Ruth Cheesley

The Mautic Update

Mautic Conference Global
10-11 July 2024

@RCheesley

Ruth Cheesley (she/her)

Mautic Project Lead

ruth.cheesley@mautic.org

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

@RCheesley

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

@RCheesley

What's new?

The latest news from Mautic

11th July 2024: First full meeting of the General Assembly - there's still time to be a part of Mautic's history by **becoming a member**!

19th December 2023: Extraordinary General Meeting of General Assembly, Council formally inaugurated & governance model implemented

25th October 2023: Community Portal (community.mautic.org) launched

11th August 2023: Membership model launched (mau.tc/membership)

29th July 2023: Final draft of Governance Model v2 published for review

25th April 2023: Trademarks transferred to Open Source Collective

20th April 2023: Announcement shared with the community

Mautic becomes an independent open source project

Mautic is now fully controlled, funded and managed by the community, with a community-elected leadership team and Council.

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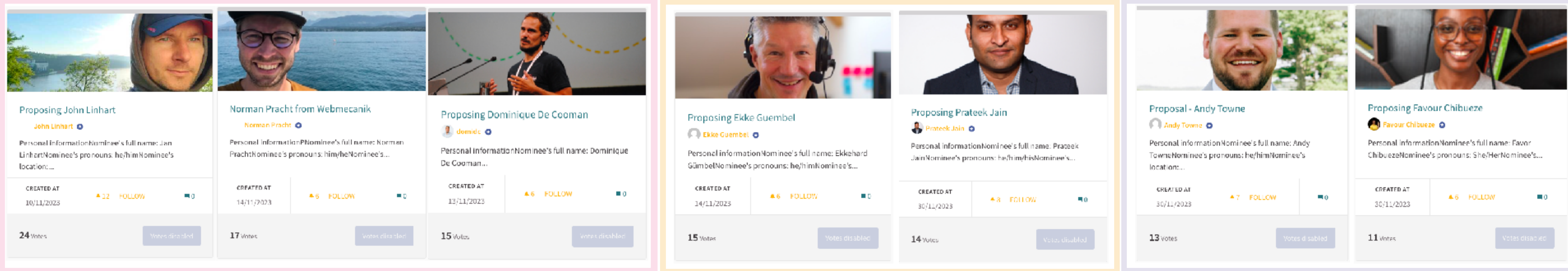
John Linhart	3 year terms ending December 2026
Norman Pracht	
Dominique de Cooman	
Ekke Guembel	2 year terms ending December 2025
Prateek Jain	
Andy Towne	1 year terms ending December 2024
Favour Chibueze	

The first year of the new Mautic Council.

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

https://mau.tc/council
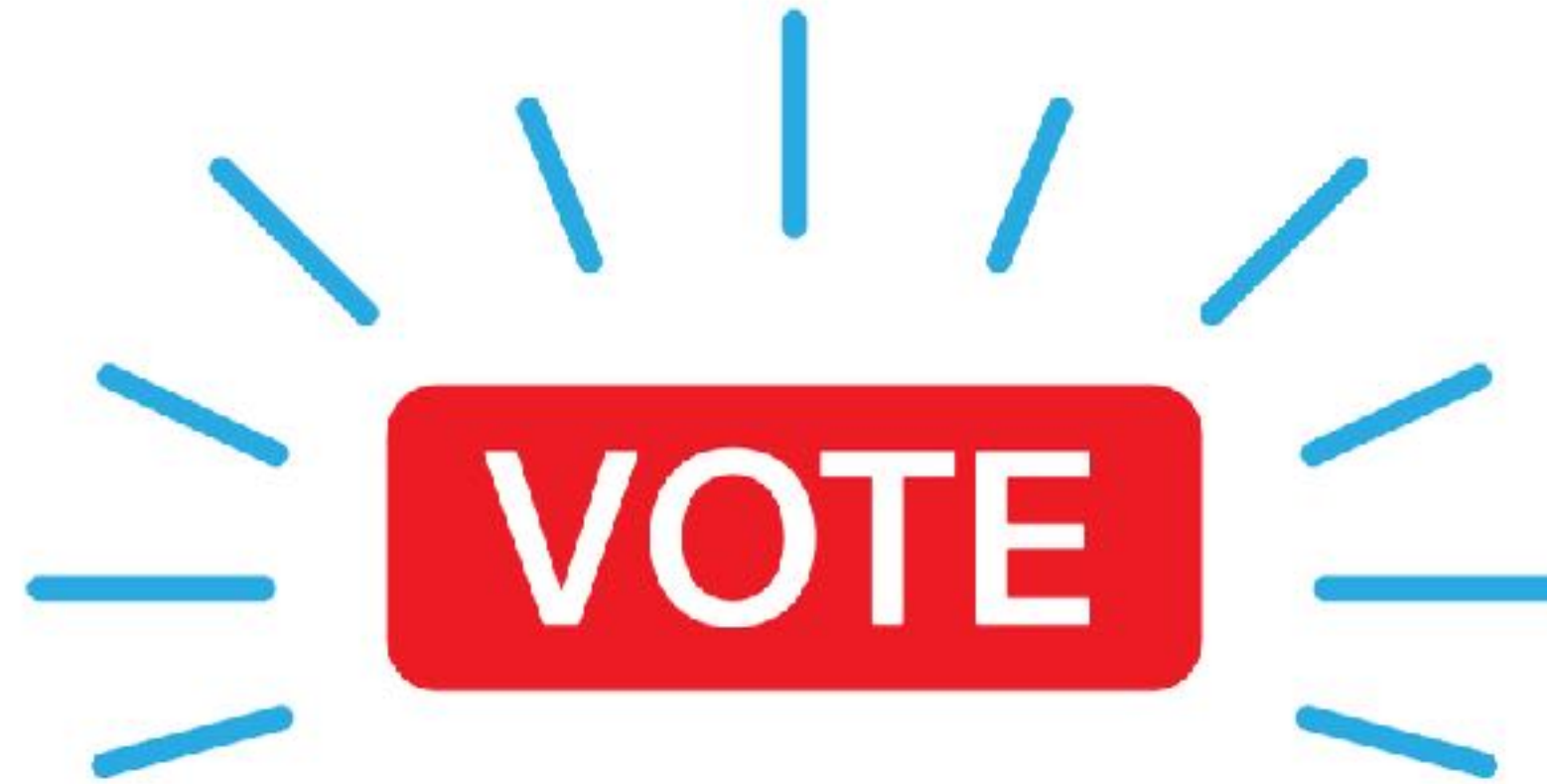
@RCheesley

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

VOTE

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!

