Ruth Cheesley

The Mautic Update

Mautic Conference Europe, Lisbon
4-5 November 2024

@RCheesley

Ruth Cheesley

Ruth Cheesley (she/her)

Mautic Project Lead

ruth.cheesley@mautic.org

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

@RCheesley

São Paulo, 2022

India, 2024

Lagos, 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 like you who are changing the world.

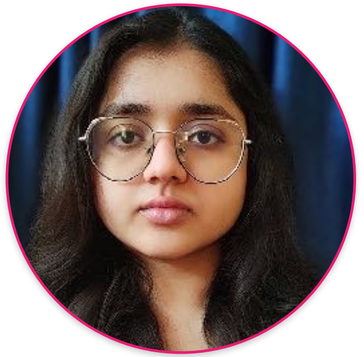
@RCheesley

Ekke Guembel
Community Team Lead

Madlen Friedrich
Program Lead

Ricardo Freire
Event Co-ordinator

Lenon Leite
Event Co-ordinator



Simran Sethi -
Communications

Thank you to our incredible organising team.

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

@RCheesley

Emily Wood - Marketing

Sven Döring - Marketing

Favour Chibueze - Event Support

Rahul Shinde - Session Evaluator

Mohit Aghera - Web Team

Dorcas Opatola - Designer

Thank you to our awesome event volunteers.

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

Thank you Mautic Conference Europe Sponsors

Your support helps us to bring together our awesome community!

Now is the time to get on board with Mautic!

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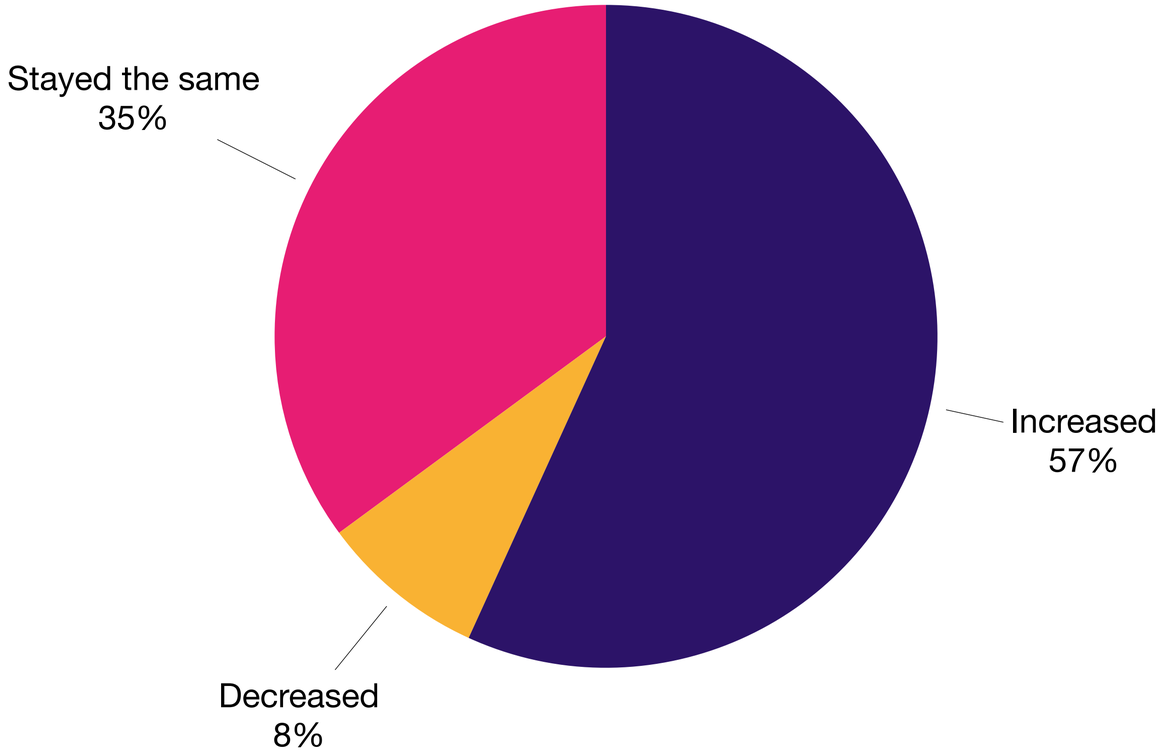
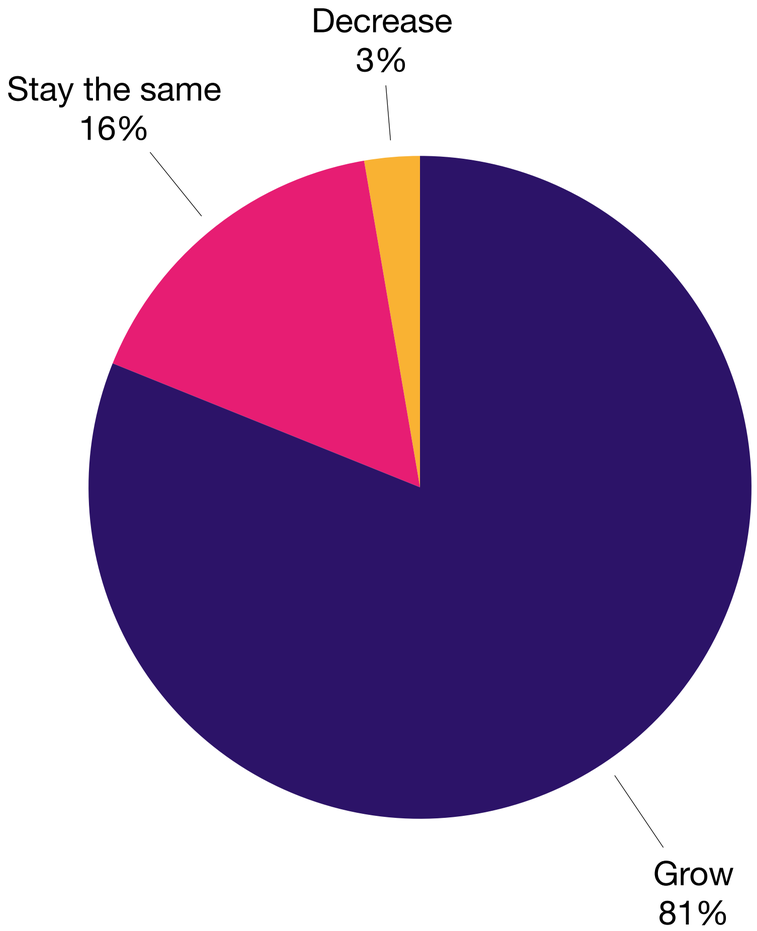


Source: Mautic Business Survey 2024
37 responses

Businesses are getting more Mautic opportunities.

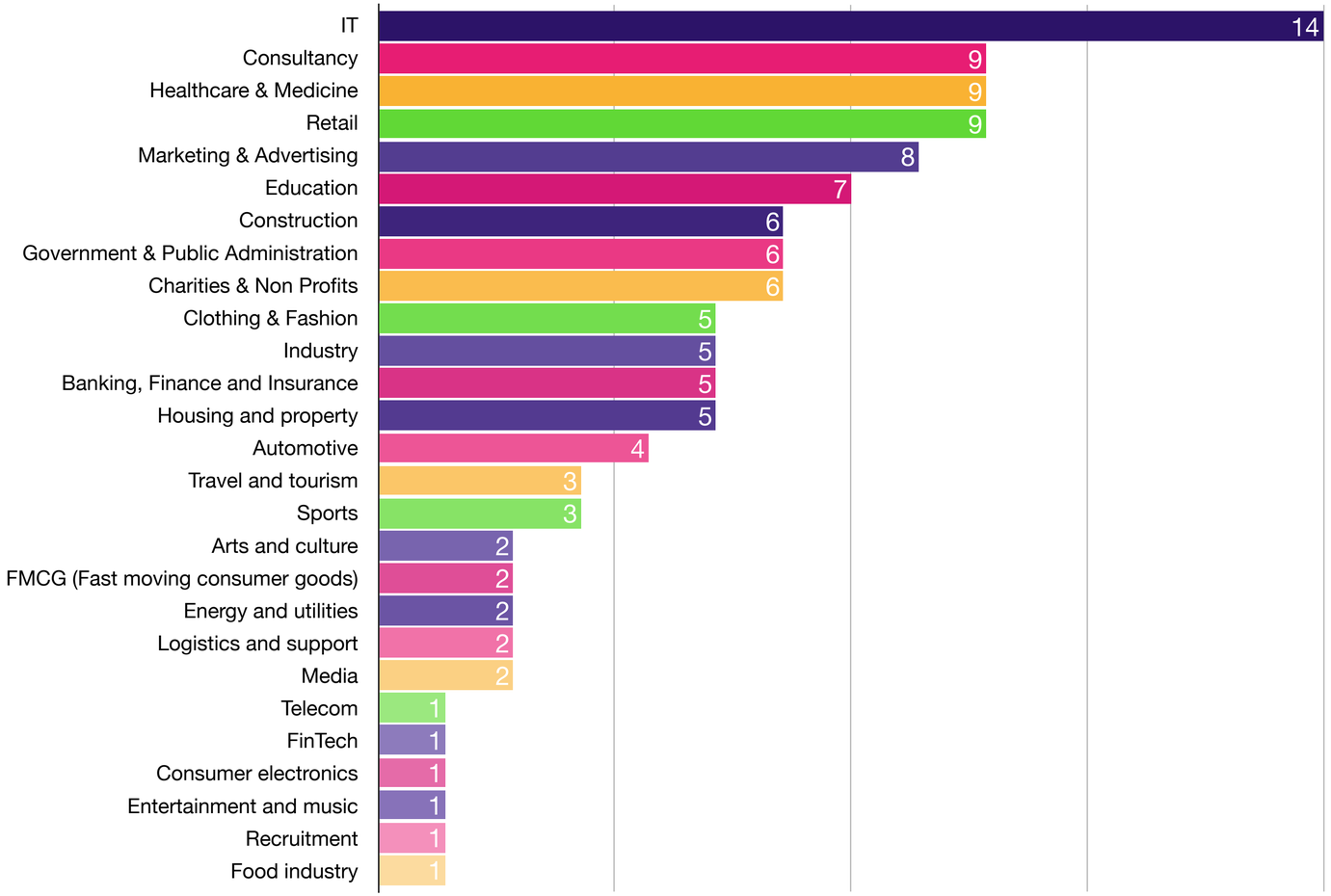
"Has your Mautic project pipeline increased or decreased over the last year?"



Source: Mautic Business Survey 2024
37 responses

Businesses are expecting more growth.

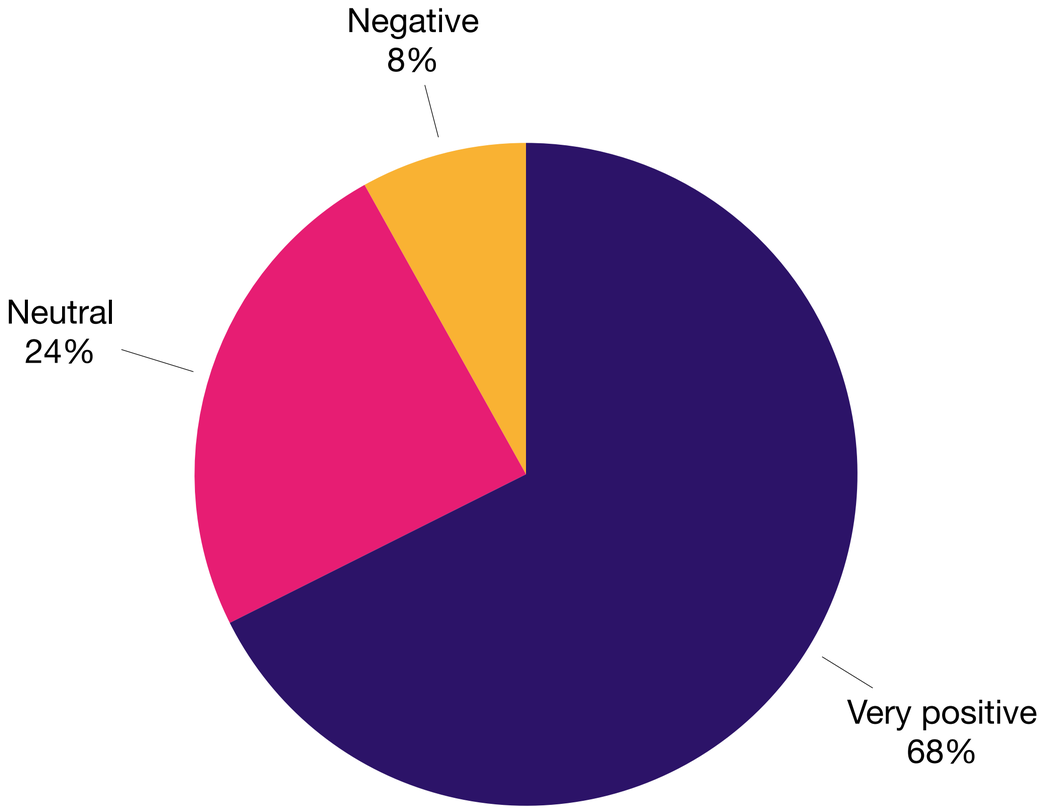
"How do you expect your Mautic business to grow in the next 12 months?"



