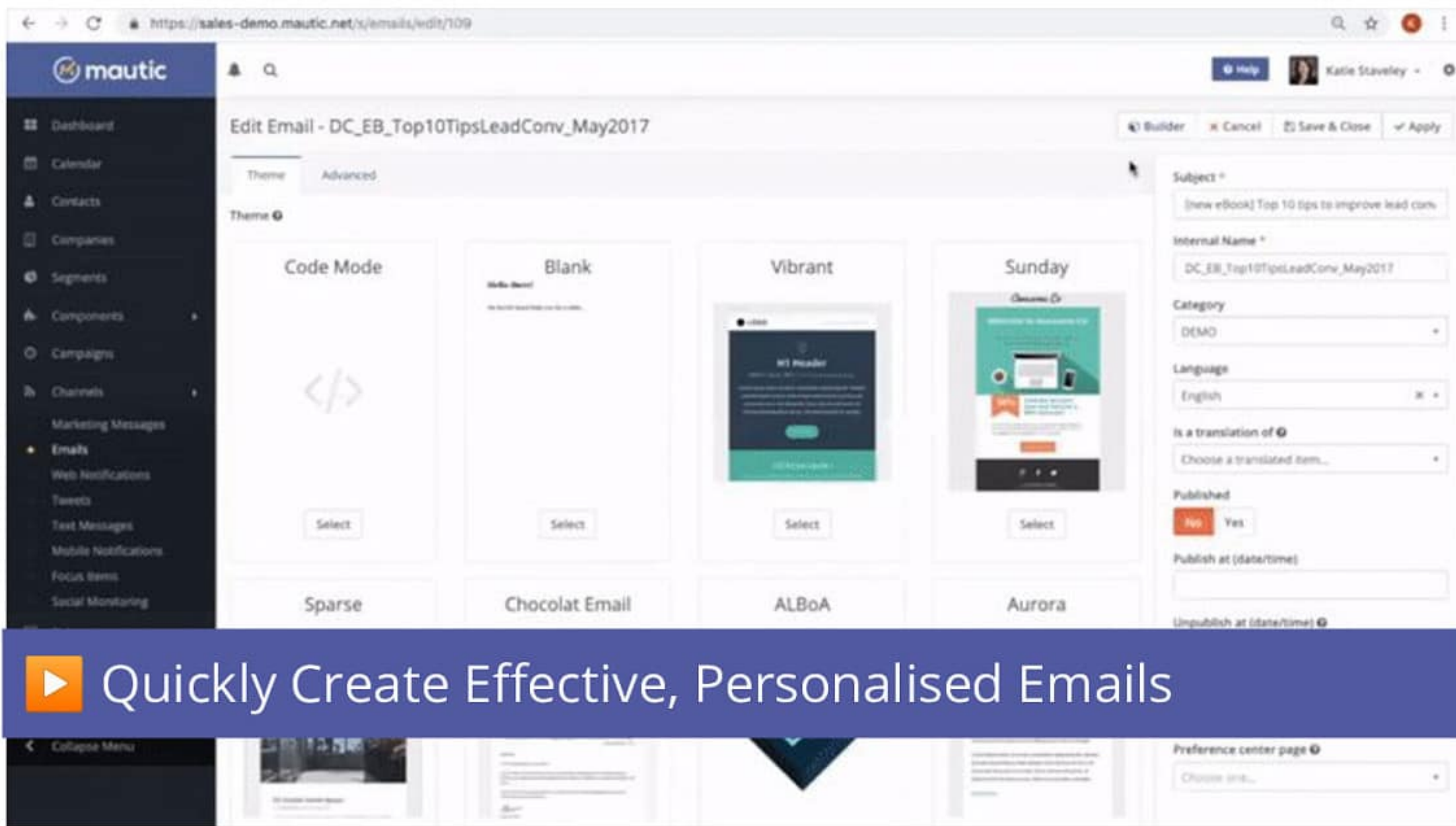


★ Unknown

★ Known



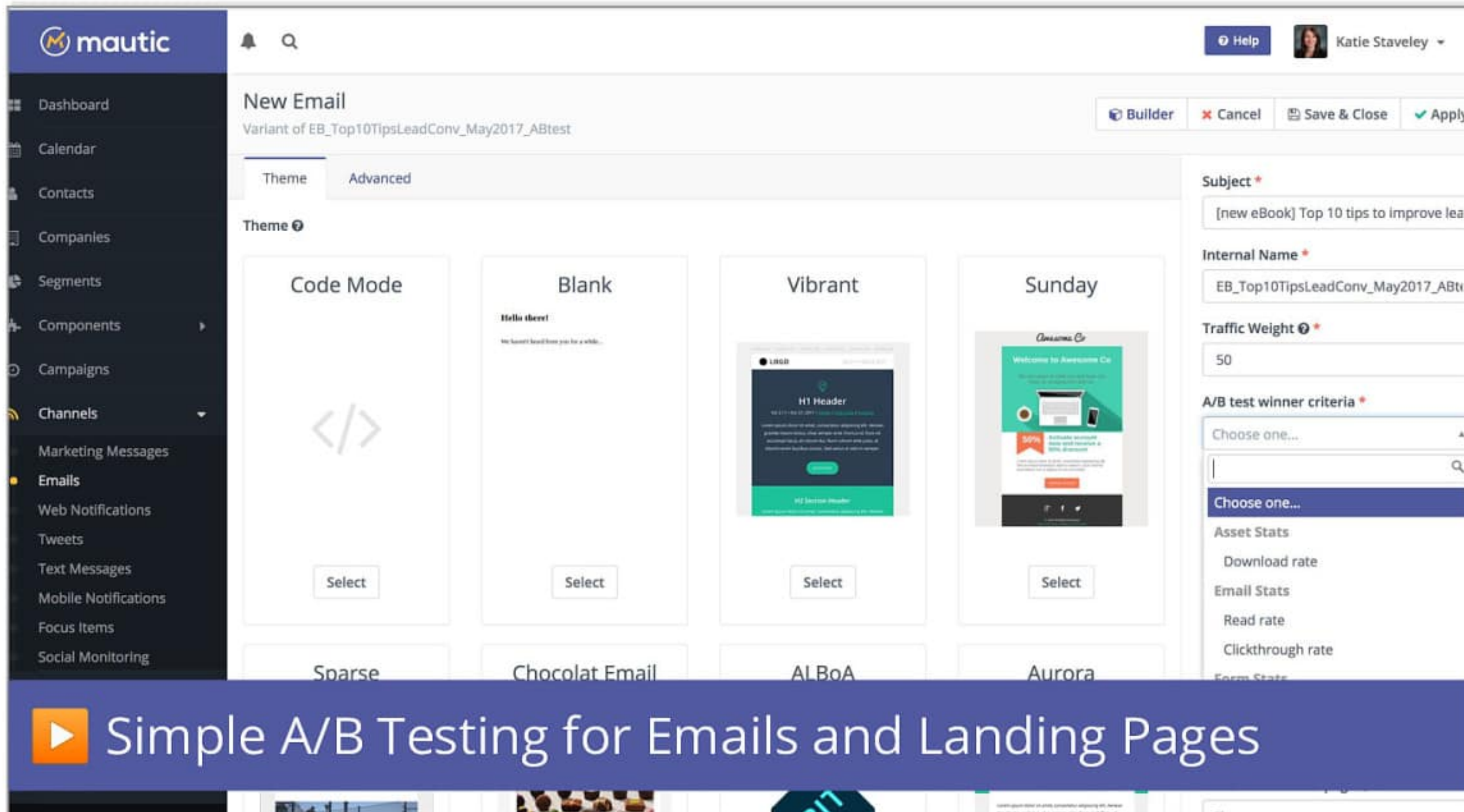
Email Templates



The screenshot displays the Mautic email template editor. The left sidebar contains a navigation menu with options: Dashboard, Calendar, Contacts, Companies, Segments, Components, Campaigns, Channels, Marketing Messages, Emails (selected), Web Notifications, Tweets, Text Messages, Mobile Notifications, Focus Items, and Social Monitoring. The main area is titled 'Edit Email - DC_EB_Top10TipsLeadConv_May2017' and features tabs for 'Theme' and 'Advanced'. Under the 'Theme' tab, eight templates are shown in a grid: Code Mode, Blank, Vibrant, Sunday, Sparse, Chocolat Email, ALBoA, and Aurora. Each template has a 'Select' button. The right sidebar contains form fields for: Subject (with a preview), Internal Name, Category (set to DEMO), Language (set to English), a checkbox for 'Is a translation of', Published status (set to No), Publish at (date/time), Unpublish at (date/time), and Preference center page.