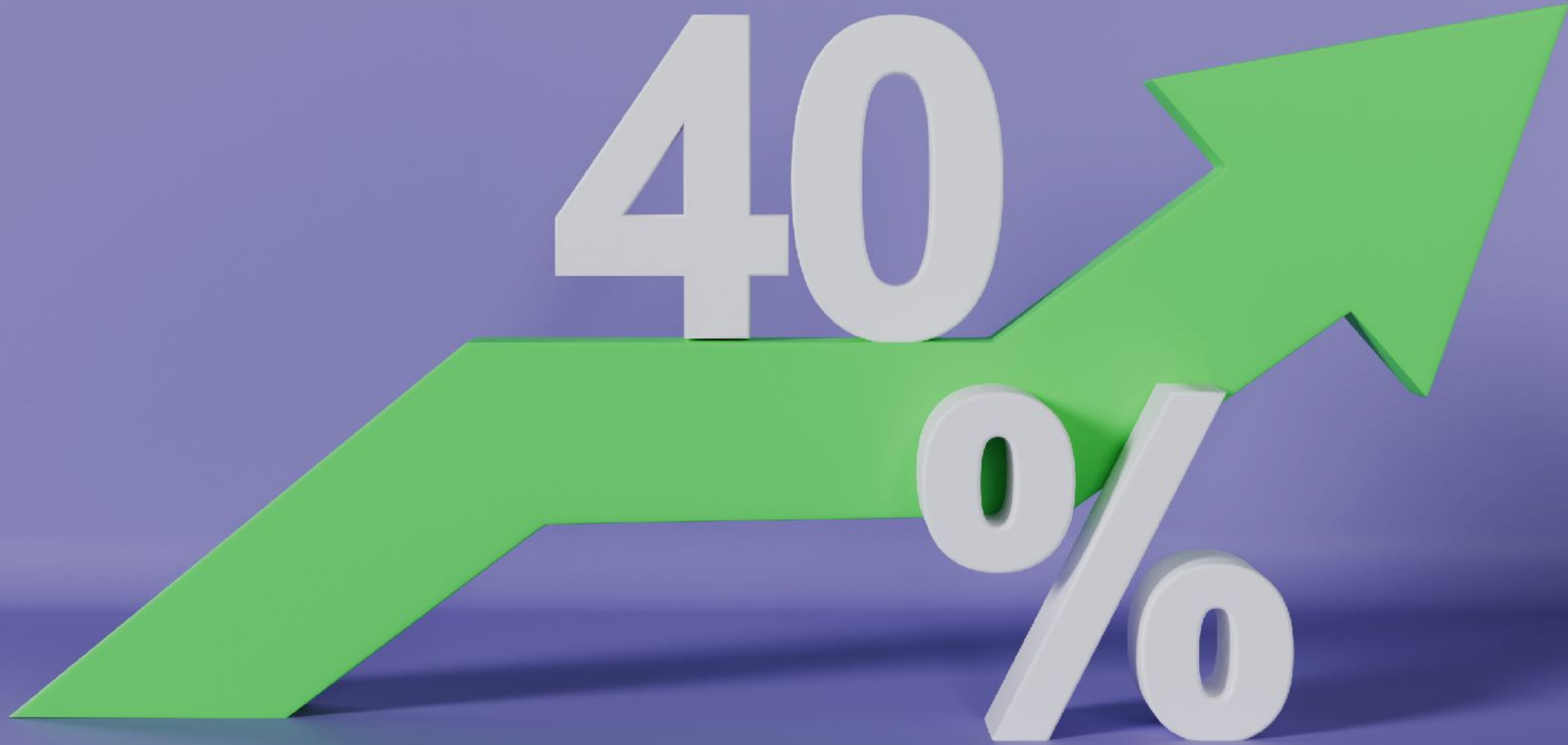@RCheesley

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.

@RCheesley

Mautic is on a strong trajectory of growth.

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

@RCheesley

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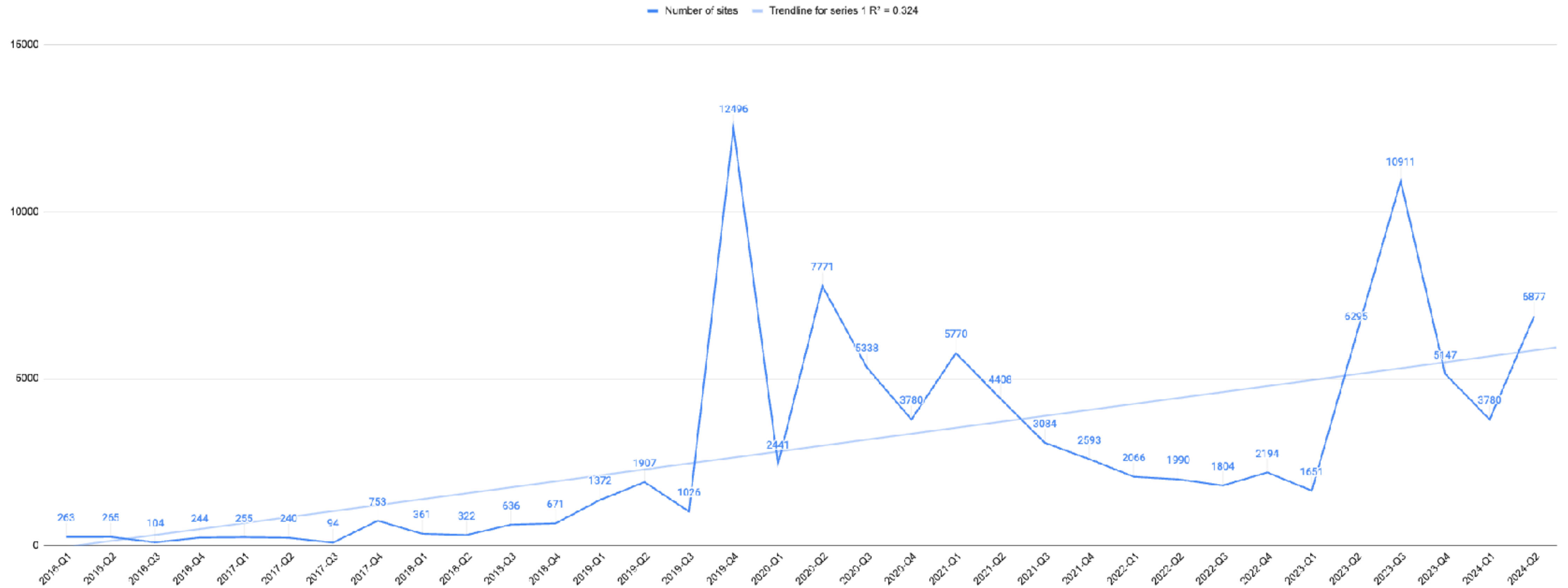
An average of 6,500 sites add Mautic tracking every quarter since Q2 2023.

