



Ruth Cheesley

The Mautic Update

Mautic Conference Global 2023

 @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



2014: Quite the year!



```
commit f8381f01bb3493ee59c50a9cf8fd55cfeaea4273
Author: Alan Hartless <alan@hartlessbydesign.com>
Date: Thu Mar 13 16:09:26 2014 -0500

    Adding Symfony framework / Mautic skeleton
```

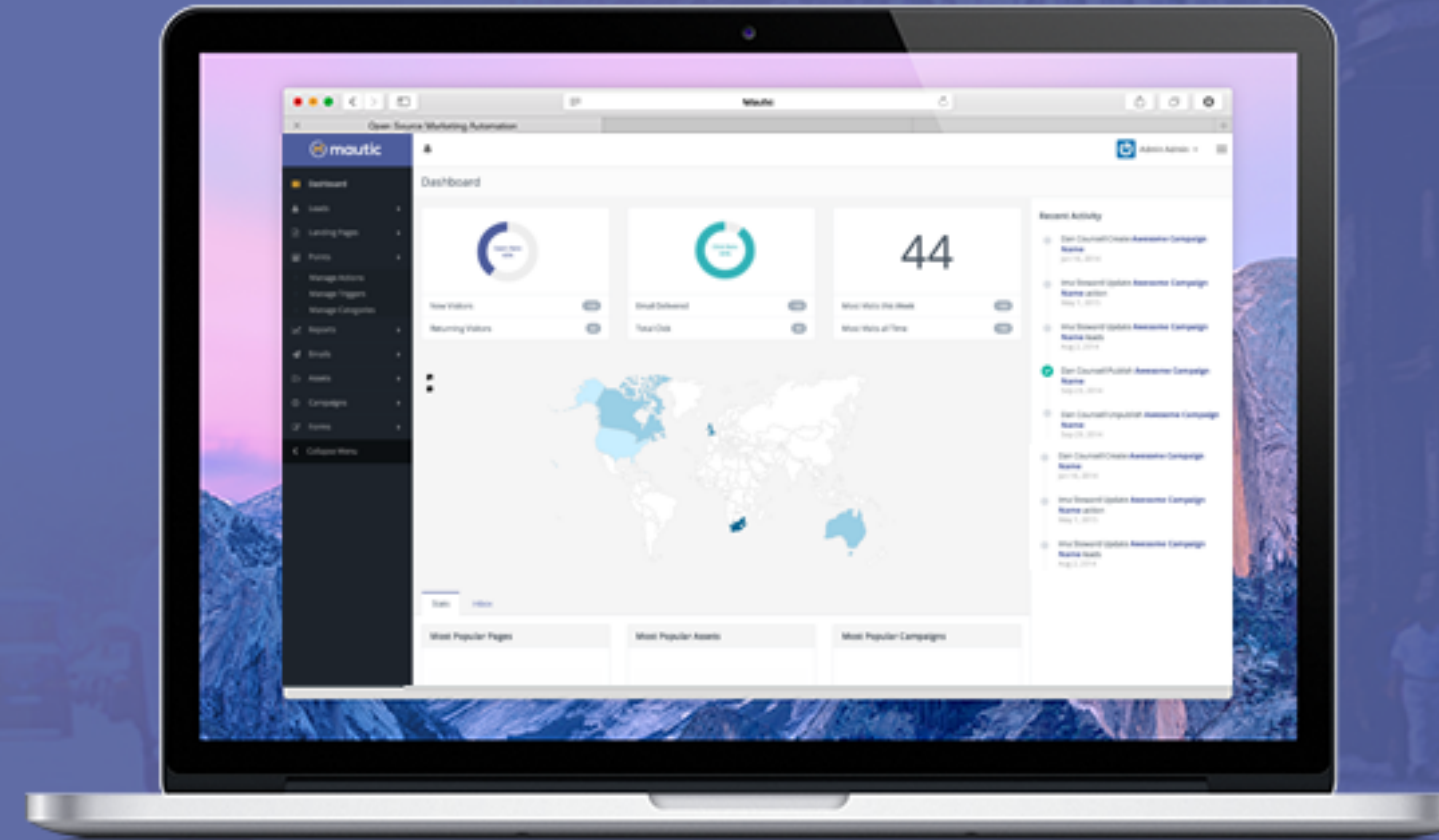
13th March 2014: Mautic is born

Work begins on creating the first release of Mautic



Marketing automation is now free & open source

- ✓ Lead Nurturing & Lead Tracking
- ✓ Marketing Campaigns
- ✓ Dripflow Programs
- ✓ Social Media Monitoring
- ✓ Landing Pages & Sales Funnels



