

Open Source Meets Marketing

Enhancing the Digital Experience with Mautic



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
- First time in Bulgaria!



A close-up photograph of a red plastic 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, light blue and white pattern.

WAIT ... DIGITAL EXPERIENCE?

A person is shown from the back, holding a dog and a smartphone. The background is a blurred cityscape at dusk or dawn. The text is overlaid on the image in white, with some words in bold.

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

Unable to deliver
a personalised
experience

Disjointed,
inconsistent
digital
experience

Lack of
consolidated
data



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**



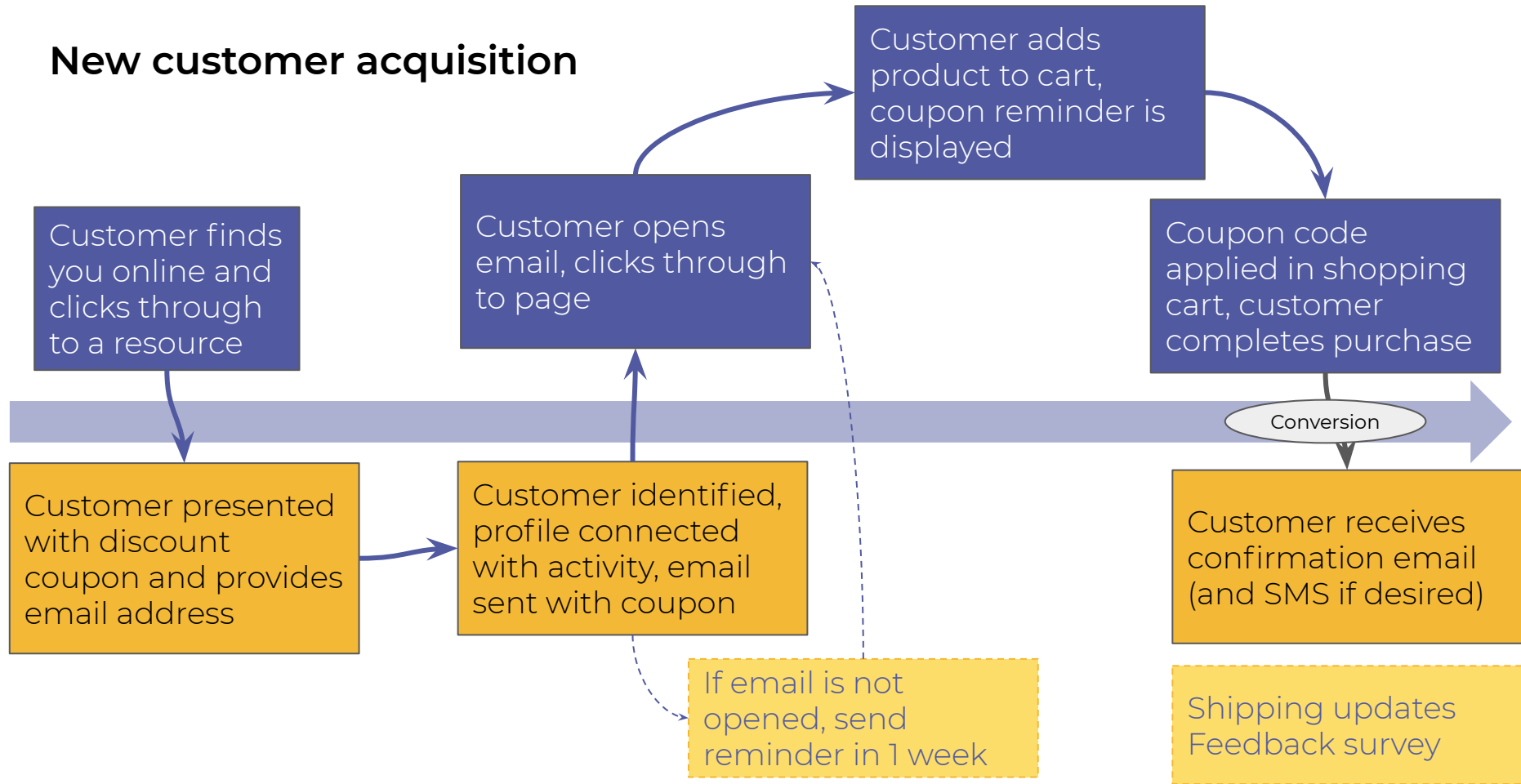
A/B TESTING



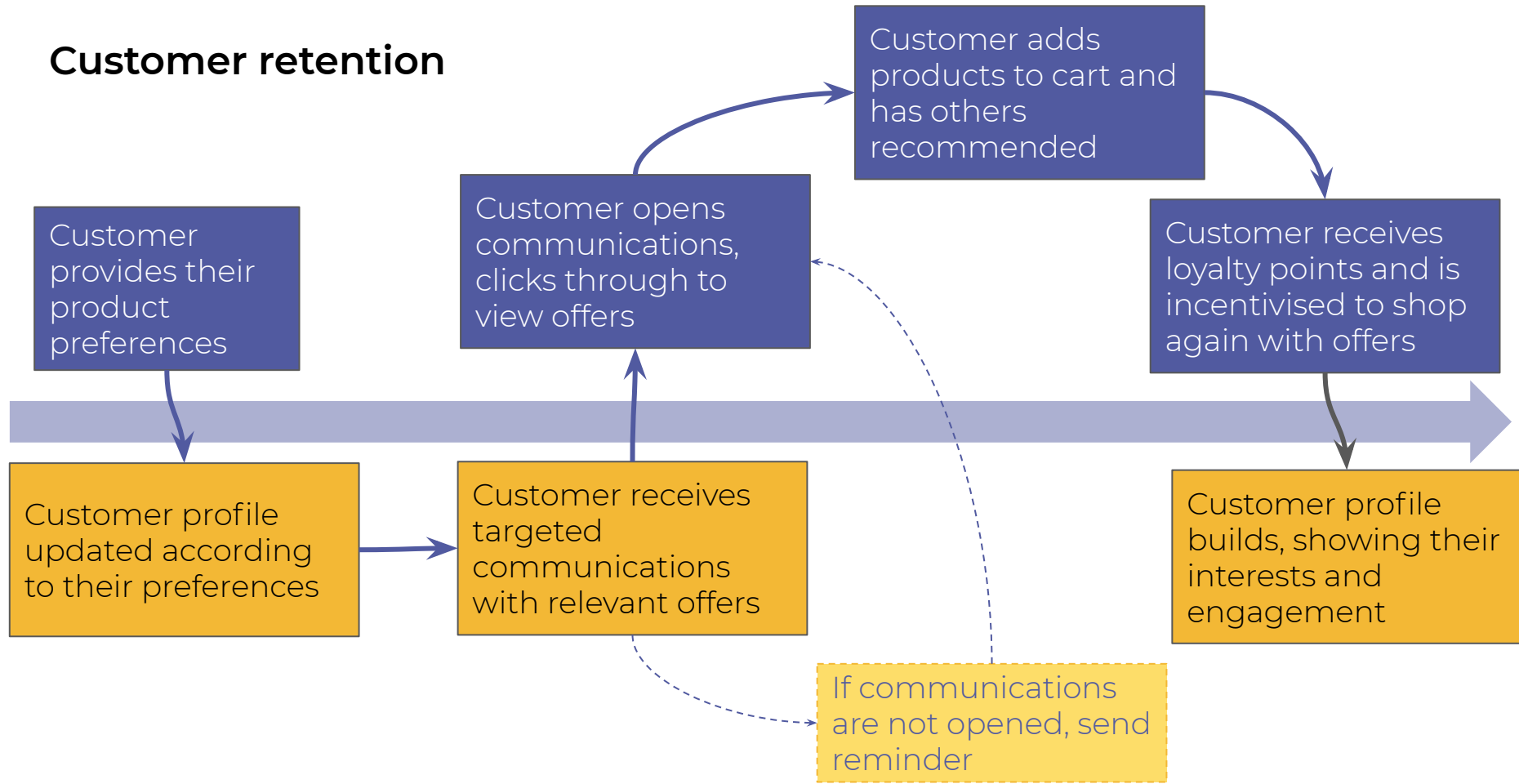
@RCheesley



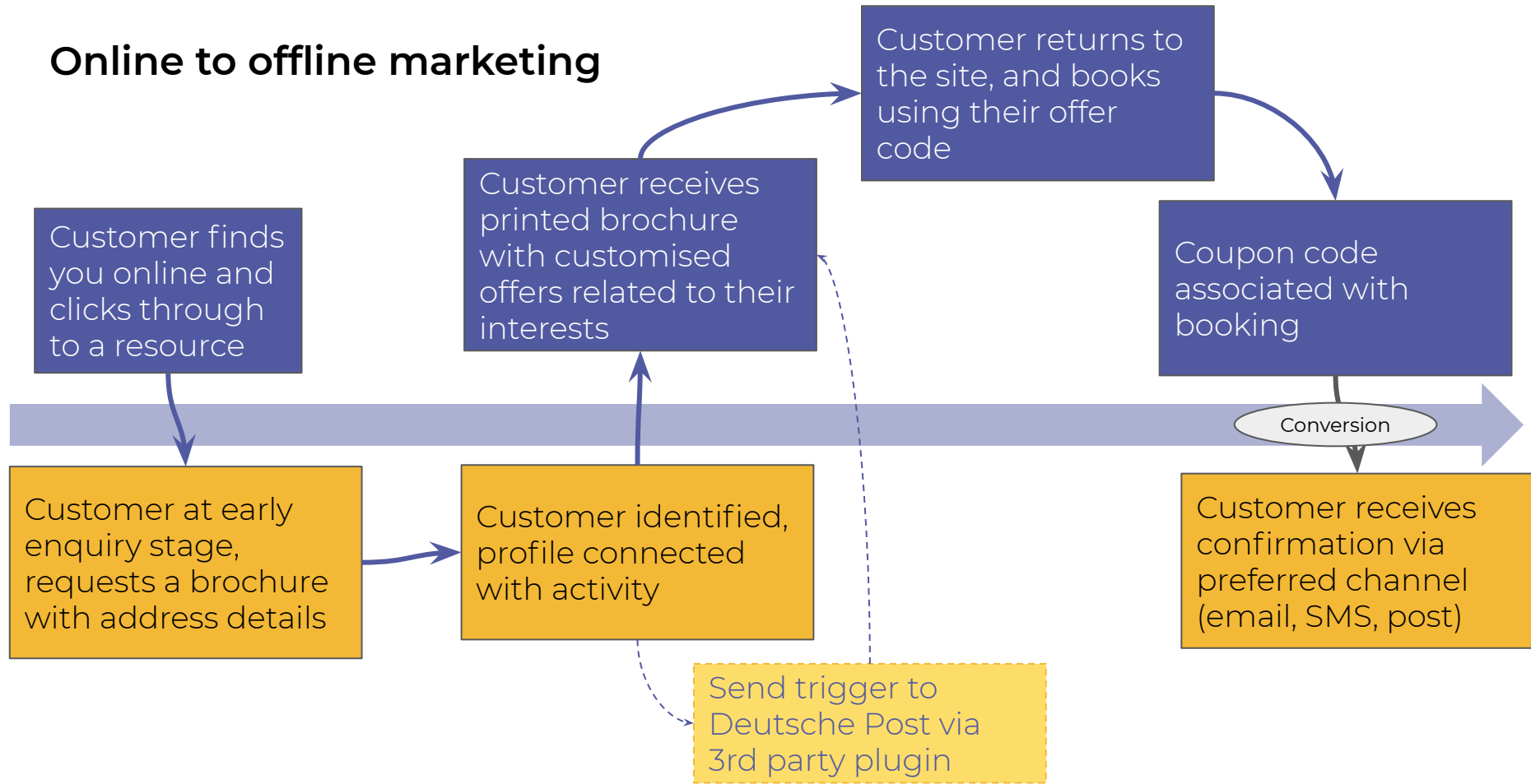
New customer acquisition



Customer retention

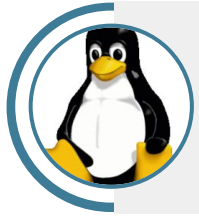


Online to offline marketing





SOUNDS GREAT! HOW DO I GET STARTED?



