

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



@RCheesley



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

WAIT ... DIGITAL EXPERIENCE?

A person with long hair, wearing a red beanie, is seen from the back, holding a smartphone. The background is a blurred cityscape at dusk or dawn. The text is overlaid on the image in white.

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%

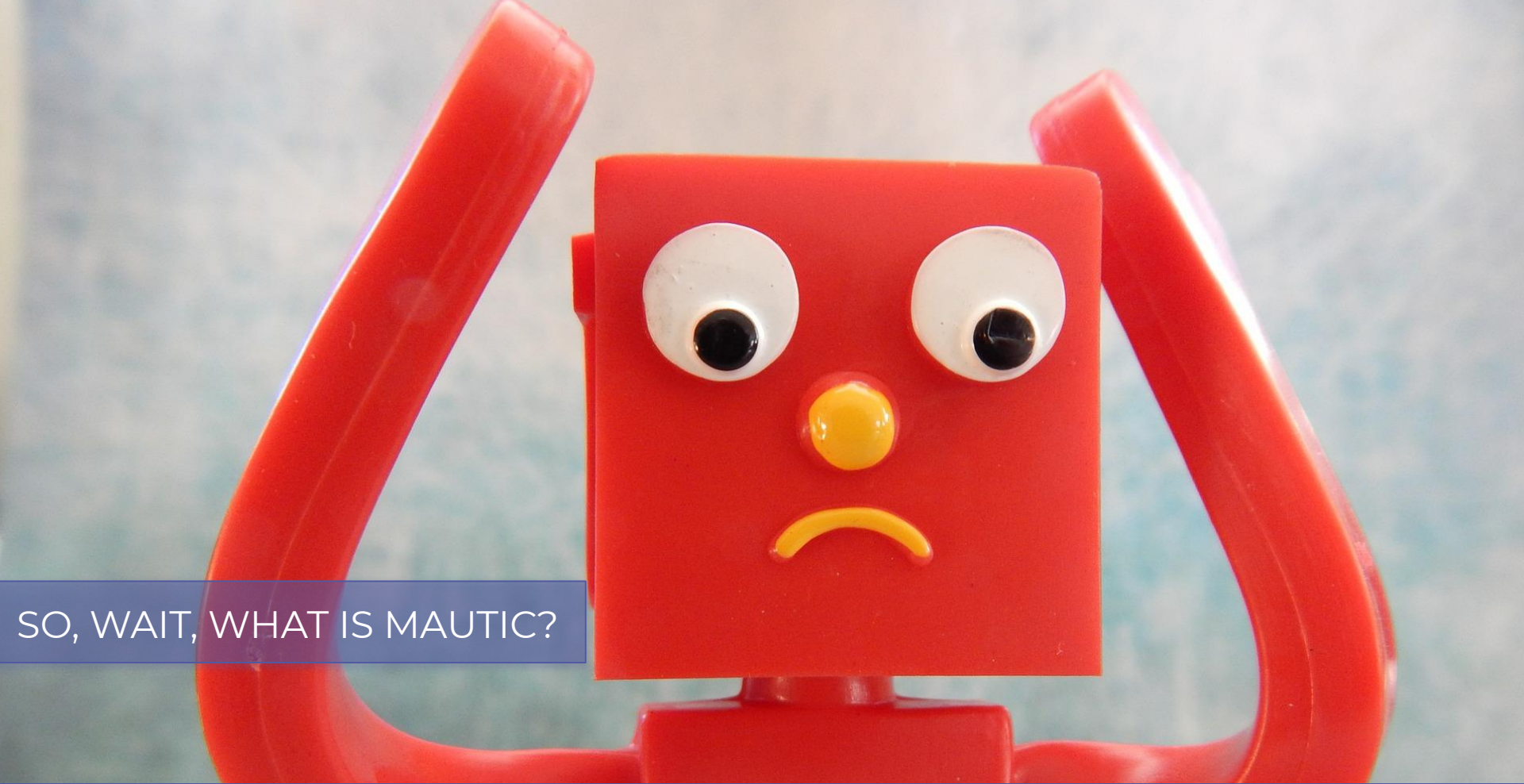
of prospects are
not in buying
mode when
they first
interact with a
company

Source: [Marketing Sherpa](#)

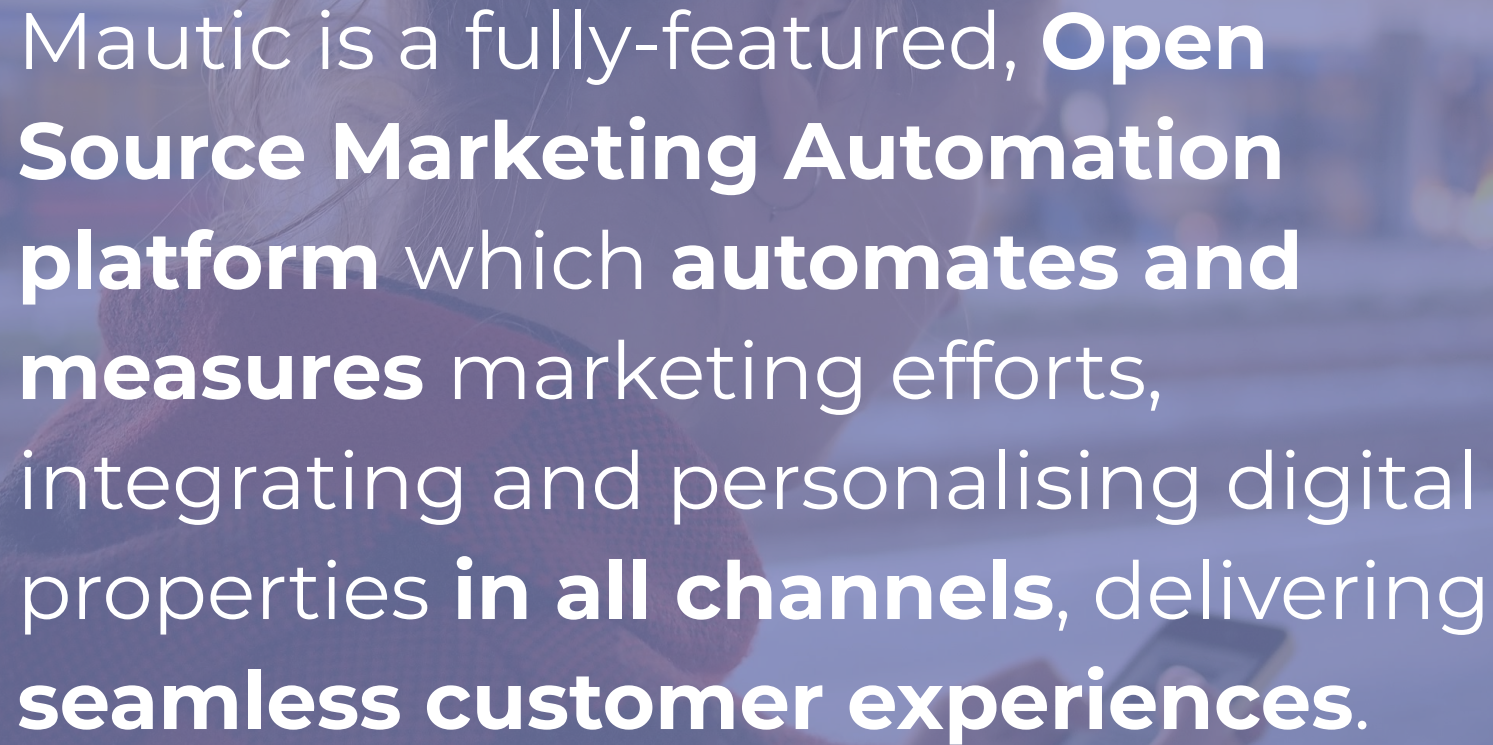
80%

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

Source: [McKinsey & Company](#)