salesforce.com

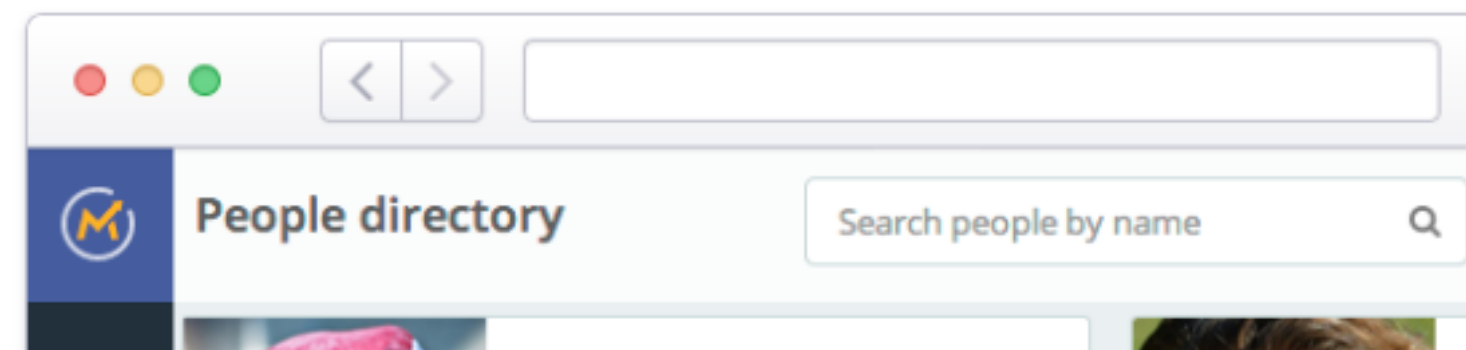
Joomla!

SendGrid

MailChimp

HubSpot

WordPress



Lead Nurturing & Tracking

Mautic provides in-depth and detailed lead tracking along with powerful lead nurturing tools to provide businesses with the tools needed to organize their

2014: Mautic launches

The world's first open source marketing automation platform





How has Mautic changed your life?





It's been quite the journey.

We've journeyed through some challenging times





First community summit, 2019.

Creating teams, starting work on Mautic 3!





MautiCon 2020

To boldly go where
no marketing automation
has gone before

The worldwide Mautic Conference
Nov 17th - around the universe



Mautic Conference Global 2020.

6 tracks, 61 sessions, 7 languages!

