Ruth Cheesley

The Mautic Update

Mautic Conference India 2024 - Pune

17th February 2024

Ruth Cheesley

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

@RCheesley

Raise your hand if you did not know about Mautic before you heard about this event?

Raise your hand if this is your first Mautic event?

São Paulo, 2022

Lagos, 2023

Hannover, 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 who are changing the world.

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

2024: Mautic Conference India! 🚀 🇮🇳 🥳

2023: Mautic becomes an independent open source project

2020: First governance model established, started using Open Collective

2019: Mautic, Inc. acquired, including brand and trademark 'Mautic'

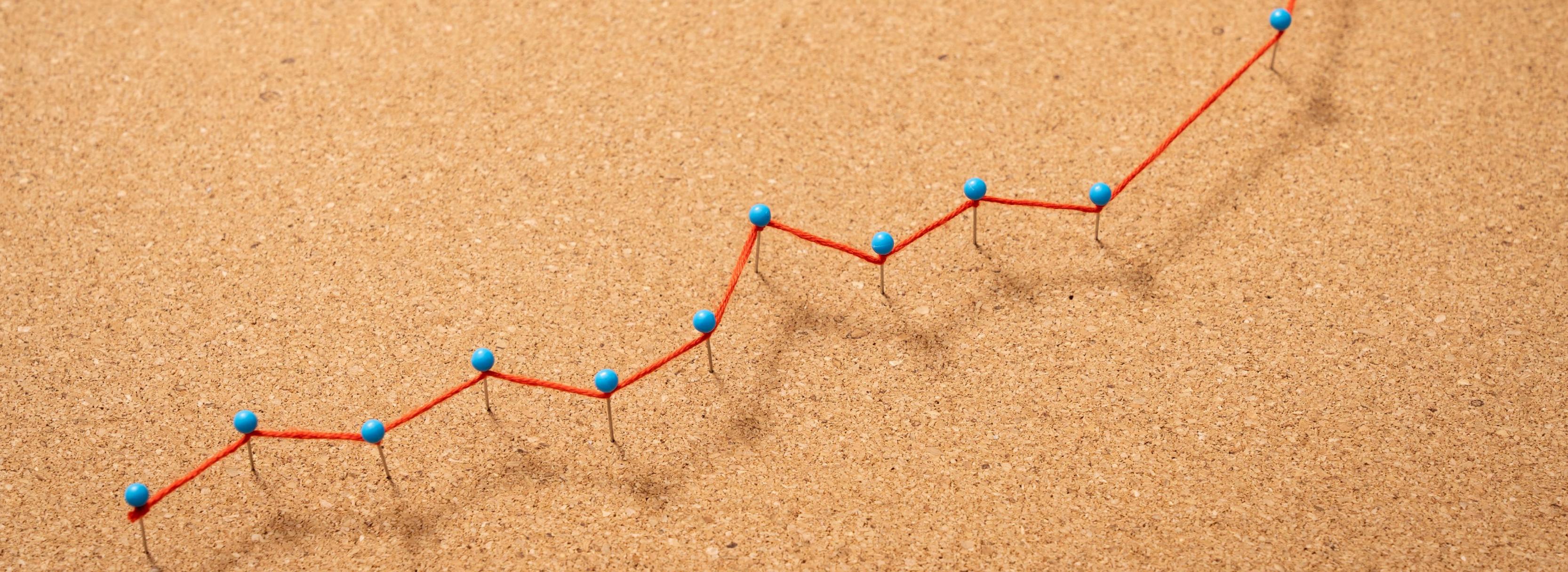**2018:** First community-led release

2016: Founder launches SaaS company 'Mautic, Inc.' providing enterprise services

2014: Project created & open sourced under GPL v3

A brief history of Mautic

10 years of growth and innovation!

