

# Project Lead's report: year in review 2024

## Introduction

2024 was a landmark year for Mautic, marking our 10th anniversary and our first full year as an independent open source project. We've delivered major product releases, expanded our community initiatives, secured external funding, received significant recognition, and established new programmes to support our long-term sustainability. This report provides an overview of our key achievements and challenges throughout this transformative year.

## Major releases and product development

### Mautic 5.0 and beyond

January 2024 saw the release of Mautic 5.0, representing a major milestone in our product's evolution. This release incorporated significant improvements to performance, security, and usability, demonstrating our commitment to maintaining a cutting-edge marketing automation platform.

We maintained our momentum with the release of Mautic 5.1 'Andromeda Edition' in July and Mautic 5.2 'Pleiades Edition' in November. These releases brought further refinements and new features, all developed with substantial community input.

### Complete UX/UI overhaul

One of our most significant achievements this year was the comprehensive overhaul of Mautic's user interface and experience, supported by one of our Partners, Dropsolid.

The UX/UI Tiger Team, formed in late 2023, has made remarkable progress in modernising Mautic's appearance and improving usability, including implementing the Carbon Design System to simplify working with the user interface for developers.

This work represents one of the most substantial changes to Mautic's interface since its inception and positions us competitively in the marketing automation landscape. The work is ongoing as we continue to improve Mautic's UI/UX and accessibility.

### New release strategy

In October, we announced a new release strategy that clarifies our approach to version support and updates. This strategy provides clearer expectations for users and developers while ensuring sustainable maintenance of the codebase. The strategy aligns with our new Extended Long Term Support programme, creating a comprehensive approach to version management. While we have some compromises - like a shortened release cycle for Mautic 6.0 - I believe this is the best approach for us to catch up with Symfony releases and ensure

that we stay in sync, while also providing our users with up to five years of support for each major version of Mautic.

## Community growth and events

### Community sprint in Ghent

May saw us gather in Ghent, Belgium for a productive community sprint. These in-person events are crucial for building relationships within our community while making rapid progress on technical challenges and strategic initiatives.

### Mautic Conference Global and Mautic Conference Europe

We successfully held two major conferences this year: Mautic Conference Global as a virtual event and Mautic Conference Europe in Lisbon, Portugal. While attendance and sponsorship were below our ambitious targets (as noted in our financial report), these events provided valuable opportunities for community connection, knowledge sharing, and showcasing new developments.

### Hacktoberfest success

October's Hacktoberfest proved to be our most successful yet, attracting new contributors to the project and generating significant momentum around code contributions. We partnered with She Code Africa and DevCareer which saw over 300 people express interest in contributing to Mautic and some 50+ contributions being made throughout the month, with many contributors continuing to pick up tasks through the following months. This annual event continues to be an important pipeline for bringing new talent into our community and raising awareness of Mautic on a global stage.

### First Mautic Awards

2024 saw the inaugural Mautic Awards, recognising outstanding contributions across various categories. This initiative celebrates excellence within our community and encourages continued participation and innovation. The awards event was held at the end of Mautic Conference Europe and it was a wonderful celebration of success!

## Strategic initiatives and partnerships

### Resource management initiative

We kicked off the resource management strategic initiative in 2024 to address one of our core challenges: optimising how Mautic handles its internal resources. This work is fundamental to improving usability for marketers who are often managing multiple projects at any time and need to be able to easily see what resources are associated with which project. We expect this to be a huge benefit for users of Mautic, especially for those with larger instances. The project is being worked on collaboratively by two of our Partners, Acquia and Webmecanik.

## Campaign Library initiative and NLNet funding

A significant achievement was securing funding from the NLNet Foundation for our Campaign Library strategic initiative. This marks our first major external grant and validates the importance of our work within the broader open source ecosystem. The project enabled us to hire a part-time project manager and a full-time developer who worked for six months on implementing the groundwork for the first phase of the project. We've applied for further funding to complete the second phase of the project which will see us building the whole user interface for the campaign library, building on the work done on an earlier Google Summer of Code project on the Mautic Marketplace which will become the underlying infrastructure for the feature.