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**



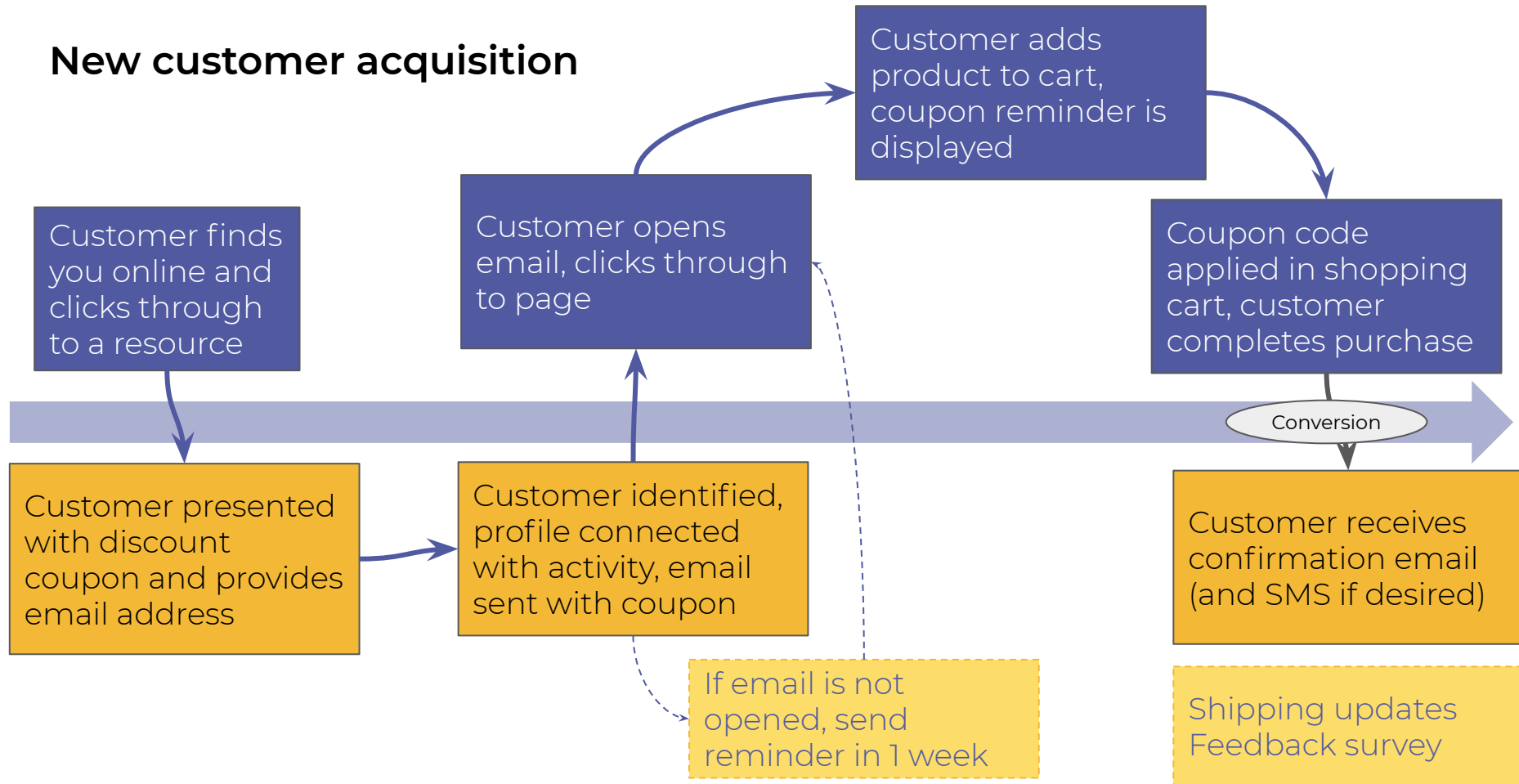
A/B TESTING



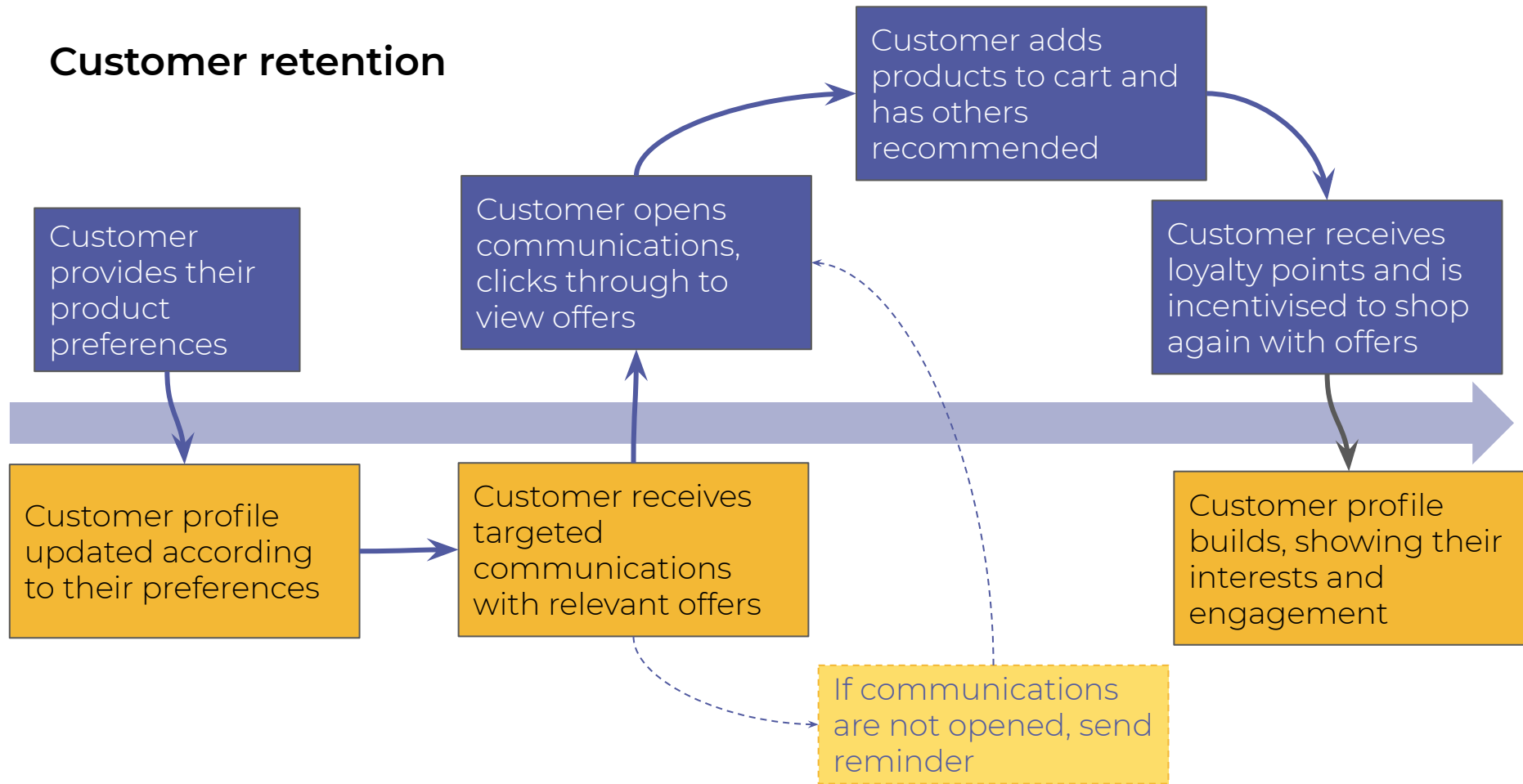
@RCheesley



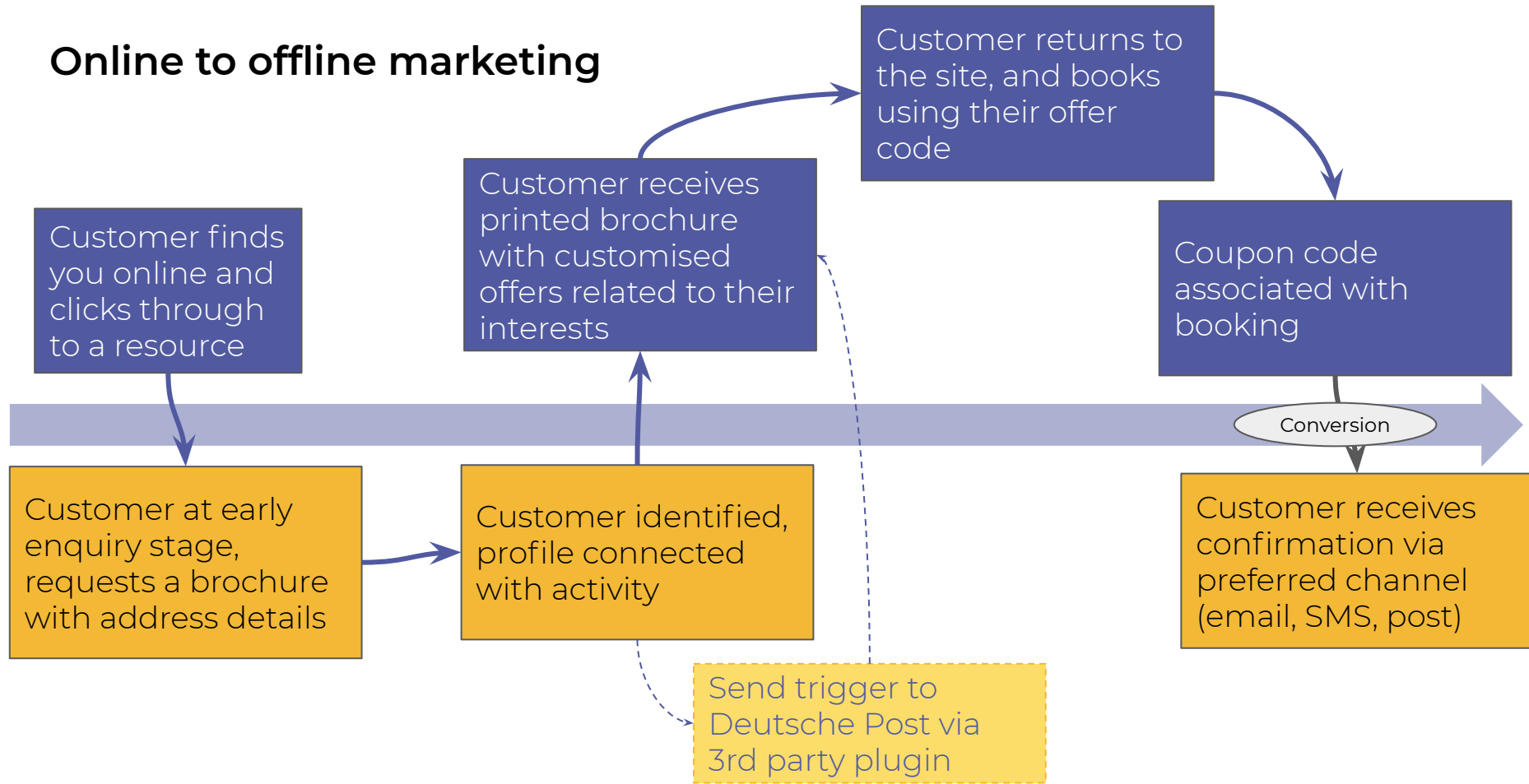
New customer acquisition



Customer retention



Online to offline marketing