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Mautic is now an independent open source project.
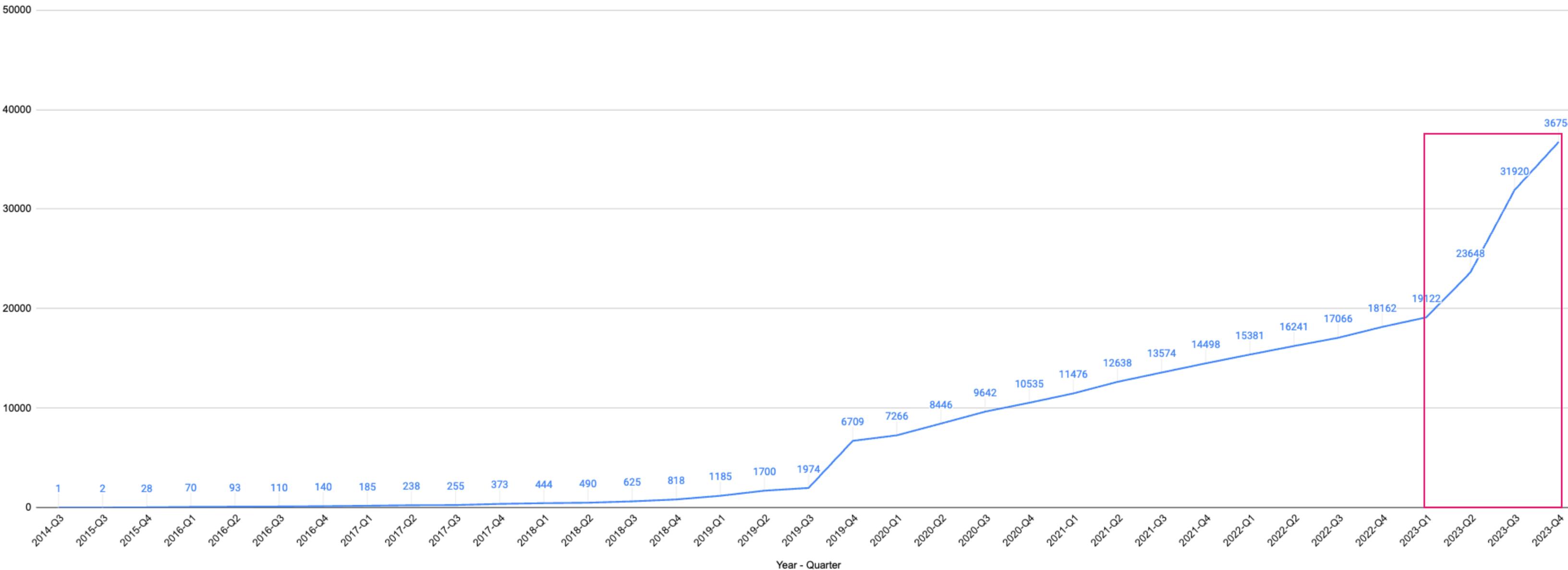
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Charting a future of growth

How many websites use Mautic tracking (on 16/02/24)?

Shout out your guess (if you already know the answer, 🤫🤐)