Linux

L

Linux



NGINX

E/A

Apache



MySQL

M

MariaDB



PHP

P

PHP

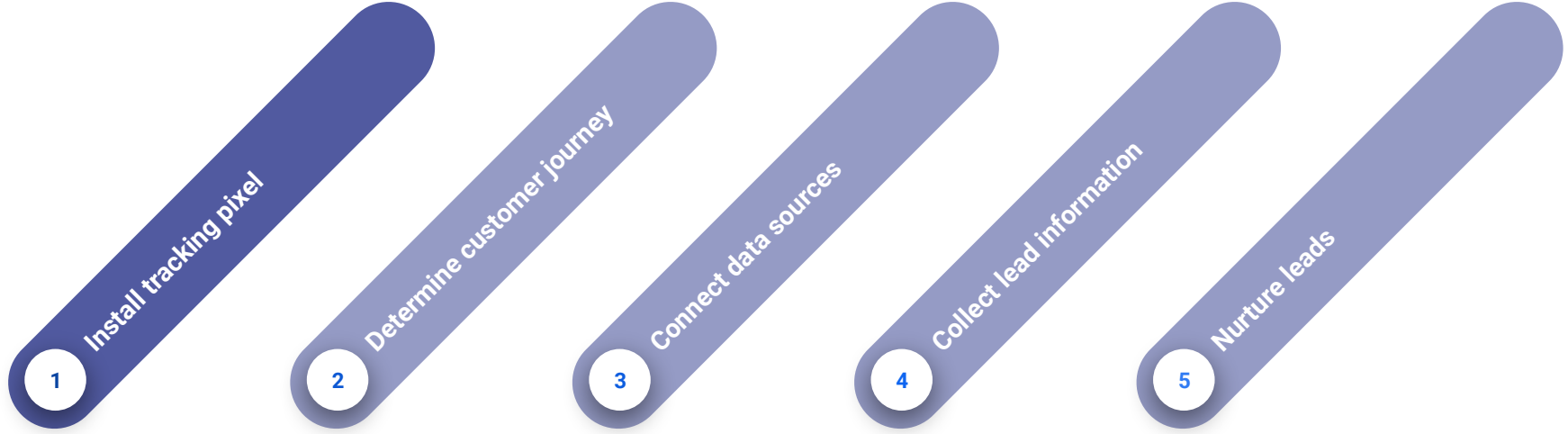


@RCheesley



**Come to the workshop
tomorrow!**

11.30am in Workshop Lounge 2










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.

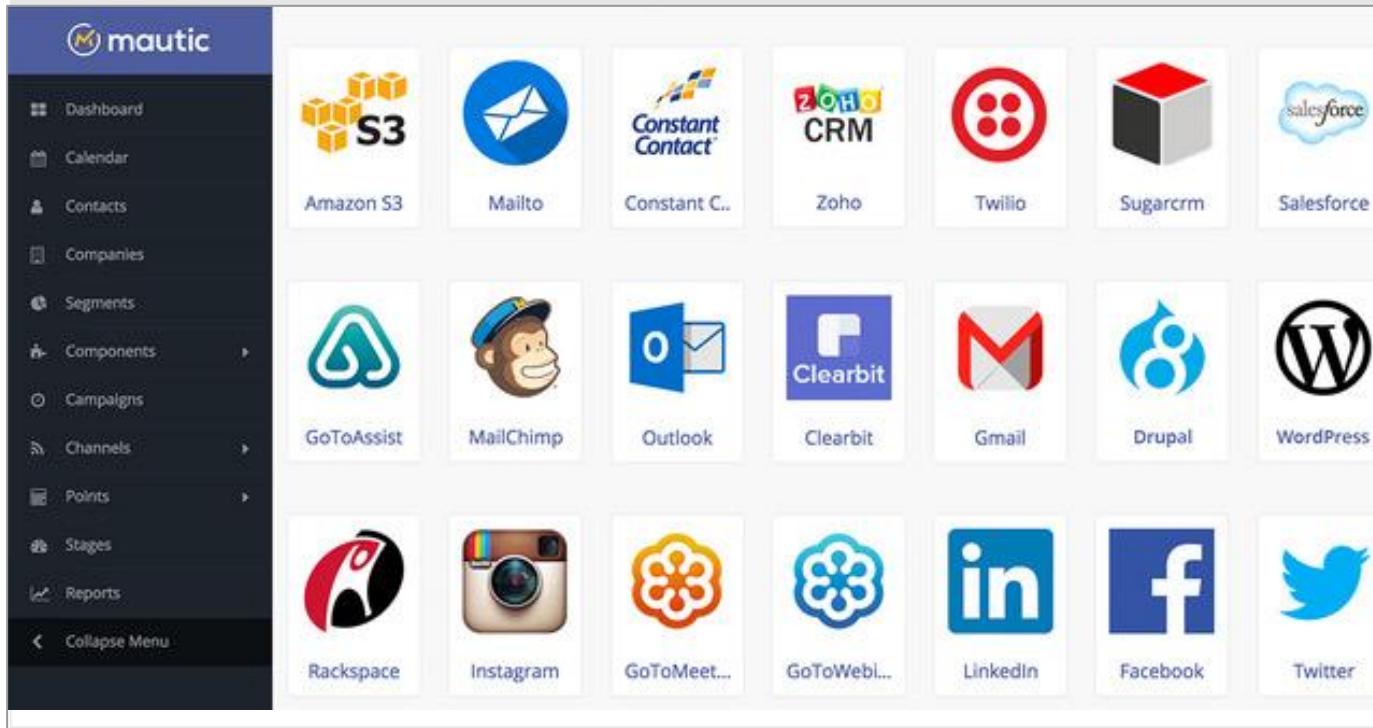
```
<script>
  (function(w,d,t,u,n,a,m){w['MauticTrackingObject']=n;
    w[n]=w[n]||function(){(w[n].q=w[n].q||[]).push(arguments)},a=d.createElement(t),
    m=d.getElementsByTagName(t)[0];a.async=1;a.src=u;m.parentNode.insertBefore(a,m)
  })(window,document,'script','https://sales-demo.mautic.net/mtc.js','mt');

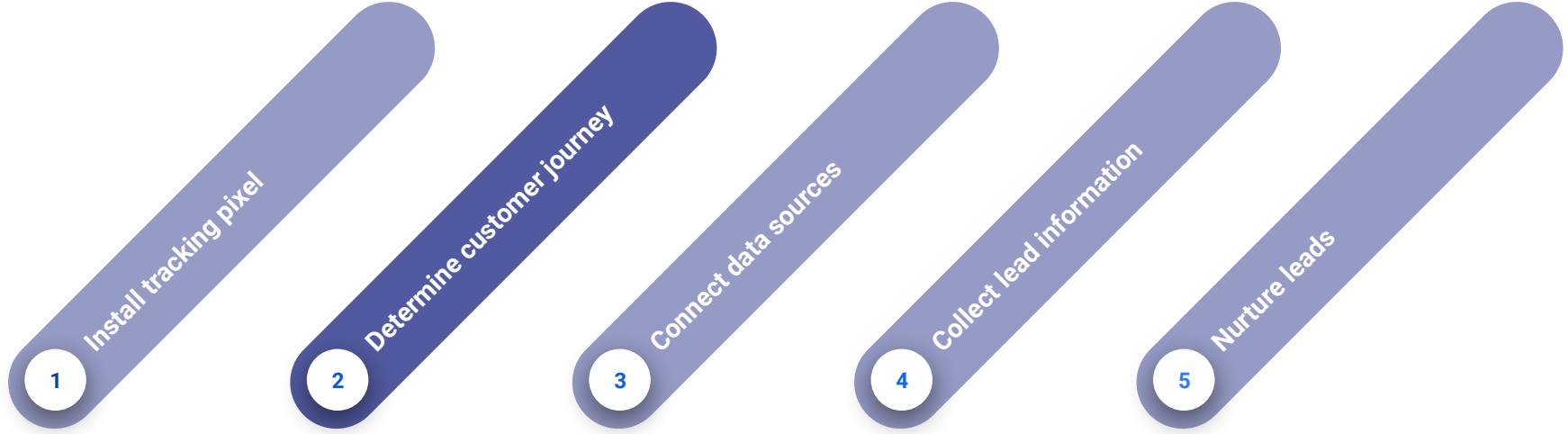
  mt('send', 'pageview');
</script>
```