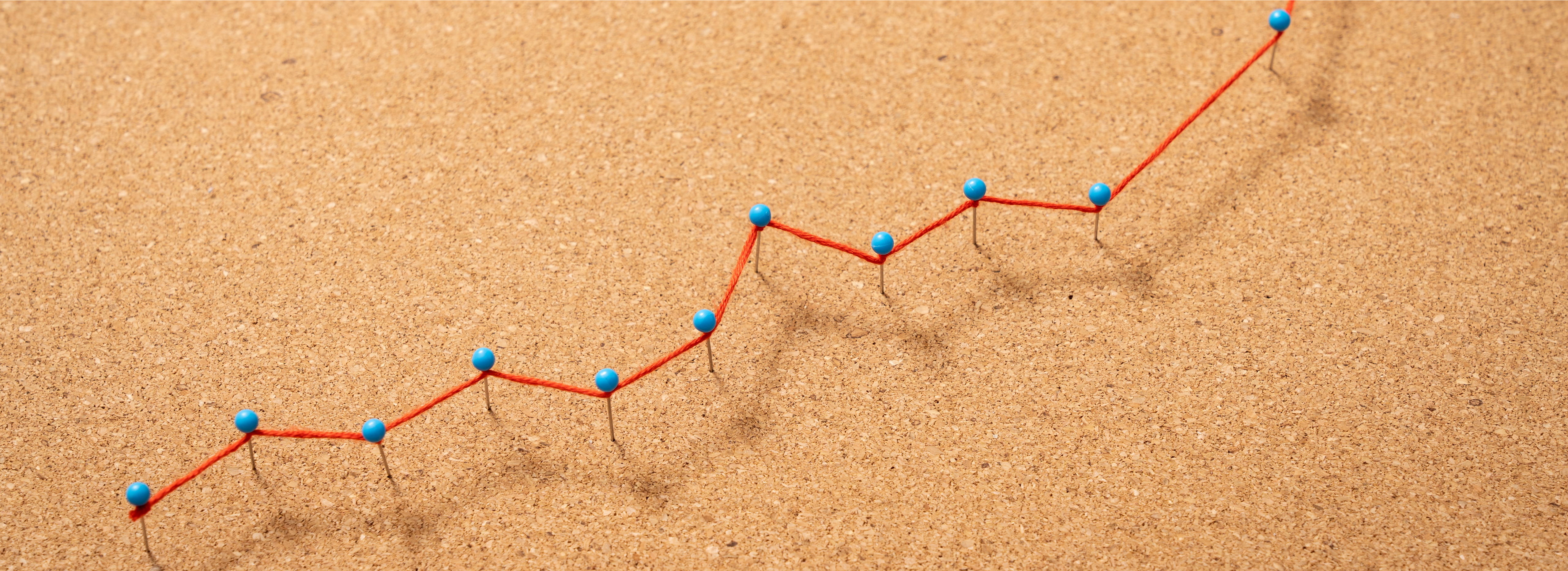




Mautic Conference South America 2022.

Our largest ever in-person conference!





Becoming an independent open source project.

Towards a future of growth





Unlocking innovation.

Join us on this exciting new voyage of discovery!



PASSION LED US HERE

New community-driven governance model.

Enabling clarity and active participation in decision making, leadership and governance





What's a governance model?

Outlines the rules and principles governing decision making and power structure





- Community
- Everything
- My Posts
- Review
- Admin
- More
- Categories
 - Announcements
 - Support
 - Ideas and Feature Requ...
 - Community Blog
 - Community



Sections

Introduction:

Welcome to Mautic!

Within the Mautic project, our governance is driven by our core values:

- Openness
- Transparency
- Integrity
- Fairness
- Respect
- Engagement
- Representation
- Action over inaction
- Project over people and companies

1. Membership 9
2. Decision making 6
3. General Assembly 2
4. Teams and working groups 2



24 May

1 / 18
24 May

23h ago

<https://mau.tc/governance-debate>

Your chance to have a say in the future of Mautic.

Visit the forum threads and leave your comments!





<https://mau.tc/open-startup>

Mautic now follows the Open Startup Model.