Source: Mautic Business Survey 2024
37 responses (multi-select)

Mautic is used successfully across many industry sectors.

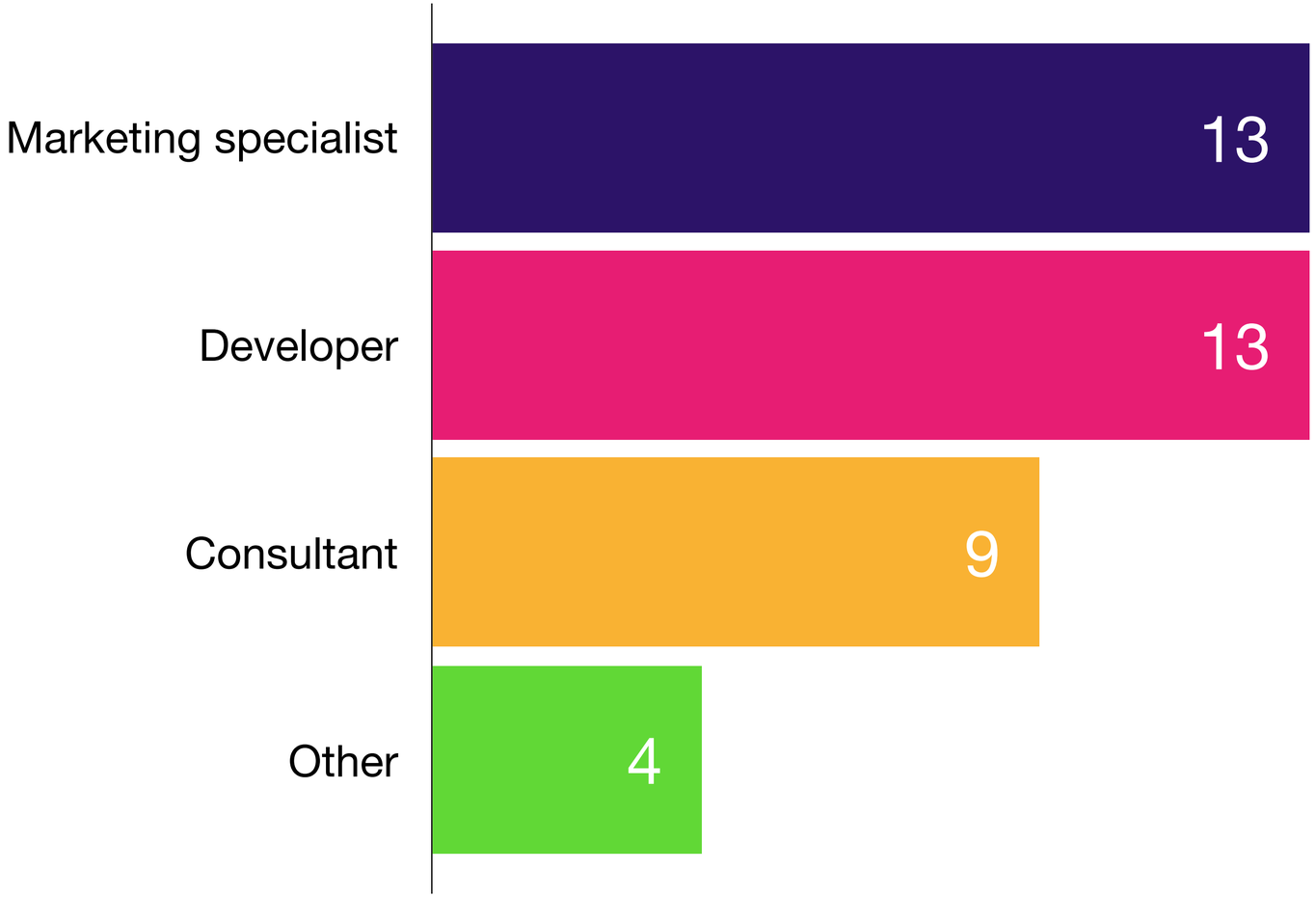
"In what industries do your Mautic clients operate?"



Source: Mautic Business Survey 2024
37 responses

Businesses see a bright future ahead.

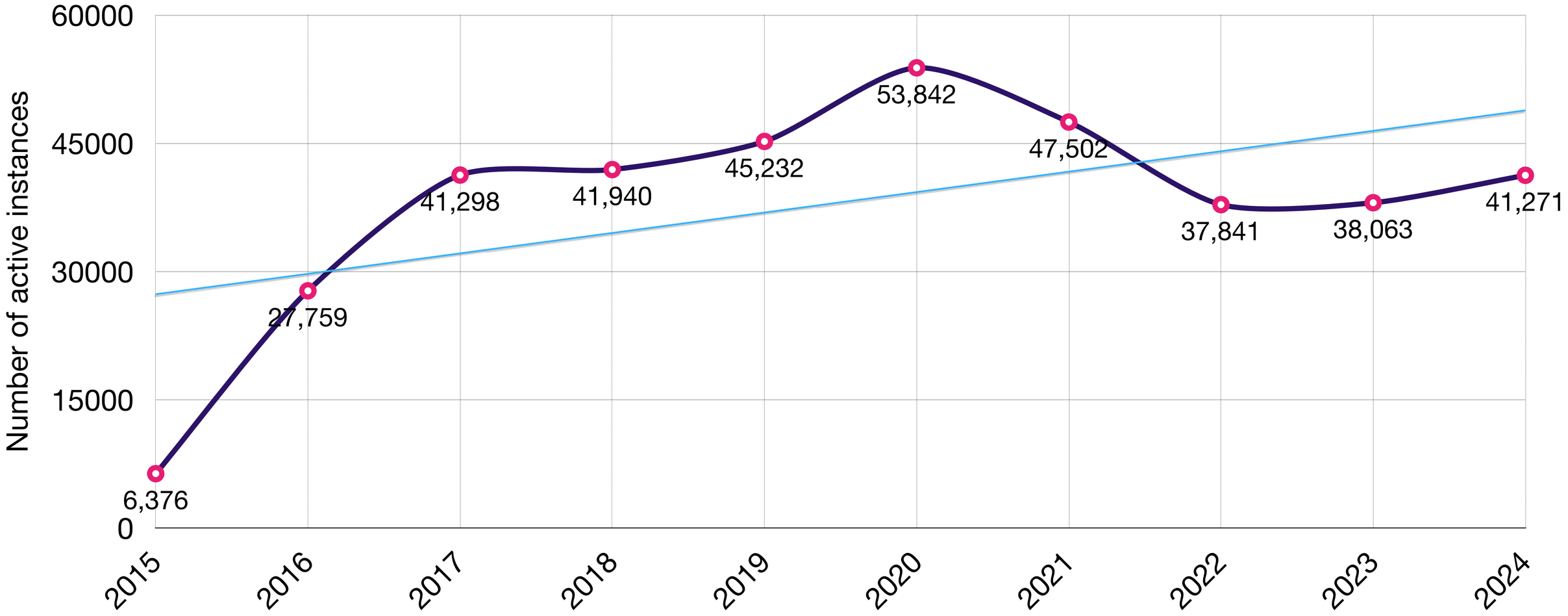
"How do you see the future of Mautic as a marketing automation solution"



Source: Mautic Business Survey 2024
23 responses

Businesses are hiring staff to work on Mautic.

"What roles are you hiring for?"



Active Mautic instances checking for updates.

Around 40k Mautic instances (and rising) check for updates each year.

Let’s celebrate the people and organisations who are making Mautic!

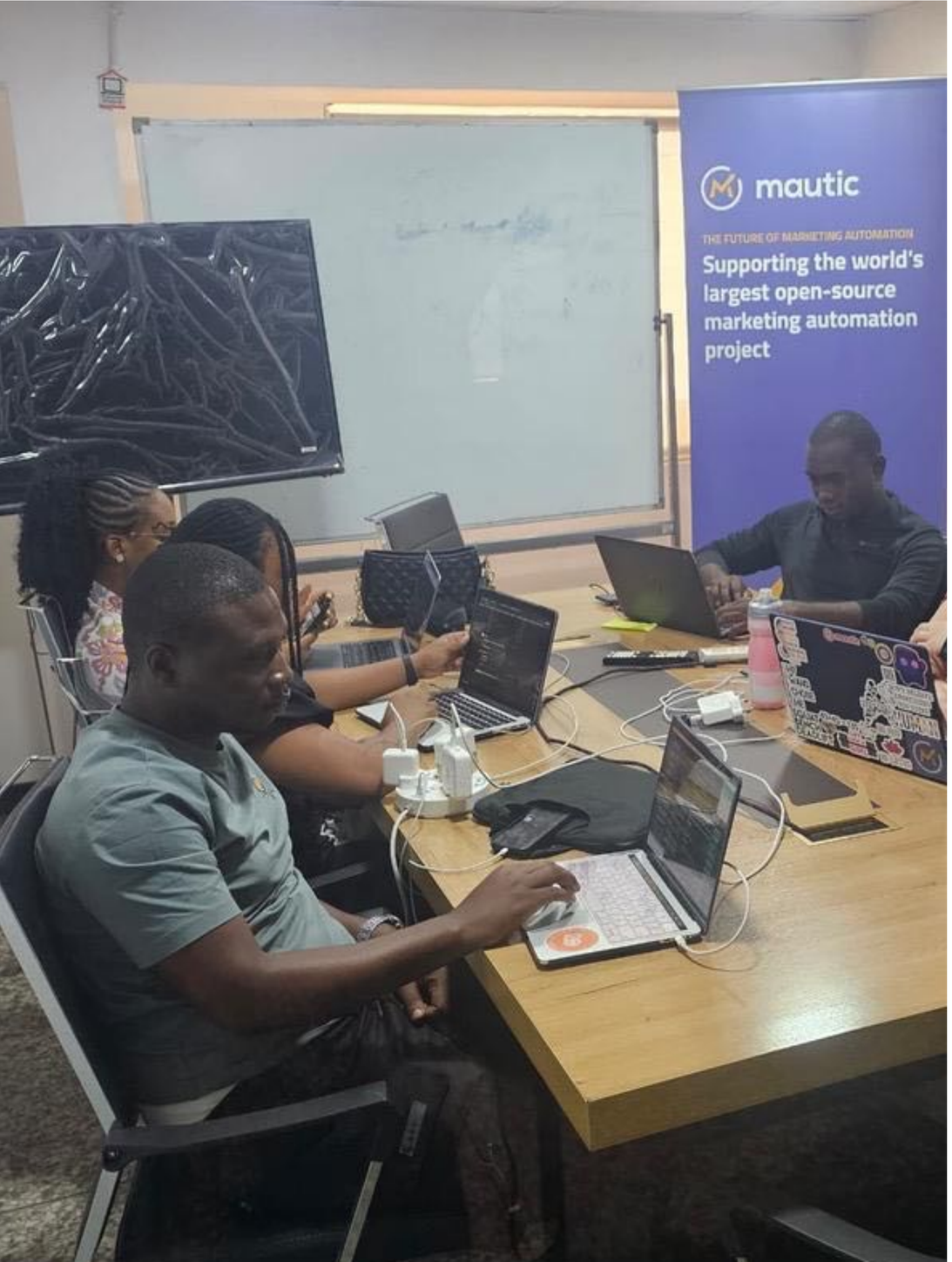
@RCheesley

Top company contributors to Mautic over the last calendar year.

1. Acquia (757)
2. Dropsolid (563)
3. Leuchtfeuer Digital Marketing (179)
4. Webmecanik (160)
5. Aivie (153)
6. RectorPHP (107)
7. Comarch (106)
8. Axelerant (79)
9. Friendly (33)
10. Crafting.email (29)

Most active companies in Mautic over the last calendar year.

1. Dropsolid (4207)
2. Acquia (2426)
3. Leuchtfeuer Digital Marketing (1217)
4. Aivie (932)
5. Axelerant (864)
6. Webmecanik (768)
7. Friendly (681)
8. Crafting.email (569)
9. PreviousNext (508)
10. TwentyZen (380)



Top individual contributors to Mautic over the last calendar year.

1. John Linhart (613)
2. Anderson José Eccel (315)
3. Rahul Shinde (150)
4. Zdeno Kuzmany (131)
5. Tomas Votruba (107)
6. Mattias Michaux (87)
7. Patryk Gruska (70)
8. Simran Sethi (60)
9. Rembrand Le Compte (49)
10. Ekke Guembel (40)

Most active individuals in Mautic over the last calendar year.

1. John Linhart (2190)
2. Avinash Dalvi (1906)
3. Anderson José Eccel (1813)
4. Mike Van Hemelrijck (976)
5. Rahul Shinde (857)
6. Surabhi Gokte (724)
7. Joey Keller (677)
8. Mattias Michaux (665)
9. Ricardo Freire (577)
10. Ekke Guembel (525)

What's new?

The latest news from Mautic

We've got some leadership changes in Mautic.

@RCheesley

Mattias Michaux
Outgoing Team Lead,
Product Team

Oluwatobi Owolabi
Outgoing Team Lead,
Marketing Team

Nico Grienauer
Outgoing Assistant Team Lead,
Community Team

https://mau.tc/leadership-changes-24

A huge thank you to our outgoing leadership team members.

Their dedication to contributing to Mautic has been a huge support to our growth.