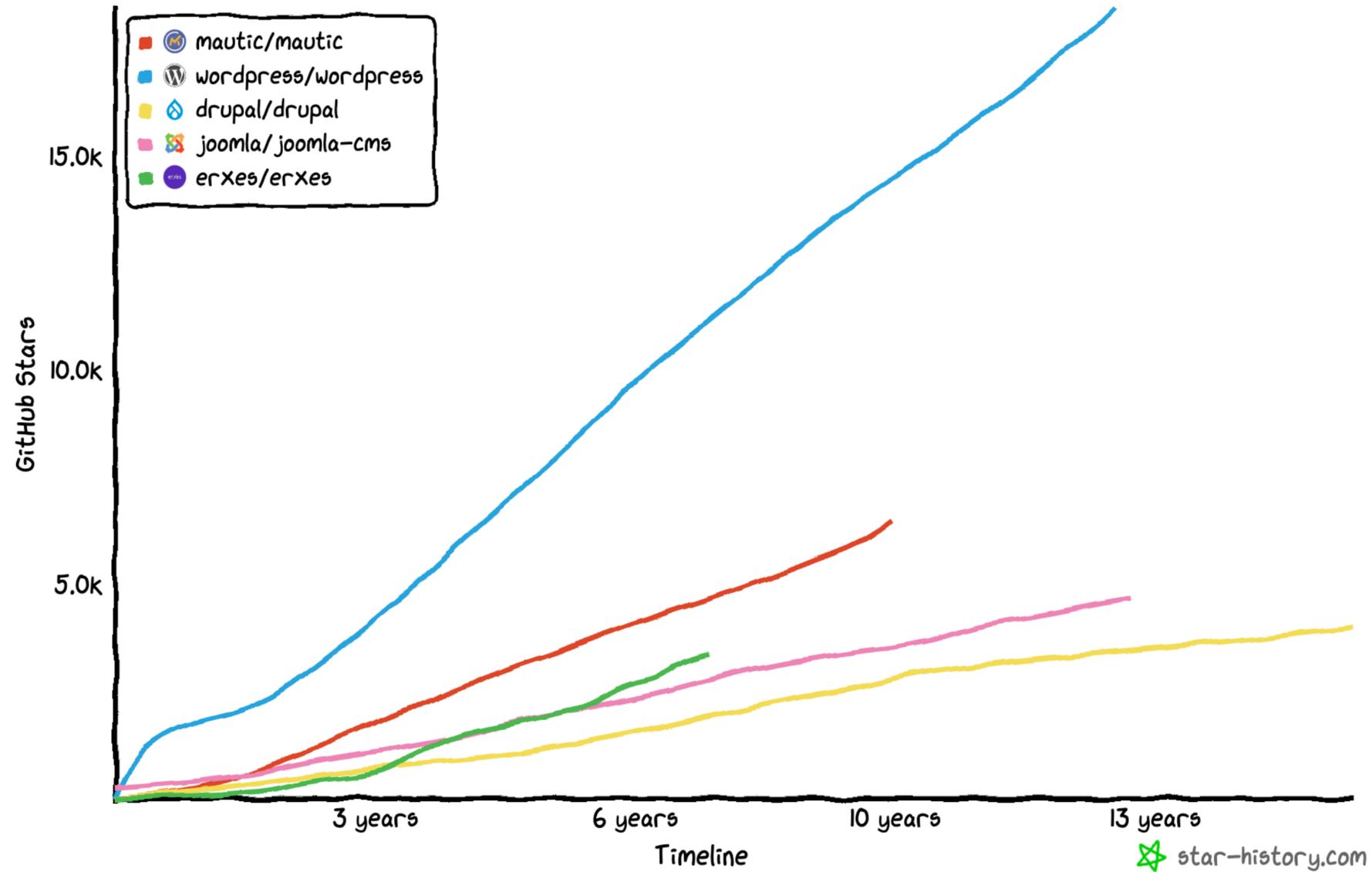@RCheesley

Cumulative number of live instances by date first detected

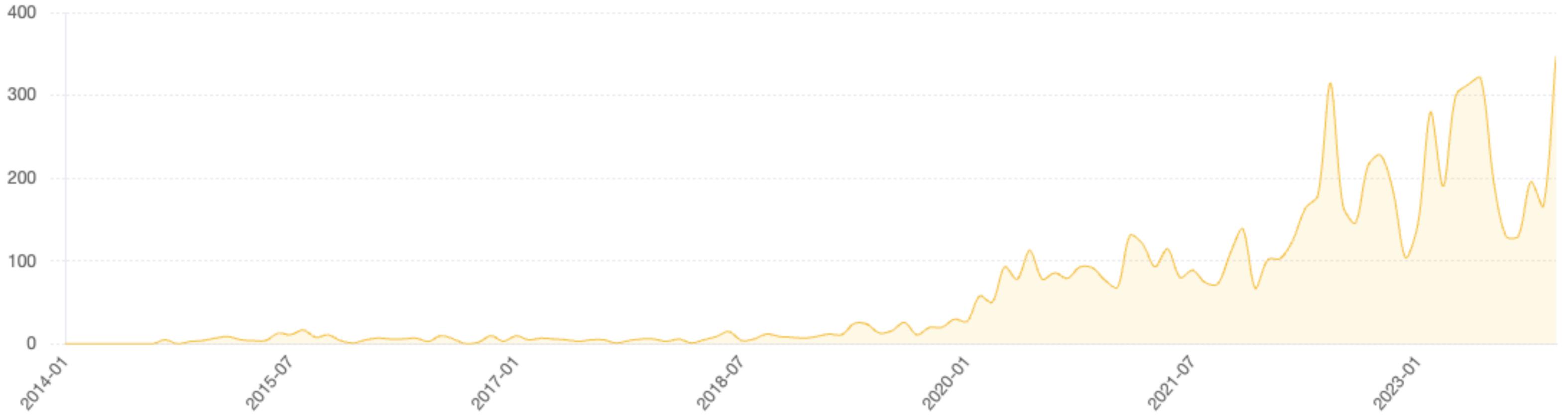

2023 saw substantial growth in Mautic-tracked web resources.

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Interest from developers continues to rise.

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

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Contributions 🚫 bot

400
300
200
100
0

2014-01   2015-07   2017-01   2018-07   2020-01   2021-07   2023-01

Contributions to Mautic are surging.

Source: Savannah CRM

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Top company contributors to Mautic over the last year.

1. Acquia (617)
2. Steer Campaign (246)
3. Dropsolid (237)
4. Webmecanik (190)
5. Leuchtfeuer Digital Marketing (174)
6. RectorPHP (115)
7. Comarch (83)
8. Friendly (79)
9. Aivie (75)
10. Bluespace (48)

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Most active companies in Mautic over the last year.

1. Acquia (1926)
2. Dropsolid (1538)
3. Friendly (1511)
4. Steer Campaign (1359)
5. Leuchtfeuer Digital Marketing (1064)
6. Webmecanik (958)
7. Moorwald | sven döring (452)
8. Codefive (375)
9. Bluespace (367)
10. Aivie (313)

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Top individual contributors to Mautic over the last year.

1. John Linhart (588)
2. Mohammed Abu Musa (246)
3. Mattias Michaux (154)
4. Zdeno Kuzmany (143)
5. Tomas Votruba (115)
6. Joey Keller (78)
7. Joshua Estes (65)
8. Volha Pivavarchyk (56)
9. Oluwatobi Owolabi (48)
10. Patryk Gruszka (41)

Most active individuals in Mautic over the last year.

1. John Linhart (1700)
2. Joey Keller (1505)
3. Mohammed Abu Musa (1358)
4. Mattias Michaux (995)
5. Sven Döring (452)
6. Zdeno Kuzmany (445)
7. Norman Pracht (421)
8. Avinash Dalvi (400) 🇮🇳
9. Ekke Guembel (381)
10. Oluwatobi Owolabi (367)

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What's the latest news from the Mautic project?

Mautic 5.0 launched on 9th January 2024.

A major refactor to support Symfony 5, remove a lot of old code and introduce new features.