Publicly and transparently sharing our data, metrics and performance



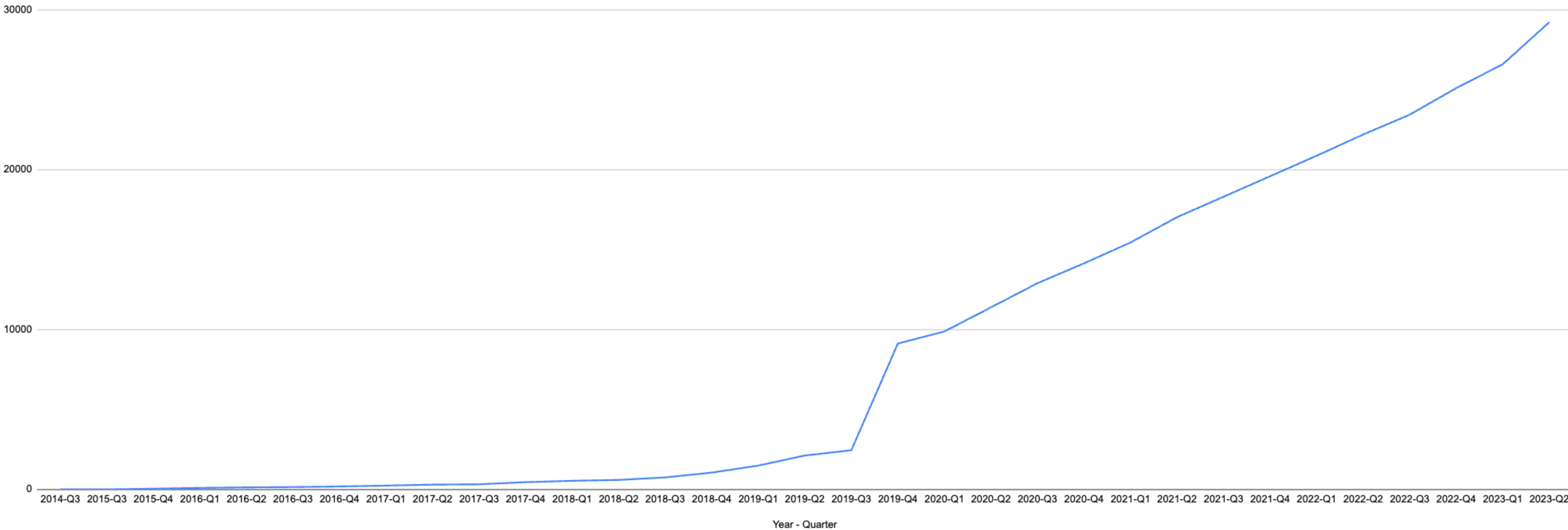


How many active Mautic instances are there?

Drop your guess in the chat (if you already know, 🤔🗨️)