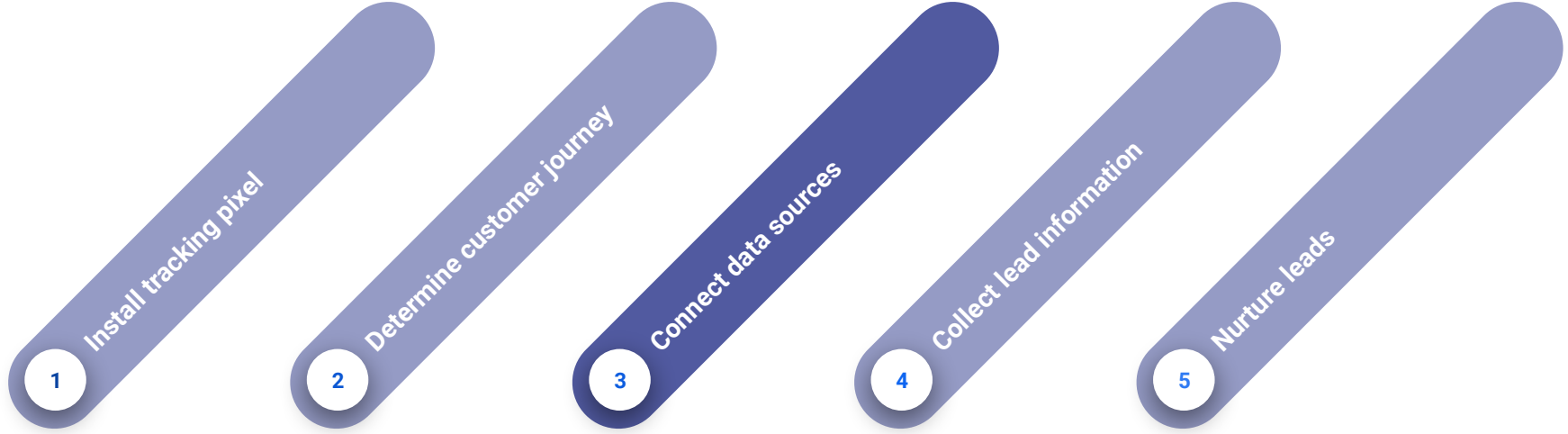
	URL	Event	Timestamp
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:04 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:02 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:02 am
	https://sales-demo.mautic.net/xw-test-lp	Page hit	August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