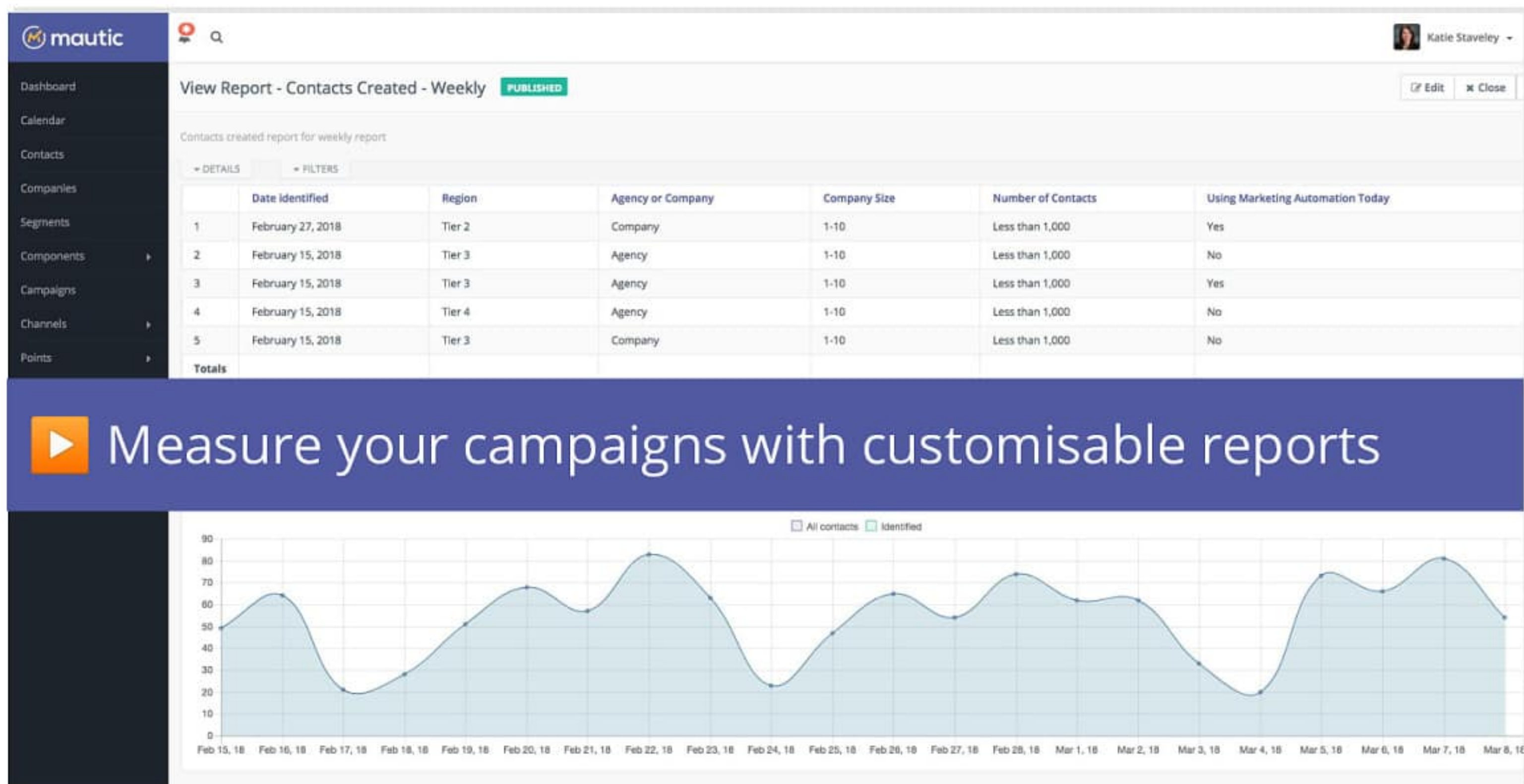
▶ Quickly Create Effective, Personalised Emails