Joey Keller
Incoming Team Lead,
Product Team

Rahul Shinde
Incoming Assistant Team Lead,
Product Team

Mike Van Hemelrijck
Incoming Assistant Team Lead,
Marketing Team

Avinash Dalvi
Incoming Assistant Team Lead,
Community Team

https://mau.tc/leadership-changes-24

A warm welcome to our new volunteer leaders.

We’re excited to have you on board and looking forward to future growth under your leadership!

@RCheesley

Andy Towne
Outgoing Council Member

Favour Chibueze
Outgoing Council Member

https://mau.tc/leadership-changes-24

A big thank you to our outgoing Council members.

We've greatly valued your input and guidance in establishing our first community-elected Council.

@RCheesley

Simran Sethi
Incoming Council Member

Could it be you?
One Council seat vacant

https://mau.tc/leadership-changes-24

A warm welcome to our newest Council member.

We’re delighted to welcome Simran Sethi as a Council member and invite others to apply for the remaining role which remains open.

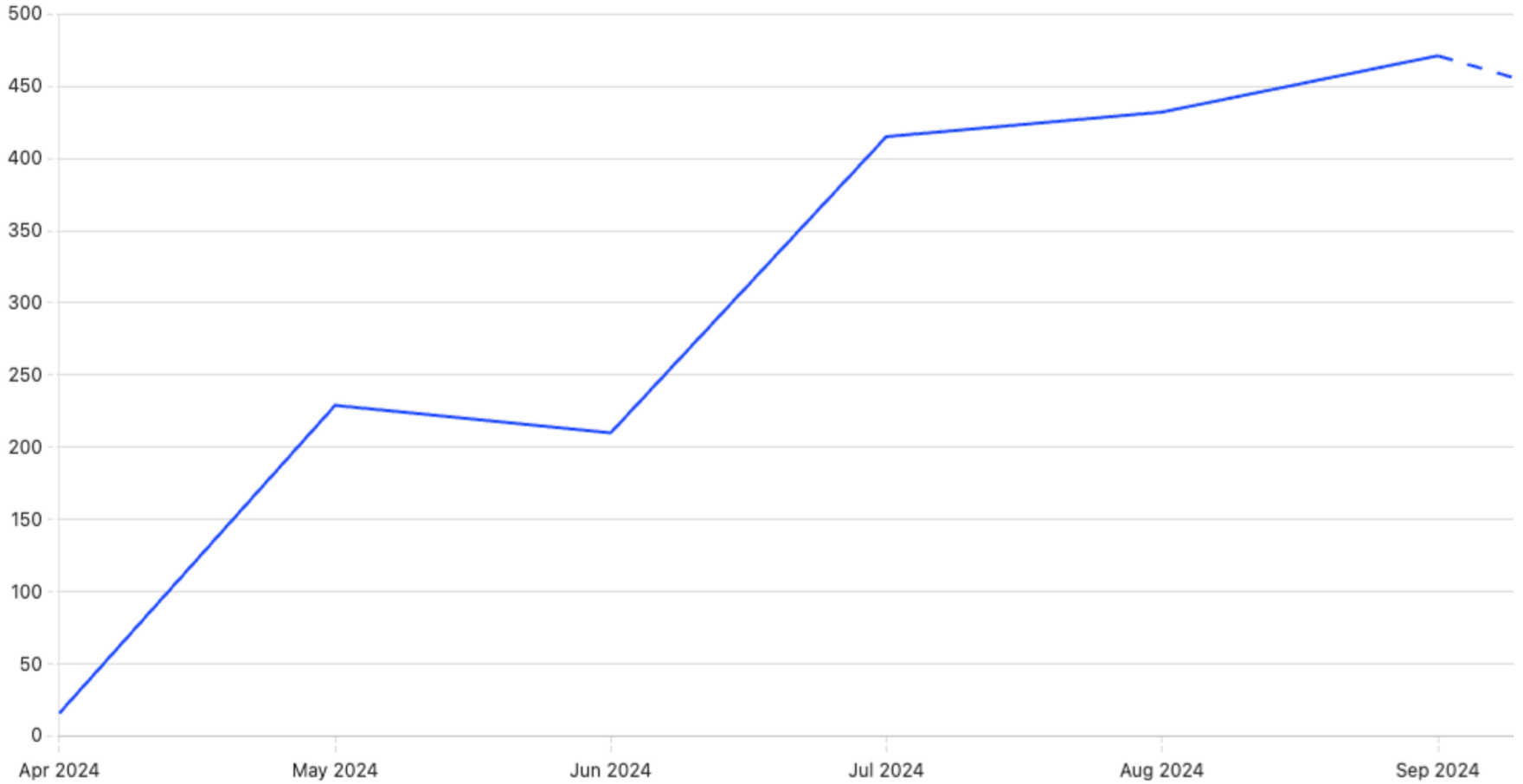
@RCheesley

Pivoting to lead with our product

By switching to a product-led approach we can reach more people and empower them to get started and be successful with Mautic in the quickest possible time.

1.

We've established a free-trial system which allows people to jump straight into using Mautic without the need to think about hosting, installing and configuring the application itself.



Strong growth in trial signups.

Over 3,000 users since the trials were launched in May 2024.

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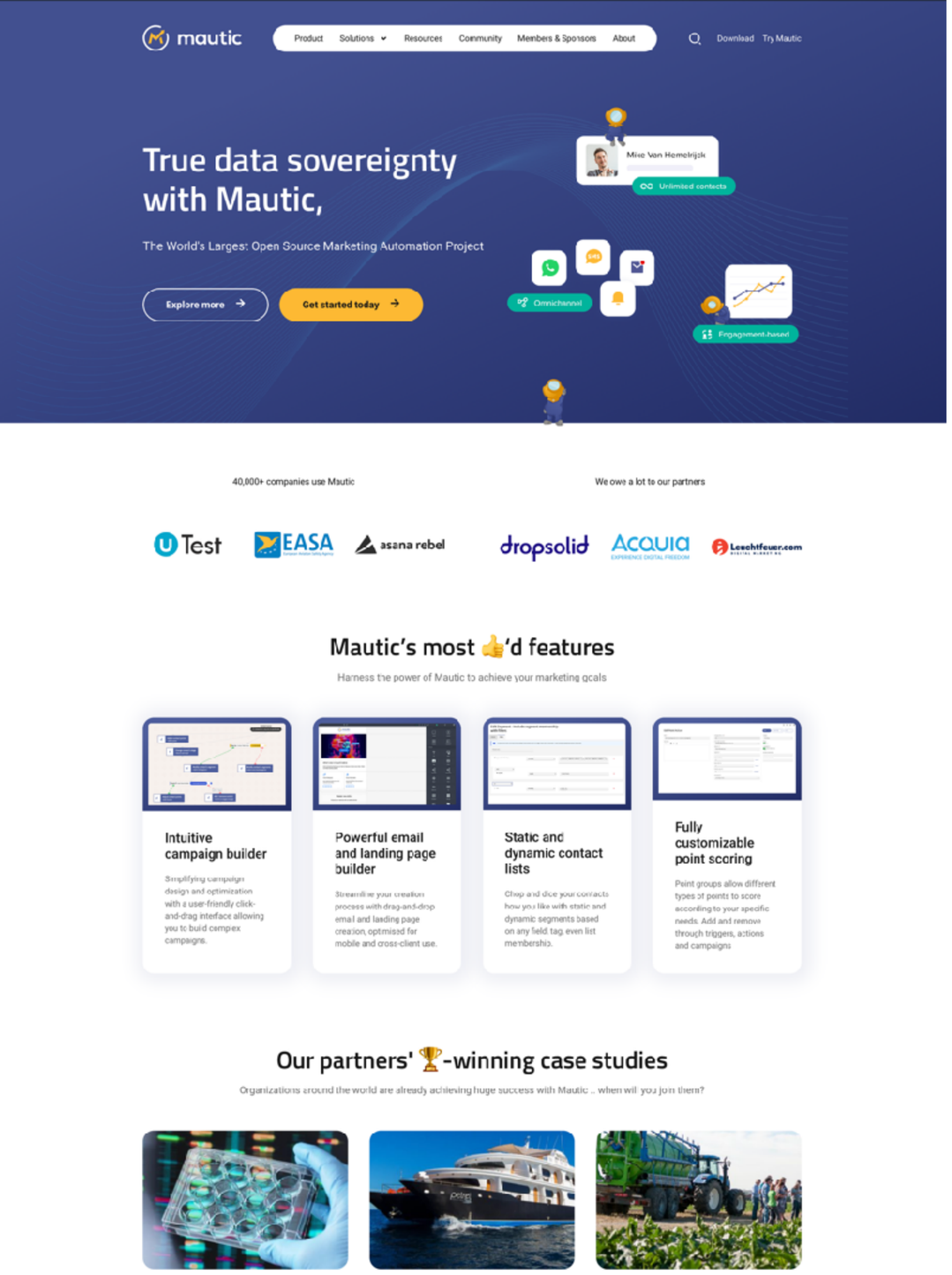
2.

We're refocusing our website to be product-led, so that it's centralised on the product itself - what Mautic is, what it does, how it makes you successful.

@RCheesley



New website is in closed beta - welcoming testers!

- Website migration to WordPress is well underway with a new design and a product-led focus
- Testers needed to help with reviewing the content, layout, improving accessibility
- Content editors and website builders needed to help with building out the internal pages and updating the content

Content Freeze: 20th December 2024
Release date: 6 January 2025 🥳

#wg-website-rebuild @RCheesley

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3.

We are centralising our marketing efforts on creating resources which help people to succeed with Mautic, including documentation, tutorials, webinars and blog content among others.

Improving how we create and share content.

IN PROGRESS

How you can help:

- Write, review optimise and edit older content
- Create our new product-led strategy, resources and campaigns - join us tomorrow in the Community Sprint to work on this!
- Help us to maintain and update the new WordPress website

#wg-website-rebuild @RCheesley

Improving Mautic by listening to our users

By understanding our users better, we can improve our product and remove the blockers that prevent them from being successful with Mautic.

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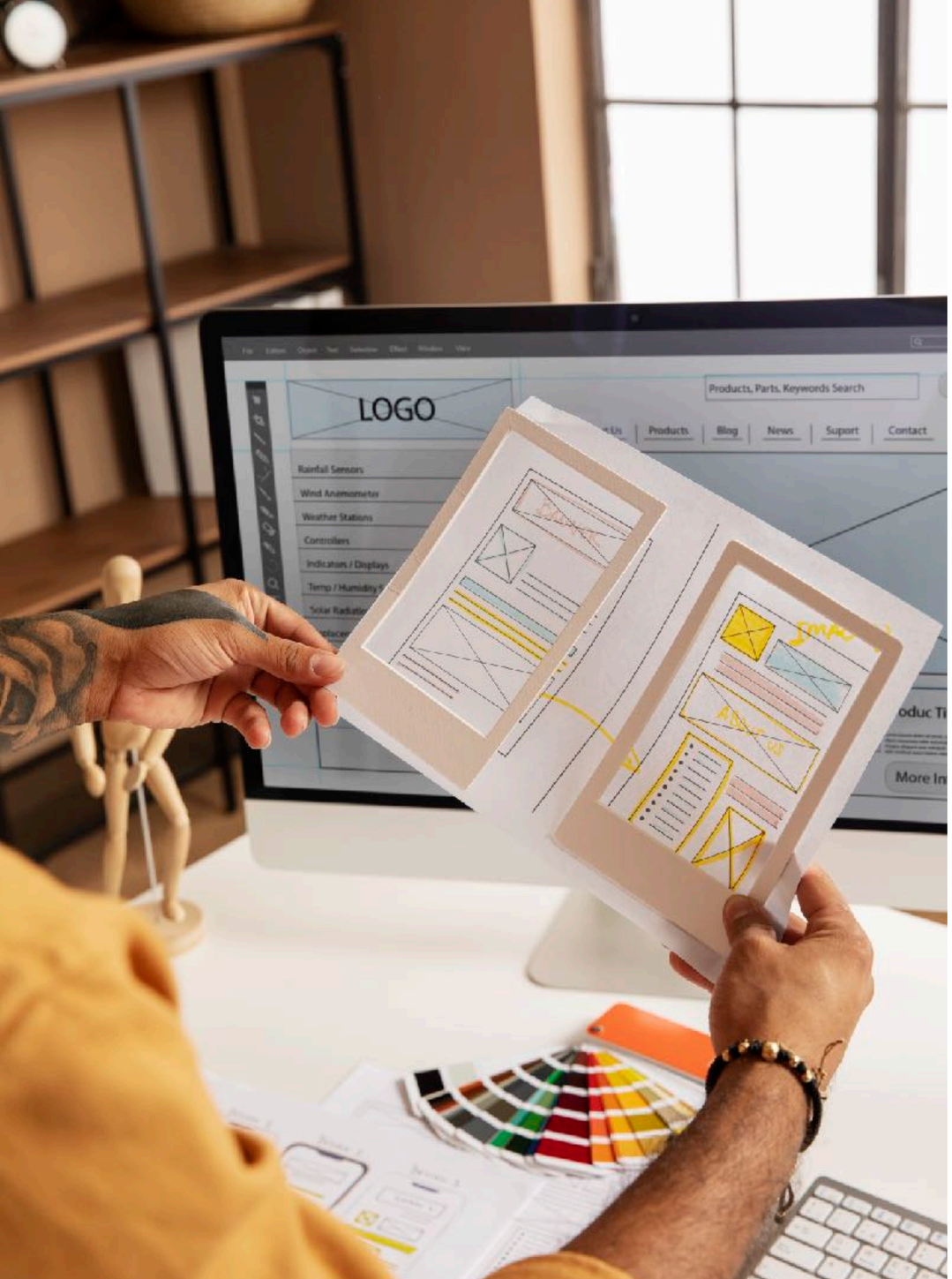
We've created a channel through which people can continuously provide feedback about what they find needs improving as a user of Mautic.