Mautic Launch 5

7,080 Files Changed

4,787 Commits

70+ Contributors

Launch Timeline

Stable Release
Jan. 8 2024

Release Candidate 2
Dec. 19 2023

Release Candidate 1
Nov. 15 2023

Beta Release
Oct. 18 2023

Alpha Release
Jun. 30 2023

Project Started
Apr. 8 2022

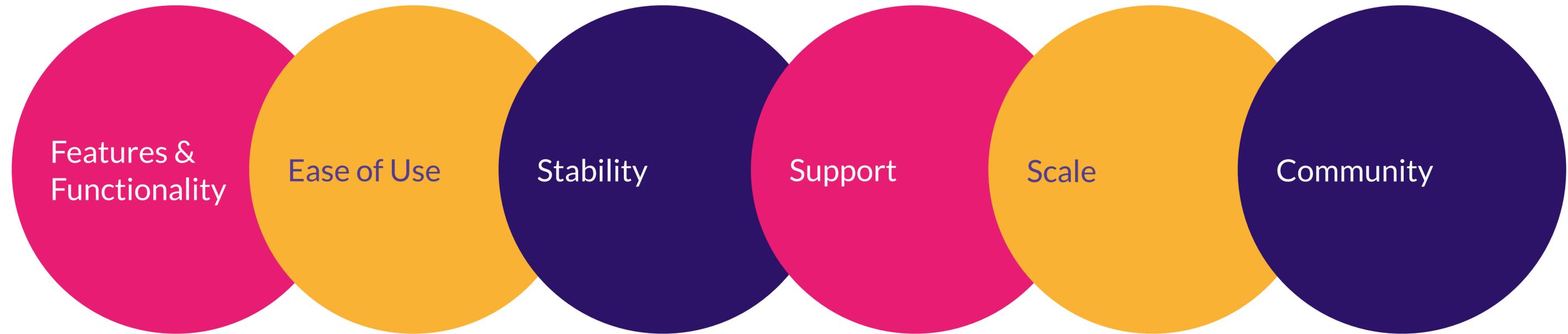@RCheesley

5.1 is right around the corner!

- PHP 8.2 support

- Enhanced segment filters

- Improved segment and webhook queue optimisation

- Multiple user experience improvements

- HTML allowed in custom email tokens sent via the API

- Support for tokens in SMS messages

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Features & Functionality · Ease of Use · Stability · Support · Scale · Community

Areas of Focus for Mautic

As defined in 2022, these are the six pillars we're focusing on to further develop and grow Mautic.

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Projects in-flight on the horizon.

- **Resource management initiative** - organise your Mautic resources by marketing project or any other meaningful grouping.
https://mau.tc/resource-management

- **Data privacy initiative** - Mautic becomes the Marketing Automation project with the best support for data privacy.
https://mau.tc/data-privacy-initiative

- **UX/UI initiative** - Improve the user experience and redesign the user interface.
https://mau.tc/ux-ui-initiative

Features & Functionality

Ease of Use

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Developer-focused projects - to do.

- **Symfony 6 / 7 support** - we need to ship v6 support before November 2024 (end of active support). Join us tomorrow to start scoping!

- **Improving automated test coverage** - we want to increase our coverage from ~60% ➡️ ~80% and move from mocks to functional tests.

- **Composer by default** - cross-team project to improve user experience and documentation, so that the zip-based installation method can be removed in Mautic 6.0 in favour of Composer-based installation.

Stability

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Marketer-focused projects - to do.

- **Website redesign** - Update the design, layout and calls to action on the mautic.org website (Drupal-based site).

- **Promote Mautic** - Develop an inbound marketing plan to drive growth in adoption of Mautic.