Cumulative number of live instances by date first detected

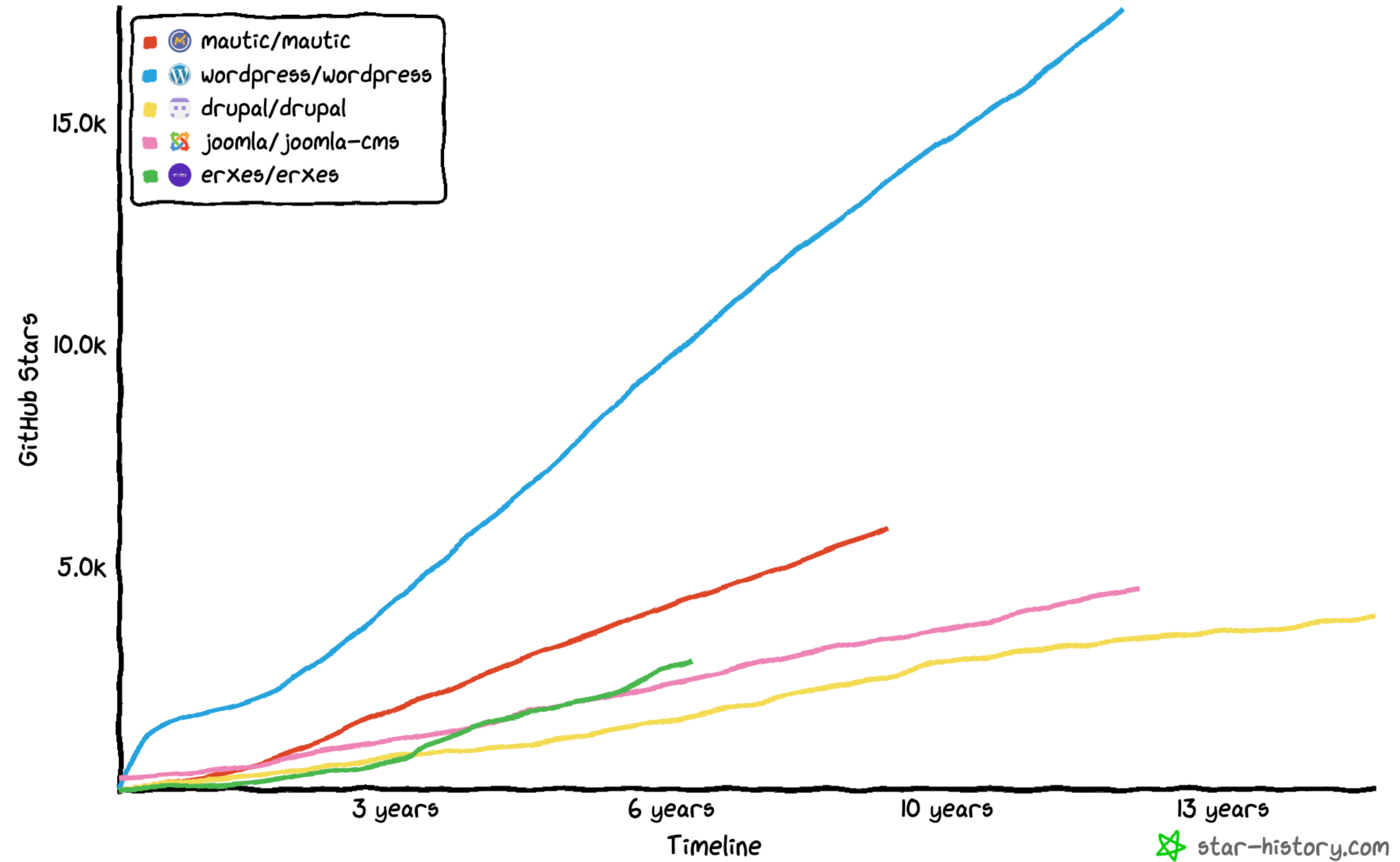


Mautic adoption is on the rise.

Source: builtwith.com / Open Startup reporting



Star History



There's strong interest from developers.

Source: GitHub stars over time, star-history.com



20i[®] FOSS Awards



Mautic

20i[®]

FOSS AWARDS
WINNER

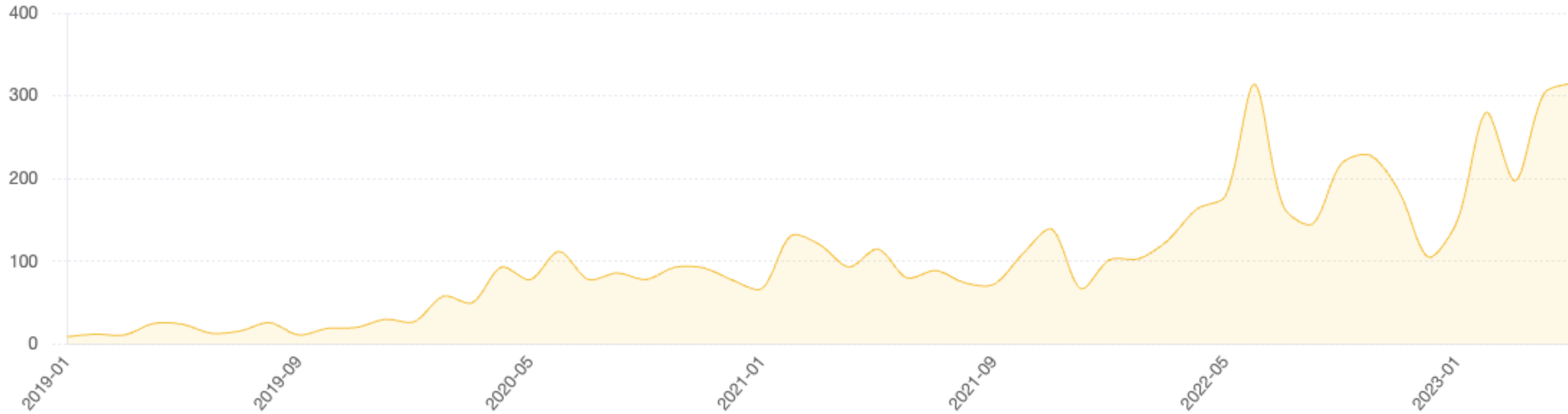
Marketing Automation

Winner!

We won an award!