## Google Summer of Code

Mautic was selected for the first time as a mentoring organisation for Google Summer of Code 2024, another important external validation of our project. We successfully mentored two students working on an end-to-end test suite and improvements to the Mautic Marketplace, both resulting in valuable contributions to our codebase.

## Extended Long Term Support launch

After careful planning and community consultation, we launched our Extended Long Term Support (ELTS) programme in September. This initiative provides a sustainable model for supporting backported security fixes for older versions of Mautic where organisations cannot yet upgrade, while also providing another revenue stream for Mautic.

## Recognition and achievements

### Digital Public Good recognition

In February Mautic was recognised as a Digital Public Good by the Digital Public Goods Alliance. This prestigious designation acknowledges Mautic's adherence to privacy standards, relevance to the Sustainable Development Goals, and commitment to open source principles.

### 10 year anniversary

In August, we celebrated Mautic's 10th anniversary, marking a decade of community-powered marketing automation excellence. This milestone provided an opportunity to reflect on our journey and recognise the countless contributors who have shaped Mautic over the years. In my opening keynote at Mautic Conference Global we had some of the people who were first involved with Mautic sharing their experiences, it's well worth a watch!

## Operational improvements

### Mautic Trials launch

After selecting Dropsolid as our trials provider in 2023, we launched the Mautic Trials programme in June. This initiative simplifies the onboarding process for new users and creates a pathway to paid hosting, with a percentage of revenue returning to support the project. While initial conversion rates were lower than anticipated (as noted in our financial report), we have been refining the process and expect improved results in 2025.

### Certification programme development

We issued a Request for Proposals for an official Mautic certification provider in November, laying the groundwork for a professional certification programme. This initiative aims to establish professional standards within our ecosystem while creating another potential revenue stream for the project. We are currently just at the contract signing stage and plan for the first certifications to launch by the end of 2025.

### Security team expansion

We welcomed two new members to our security team, strengthening our capacity to address vulnerabilities and ensure Mautic remains a secure platform for all users. These new members will serve a term of one year as a provisional member, before being considered for full membership.

### Leadership changes

2024 saw several changes to our leadership team and Council, bringing fresh perspectives and expertise to guide Mautic's future direction. These transitions were managed smoothly, maintaining continuity in our governance and operations.

## Financial overview

As detailed in our financial report, 2024 presented challenges in achieving our ambitious revenue targets. Total income of \$131,354.07 fell below our projections, particularly in the areas of membership conversion, event sponsorship, and trial conversions.

Our expenditure of \$164,543.95 resulted in a deficit for the year, reducing our year-end balance to \$22,245.67. While this position is concerning, we have developed a more conservative budget for 2025 and have already seen positive signs with new memberships and renewals in early 2025.

The financial challenges of 2024 underscore the importance of our new revenue initiatives, including the Extended Long Term Support programme and the forthcoming certification programme, which aim to diversify our income streams and build more sustainable financial foundations.

## Looking ahead

As we move into 2025, our focus will be on:

- Continuing to enhance Mautic's core functionality and user experience
- Growing and diversifying our revenue streams to ensure long-term sustainability
- Expanding our community and attracting new contributors
- Building on the momentum of our strategic initiatives
- Increasing our visibility and adoption within the marketing automation landscape

The challenges of 2024 have prompted important reflections and adjustments to our approach, particularly regarding financial planning and revenue generation. These learnings will serve us well as we continue to evolve as an independent open source project.

## Conclusion

2024 was a year of significant achievement and growth for Mautic, despite financial challenges. As we celebrated our 10th anniversary, we demonstrated the enduring strength of our community and our commitment to advancing open source marketing automation.

I extend my sincere gratitude to every contributor, member, sponsor, and user who has been part of our journey this year. Your dedication, creativity, and support are the foundation of Mautic's success, and I look forward to continuing our work together in 2025 and beyond.