- **Grow the Mautic community** - launch a global ambassadors program to encourage grass-roots advocacy and community growth.
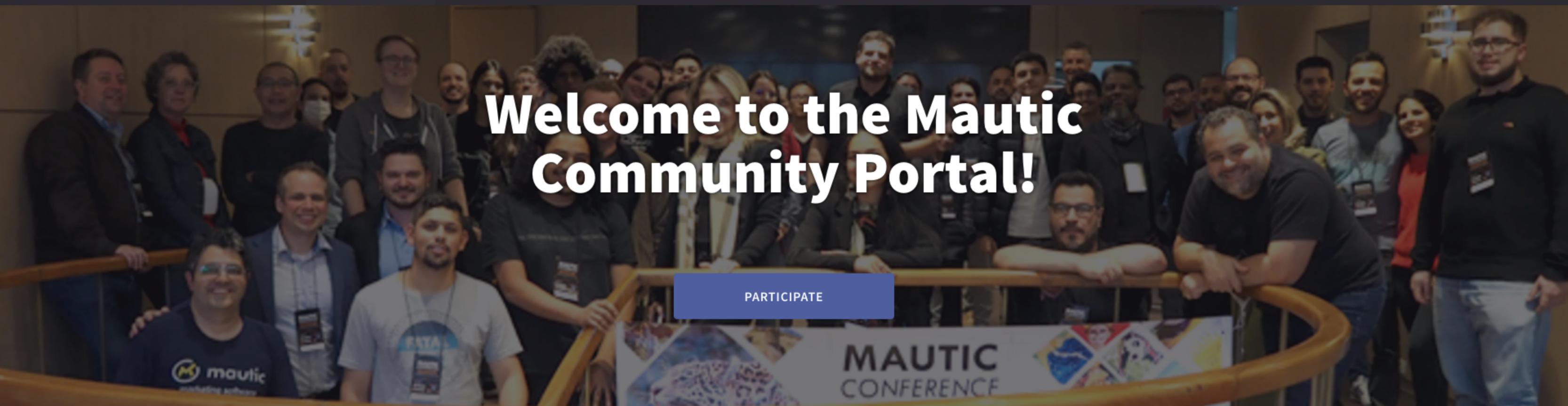
Scale

Community

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Join us here tomorrow at the
Contribution Day to get started in
contributing to Mautic - all welcome
(especially new contributors)!

https://mau.tc/contribute

Mautic's first community-elected Council inaugurated and new governance model adopted.

Setting the foundations for fiscal and operational stability, and future growth.

Welcome to the Mautic Community Portal!

PARTICIPATE

MAUTIC CONFERENCE

This is where all things community happen, from nominations and elections for leadership roles to team meetings, meetup groups and decision making.

Mautic's Community Portal: For all things community!

Join for free, follow progress from across the community. Become a member to vote and nominate in processes like elections and contests.

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Proposing John Linhart		
John Linhart		
Personal informationNominee's full name: Jan LinhartNominee's pronouns: he/himNominee's location:...		
CREATED AT 10/11/2023	▲12 FOLLOW	💬0
24 Votes		Votes disabled

Norman Pracht from Webmecanik		
Norman Pracht		
Personal informationPNominee's full name: Norman PrachtNominee's pronouns: him/heNominee's...		
CREATED AT 14/11/2023	▲6 FOLLOW	💬0
17 Votes		Votes disabled

Proposing Dominique De Cooman		
domidc		
Personal informationNominee's full name: Dominique De Cooman...		
CREATED AT 13/11/2023	▲6 FOLLOW	💬0
15 Votes		Votes disabled

Proposing Ekke Guembel		
Ekke Guembel		
Personal informationNominee's full name: Ekkehard GümbelNominee's pronouns: he/himNominee's...		
CREATED AT 14/11/2023	▲6 FOLLOW	💬0
15 Votes		Votes disabled

Proposing Prateek Jain		
Prateek Jain		
Personal informationNominee's full name: Prateek JainNominee's pronouns: he/him/hisNominee's...		
CREATED AT 30/11/2023	▲8 FOLLOW	💬0
14 Votes		Votes disabled

Proposal - Andy Towne		
Andy Towne		
Personal informationNominee's full name: Andy TowneNominee's pronouns: he/himNominee's location:...		
CREATED AT 30/11/2023	▲7 FOLLOW	💬0
13 Votes		Votes disabled

Proposing Favour Chibueze		
Favour Chibueze		
Personal informationNominee's full name: Favor ChibuezeNominee's pronouns: She/HerNominee's...		
CREATED AT 30/11/2023	▲6 FOLLOW	💬0
11 Votes		Votes disabled

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

Introducing the Mautic Council.