Top in class for Marketing Automation





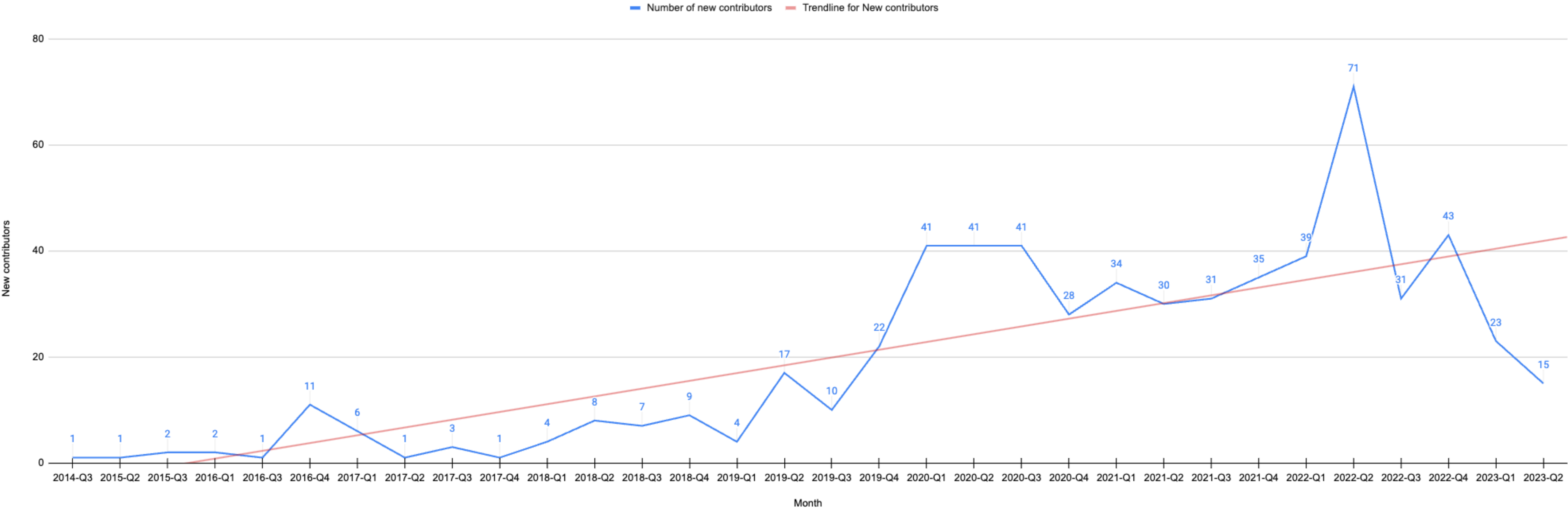
We're maturing as an open source project.

Chart shows growth in contributions over all channels



New contributors by month of first contribution

Note: Large spikes tend to be around community contribution events and/or conferences. Source: Savannah CRM



New contributors are joining every month.

On average, 10-12 new contributors each month are onboarded 🥳





Top company contributors to Mautic over the past year.

1. Acquia (607)
2. Steer Campaign (259)
3. Webmecanik (199)
4. Dropsolid (151)
5. Leuchtfeuer Digital Marketing (116)
6. Aivie (101)
7. Friendly (91)
8. Comarch (74)
9. Bluespace (45)
10. moorwald | sven döring (26)





Most active companies in Mautic over the past year.

1. Friendly (1940)
2. Acquia (1840)
3. Steer Campaign (1343)
4. Dropsolid (904)
5. Leuchtfeuer Digital Marketing (822)
6. Webmecanik (779)
7. Aivie (429)
8. moorwald | sven döring (364)
9. Bluespace (341)
10. Smart Octopus Solutions (339)



dropsolid

 **axelerant**

ACQUIA

 **Leuchtfeuer.com**
DIGITAL MARKETING

 **hostnet**

 **mailfloss**

 **n8n**

 **Friendly**

 **SiteGround**

 **Droptica**

COMARCH

 **omnivery**

twentyZEN
think ahead. think digital.

 **salesnap**
MARKETING AUTOMATION

 **Tape**
www.TapeApp.com

Thank you Mautic Conference Global Sponsors.

Your support helps us to bring together our awesome worldwide community!



ACQUIA

 Friendly

 Leuchtfeuer.com
DIGITAL MARKETING

 Droptica

 AudienceWare


webmecanik

aivie

dropsolid

 SMC

media giant DESIGN
WEBSITE DESIGN AND MARKETING

 salesnap[®]
MARKETING AUTOMATION

COMARCH

 up.maas

 web
any
.one

Might

 Ferien
haus
miete
Freiheit frei Haus

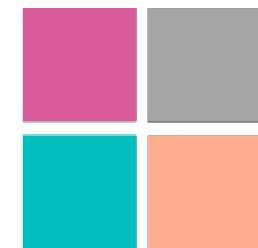
AWISEE.