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

@RCheesley

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!)
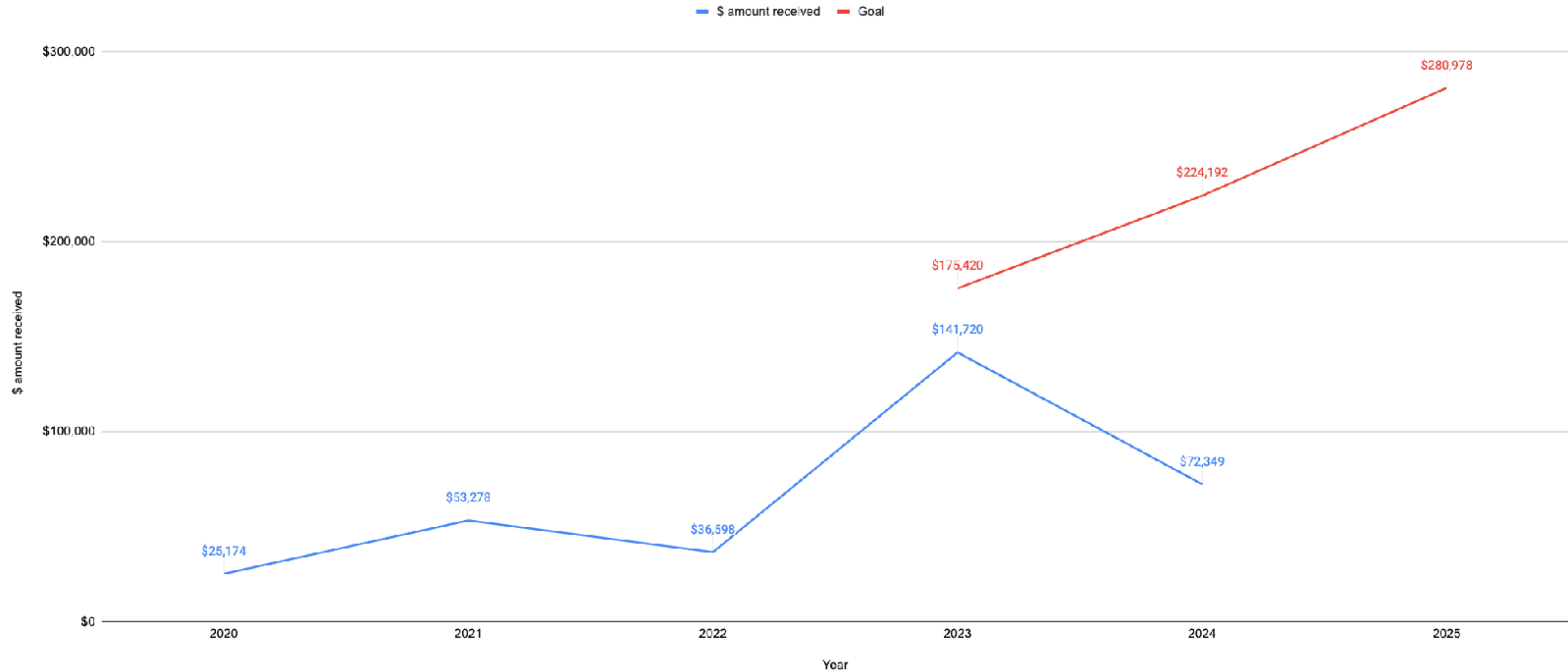
Mautic is making strides toward financial stability.

But there's still a lot of work ahead of us to support Mautic's continued growth.

@RCheesley

Cumulative growth in Mautic members
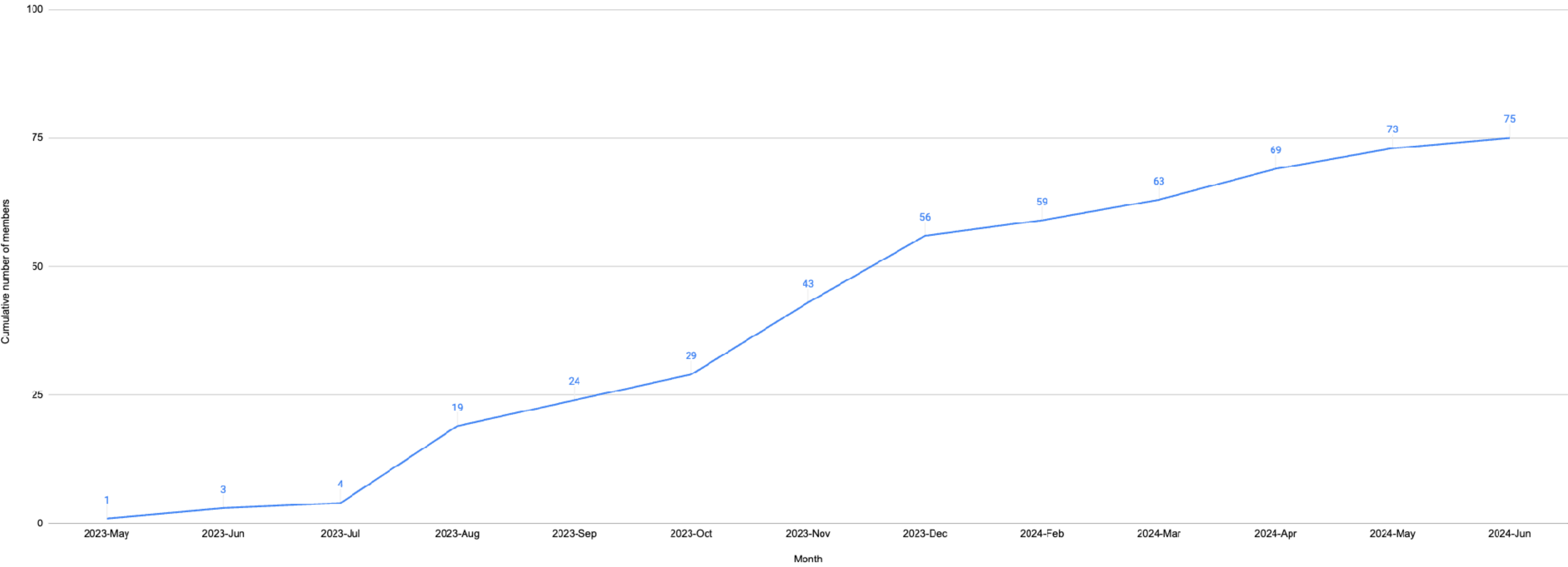
Member numbers are rising – but there's a long way to go!

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? @RCheesley

"

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

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

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

@RCheesley

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

10 mautic
YEAR ANNIVERSARY

★★★★★

Honorary Membership Awards

David Hurley **Alan Hartless** **Dries Buytaert**

Celebrating our first honorary members.