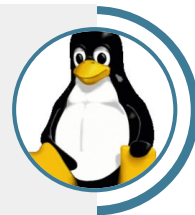
SOUNDS GREAT! HOW DO I GET STARTED?



Linux

L

Linux



NGINX

E/A

Apache



MySQL

M

MariaDB



PHP

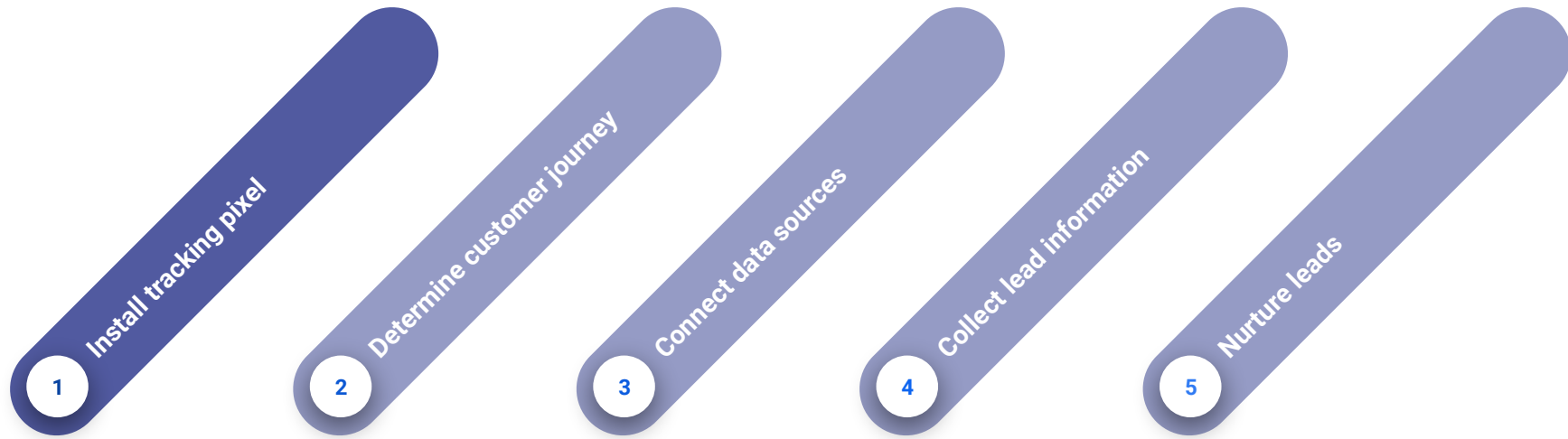
P

PHP



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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.