ZYXWARE
TECHNOLOGIES

 DT
NETWORK



 BSF.com company



<https://mau.tc/sponsors>

Thank you Mautic Sponsors.

Supporting Mautic on a monthly basis



ACQUIA

😊 Friendly

 **Leuchtfeuer.com**
DIGITAL MARKETING


webmecanik

aivie

dropsolid

 **salesnap**
MARKETING AUTOMATION

COMARCH

<https://mau.tc/partners>

Thank you Mautic Partners.

Powering the Mautic ecosystem through financial and practical contributions





Top individual contributors to Mautic over the past year.

1. John Linhart (506)
2. Mohammed Abu Musa (258)
3. Zdeno Kuzmany (156)
4. Mattias Michaux (113)
5. Joey Keller (90)
6. Volha Pivavarchyk (87)
7. Joshua Estes (75)
8. Artem Lopata (62)
9. Favour Chibueze (48)
10. Oluwatobi Owolabi (45)





Most active individuals in Mautic over the past year.

1. Joey Keller (1930)
2. John Linhart (1626)
3. Mohammed Abu Musa (1341)
4. Bill F (1100)
5. Mattias Michaux (576)
6. Ekke Gumbel (477)
7. Joshua Estes (406)
8. Sven Döring (364)
9. Zdeno Kuzmany (360)
10. Norman Pracht (355)



Avinash Dalvi

Joey Keller

Dirk Spannaus

Eli Logan

Shamaeva Natalia

John Linhart

Jon Stephenson

Norma Ochoa

Ludovic Fourrage

<https://mau.tc/sponsors>

Thank you Mautic Sponsors.

Supporting Mautic on a monthly basis





The things you learn!

Bamboo: Speed of growth, strength and resilience





Grows to full height within just a few years.

Providing the right conditions are available





Shallow, well anchored root systems.

Allows capturing of maximum nutrients and water, prevents soil erosion





We're growing a forest of bamboo.

Relying too heavily on a small number of benevolent organisations is risky





Many diverse uses.

From building to irrigation to musical instruments and more!





Needs regular water and nutrients.

Prolonged periods of drought can cause plants to wilt, dry out and die





Susceptible to pests and diseases.

If not dealt with, the forest will weaken and plants will fail to thrive and eventually die





Human actions.

Taking more than being planted leading to deforestation





Improving the onboarding and nurturing process.

Helping contributors to get started and grow within our community





Bringing the community together person and online.



grow our community by making connections with each other, by working together on challenging problems, and having fun!

We should come together as often as possible in meet-ups, conferences, events and socials in our local, regional and national communities. You can help!





Mautic 5.0-alpha will release ~30th June.

Alpha releases are only for use in a test environment. There will be no upgrade path.





Mautic Launch 5



6,544
Files Changed



2,874
Commits



12
Contributors

Launch Timeline



Mautic 5 has been a huge undertaking.

Massive updates to underlying code, bringing us up to modern standards





It's not all under-the-hood stuff!

Exciting new features coming soon to Mautic!





Building solid foundations for innovation.