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

@RCheesley

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

@RCheesley

Ruth Cheesl

Miroslav Fedeles
Joey Keller
Michaux
Mattias
Denis Gmeling
Volha Gruszka
Tomas
@awai
Sven Doering
Leon-Elias Oltmanns
Rembrandt
inhart
DB Hurley
Kuzmany
Adrian Schimpf
Favour Ch
enysor
Tejas Navgu
Saurabh Gupta
Alan Hartless
José Essel
Anderson
Nick Unginard
Favour Kelvin
Rohit Pavaskar
Jan Kozak
Michael Wohr
Anna Munk Estes
Christopher Penn
Simran Sethi
Madlen Friedrich
Michael Shaw
Alan Mosko
Alberto Fonseca
Mike Van Hemelrijck
Surabhi Gokte
Nidhi Bha
Renato Santos
Alcides
Bill F
Lenon Leite
Ras El
Peculiar Umeh
Daniel Lord
Destiny
Alan Wierzchoń
Markus Staab
Avinash Dalvi
jseevers
Leonardo Schuler
Rohit Joshi
Kathrin Schmid
Swati Thacker
Stefan
Daniel Hilst
Rodrigo Demetrio
Péter Osvald
Christian Krieg
Ivana Rosic
Brad T
David Schargel
Stéphan Luchian
Christian Ubert
Don Gilbert
Rajesh
Dirk Spannaus
Aarohi Prasad
Pragati
Eli
Ilona Ana
Simon Balz
Bas Tolen
Martin
Roman
Robin Tindall
Claes
Marcel Lamers
Kevin Rundle
Marc Lawton
Patrick Jenkner
Rahul Dhande
Steve Robinson
Hisako Isaka
Joan Serra
Omar Amara
Klaas
Tim Mallezie
Mani
Alfredo Arena
Julio Roldós
Leen Penders
Luuk van Rens
Matthias Sch
Lorah Salves
Matt
Lukáš Drahý
Xavier Gascound
Ofer Shaal
Salem Code
Yoriko Horikawa
Tony Bogdanov
Miami City man
Bob Clough
Priscilla
Andrew Bell
David Coutielle
Ramana
Iris Amrein
Dmitrii Poddubnyi
Yash Kruthia
Dominique De Cooman
jtourgee
putzwasser
Galokh66
Thomas Maroschik
Nikola Radenkovic (Xel), Sales Snap
Stéphane HULARD
Mauro Chofrin
Daniel Souza
Jason Warner
Luis Méndez Alejo
Pedro Egg
Sascha Foerster
Leonardo Bartol
Ousmane NDIAYE
Adamo Crespi
Mikael Lincoln
Regev Brody
Josef Blenkowski
Marc-Antoine Thevenet
Mohamming Hamina
Christopher
Esther Okafor
ashishajmani
Renato
Michael
Bill Anderson
Zack Abraham
David Greininger
Pygra
Christian Wittwer
Bart van der Meeren
pstevens
Devidas Simas
Data Quist
Nick Urquhart
Arne
pwned555
Saguaripinga Singh
Dingo Mangala
Bassem Ismail
Scott Shipman
Deividas Simas
Robert Coleman
Chris Swainhart
Sebastian Selch
Mason Hensley
Neil Monzales
Ahmed Fanis
Rafael Platino
Fabienne
William Gadsog
SphinxKnight
Mathias Ebanks
Tim Schmidt
Nidar
Alan Spain

Cheesley

Guembel
Gruszka
Denys
Sven Doering
Tom
Puke
Cmex
Mat

many
Hurley
Favour Chibueze
Tejas Navghane
Joshua Estes
Rohit Pavaskar
Schimpf
Nick Veenhof
Michael Wolman
Anna Munk
Mthobisi Glen Sehlabela
Markus Heinilä
Wagner Landgraf
Lucas Lazarini
Johan Buchert - Webmeeznik
Kevin Rundle
Jasper Zonneveld
Irfan Hanif
Jakub Olexa
Marcel Lamers
Jan Kozak
Max Lawton
Lukas Gießen
David

Ekke
FishStix
Matthew Macdonald-Wallace
Ivan Kosutic
kleanth
media31
Masaki Akiyama
Swapnil Ogale
Rodrigo Boratto
Luiz
Renjith R Nair
George
Princekumar Abhangi
Marija Andjelkovic
Stefan Franz
Loanatik
Gowtham Chandrasekaran
Benjamin
Marc Bräuder
Jeroen Bransen
Renato Carabelli
alexander-nitsche-governikus
igoragatti
tommytx123
BrianCl
Ben McClure
Renato Santos
Rodrigo Demetrio
Pierre
Ben u
Brad T
Alcides
Bill F
hfroger
Cr73K
Robert C
Markus Staab
Jobou
Clement134
Anton Vlasenko
Kathrin Schmid
Stefan
Jackie Liu
Mayank Tiwari
Alan Syrgak
Swati Thacker
Rohit Joshi
Avinash Dalvi
Mautic
Leonardo Schuler
jseevers
twms
Tomáš Ojea
M571
Alan Wierzchoń
Daniel Lord
Peculiar Umeh
Destiny
Claes
Robin Tinder
indorock
vincent77
Eric u
mindeswx
rfabre
team
Mani
Tim Mallezie
erik
Don Bowman
esters
N
Patrick Jenkner
Per Snabl
Breta
Ivan Rens
helsner
Leen Penders
aibanez
Salar Al Ali
Matthias Reich
AndrassGray
pbdco
Heath Dutton
Alfredo Arena
Julio Roldós
Oliveira Fonseca
lukasszykora
kubhan
enguerr
Savrat
aichhoernchen
leo108
igri
art

Mohammed Abu Musa

Tomas Votruba

Patryk Gruszka

Artem Lopata

EKKE Guembel

Anthony Bailey · Aurélien ADAM · Lasse Schulmann · Mautic Security Team · Erich Casagrande · neilnaveen · Nico Nowakowski · Pham Đăng Chinh · Thomas ten Cate · Ismail MHIRI · Martin Shakalmann · Helvecio da Silva · Marcin Czarnecki · Pasi Järnstedt · Marcel F.

Toon De Geest · Mohammad-Fayoumi · A.Sagitov · Audrey MALEYRIE - Webmecanik · gathh · Mariah Wahab · Dwayne McDaniel · Benjamin Komel · Emily · Tirtharaj Ghosh · Prateek Sharma · Isidora Kojic · Mario Schubert

Rodrigo Oliveira · Guest Author · W/illman · Satyam Verma · technik-kvz · Bryan Morris · Islam Mohamed · Mohit Pandey · Shaun Kennard · Christian-beckmann · Daniel Ciochiu · Denis · destiny obamvonyi · Irina Poddubnaia · KreativeKrise · Chris Schön · jasjitchopro · Adam Bark · Hugo Prossaird · Dylan Caestecker · Powertic Technology · Victor Compuzano · David Urbs · Kieran Kobetic · Kevin Campos · Jon Uhlmann · Zeca Nunes

Emilien Mellen · Mancy Okamoto Hidetaka · Javier Quilez Cabello · Rolando · RaianHN · Redon Skikuli · Oleh Vanin · Julien Mercier · Paul Sanduleac · Jordan Crandall · Connie Eten · Dmitry Kudrenko

Alex Hammerschmied · Mohit Saxena · Daniel Hilst · ramandi · Anton M. · Martina Scholz · bergwerkweb · Guilherme Nabuede · Maarten Oekering · Rodrigo Mena · Mamie Baxter