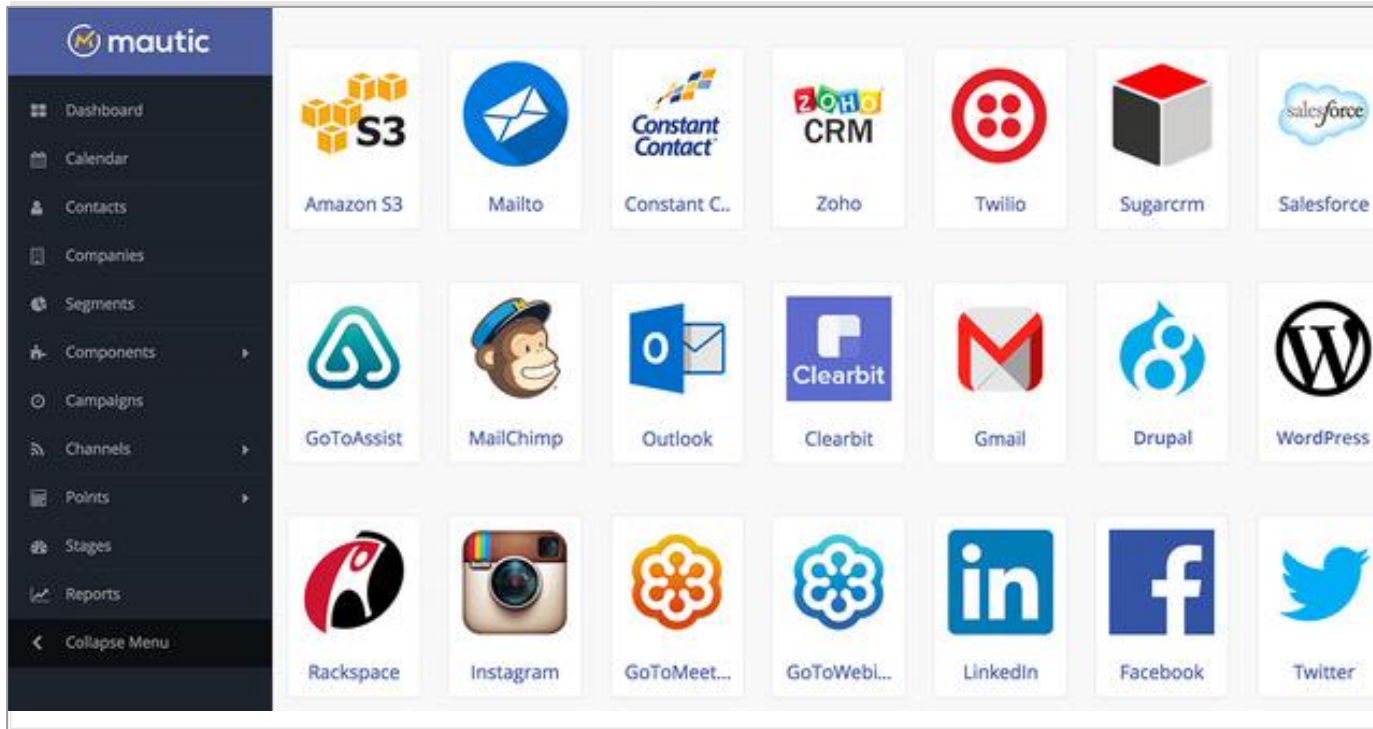
```
<script>
  (function(w,d,t,u,n,a,m){w['MauticTrackingObject']=n;
    w[n]=w[n]||function(){(w[n].q=w[n].q||[]).push(arguments)},a=d.createElement(t),
    m=d.getElementsByTagName(t)[0];a.async=1;a.src=u;m.parentNode.insertBefore(a,m)
  })(window,document,'script','https://sales-demo.mautic.net/mtc.js','mt');

  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!



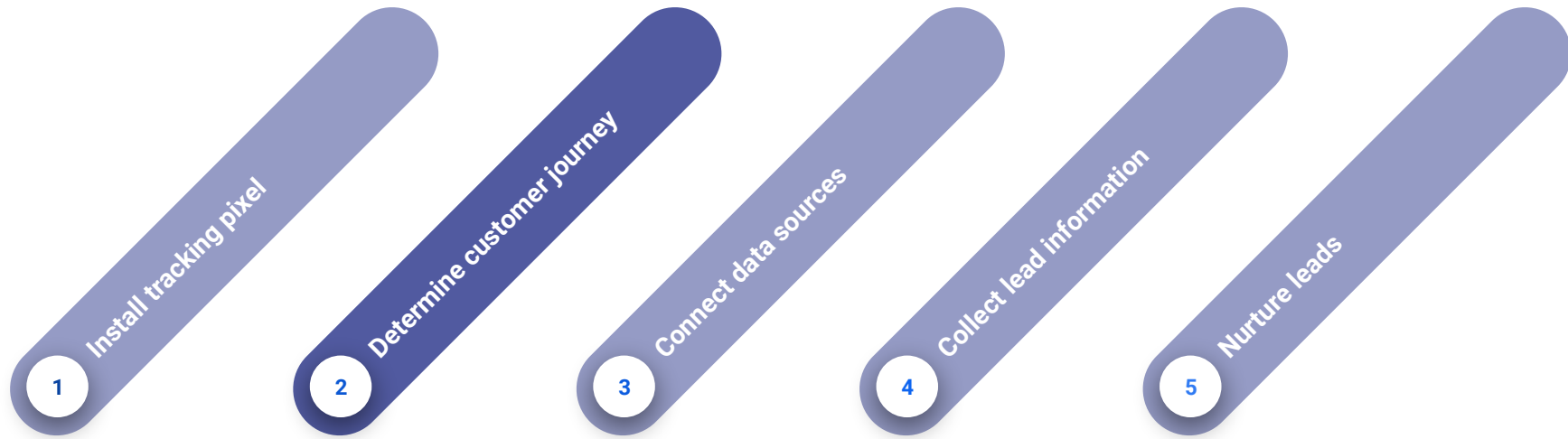




Photo by [UX Indonesia](#) on [Unsplash](#)



1

Install tracking pixel

2

Determine customer journey

3

Connect data sources

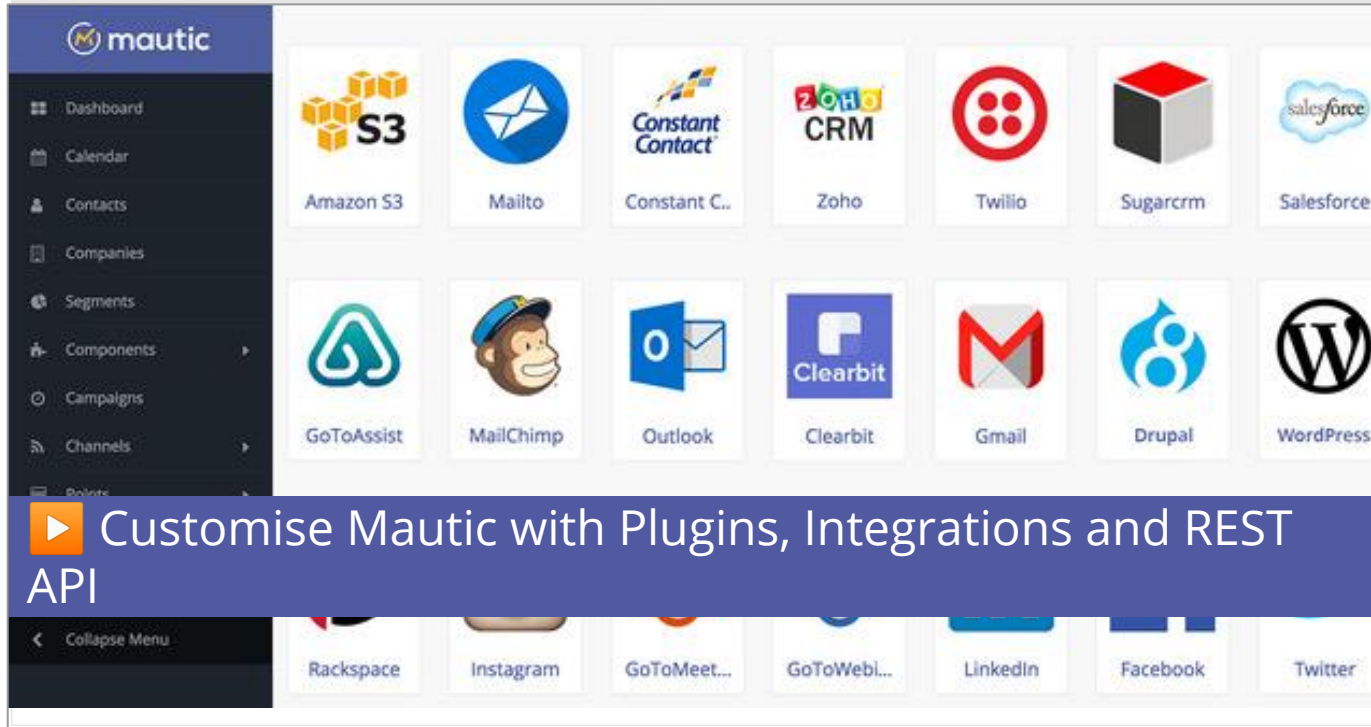
4

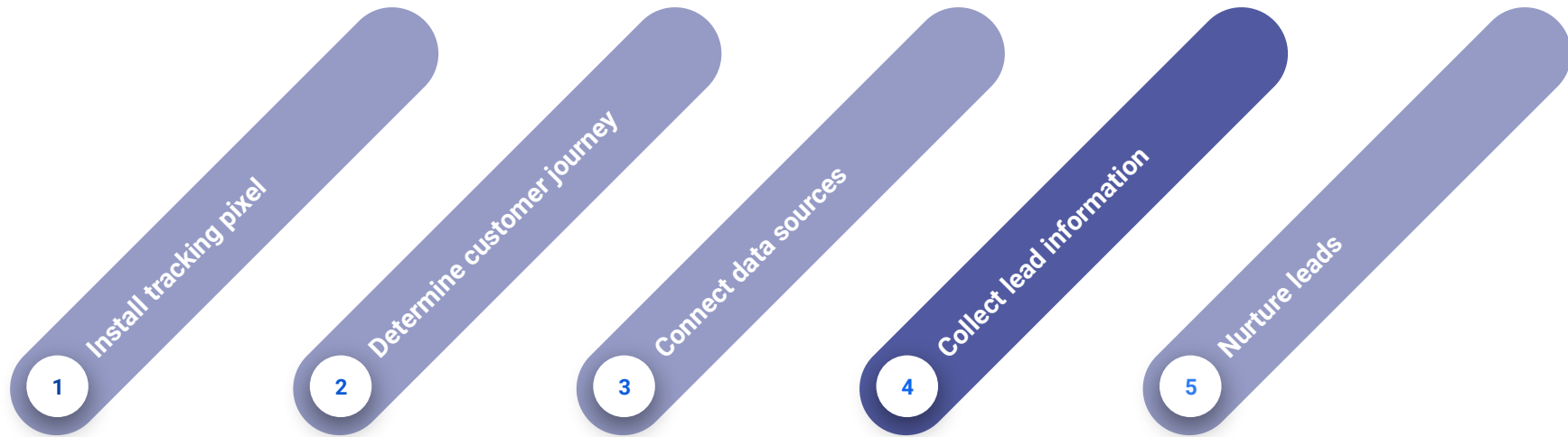
Collect lead information

5

Nurture leads

Integrations





Get The Free eBook

First name *	Last name *
<input type="text"/>	<input type="text"/>
Email *	Phone *
<input type="text"/>	<input type="text"/>
Date *	Unsubscribe Company?
<input type="text" value="dd/mm/yyyy"/>	<input type="text"/>

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

DOWNLOAD

Mautic Versions

Branch	Beta Release	Initial Release	Active Support Until	Security Support Until
2.15	27 Sep 2019	8 Oct 2019	2.16 Stable Release	2.16 Stable Release
2.16	30 Jan 2020	13 Feb 2020	TBD	TBD**
3.0	17 Feb 2020	TBD	TBD	TBD

** = Security Support for 2.16 will only be provided for Mautic itself, not for core dependencies that are EOL like Symfony 2.8.

Download Free Marketing Automation