Mautic 5 rebuilds many parts of Mautic using modern coding standards



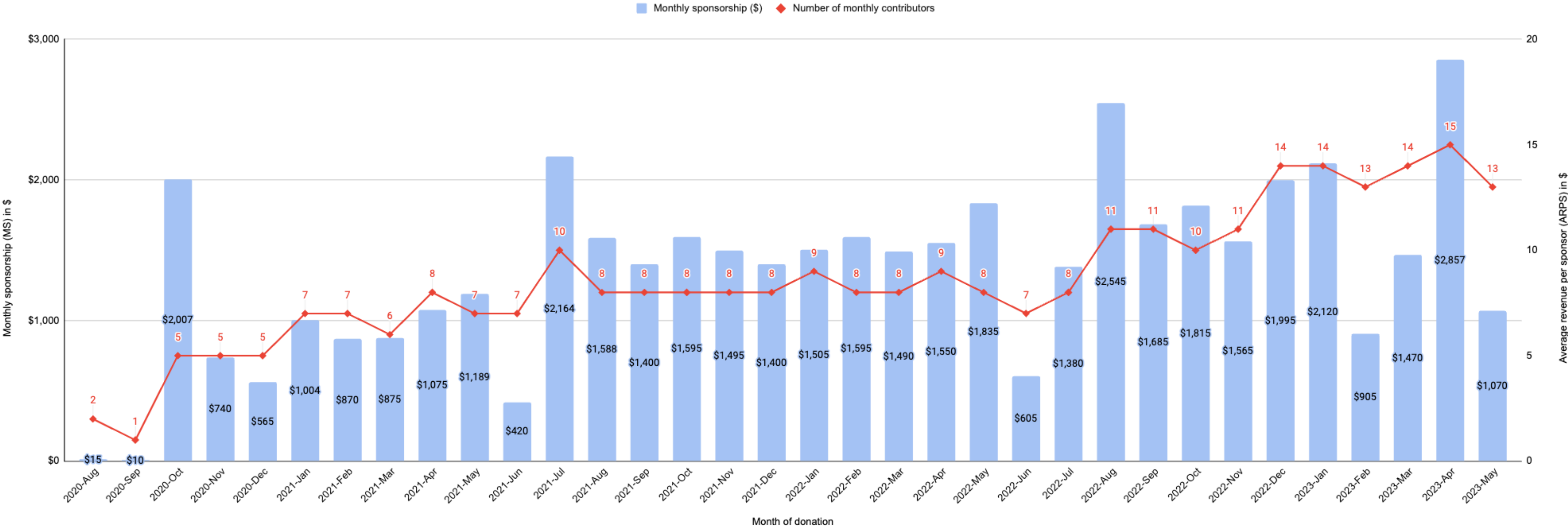
“

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



Monthly donations over time



Financial support is growing (slowly).

Developing a solid financial base is central to Mautic's future growth





Improved perks for corporate sponsors.

Incentivising companies to support Mautic financially





New community-driven governance model.

Enabling clarity and active participation in decision making, leadership and governance





REQUEST FOR PROPOSALS: OFFICIAL TRIAL PROVIDER



Helping people get started with Mautic.

Free trial, with a percentage revenue share for conversions





Browse
112 products
with this design



Browse
100 products
with this design



Other miscellaneous revenue streams.

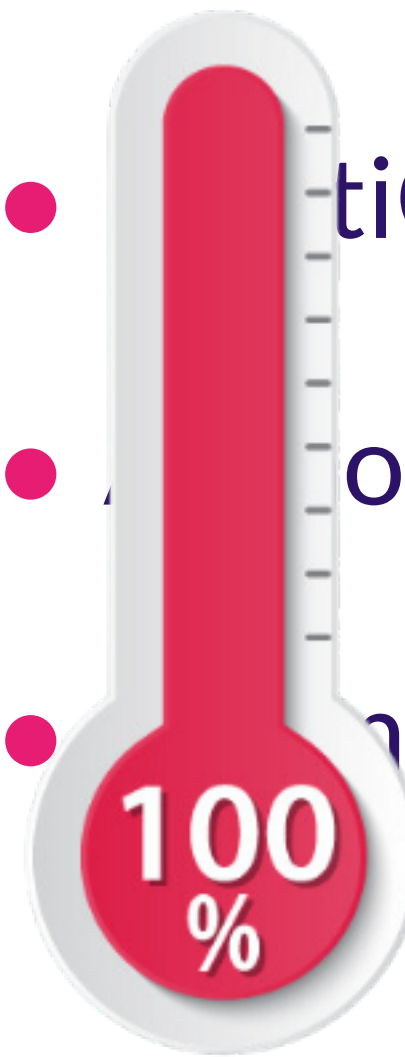
- Swag shop revenues

- MautiCon event profits

- Local advertising contracts

- Revenue from one-time donations, project-specific funding and other fundraising initiatives

- Your ideas welcome!





Our community is a living, growing forest.

It needs care, nurturing and support to enable it to grow





Building a diverse, well rooted base.

Wider base of support, less burnout and dependence, more healthy ecosystem





Needs regular water and nutrients.

We need to make sure we're able to set up the conditions for Mautic to thrive





The health of our community is paramount.

We must be good custodians of our community for our future generations to come





Creating an ecosystem based on generosity.

Encouraging giving back more than you take, supporting and caring about our ecosystem





If we get this right, astronomical growth awaits us.

How will you be playing your part?



 Ruth Cheesley



What questions can I answer?

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