Ben Doering · Kathrin Schmid · Stefan · Priyanshi Gaur · Alan Syrgak · Jackie Liu · Mayank Tiwari · Swati Tha · Ivan Kosutic · Matthew Macdonald-Wallace · healthstatus1 · kleanth · jason Woods · media31 · Masaki Akiyama · Swapnil Ogale · Marija Andjelkovic · Princekumar Abhangi · Loanatik

Koji Teraoka

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)

@RCheesley

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)

@RCheesley

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)

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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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WE ARE MAUTIC
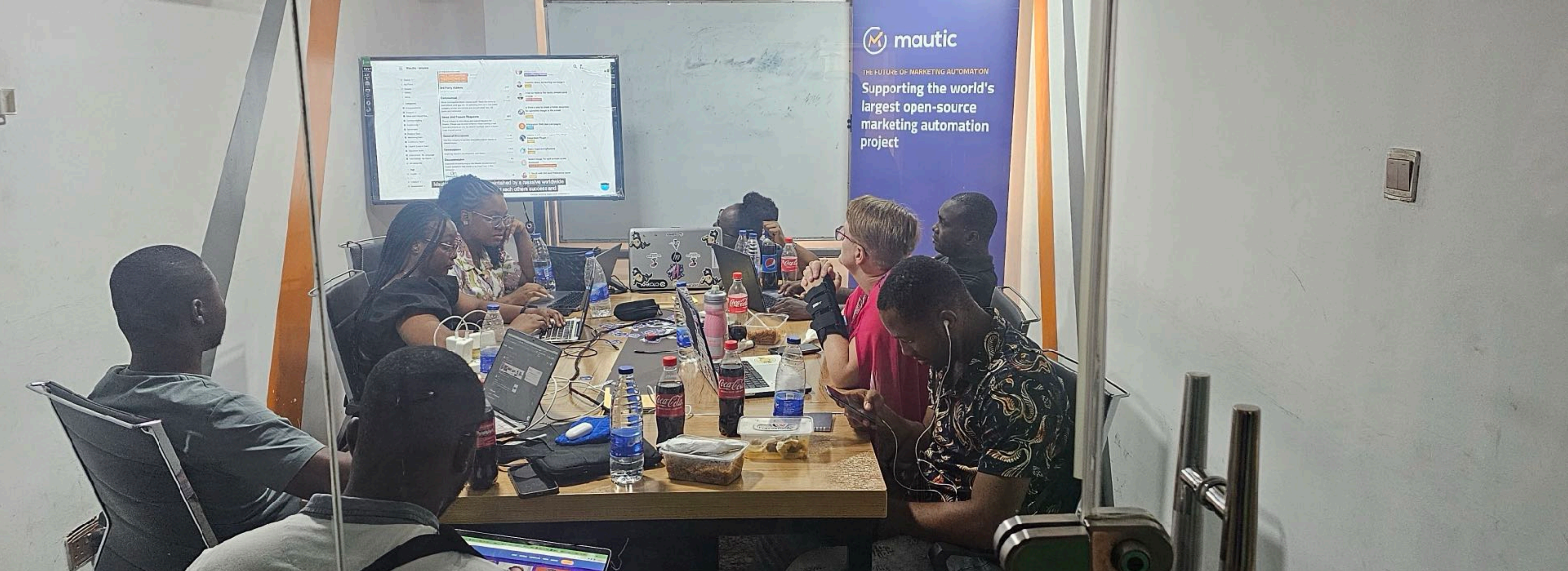
Contributing to Mautic section on the Community Portal.

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

@RCheesley
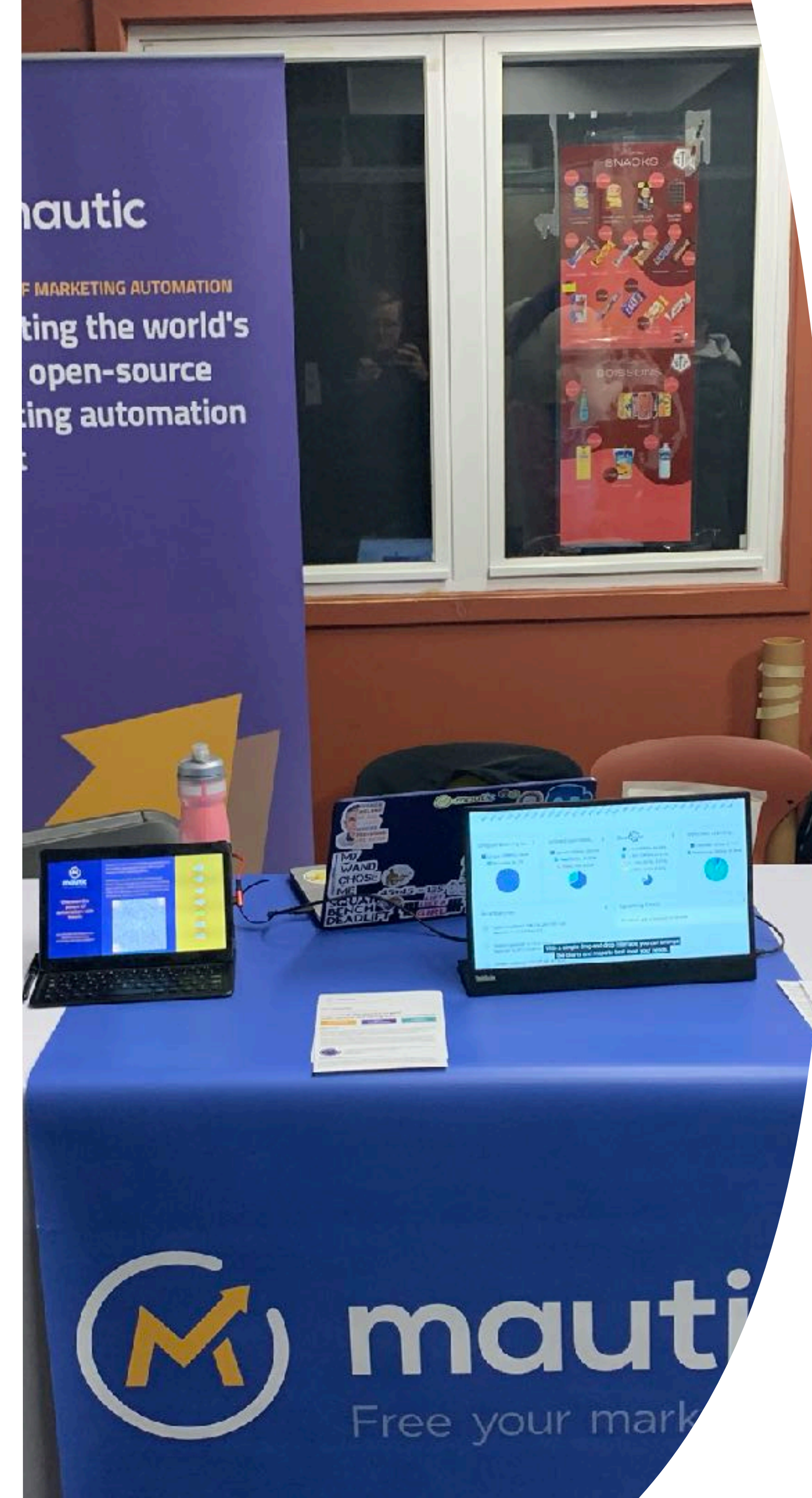
Mautic Meetups and events held around the world!