The latest release of Mautic is available as a zip file below. For another format or to see the files first, take a look at the [Github repository](#). Questions? Check out the [quick start guide](#) or head over to our [forum](#), or [Slack](#) where you can interact with our community and find answers to many of the challenges you might face.

[Download](#)

Cloud Hosted Mautic

Looking for fully hosted, no-maintenance version of Mautic that comes with support? [Sign up today for sandbox](#) or get a quote for a paid subscription.

FOLLOW:



Want to upgrade to Mautic Marketing Cloud?

Mautic Cloud Pro: Automate, personalize and measure the entire customer lifecycle across every interaction.

Maestro: Save time and increase efficiency by accessing all marketing campaigns in one single place.

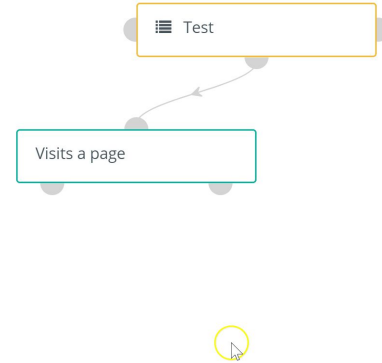
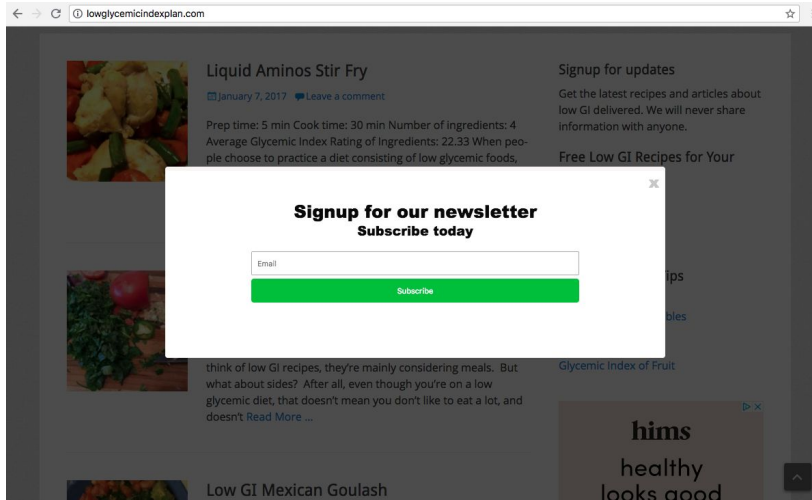
[REQUEST A DEMO](#)


Embedded web forms - automatic or manual

Shortcodes used for automatic embedding

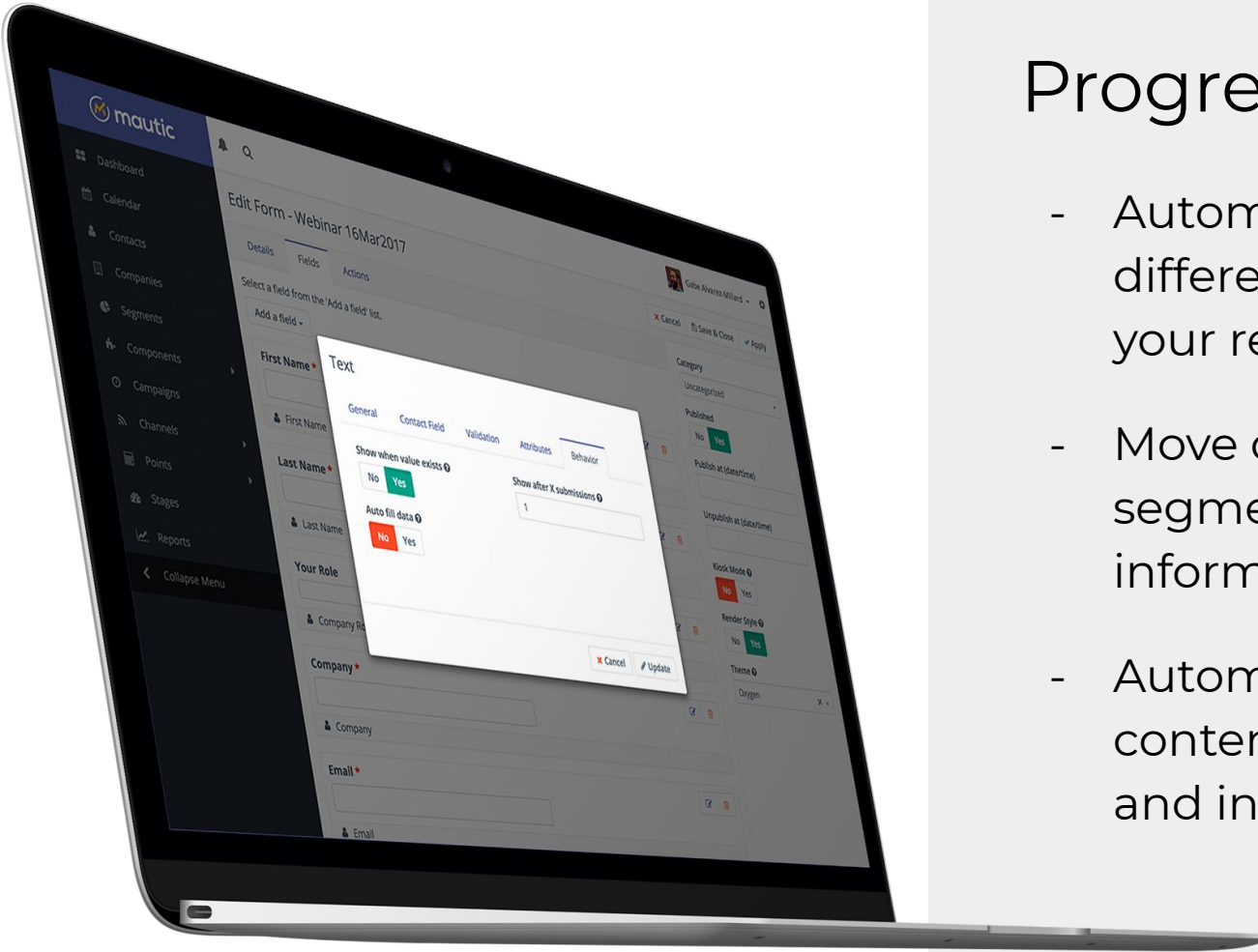
Many integrations with form extensions

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

 >

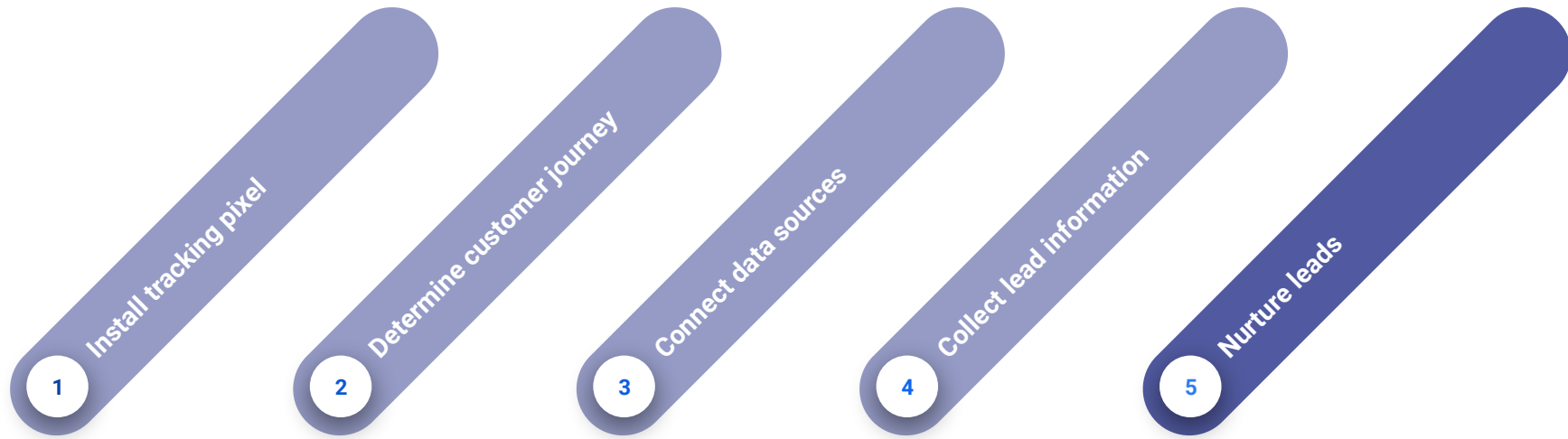
Pause from

dd/mm/yyyy

to

dd/mm/yyyy

SAVE PREFERENCES

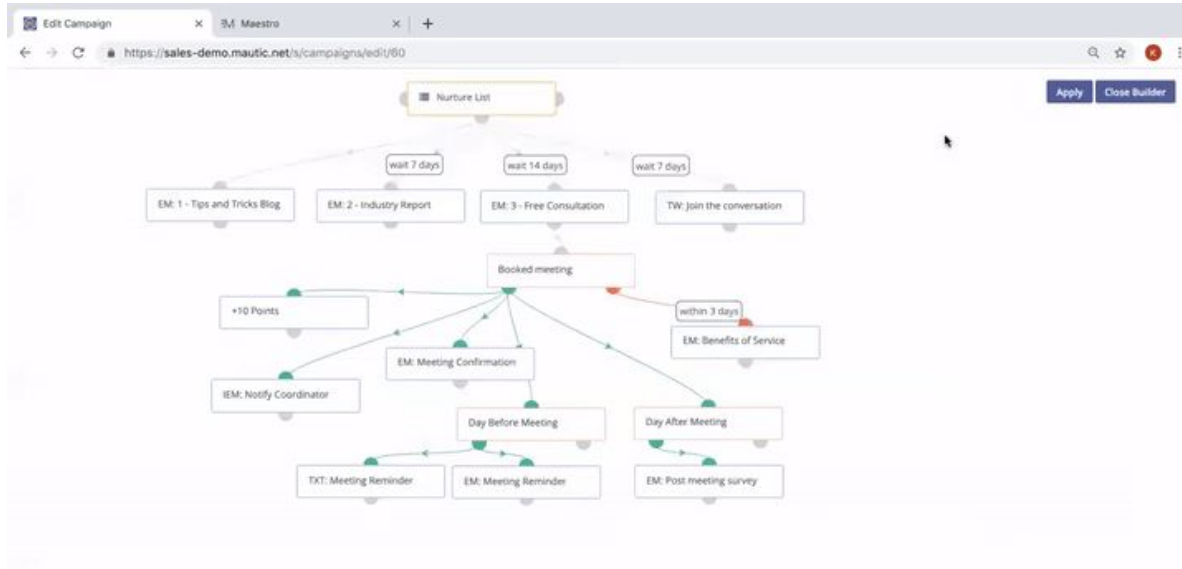


Audience Segmentation