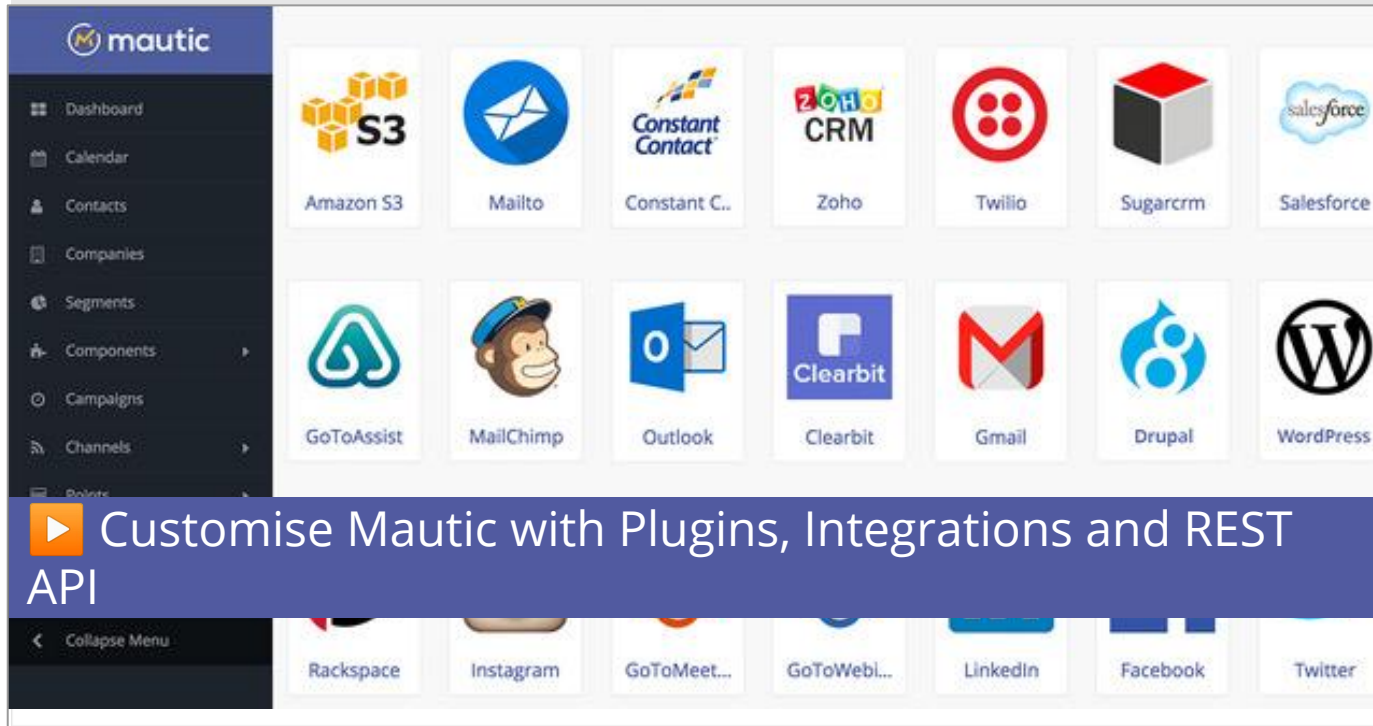
Or ... use one of the many CMS integrations!

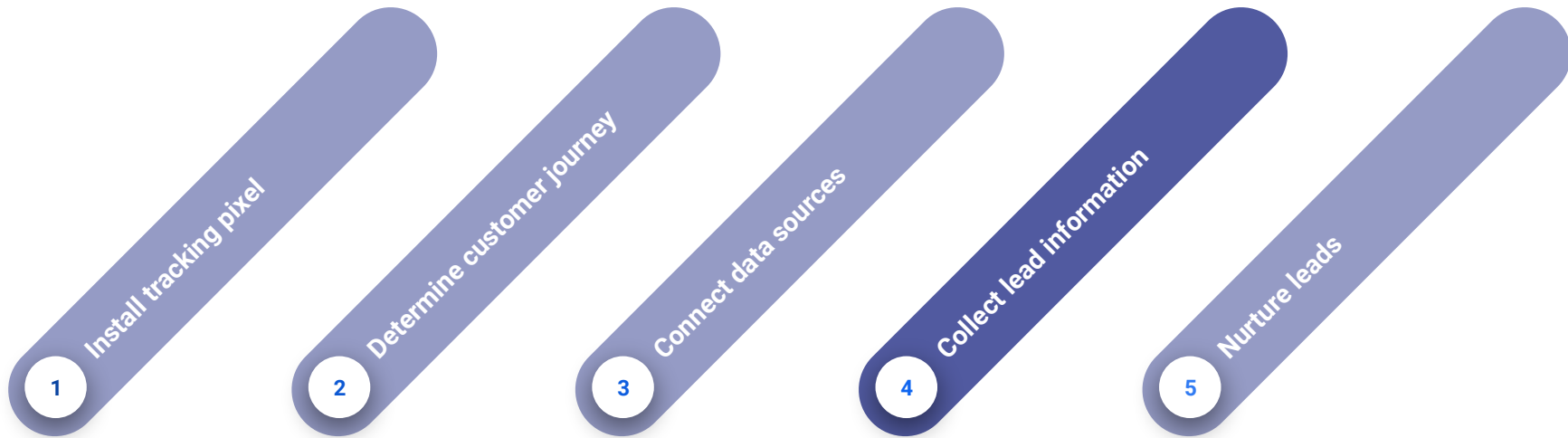






Integrations





Get The Free eBook

First name *	Last name *
<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

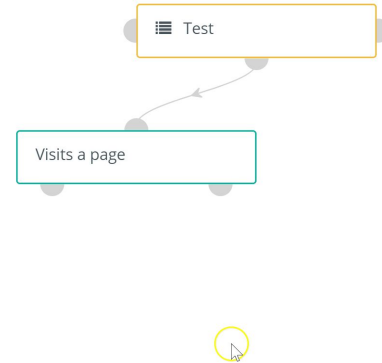
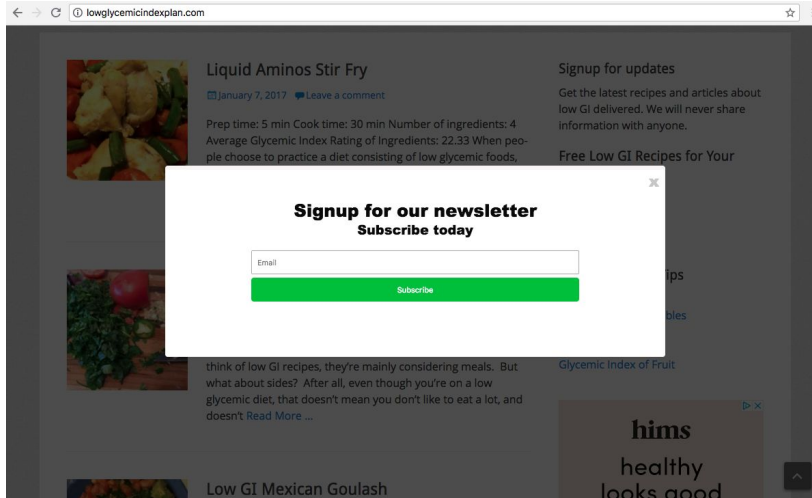
TOP 10 TIPS FOR CONVERTING LEADS INTO OPPORTUNITIES