Implement a UI/UX feedback system.

- Simple form-based submission for UI/UX bugs, challenges and difficulties with Mautic
- UI/UX Tiger Team working through addressing the points raised, with fixes coming thick and fast!
- Testers and users new to Mautic providing invaluable feedback

https://mau.tc/uxui-form

#tt-ux_ui

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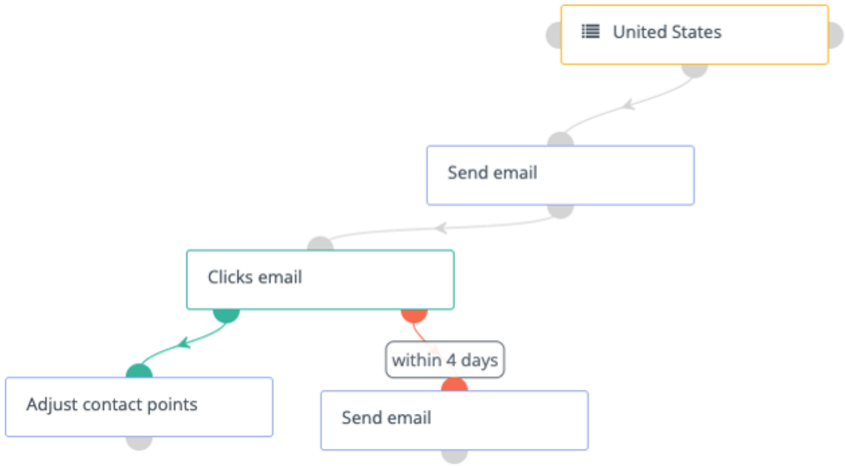
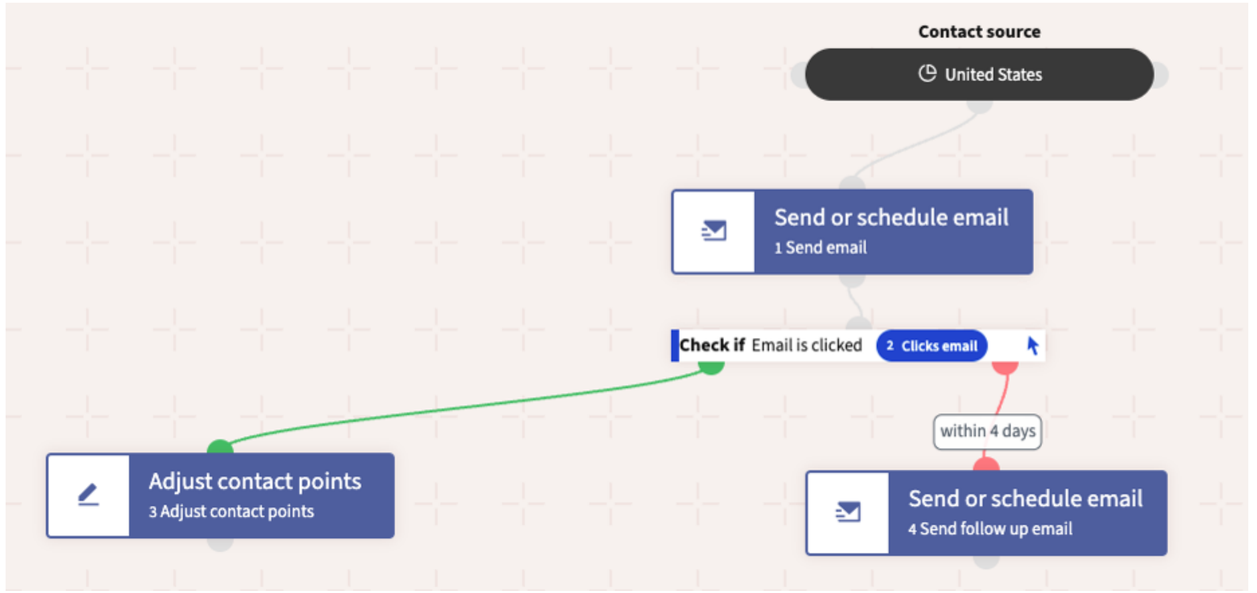
Acting on feedback received to improve Mautic.

- 39 issues reported
  - ✅ 12 issue reports fixed
  - 🔄 14 issue reports in progress
  - ⛔ 13 issue reports in the backlog
- **170+** Pull Requests (PRs) merged





As a result, Mautic has had a substantial facelift.

5.1 saw over 80 pull requests merged improving UX/UI and 5.2 has 127 coming.
More testers needed - https://mau.tc/tester for how to help!

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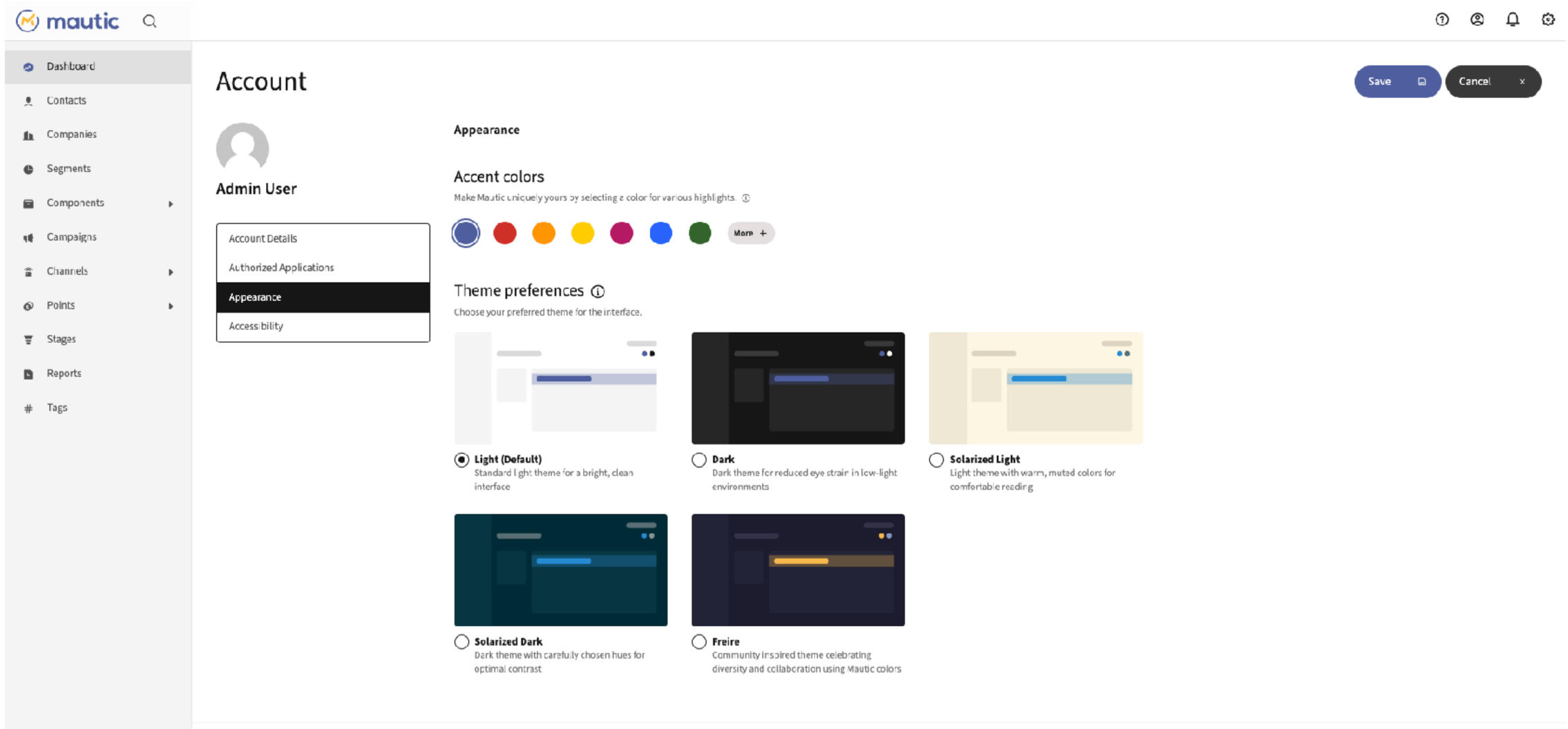
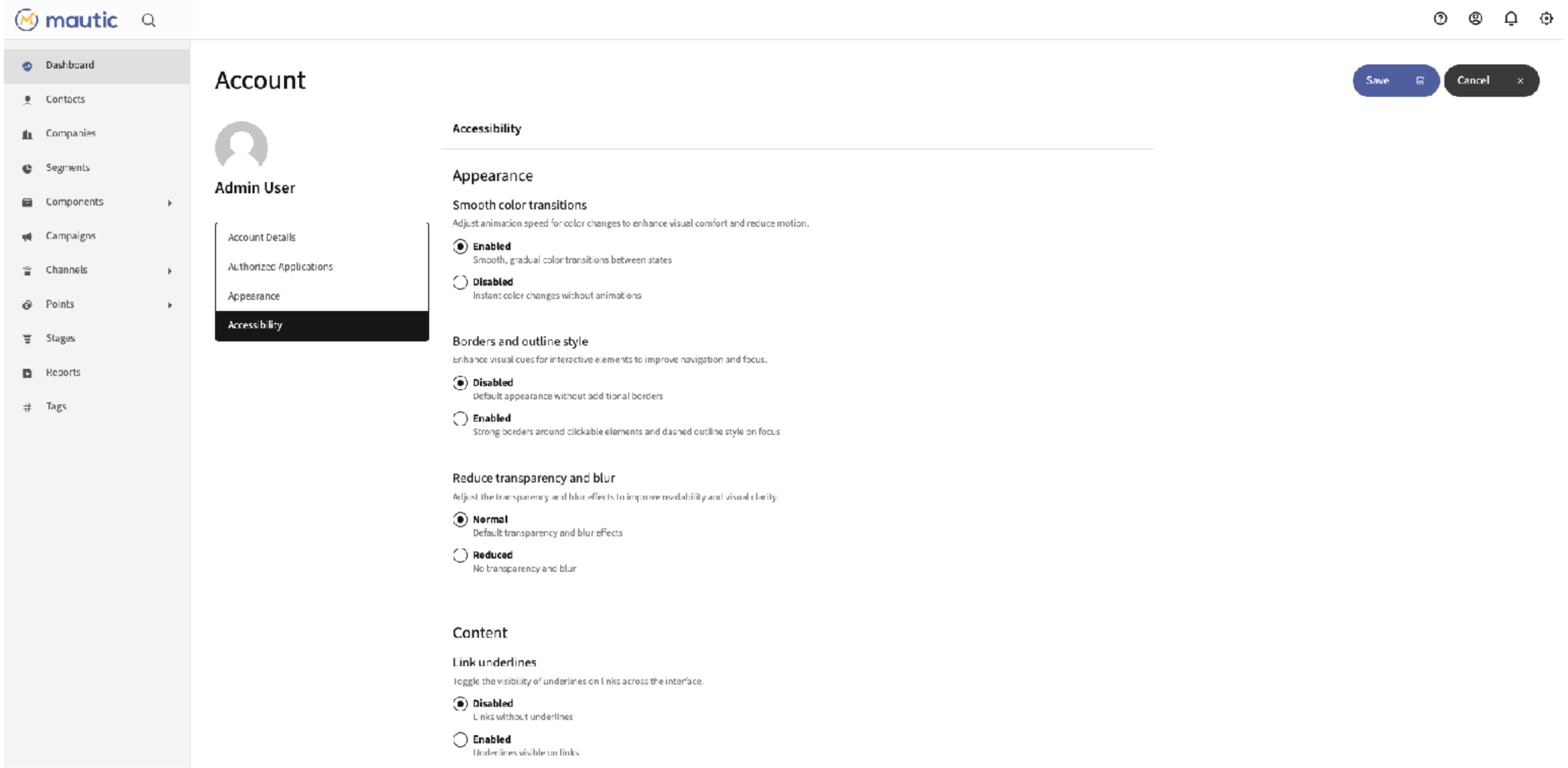