The screenshot displays the Mautic user interface for editing a segment named 'Nurture List'. The left sidebar contains navigation links: 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'. The 'Filters' tab is active, showing a list of filter rules. The first rule is 'Lead Status equals Nurture', and the second rule is 'Date Identified less than 2018-01-01'. The rules are connected by an 'and' operator. On the right side, there are toggle switches for 'Public Segment' and 'Published', both set to 'Yes'. At the bottom of the interface, there is a copyright notice: 'Copyright 2018 Mautic. All Rights Reserved.'

Build Target Lists Based on Demographic/Behavioural Data

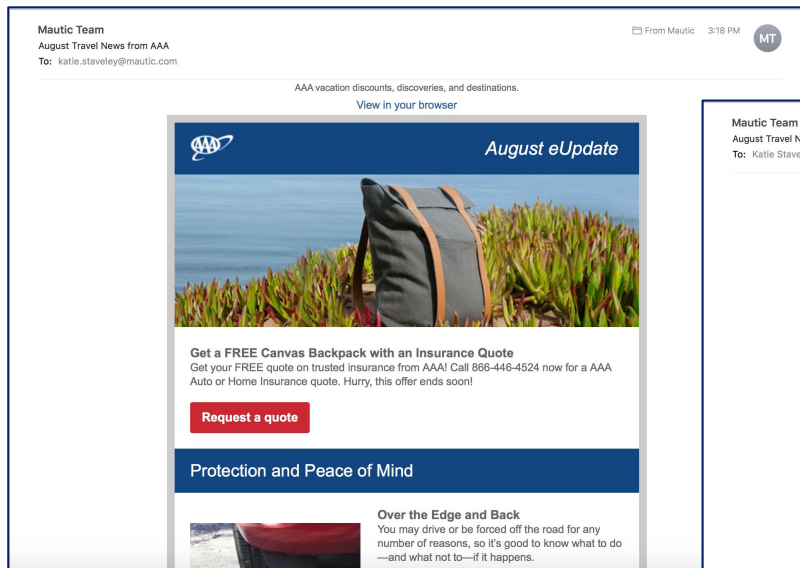
Drag & Drop Campaign Builder



▶ Launch Personalised, Multi-channel Campaigns Quickly

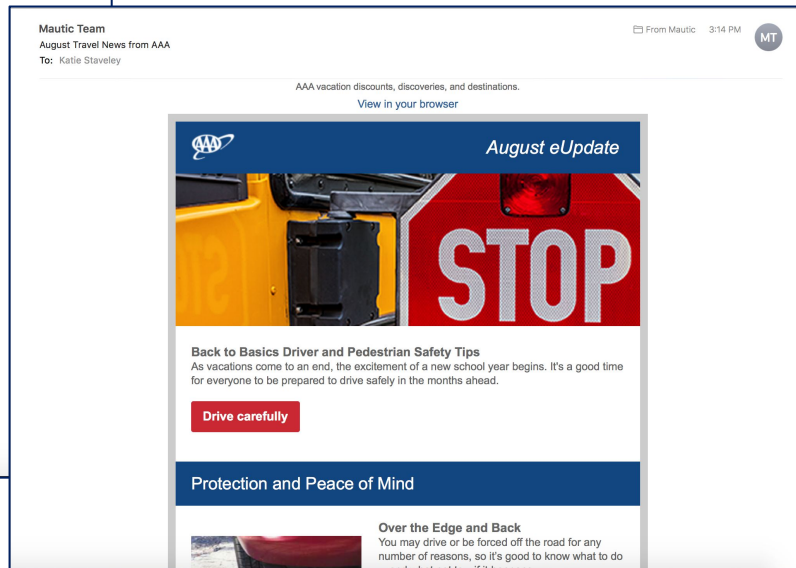
Dynamic Content

Tailor your email content based on user demographics or behaviour



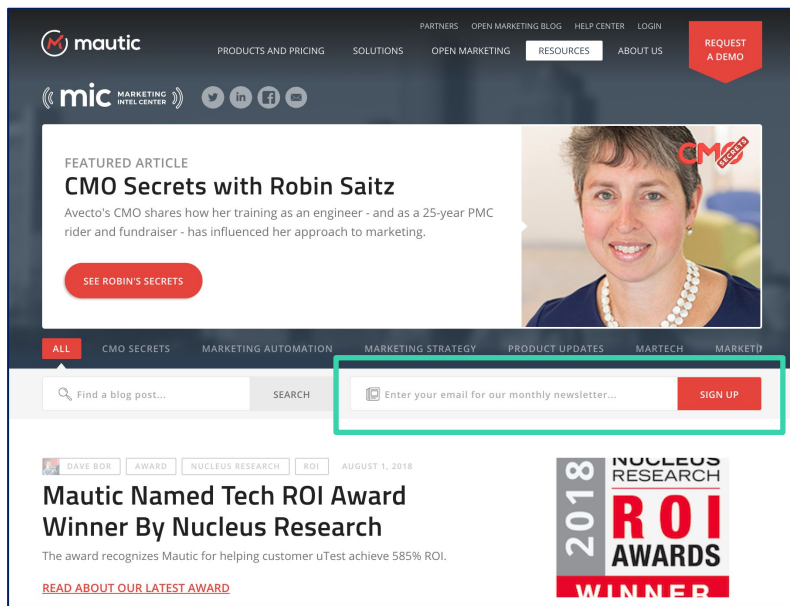
★ Region 1

★ Region 2



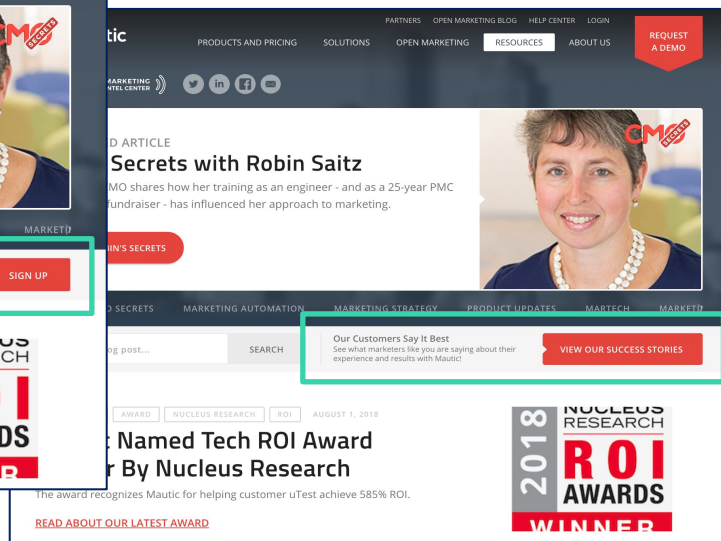
Dynamic Content

Apply the same tactics on your website

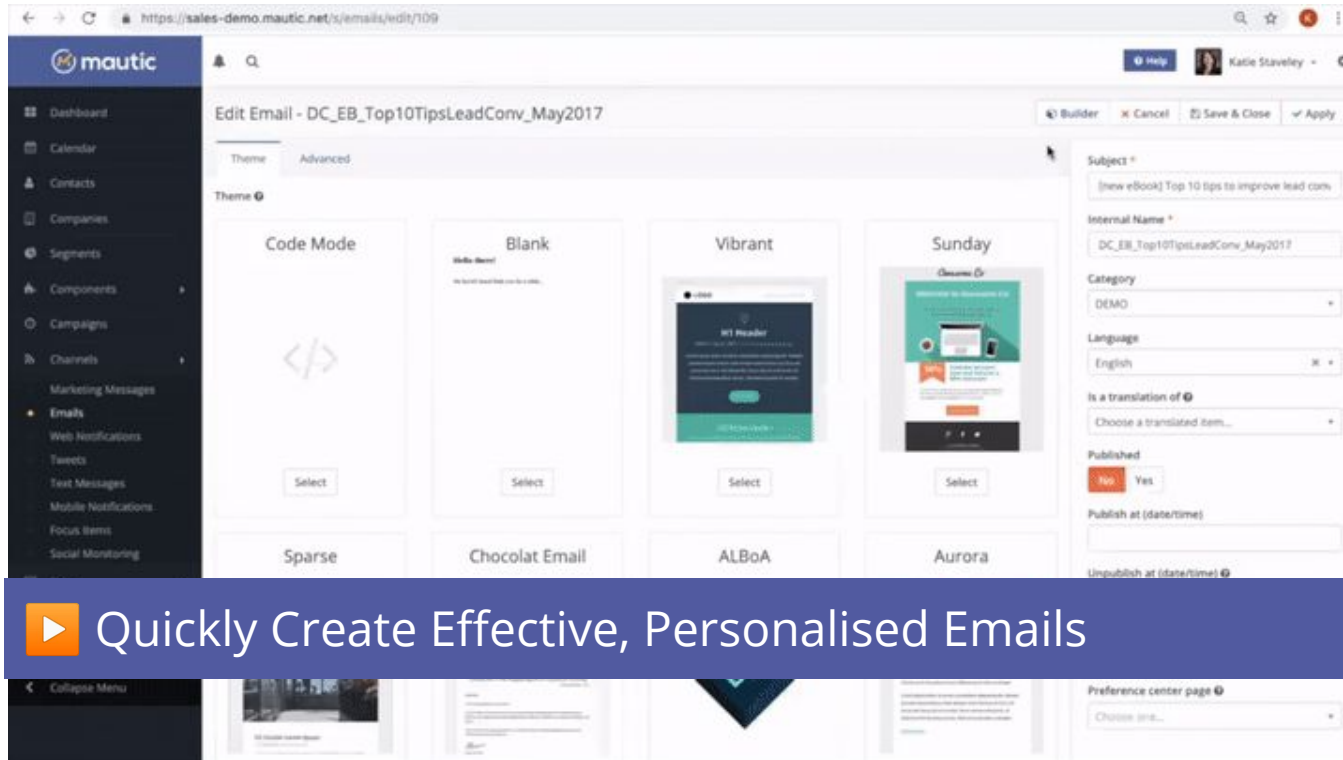


★ Unknown

★ Known



Email Templates



▶ 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 (selected), Web Notifications, Tweets, Text Messages, Mobile Notifications, Focus Items, and Social Monitoring. The main content area is titled 'New Email' with a subtitle 'Variant of EB_Top10TipsLeadConv_May2017_ABtest'. It features tabs for 'Theme' and 'Advanced'. Under the 'Theme' tab, four theme cards are shown: 'Code Mode' (with a code icon), 'Blank' (with 