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

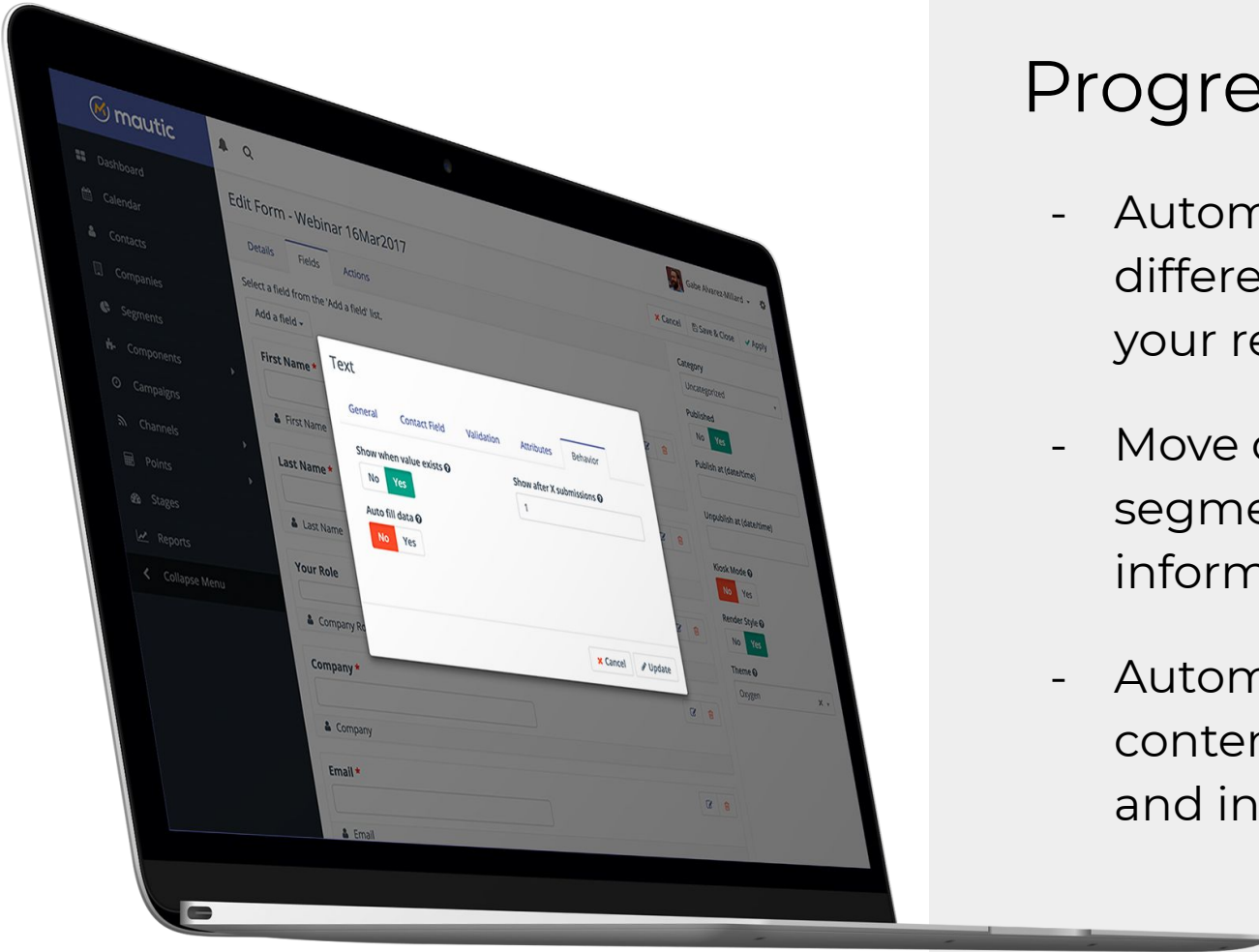
Mautic offers modern marketing automation solutions, enabling bigger brands to create effective