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

@RCheesley

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!

@RCheesley

BREAKING NEWS
ALERT

The next MautiCamp Africa is already confirmed!

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

@RCheesley

Our first ever Mautic Conference India.

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

@RCheesley

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!

@RCheesley

BREAKING NEWS ALERT

@RCheesley

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   @RCheesley

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)

@RCheesley

Mautic Awards Categories 2024:

1. The Impact Award

Projects that have made the **biggest impact** - whether it's a groundbreaking campaign, innovative use of Mautic's features, or significantly advanced the goals of an organisation it celebrates those who truly make a difference with Mautic. Judged by a panel.

2. Community Choice Award

All about you, our vibrant community. This award will be given to the proposal that receives the **highest number of votes from Mautic members**. It's your choice to highlight the projects that you feel deserve special recognition. Voted for via the Community Portal.

3. Mautician of the Year Award

Celebrating an **individual who has gone above and beyond in their contributions to the Mautic project**. Whether through exceptional support, innovative ideas, or tireless dedication, this award recognises those who have made significant personal impact. Judged by a panel.

4. Partner of the Year Award

Celebrating our partners who contribute both practically and financially to Mautic on a consistent basis. This award recognises the **partner who has demonstrated outstanding commitment and contribution over the past year**. Judged by a panel.
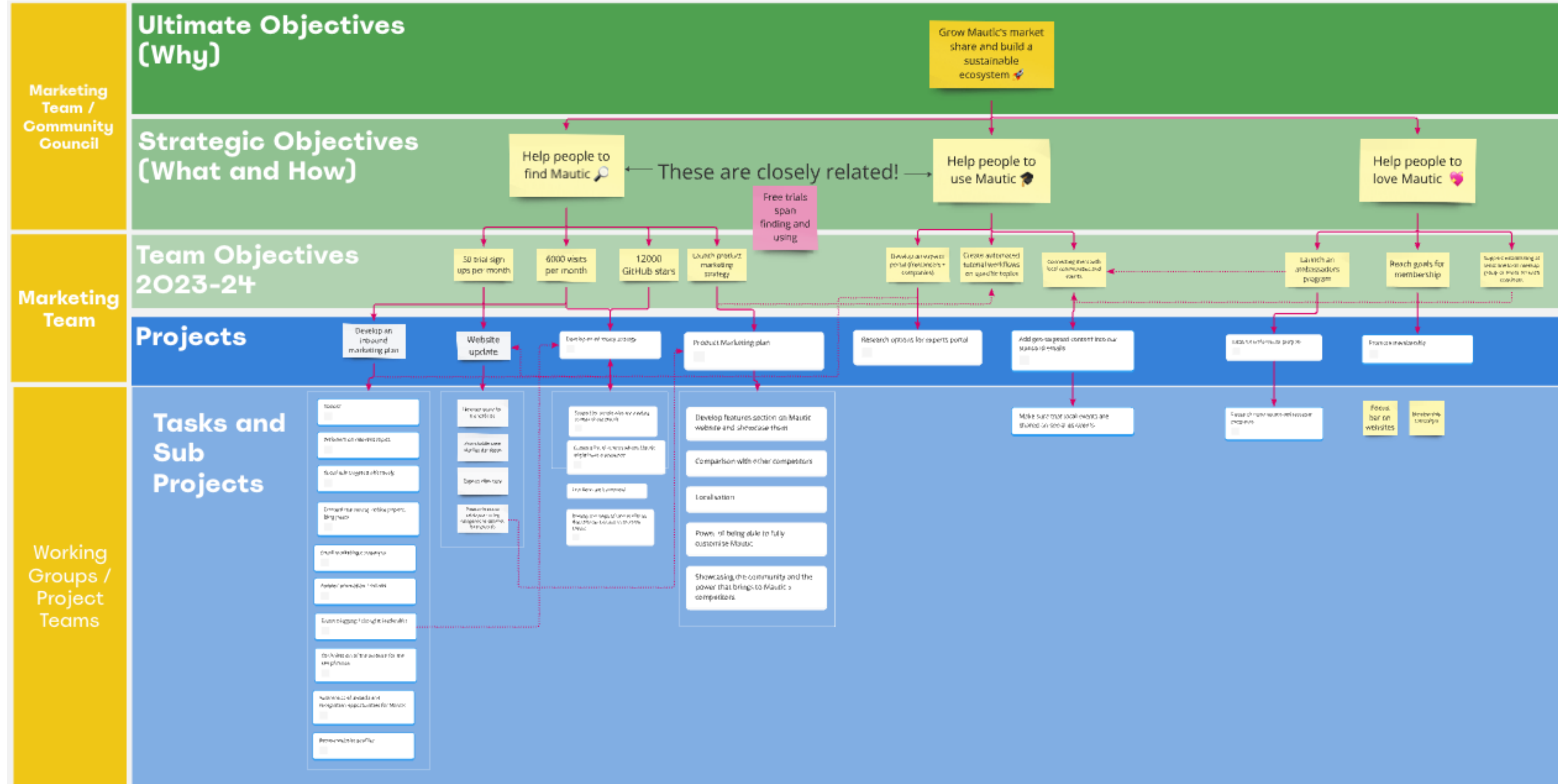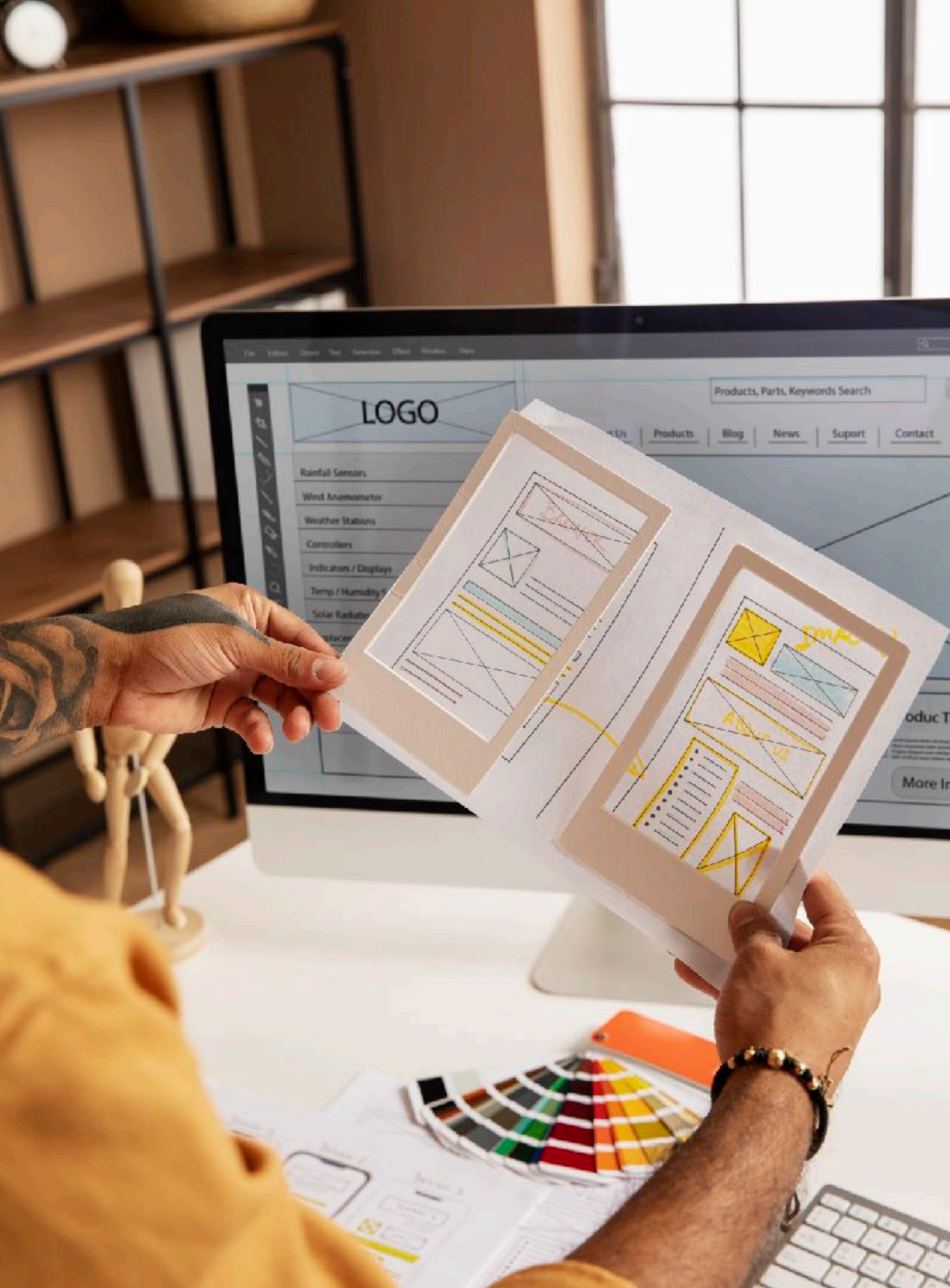
Our focus: helping people to find, use and love Mautic.