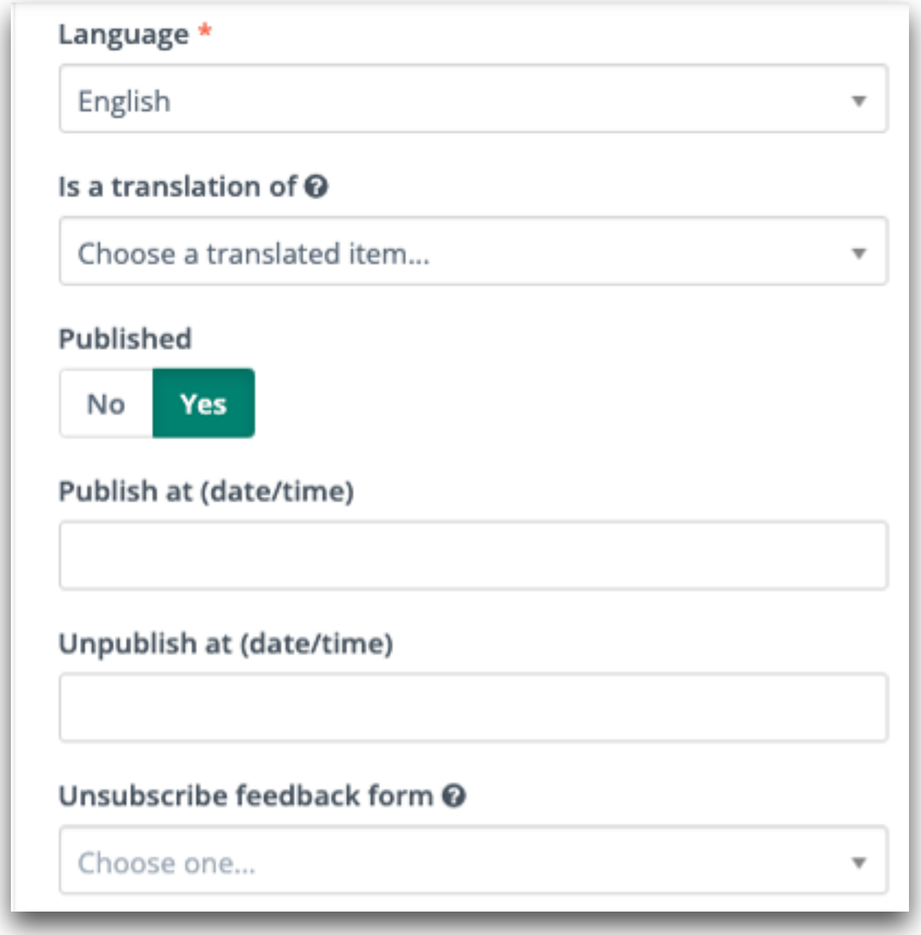
Your Mautic, your way.

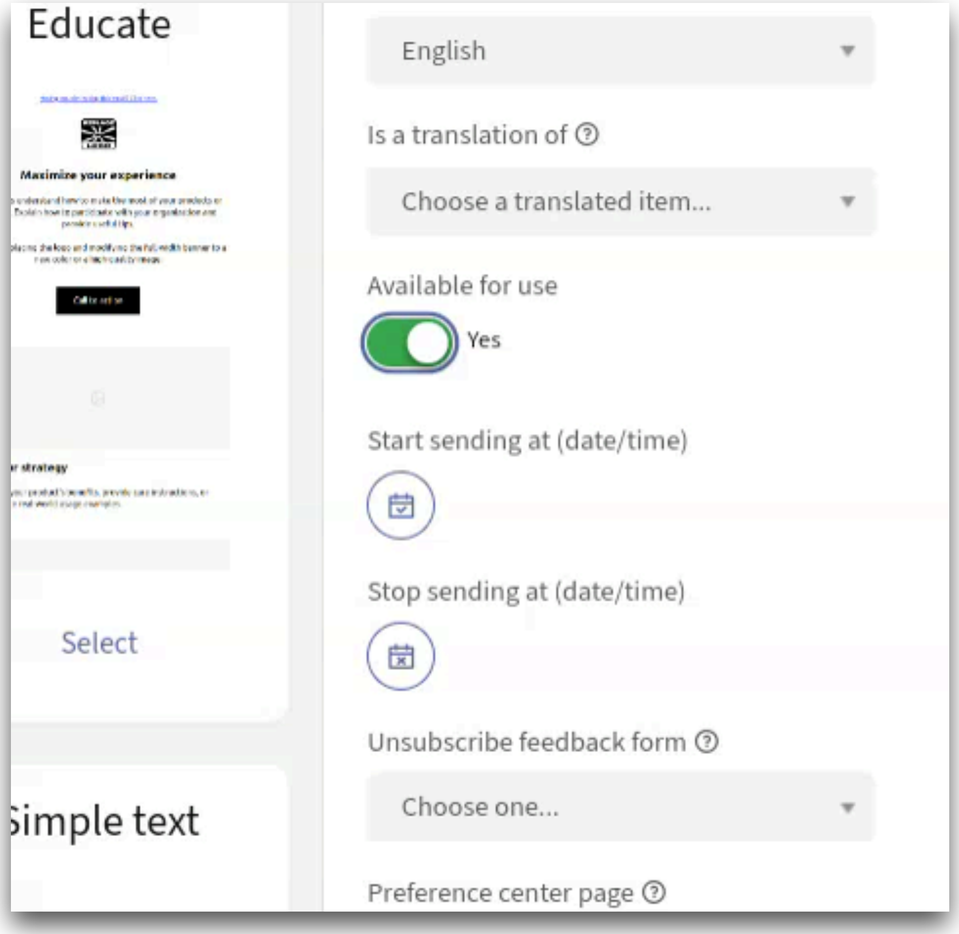
We now have the much-requested dark mode (and many other customisation options available, too!) so users can tailor the interface to their needs.



Considering accessibility first.

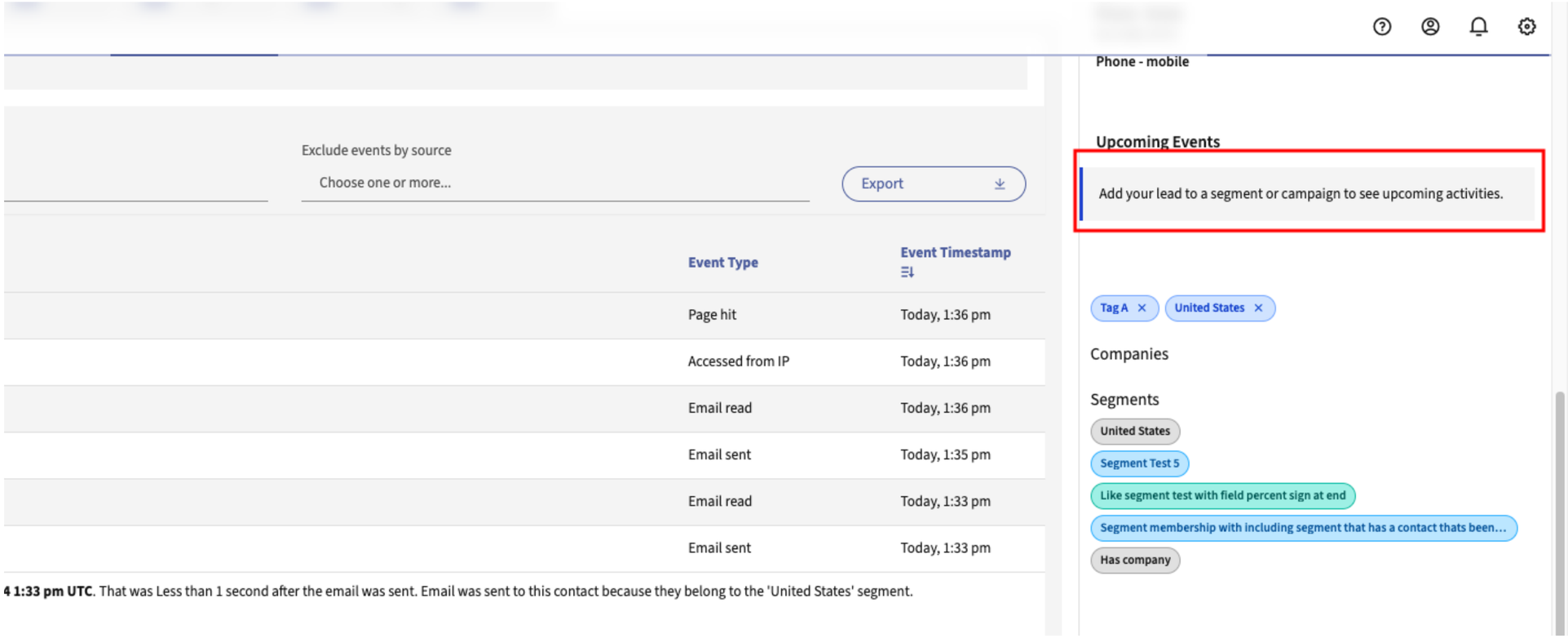
While many of us like fancy effects, for some users it can cause problems. In Mautic, you can now turn effects on and off to meet your own needs.





Demystifying features and settings.

For many years marketers have told us that our terminology is confusing and hard to understand. We're changing that.



Providing the user with helpful information.

Language strings improved, contextual information added and helpful insights provided to enable the user to better understand the data (or lack of it).

Mautic 5.2 due to release tomorrow.

788, 339 and 182 pull requests merged in 5.0, 5.1 and 5.2 respectively (that's at least 3,927 contributions in total!)

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We've created a channel through which people can continuously provide feedback about what they find needs improving as a user of Mautic.

2.

We're establishing a clear release schedule which supports continuous innovation and rapid deployment of improvements to users, while also providing longer term stability for those who need it.

@RCheesley

Mautic version	4	5	6	7	8	9	10	11
Q1 2024	4.4 Security only	**5.0**						
Q2 2024								
Q3 2024		5.1	6.0-alpha					
Q4 2024		5.2 LTS	6.0-rc					
Q1 2025	ELTS 1		**6.0 LTS**	7.0-alpha				
Q2 2025				7.0-beta				
Q3 2025		Security only		7.0-rc				
Q4 2025			Security only	**7.0**				
Q1 2026	ELTS 2			7.1				
Q2 2026				7.2				
Q3 2026		ELTS 1		7.3 LTS	8.0-alpha			
Q4 2026			ELTS 1		8.0-beta			
Q1 2027	End of Life			Security only	8.0-rc			
Q2 2027					**8.0**			
Q3 2027		ELTS 2			8.1			
Q4 2027			End of Life		8.2			
Q1 2028				ELTS 1	8.3 LTS	9.0-alpha		
Q2 2028						9.0-beta		
Q3 2028		End of Life				9.0-rc		
Q4 2028					Security only	**9.0**		
Q1 2029				ELTS 2		9.1		
Q2 2029						9.2		
Q3 2029						9.3 LTS		
Q4 2029					ELTS 1			
Q1 2030				End of Life			10.0-alpha	
Q2 2030						Security only	10.0-beta	
Q3 2030							10.0-rc	
Q4 2030					ELTS 2		**10.0**	
Q1 2031							10.1	
Q2 2031							10.2	
Q3 2031							10.3 LTS	
Q4 2031					End of Life	ELTS 1		
Q1 2032								11.0-alpha
Q2 2032							Security only	11.0-beta
Q3 2032								11.0-rc
Q4 2032						ELTS 2		**11.0**
Q1 2033								11.1
Q2 2033								11.2
Q3 2033								11.3 LTS
Q4 2033						End of Life	ELTS 1	
Q1 2034								
Q2 2034								Security only
Q3 2034								
Q4 2034							ELTS 2	
Q1 2035								
Q2 2035								
Q3 2035								
Q4 2035							End of Life	ELTS 1

Establish a clear release schedule.

- Launching today, our newly updated release schedule
- Clearly defined release dates aligned with our major dependencies (Symfony and PHP)
- Long term support version which (eventually) sees 24 months between major releases
- Eventually, each release series will be supported for **at least three years**

https://mau.tc/new-release-strategy

#t-product

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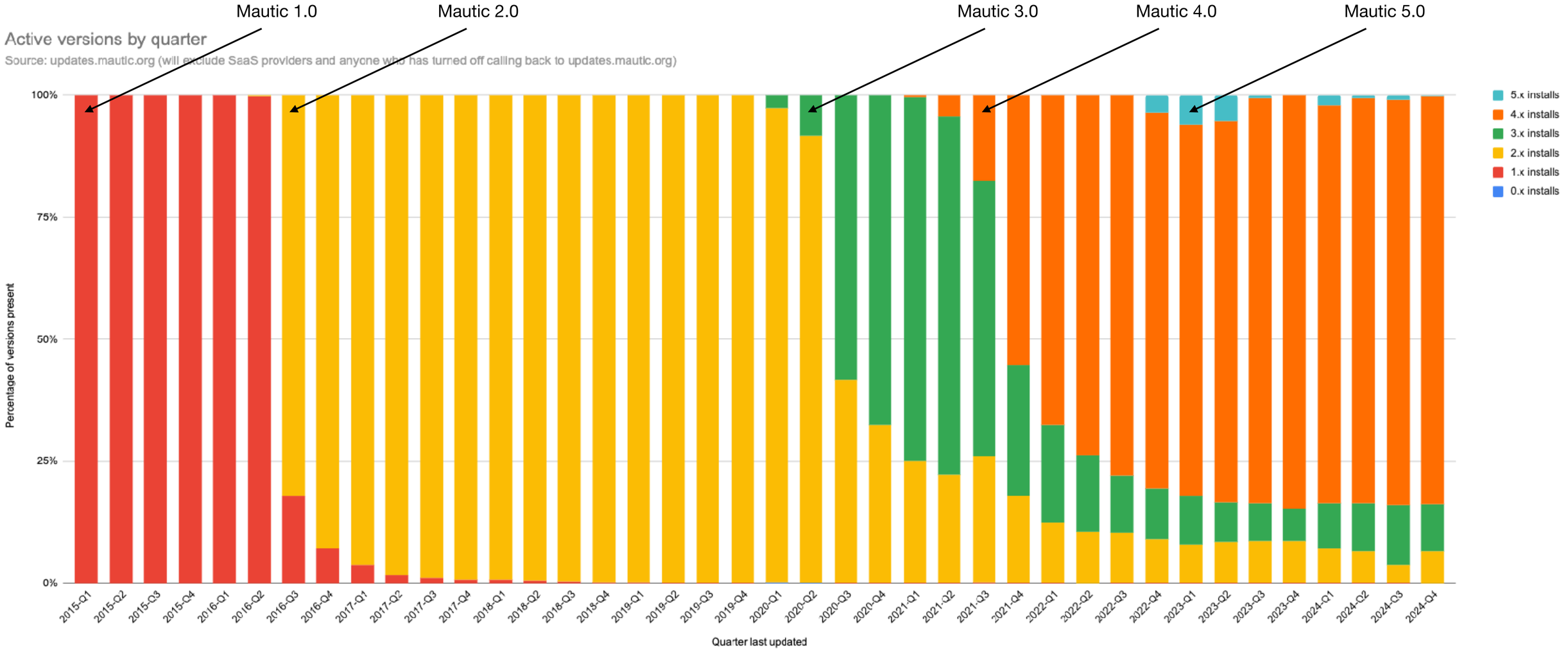

Most instances are using 4.x.