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

1

Install tracking pixel

2

Determine customer journey

3

Connect data sources

4

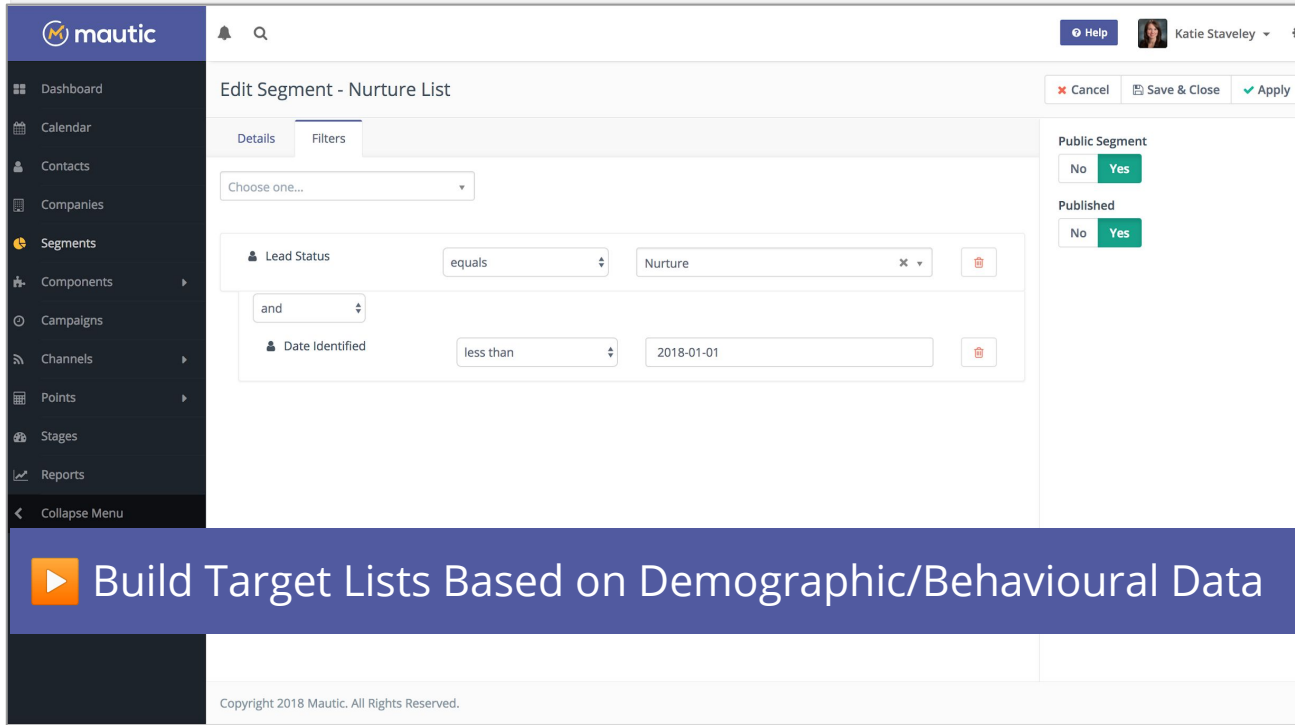
Collect lead information

5

Nurture leads



Audience Segmentation



Build Target Lists Based on Demographic/Behavioural Data

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Multiple Channels

Think outside the (in)box



Don't limit yourself to just email.

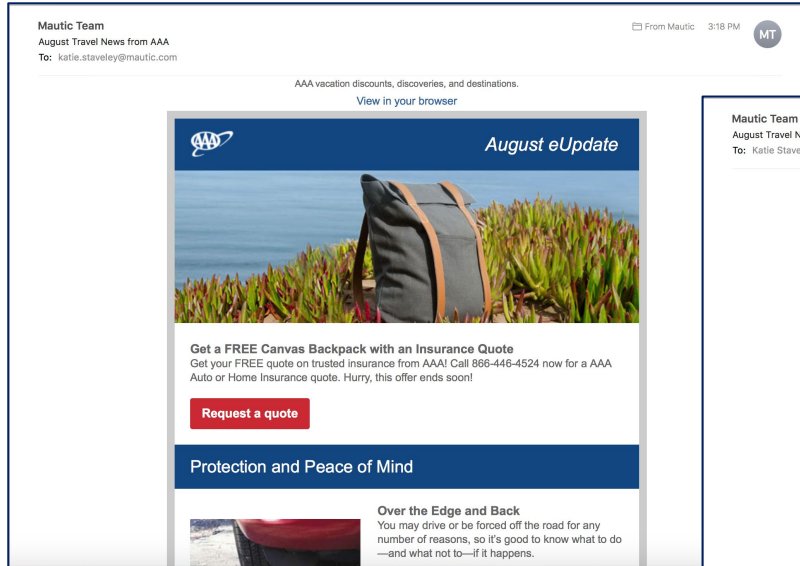
Personalisation can and should be applied across **all** your channels.

Don't assume anything.

"I'm B2B, we don't send text messages."

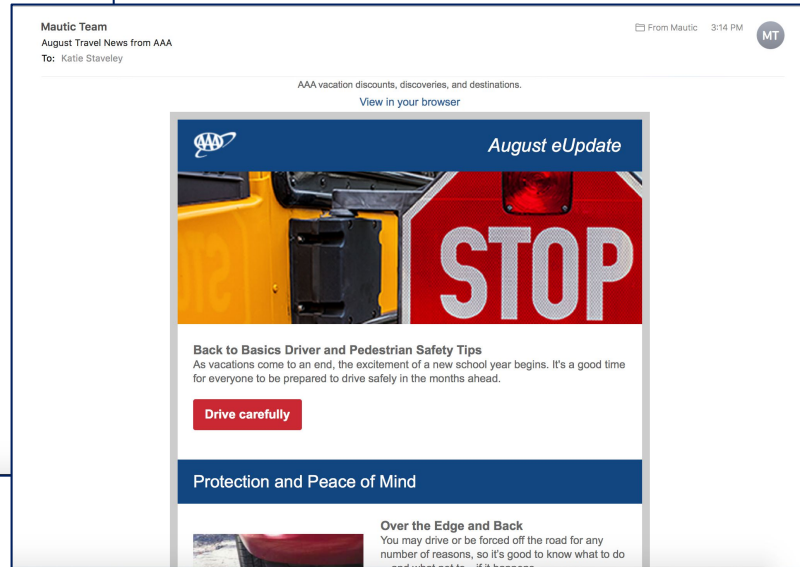
Dynamic Content

Tailor your email content based on user demographics or behaviour



★ Region 1

★ Region 2



Dynamic Content

Apply the same tactics on your website

The screenshot shows the Mautic website homepage. At the top, there is a navigation bar with links for PARTNERS, OPEN MARKETING BLOG, HELP CENTER, LOGIN, PRODUCTS AND PRICING, SOLUTIONS, OPEN MARKETING, RESOURCES, and ABOUT US. A red button labeled "REQUEST A DEMO" is in the top right. Below the navigation is a "mic MARKETING INTEL CENTER" logo and social media icons. The main content area features a "FEATURED ARTICLE" titled "CMO Secrets with Robin Saitz" with a sub-headline "Avecto's CMO shares how her training as an engineer - and as a 25-year PMC rider and fundraiser - has influenced her approach to marketing." and a "SEE ROBIN'S SECRETS" button. Below this is a category menu with "ALL" selected. A search bar contains "Find a blog post...". A green box highlights a newsletter sign-up form with the text "Enter your email for our monthly newsletter..." and a "SIGN UP" button. Below the search bar, there are tags for "DAVE BOR", "AWARD", "NUCLEUS RESEARCH", and "ROI". The main article title is "Mautic Named Tech ROI Award Winner By Nucleus Research" with a sub-headline "The award recognizes Mautic for helping customer uTest achieve 585% ROI." and a "READ ABOUT OUR LATEST AWARD" link. A large "2018 NUCLEUS RESEARCH ROI AWARDS WINNER" badge is on the right.