Last year, the Marketing Team held a workshop to create a strategy for how we can grow Mautic's market share and build a sustainable ecosystem.

@RCheesley

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.

#wg-website-rebuild @RCheesley
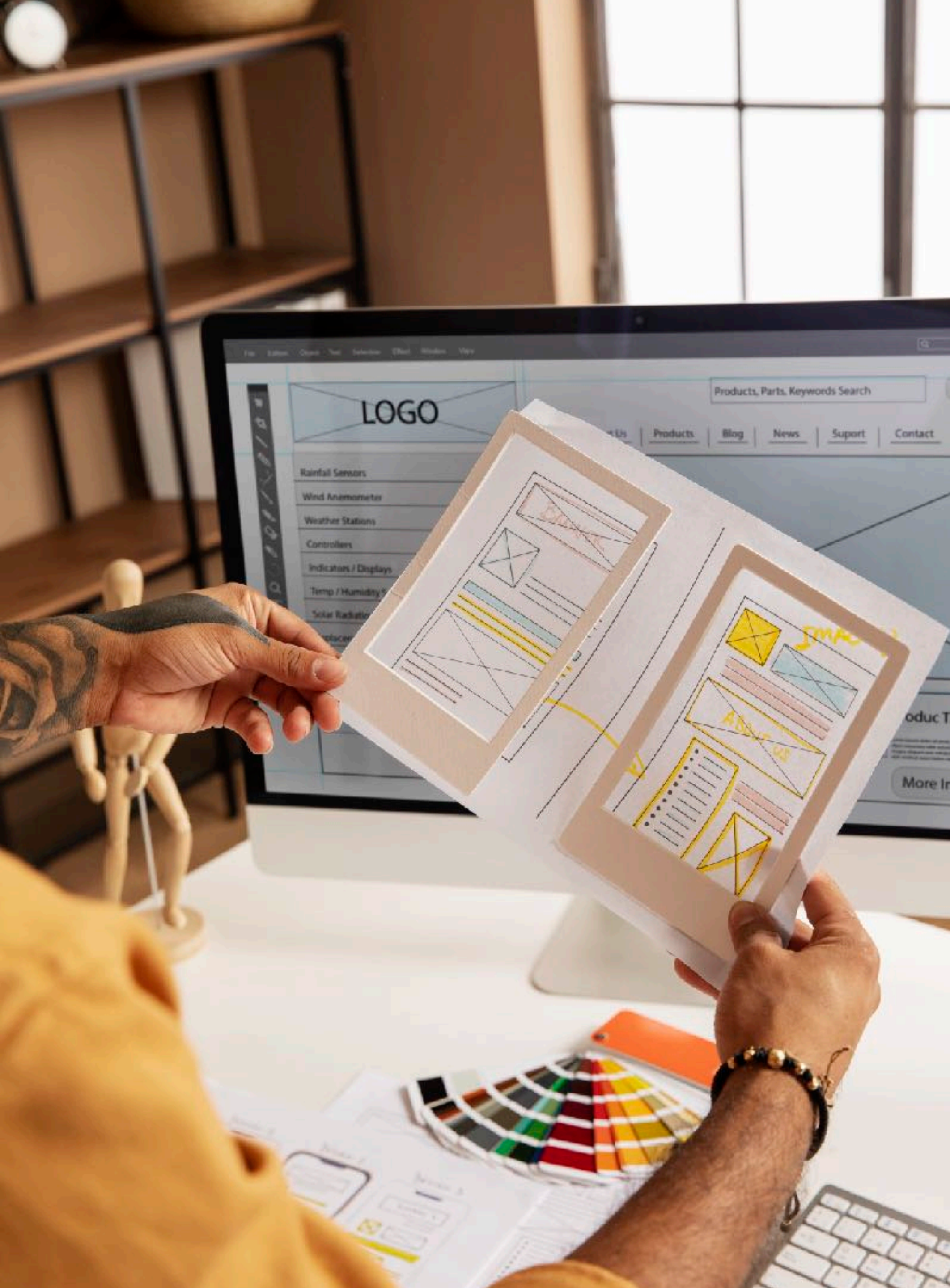
Pivoting from community to product-focused website.

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

#wg-website-rebuild @RCheesley

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.

@RCheesley

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!