A/B Testing



The screenshot displays the Mautic 'New Email' configuration page. The left sidebar contains navigation links: Dashboard, Calendar, Contacts, Companies, Segments, Components, Campaigns, Channels, Marketing Messages, Emails, Web Notifications, Tweets, Text Messages, Mobile Notifications, Focus Items, and Social Monitoring. The main content area is titled 'New Email' and shows a variant of 'EB_Top10TipsLeadConv_May2017_ABtest'. It features tabs for 'Theme' and 'Advanced'. Under the 'Theme' tab, four themes are visible: 'Code Mode' (with a code icon), 'Blank' (with a 'Hello there!' message), 'Vibrant' (with a dark-themed email preview), and 'Sunday' (with a light-themed email preview). Each theme has a 'Select' button. Below these, the names of other themes are partially visible: 'Sparse', 'Chocolat Email', 'ALBoA', and 'Aurora'. On the right side, there are configuration fields for 'Subject' ('[new eBook] Top 10 tips to improve lea'), 'Internal Name' ('EB_Top10TipsLeadConv_May2017_ABt'), 'Traffic Weight' ('50'), and 'A/B test winner criteria' (a dropdown menu showing options like 'Asset Stats', 'Download rate', 'Email Stats', 'Read rate', and 'Clickthrough rate'). At the bottom of the interface, there is a blue banner with a play button icon and the text 'Simple A/B Testing for Emails and Landing Pages'.

Integrated Campaign Reporting



Mautic Community - Open Sprint

A series of overlapping silhouettes of runners in various stages of a running stride, moving from left to right. The silhouettes are in shades of blue and black, creating a sense of motion and competition.

62 sign ups
~40 contributors

6.-7. April 2020, *Online*



<https://contribute.mautic.org/community-structure/governance>

Community Team



Vision: To have more people contributing to the Mautic project

- Launched new dashboard dashboard.mautic.org
- Launched community handbook contribute.mautic.org
- Launched Meetup Pro account meetup.com/pro/mautic
- Held first Community Sprint
- Organising MautiCon 2020!



Vision: To have more people contributing to the Mautic project

- Help organise Mauticon
 - Create a campaign to invite contributors re-engage
 - Build resources to support new meetup organisers
- and more

[Mautic Community Team](#) on Trello

Education Team



Vision: To improve the resources available for new and established users to learn how to use Mautic

- Launched new documentation portal docs.mautic.org
- Established new forum categories by country and language
- Developing new knowledgebase kb.mautic.org
- Reviewing YouTube videos & updating



Vision: To improve the resources available for new and established users to learn how to use Mautic

- Write/edit documentation and knowledgebase articles
 - Review, plan and create video resources
 - Moderate/curate forums
- And more ...

[Mautic Education Team](#) on Trello



Vision: To safeguard and manage the legal and financial aspects of the Mautic community

- Actively pursuing 18 trademark reports
- Establishing a consolidated budget for the Mautic Community
- Reviewing and updating the Trademark Policy



Vision: To safeguard and manage the legal and financial aspects of the Mautic community

- Establish workflows to deal with trademark reports
- Develop a community budget
- Build a process for team leads to propose an annual budget and track their spending

And more ...

[Mautic Legal & Finance Team](#) on Trello

Marketing Team



Vision: To promote Mautic to new and potential users and develop an awareness of the Open Source project

- Attended the leading EU Open Source conference FOSDEM
- Launched new mautic.org site on Drupal
- Developing audience personas and launching new campaigns to promote Mautic & support new users
- About to re-launch the Mautic Moment community newsletter



Vision: To promote Mautic to new and potential users and develop an awareness of the Open Source project

- Plan and deploy drip campaign for new users
- Create a pitch deck for organisations to promote Mautic
- Create new visuals for social media

And more...

[Mautic Marketing Team](#) on Trello

Product Team



Vision: To manage all aspects of the product release cycle and roadmap for the Mautic Open Source project

- Shipped 3.0 alpha and beta releases
- Shipped 2.16.1 & 2.16.2 releases
- Developing the future vision and roadmap for Mautic
- Implementing a new branching method and time-based releases



Vision: To manage all aspects of the product release cycle and roadmap for the Mautic Open Source project

- Triage issues and PR's
- Lead the next release (3.0.1)
- Improve test coverage
- Improve code samples and tutorials in developer docs

And more ...

[Mautic Product Team](#) on Trello

Thank you

What questions can I answer?



Ruth Cheesley
Mautic Community Manager
ruth.cheesley@mautic.org