Still about 20% of instances are using between 2.x-3.x!

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 security issues until they can migrate to the new versions.
- ELTS **launches in January 2025**, extending support for an additional two years for each major release (excluding 6.x which will only have 1 year of ELTS)

#elts @RCheesley

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1.

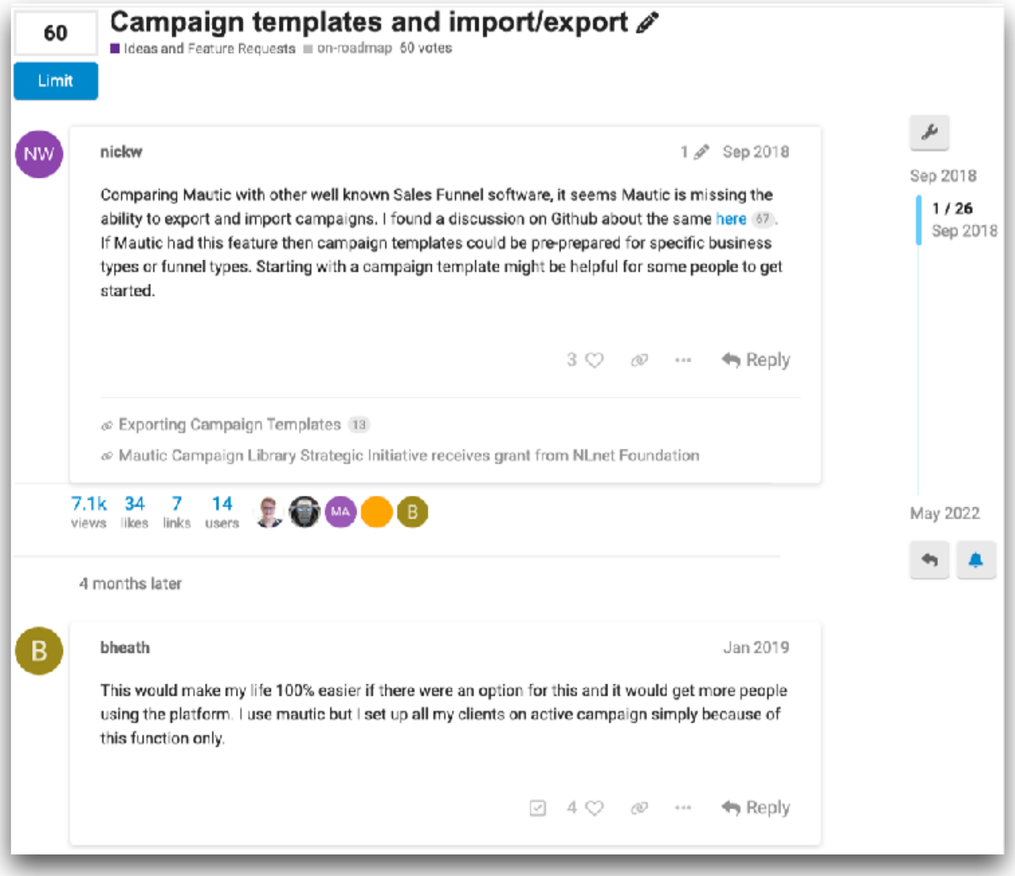
Create a channel through which people can continuously provide feedback about what they find needs improving as a user of Mautic.

2.

We're establishing a clear release schedule which supports continuous innovation and rapid deployment of improvements to users, while also providing longer term stability for those who need it.

3.

We're scoping and seeking to fund clearly defined projects that deliver features and functionality which is widely requested by users of Mautic.



Implementing a Campaign Library in Mautic.

IN PROGRESS

- Phase 1 has been accepted as a project by NLNet with ~ €47k funding.
- We're hiring an EU based developer (full time) and project manager (part time) for a six-month contract to implement the campaign export and import functionality - the foundations required for the wider Campaign Library project.
- Job adverts will be announced towards the end of Q4, to start in January.

nlnet FOUNDATION

NGI ZERO CORE

@RCheesley

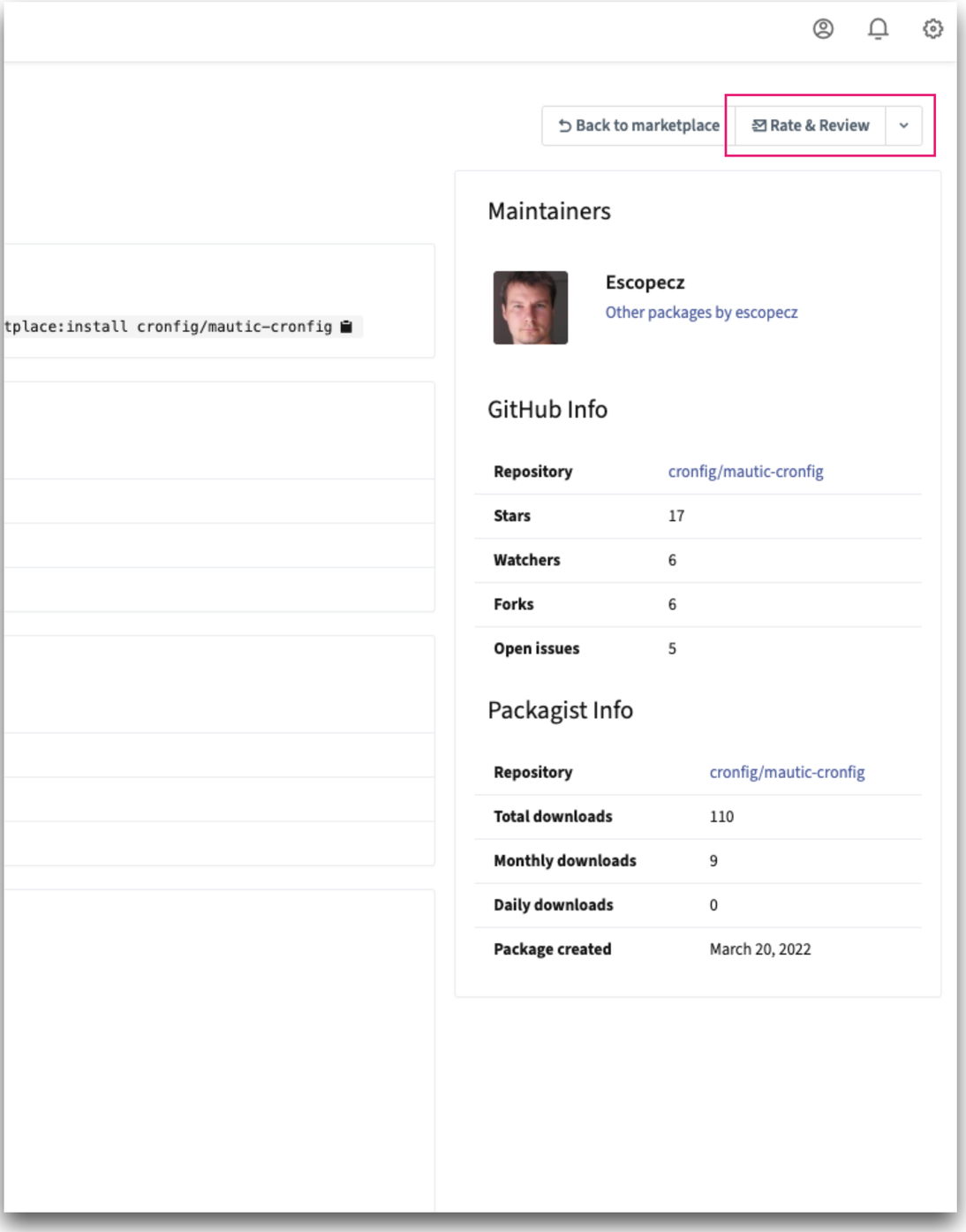
```
.
├── _data
│   ├── 10contacts.csv
│   ├── backup-empty-db.sql
│   └── dump.sql
├── _output
├── _support
│   ├── AcceptanceTester.php
│   ├── FunctionalTester.php
│   ├── Helper
│   │   ├── Acceptance.php
│   │   ├── DbHelper.php
│   │   ├── Functional.php
│   │   └── Unit.php
│   ├── Page
│   │   └── Acceptance
│   │       ├── CampaignPage.php
│   │       └── ContactPage.php
│   ├── Step
│   │   └── Acceptance
│   │       ├── Campaign.php
│   │       └── ContactStep.php
│   ├── UnitTester.php
│   └── _generated
│       ├── AcceptanceTesterActions.php
│       ├── FunctionalTesterActions.php
│       └── UnitTesterActions.php
├── acceptance
│   └── ContactManagementCest.php
├── acceptance.suite.yml
├── functional.suite.yml
├── object-manager.php
└── unit.suite.yml
```

Directory	Description
`_data/`	Contains fixture data used in tests, including SQL dump files and sample CSV files.
`_output/`	Contains output from tests in case of failures. This includes snapshots of the browser in JPEG format and generated HTML reports for troubleshooting.
`_support/`	• `AcceptanceTester.php` : contains login logic that runs before each test. • `Helper/` : stores custom helper functions. For example, `DbHelper.php` automates the process of generating SQL dump files and populating the database. It prepares the database from scratch if no dump file exists, and exports a SQL file for future use. • `Page/` : stores UI locators for each page. Avoid hard-coding complex CSS or XPath locators in tests; instead, use PageObject classes. • `Step/` : contains step objects that group common functionalities for tests.
`acceptance/`	Contains acceptance tests.

Catch more bugs before they land with users.

- A Google Summer of Code project which established Codeception as our End to End test suite
- Simulates a user taking actions within the browser
- Currently has the Contacts bundle covered, but more contributions are welcome!

https://mau.tc/e2e-testing



Expand the Mautic Marketplace functionality.

IN PROGRESS

- A Google Summer of Code project which enables ratings and reviews, while expanding functionality for future development.
- Allows for plugins and themes (and campaigns, in the future) to be listed, filtered and searched.
- Foundational work to add a middleware layer in review, and front-end layout is being finalised.
- Future planned project to develop the user interface and bring Marketplace out of beta

@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.
- Currently has committed funds of $1,100 - **$3,660 needed to kick off phase 1**

https://mau.tc/bounce-management-funding

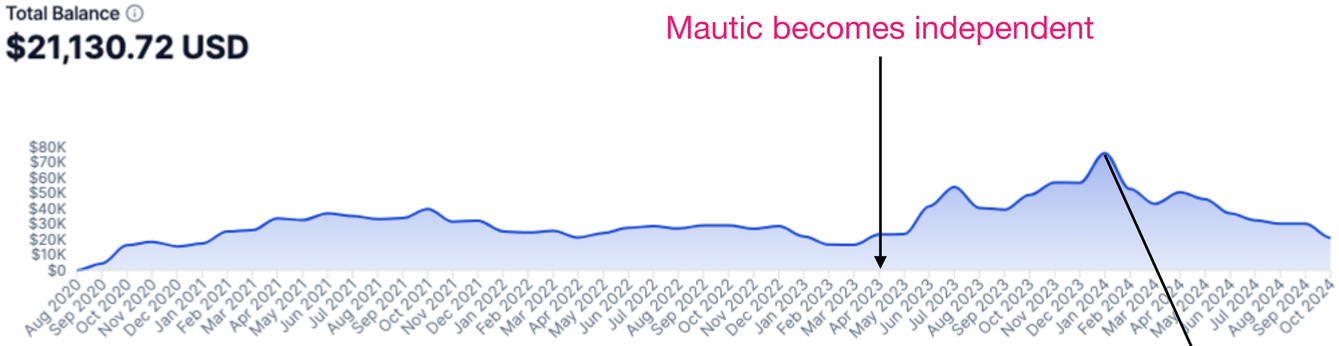
@RCheesley

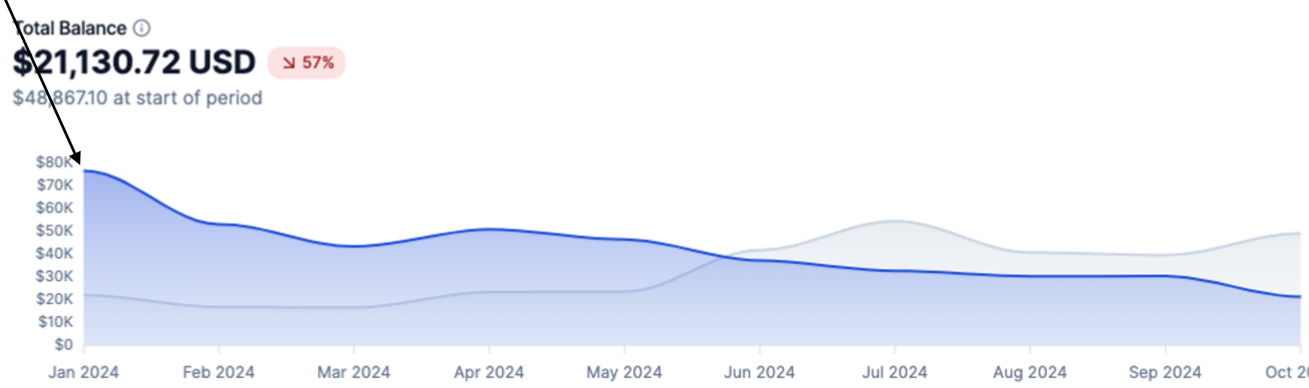
Implement an official certification programme.