NEEDS RESOURCES

@RCheesley

Helping people use Mautic
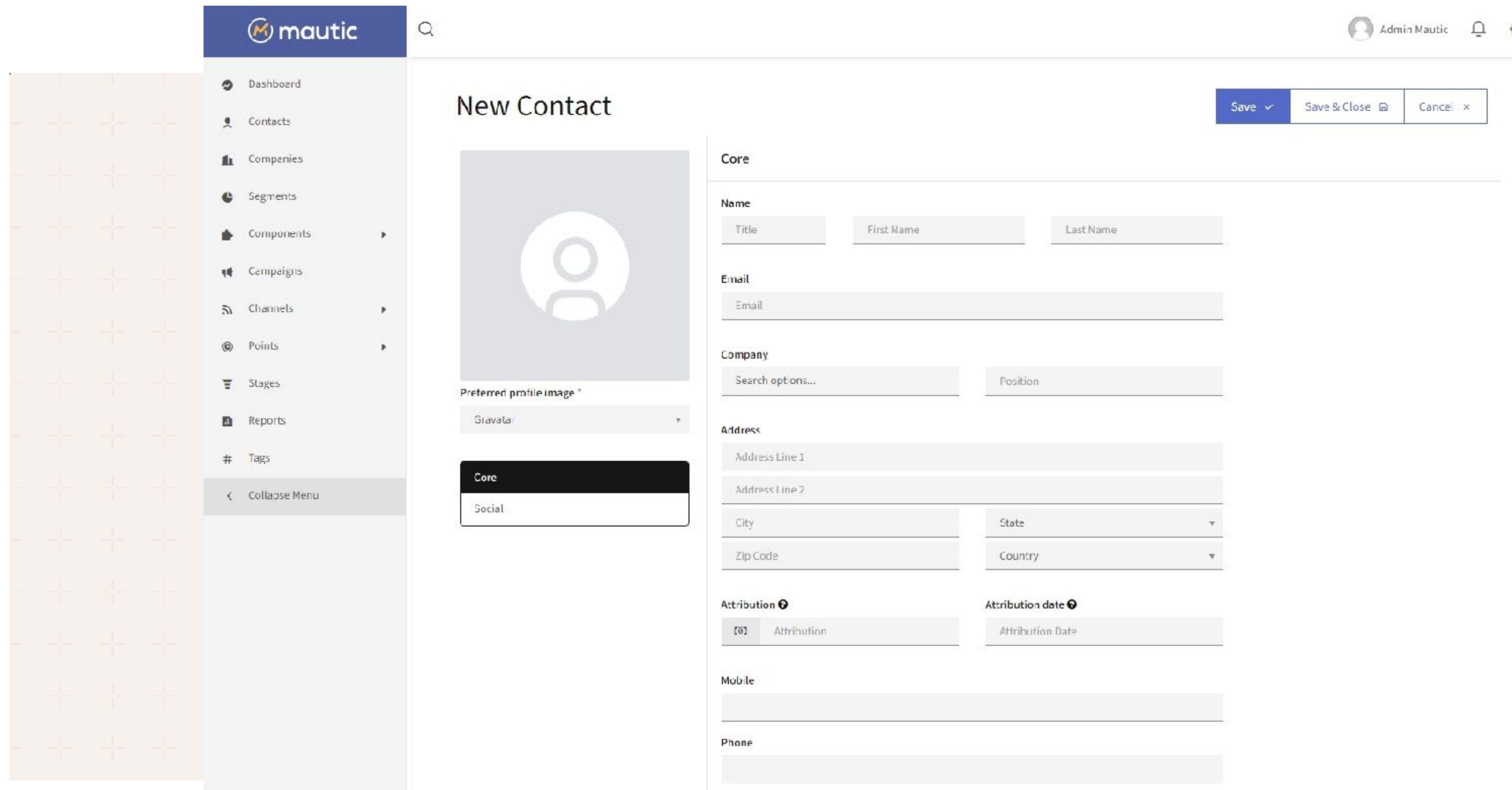
Massive work on the UX and UI of Mautic.

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!

@RCheesley

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 Omnivery, 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.
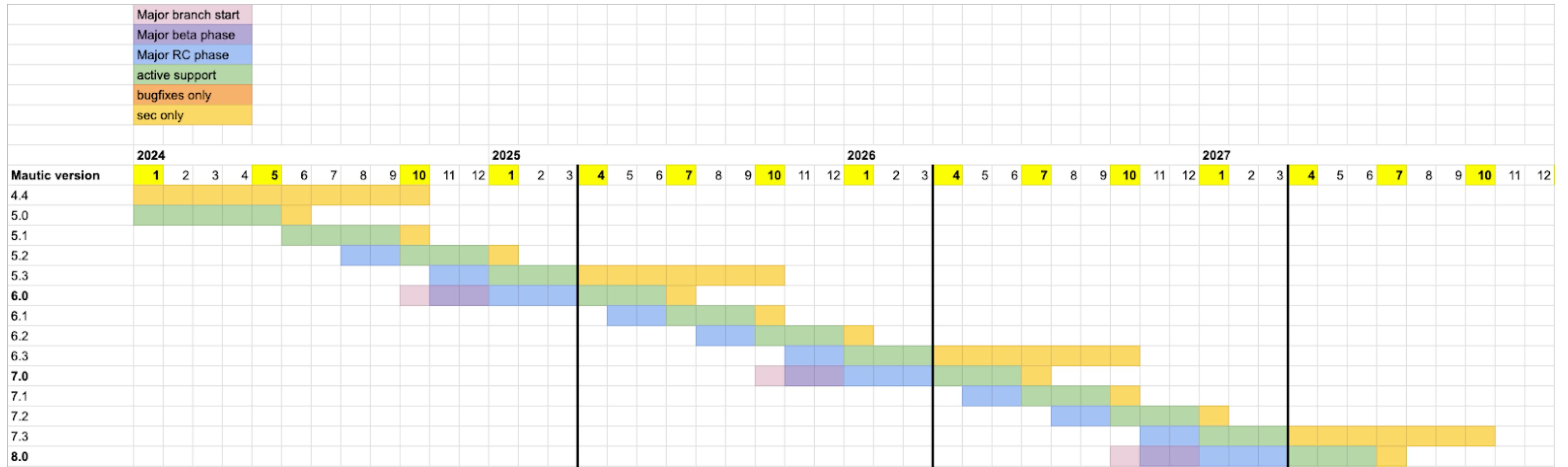
Proposed Solution

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 (Omnivery, 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.

@RCheesley

	Major branch start
	Major beta phase
	Major RC phase
	active support
	bugfixes only
	sec only

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!

@RCheesley

Extended Long Term Support for Mautic.

SCOPING

- 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.

#elts @RCheesley

Mautic Certification and Training Academy.

SCOPING

- 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.

@RCheesley

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

NEEDS RESOURCES

https://mau.tc/ambassador-program @RCheesley

Implementing a Mautic Ambassador Program.

NEEDS RESOURCES

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!

https://mau.tc/ambassador-program @RCheesley

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

IN PROGRESS

@RCheesley

Enter our design contest!

Create some beautiful swag to celebrate our
10 year anniversary.

https://mau.tc/10-years-design-contest   @RCheesley

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

@RCheesley