Mautic's first community-elected council - voted by members, to serve members.
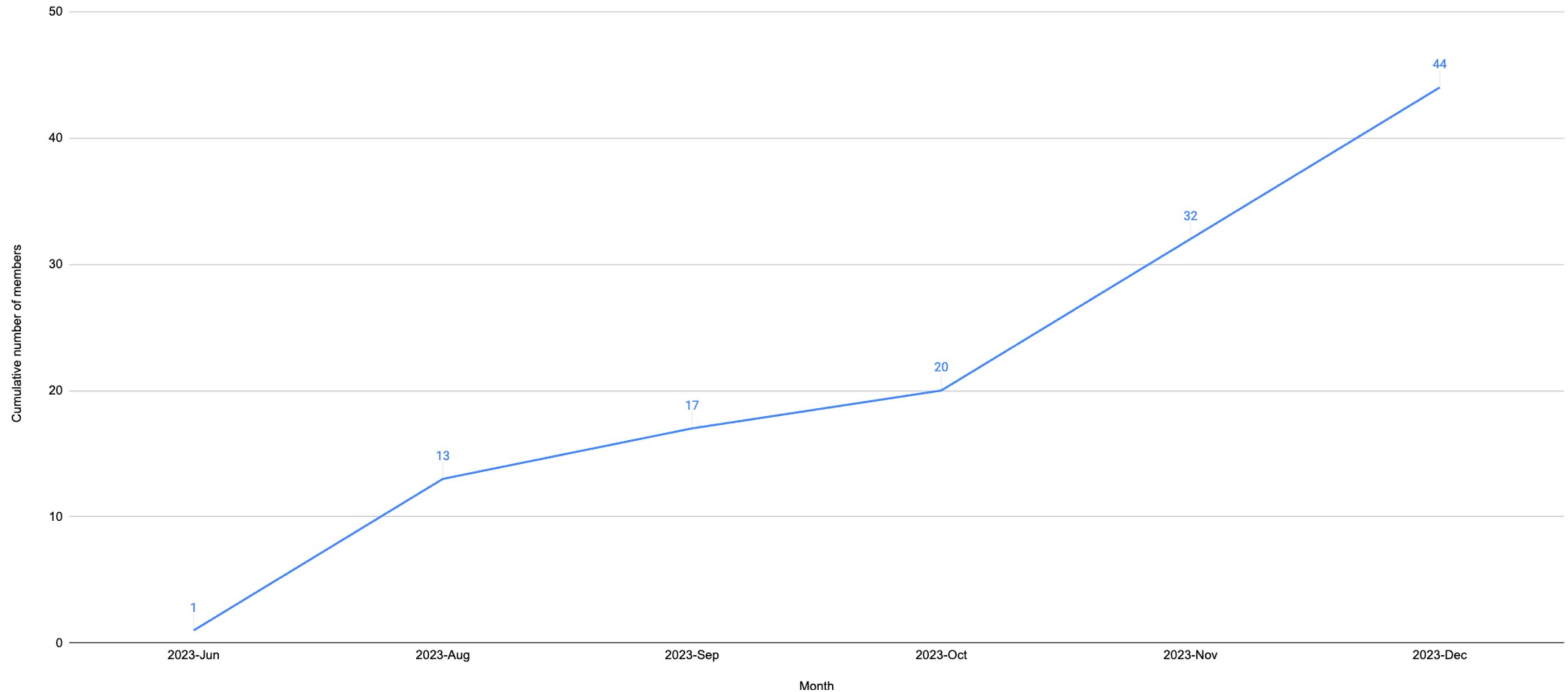
https://mau.tc/council @RCheesley

SCAN ME

Are you a member yet?

Support Mautic by becoming a member - minimum of **₹3709 ($44)/yr as an individual**, contributing 5hr/mth over 3 months, or **from $1,200/yr** as a corporate member.