- Users of Mautic tell us they want to be able to show their capabilities, and providers want assurances of the skill level for people they are hiring.
- The Council are currently scoping an official certification programme which is planned to launch in Q1 2025.
- Initial focus will be on marketers using Mautic and developers, with certification for integrators coming in a later phase

We need to talk about money.

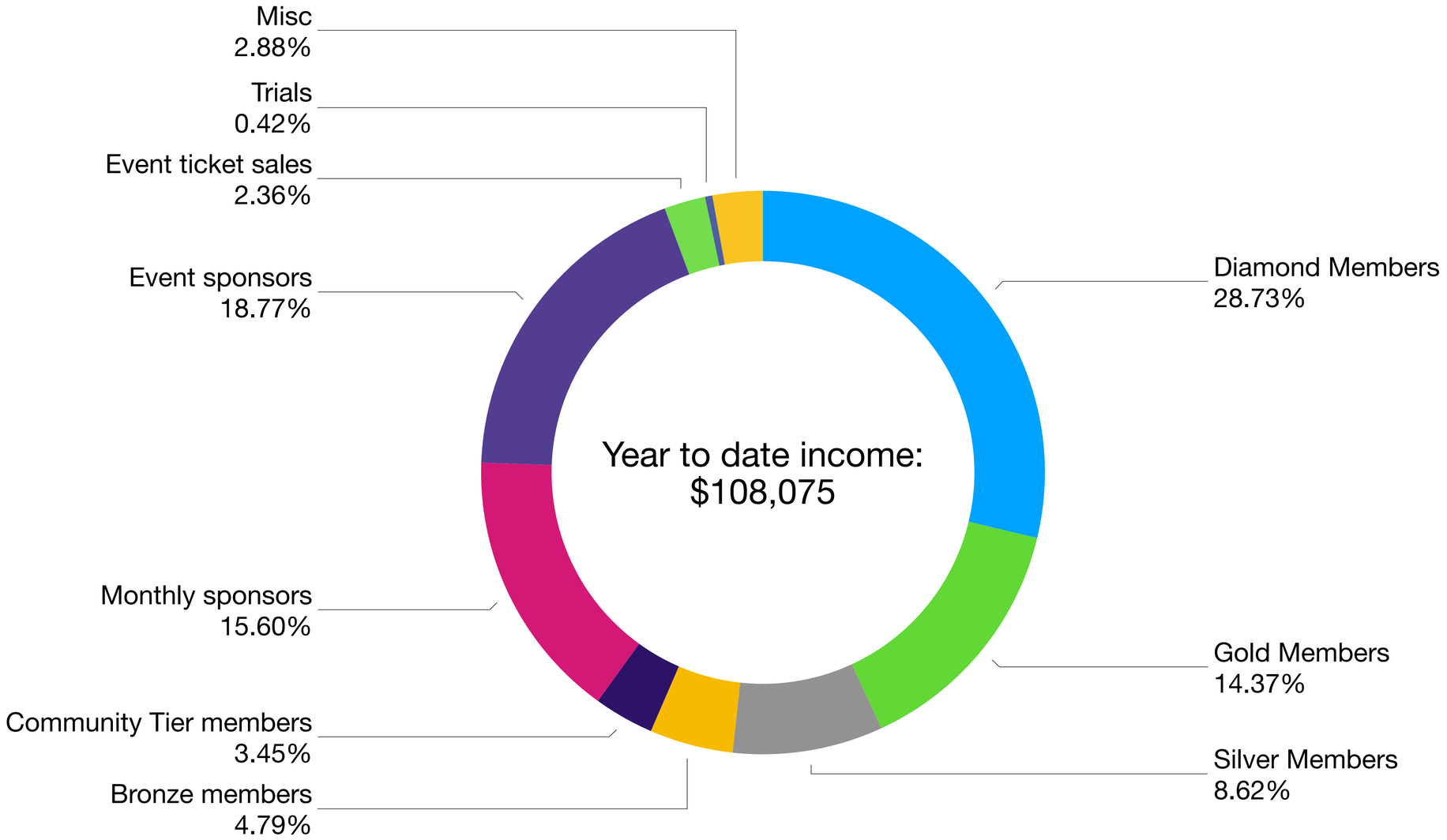
@RCheesley





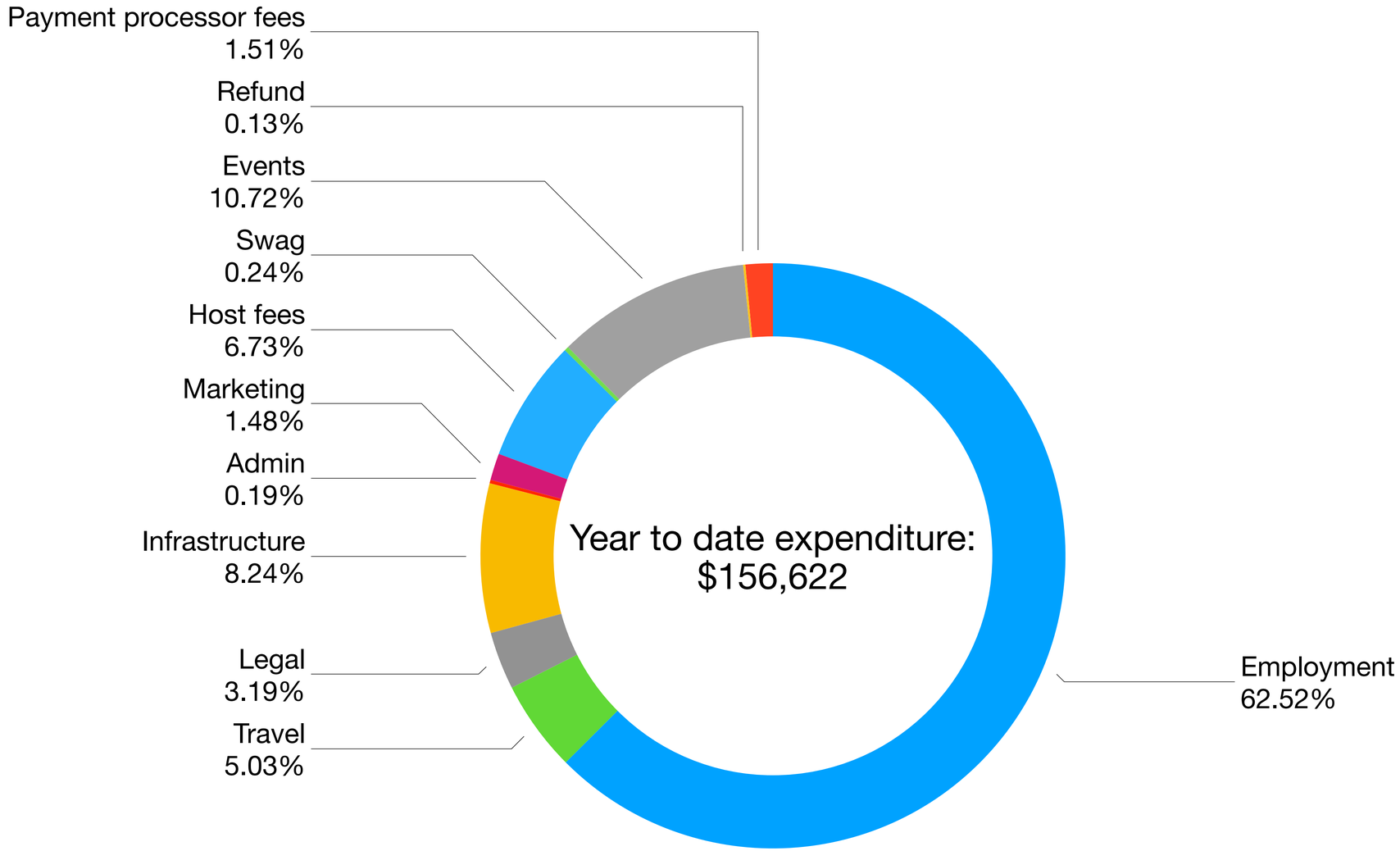
We've made great progress, but we're struggling.

Without substantially increasing our income, we run the risk of being out of funds in the next 2-3 months.



So where does our income come from?

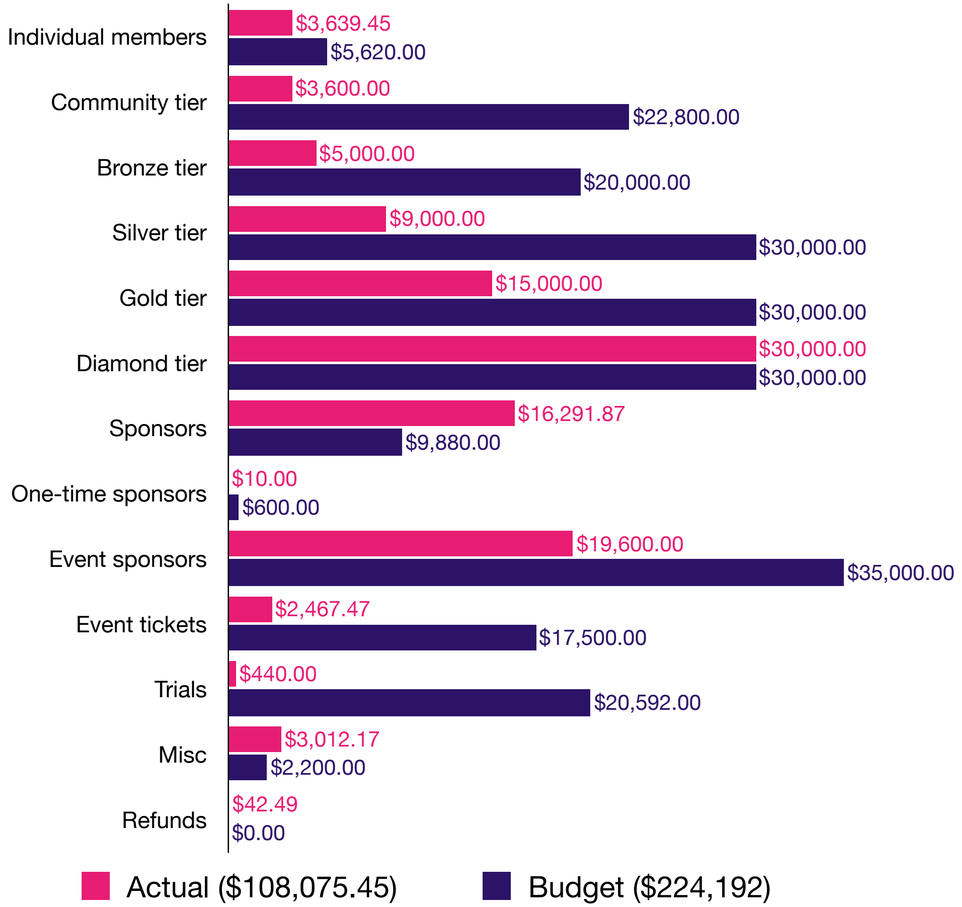
Our income is primarily from corporate sponsors and event sponsors, with a significant proportion coming from monthly sponsors.