'Hello there!' text), 'Vibrant' (with a green header and 'H1 Header' text), and 'Sunday' (with a 'Welcome to Awesome Co' header and a 50% discount banner). Each card has a 'Select' button. Below the cards, the names 'Sparse', 'Chocolat Email', 'ALBoA', and 'Aurora' are visible. On the right, the 'Subject' field contains '[new eBook] Top 10 tips to improve lea', the 'Internal Name' is 'EB_Top10TipsLeadConv_May2017_ABt', and the 'Traffic Weight' is set to 50. The 'A/B test winner criteria' dropdown is open, showing options like 'Asset Stats', 'Download rate', 'Email Stats', 'Read rate', 'Clickthrough rate', and 'Form Stats'. The top right shows a user profile for Katie Staveley and a 'Help' button.

mautic

Dashboard
Calendar
Contacts
Companies
Segments
Components
Campaigns
Channels
Marketing Messages
Emails
Web Notifications
Tweets
Text Messages
Mobile Notifications
Focus Items
Social Monitoring

New Email
Variant of EB_Top10TipsLeadConv_May2017_ABtest

Builder Cancel Save & Close Apply

Theme Advanced

Theme

Code Mode
Blank
Vibrant
Sunday

Select
Select
Select
Select

Sparse
Chocolat Email
ALBoA
Aurora

Subject *
[new eBook] Top 10 tips to improve lea

Internal Name *
EB_Top10TipsLeadConv_May2017_ABt

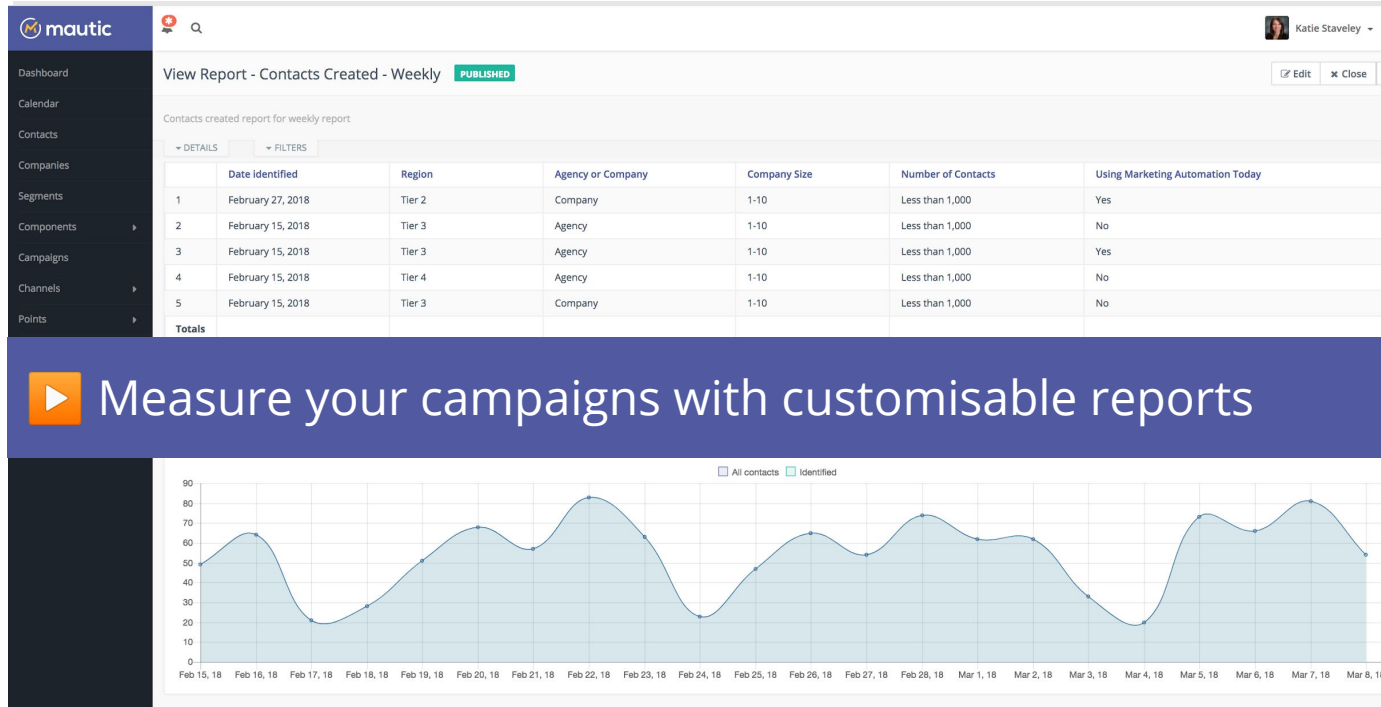
Traffic Weight *
50

A/B test winner criteria *
Choose one...
Choose one...
Asset Stats
Download rate
Email Stats
Read rate
Clickthrough rate
Form Stats

Simple A/B Testing for Emails and Landing Pages



Integrated Campaign Reporting



How can you contribute to Mautic?

Mautic Community - Open Sprint

A series of dark blue silhouettes of runners in various stages of a sprint, moving from left to right across the middle of the image. The runners are layered, creating a sense of depth and motion.

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!

How can you contribute in the Community Team?



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



@RCheesley



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

How can you contribute in the Education Team?



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



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Legal & Finance Team



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

How can you contribute in the Legal & Finance Team?



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



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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

How can you contribute in the Marketing Team?



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



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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



How can you contribute in the Product Team?



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



@RCheesley



Thank you

What questions can I answer?



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