★ Unknown

★ Known

This screenshot shows the same Mautic website homepage but with a different layout. The navigation bar and featured article are at the top. Below the featured article is the category menu. The search bar contains "Find a blog post...". A green box highlights a "VIEW OUR SUCCESS STORIES" button. Below the search bar, there are tags for "AWARD", "NUCLEUS RESEARCH", and "ROI". The main article title is "Mautic Named Tech ROI Award Winner By Nucleus Research" with a sub-headline "The award recognizes Mautic for helping customer uTest achieve 585% ROI." and a "READ ABOUT OUR LATEST AWARD" link. A large "2018 NUCLEUS RESEARCH ROI AWARDS WINNER" badge is on the right.

Email Templates

The screenshot displays the Mautic email editor interface. The browser address bar shows the URL <https://sales-demo.mautic.net/x/emails/edit/109>. The page title is "Edit Email - DC_EB_Top10TipsLeadConv_May2017". The interface includes a sidebar with navigation options like Dashboard, Calendar, Contacts, Companies, Segments, Components, Campaigns, Channels, Marketing Messages, and Emails. The main content area shows a grid of email templates: Code Mode, Blank, Vibrant, Sunday, Sparse, Chocolat Email, ALBoA, and Aurora. Each template has a "Select" button. To the right, there are configuration fields for Subject, Internal Name, Category, Language, Is a translation of, Published status, Publish at, and Unpublish at. The "Published" status is currently set to "No".

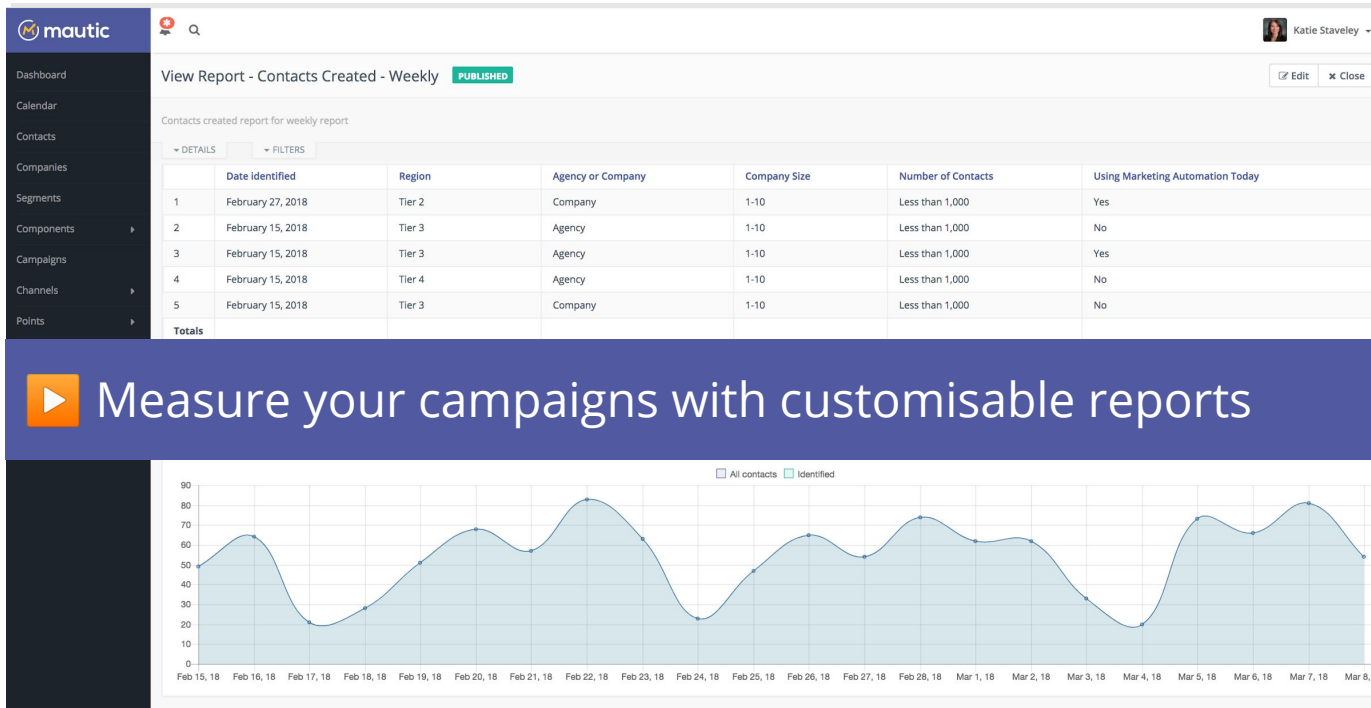
▶ Quickly Create Effective, Personalised Emails

A/B Testing

The screenshot displays the Mautic 'New Email' configuration page. The interface includes a left-hand navigation menu with options like 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'. Below this, there are tabs for 'Theme' and 'Advanced'. The 'Theme' tab is active, showing four theme preview cards: 'Code Mode' (with a code icon), 'Blank' (with a 'Hello there!' message), 'Vibrant' (with a dark-themed layout), and 'Sunday' (with a colorful layout for 'Awesome Co'). Each card has a 'Select' button. Below the preview cards are labels for 'Sparse', 'Chocolat Email', 'ALBoA', and 'Aurora'. On the right side, there are configuration fields for 'Subject *' (with the value '[new eBook] Top 10 tips to improve lea'), 'Internal Name *' (with the value 'EB_Top10Tips.LeadConv_May2017_ABt'), 'Traffic Weight *' (with the value '50'), and 'A/B test winner criteria *' (with a dropdown menu showing options like 'Asset Stats', 'Download rate', 'Email Stats', 'Read rate', 'Clickthrough rate', and 'Form Stats').

▶ Simple A/B Testing for Emails and Landing Pages

Integrated Campaign Reporting



▶ Measure your campaigns with customisable reports

Explore Mautic



github.com/mautic/mautic



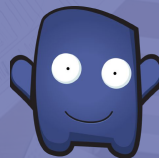
mautic.org



transifex.com/mautic/mautic



mautic.org/slack



forum.mautic.org



Thank you



What questions can I answer?



mautic

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