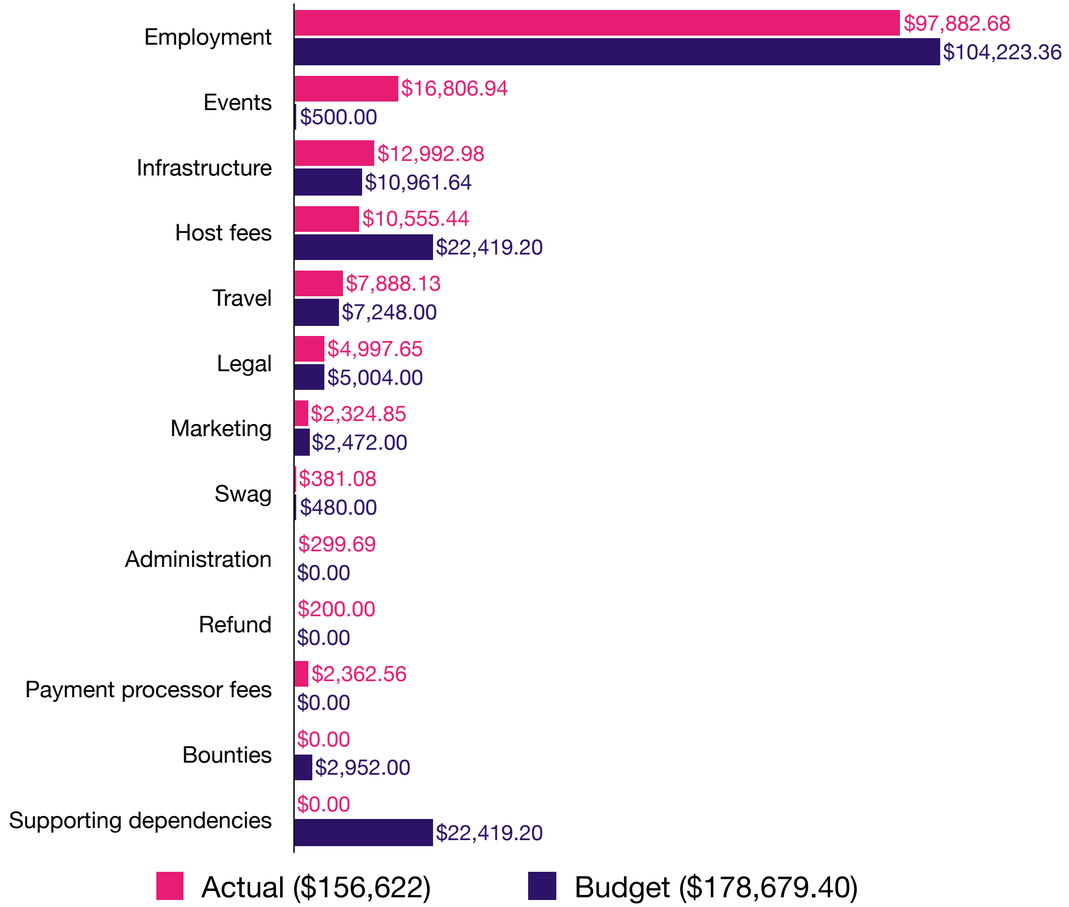
So what do we spend our money on?

The majority of our income covers employment of the Project Lead, Infrastructure, Host Fees and Travel.

Income

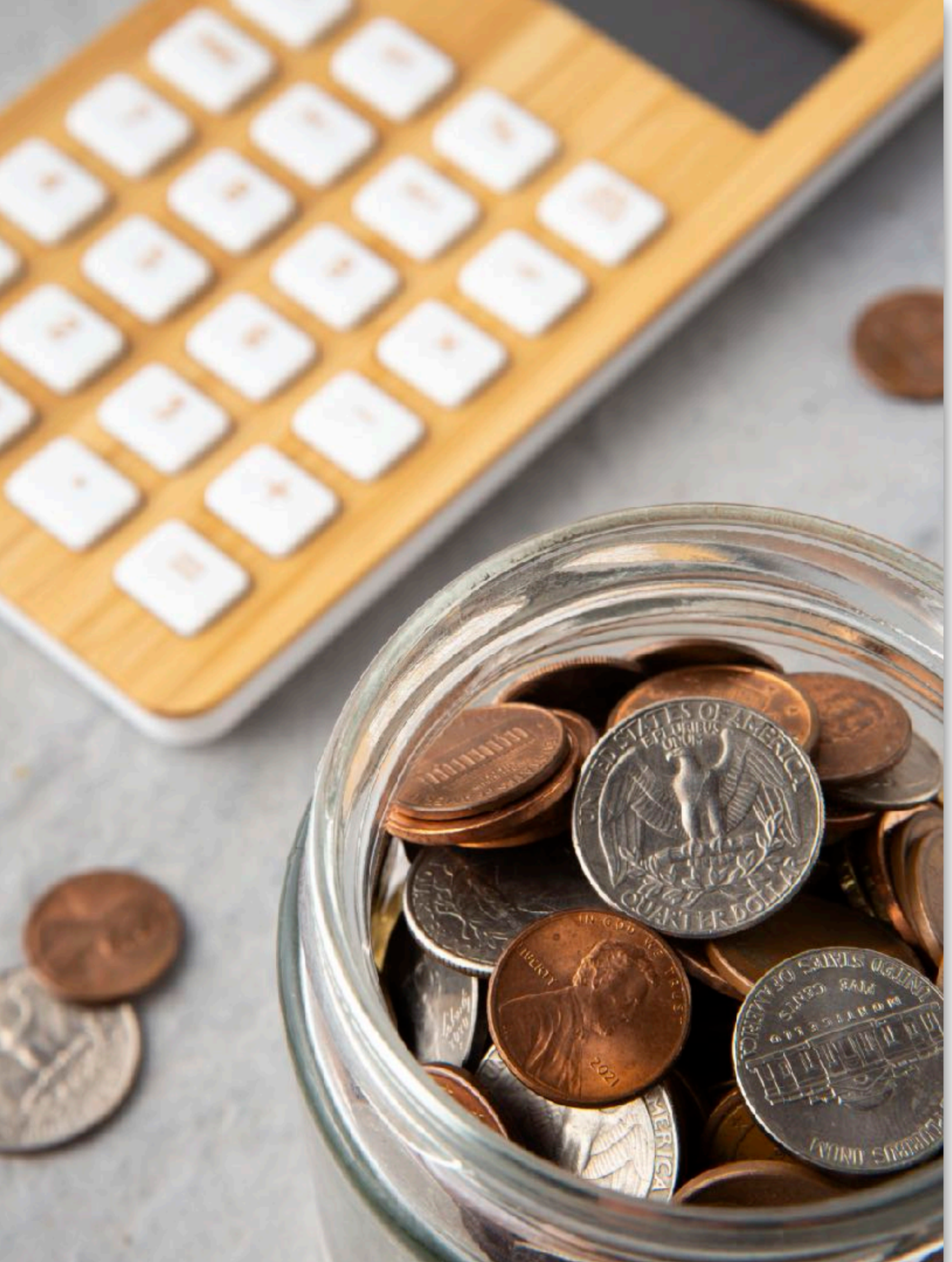


Expenditure



Why are we in a deficit?

We overestimated the number of companies who would become members and income from the trials, while experiencing a large reduction in event-related income.



What does this mean for Mautic?

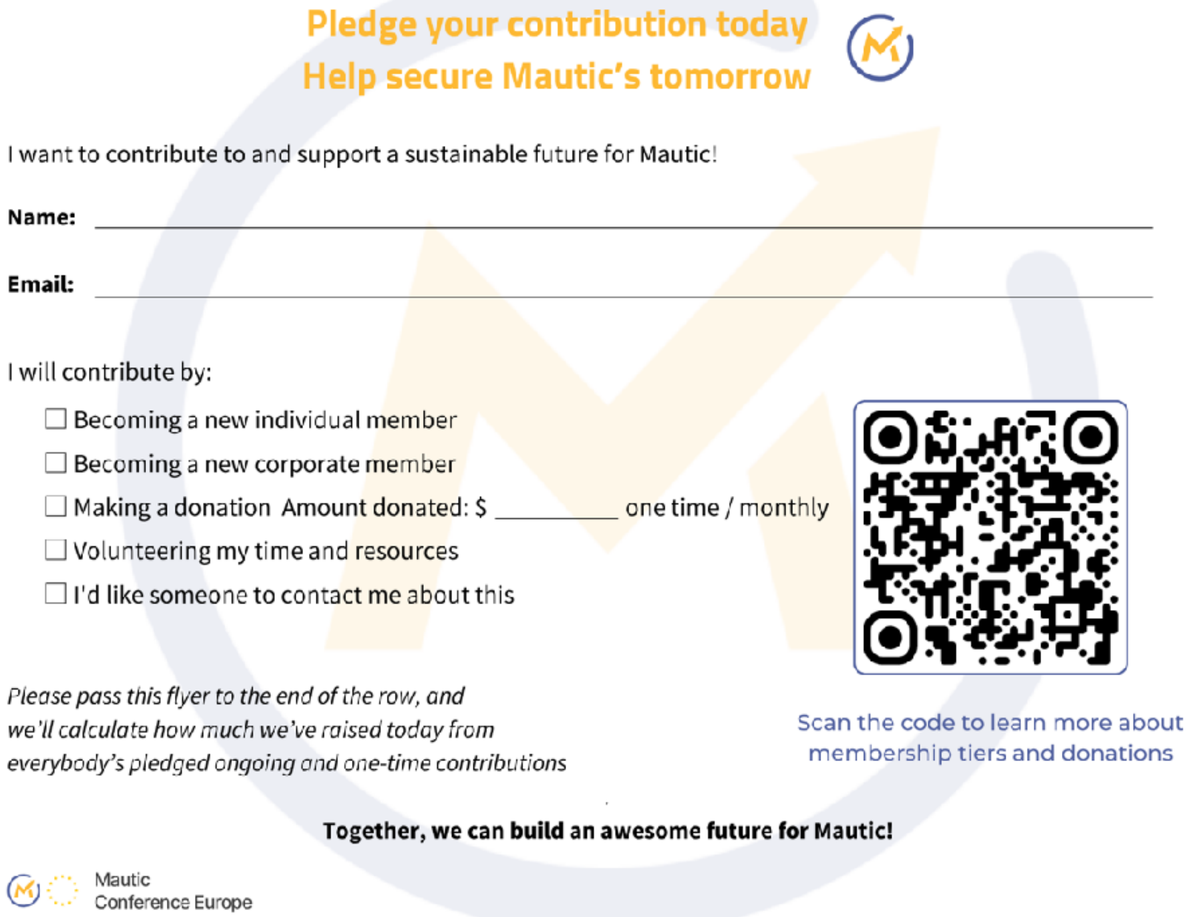
- If we don’t raise our income, we will no longer be able to employ a full time person to work on behalf of the project by the new year.
- Without someone dedicated to working on behalf of Mautic as their primary role, many projects and initiatives will stall or stop completely.
- If we become unable to cover our expenses, other resources like the Community Forums become threatened

What are the Council doing about it?

- Scaling back unnecessary expenses
- Proactive outreach to companies using Mautic
- Introducing diversified revenue streams (ELTS, Certification, Training, Affiliate programs)
- Focusing on improving the trial experience and website so more users find and try Mautic, and decide to pay to extend their trial (40% revenue to the community)
- Incentivising corporate membership upgrades

What can you do to ensure Mautic's future growth?

- Become an individual member - $100 per year (€92)
- Encourage your company to become a corporate member (from $1,200)
- Make a one-time or recurring donation via Open Collective (any amount!)
- Consider donating a percentage of each Mautic project you win to Mautic
- Come up with other ideas for fundraisers!



Pledge your contribution today
Help secure Mautic's tomorrow

I want to contribute to and support a sustainable future for Mautic!

Name: _____

Email: _____

I will contribute by:

- ☐ Becoming a new individual member
- ☐ Becoming a new corporate member
- ☐ Making a donation Amount donated: $ _____ one time / monthly
- ☐ Volunteering my time and resources
- ☐ I'd like someone to contact me about this

Please pass this flyer to the end of the row, and we'll calculate how much we've raised today from everybody's pledged ongoing and one-time contributions

Scan the code to learn more about membership tiers and donations

Together, we can build an awesome future for Mautic!

Mautic Conference Europe

Please make your pledge today - how will you help?

Whether it's through a donation, upgrading a membership, volunteering or becoming a member, let's see if we can smash this deficit together!

DIAMOND

GOLD

SILVER

A big thank you to our Mautic Members

Your support is keeping Mautic operating!

BRONZE

COMMUNITY

A big thank you to our Mautic Members

Your support is keeping Mautic operating!

INDIVIDUAL MEMBERS

- Joey Keller
- Robin Tindall
- Stephan Luckow
- Matthias Reich
- Julio Roldós
- Norman Pracht
- Prateek Jain
- Yash Khuthia
- Tejas Navghane
- Lenon Leite
- Leon-Elias Oltmanns
- Esther Okafor
- Alan Gibson
- Dirk Spannaus
- Jan Linhart
- Sven Döring
- Javier Quilez Cabello
- Zdeno Kuzmany
- Avinash Dalvi
- Saurabh Gupta
- Rahul Dhande
- Mike Brinson
- Malik Merchant
- Mohammad Abu Musa
- Anderson José Eccel
- Richard van Delft
- Tom McLellan
- Alan Hartless
- Ekkehard Gümbel
- Rahul Shinde
- Felipe Diaz
- Favour Chibueze
- Mattias Michaux
- Julie McAveeney
- Madlen Friedrich
- Patryk Gruszka
- Abhisek Majumdar
- Jack Anderson
- Néstor Brito
- Eddie Christian Kleimann
- Ruth Cheesley
- Eric Greenberg
- Lenoardo Schuler
- Dominique De Cooman
- Andy Towne
- Simran Sethi
- Rohit Pavaskar
- Mike Van Hemelrijck
- Katz Ueno
- Jose Colmenares

A big thank you to our Mautic Members

Your support is keeping Mautic operating!

“

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

Ruth Cheesley

Ruth Cheesley (she/her)

What questions can I answer?

ruth.cheesley@mautic.org

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

@RCheesley