@RCheesley

Cumulative growth in Mautic members

Member numbers are rising – but there's a long way to go!

In 2024 we aim to have over 50 new paid individual members joining us, raising over $5k to support Mautic's growth - will you help reach our target?

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Support Mautic - become a member and have a say in Mautic's future.

https://mau.tc/membership

SCAN ME

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Other ways you can support Mautic:

- Encourage your company/clients/staff to become a member

- Write up and share what you've learned from this event!

- Organise a local meet-up group or MautiCamp

- Write about Mautic on social media / blogs

- Join a working group or team and jump into contributing regularly - join us on Fridays for Open Source Friday!

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BREAKING NEWS ALERT

@RCheesley

Launching soon: Mautic Trials!

- **Goal:** To make it easier for people to get started with Mautic while providing a revenue stream to the project.

- Free 14 day trial of Mautic - option to continue on a paid basis **or** export your instance at the end of the 14 days.

- Paid instances provide **40% of the revenue back** to Mautic in the first year, decaying over 4 years.

- Become an early adopter to give us feedback:

  https://mau.tc/trials-ea

Ease of Use

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BREAKING NEWS

NEWS

ALERT

User Interface Redesign Coming Soon

Goal: Improve the user experience for the marketer

- Reduce complexity of information presented

- Redesign the user interface to bring it up to modern standards

Join us tomorrow to help with testing these important new changes - many are planned for Mautic 5.1.
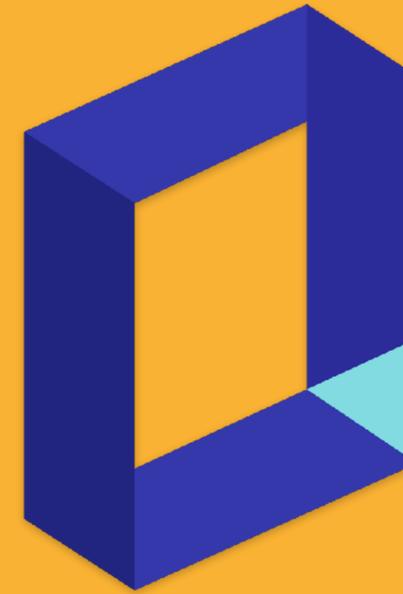
Read more:

https://mau.tc/uxui-announce

BREAKING NEWS ALERT

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.
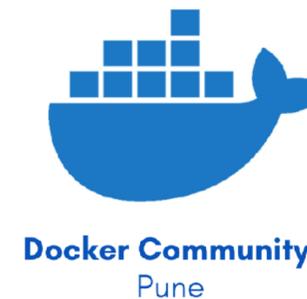
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BREAKING NEWS

ALERT

Mautic Conference Global will happen on 27-28 June!

Get ready for two whole days of online immersive conference experience 🚀

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Thank you Mautic Conference India Sponsors and Partners.

Your support helps us to bring together our awesome community!

@RCheesley

Avinash Dalvi
Program & Design Lead

Rahul Shinde
Venue & Volunteer
Co-ordination Lead

Surabhi Gokte
Marketing Outreach
Lead

Mohit Aghera
Web Team Lead

Thank you to our incredible organising team.

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

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Aastha Shrivastava - Design

Ruturaj Chaubey - Design

Sibu Stephen - Social, Content & Speaker Comms

Pratik Upadhyay - Web Team & Track Lead

Abhisek Mazumdar - Web Team & On Site Team

Jitesh Khatwani - Web Team

Ajit Shinde - Track Lead & Contribution Day

Vinit Gurav - Speaker Comms

Sushil - Catering Liaison & Contribution Day

Nikita Aswani - On Site Team & Registration

Simran Sethi - CFP Team, Content, & Speaker Liaison

Paarth Borole - Registration

Vishal Alhat - Logistics

Saheel Sikikar - Pre-note and logistics

Thank you to our awesome event volunteers.

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

@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

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