

Project Lead's report: year in review 2025

Introduction

2025 was a year of both triumph and tribulation for Mautic. In our second full year as an independent open source project we delivered major product releases, achieved our first profitable conference, expanded our community reach, and completed significant strategic initiatives. However, we also faced our most serious financial challenges yet, culminating in difficult decisions about our operational model and budget for 2026.

This report provides an honest overview of our achievements and struggles throughout this transformative year, as we continue learning what it means to sustain an independent open source project.

Major releases and product development

Mautic 6.0 Orion Edition

March 2025 saw the general availability release of Mautic 6.0 'Orion Edition', representing the next step in our product evolution. This release was part of our new release strategy announced in 2024, with a deliberately shortened support cycle to help us catch up with Symfony releases while providing users with stability and security.

Mautic 7.0 Columba Edition development

Throughout 2025, we worked intensively toward Mautic 7.0, our next major release. We released the alpha version in July following productive work at the Prague Community Sprint, followed by beta in October and two release candidates in November and December. Mautic 7.0 General Availability releases in January 2026, marking a significant milestone as our next five-year LTS version.

Consistent bug fix releases

We maintained our commitment to stability and security with multiple bug fix releases throughout the year: eight releases in the 5.2.x series (5.2.2 through 5.2.9) and seven releases in the 6.0.x series (6.0.1 through 6.0.7). At the same time we also made security releases for our Extended Long Term Support customers on Mautic 4. This consistent release cadence demonstrates the strength and responsiveness of our contributor community.

Campaign Library completion

A major achievement was completing Phase 1 of the Campaign Library initiative, funded by the NLNet Foundation. This feature ships in Mautic 7.0 and represents the culmination of work that began several years ago with a feature request, and continued through dedicated

development effort. The Campaign Library will fundamentally improve how users can share and deploy marketing campaigns, building on the Mautic Marketplace infrastructure.

Community growth and events

Community Sprint in Prague

July brought our community together in Prague for an intensive sprint, generously sponsored by Leuchtfeuer Digital Marketing. This gathering proved incredibly productive, with teams working to finalize Mautic 7.0 alpha and conducting comprehensive product quality reviews. Working in pairs, contributors systematically reviewed every user action in Mautic, documenting bugs, UX improvements, and confusing elements. Several issues were fixed and merged during the sprint itself, while the broader backlog continues to guide our improvement efforts.

The sprint also enabled rapid decision-making on critical technical questions, including PHP 8.4 support timelines and default installation method changes, simplifying the creation of forms and email and several other exciting suggestions for future developments.

Mautic World Conference 2025

November's Mautic World Conference in London marks a watershed moment for Mautic. For the first time in our project's history, we achieved profitability on our flagship conference event, with approximately 80 in-person attendees at Sea Containers followed by a two-day online conference.

With 12 sponsors and strong ticket sales, the conference generated \$24,600.71 in revenue against \$22,954.67 in expenses, resulting in a profit of approximately \$2,171.78. Beyond the financial success, all 12 sponsors have expressed interest in returning for 2026, and attendee feedback was overwhelmingly positive. We've confirmed the same venue for the first week of November 2026.

However, I must acknowledge that this success came at significant cost to our cash flow throughout the year, with front-loaded expenses creating severe financial strain particularly in October. This is a crucial learning as we plan future events.

Mautic Awards 2025

We continued the tradition of recognizing outstanding contributions with the Mautic Awards 2025, held during the World Conference. These awards celebrate excellence across our community and encourage continued participation and innovation. It was great to celebrate with our award winners and recognise the outstanding work of our contributors and the substantial impact that Mautic is having on the wider world.

Hacktoberfest 2025

October's Hacktoberfest once again proved successful in attracting new contributors, with over 350 expressions of interest and more than 100 prepared tasks across code and no- or

low-code contributions. Driven by the Education Team, this has always been a great opportunity to onboard newcomers to Mautic and help people with making their first ever contributions to open source.

Many contributors from Hacktoberfest have continued their involvement beyond October, further enriching our community.

Expanding our presence

Beyond our own events, we expanded Mautic's visibility in 2025. I attended FOSDEM and GitHub Universe, and we exhibited at TYPO3Con in Germany - our first large external event with a booth presence. This marks an important step in raising Mautic's profile beyond our existing community and demonstrating our commitment to the broader open source ecosystem.

Strategic initiatives and partnerships

GitHub Secure Open Source Fund

A significant validation of our work came through acceptance into the GitHub Secure Open Source Fund. Two of our security team members participated in the programme, and we received \$6,000 in funding in July, with additional tranches of \$2,000 expected in January and June 2026. Beyond the financial support during a cash-constrained period, this recognition validates our security practices and community health, providing us with some much-needed input on how to make our project and processes more secure and streamlined.

New working groups

We established several new working groups in 2025 to address gaps in our ecosystem:

The **Docker working group** was formed after years without active maintainers for our Docker repository. The team has established a roadmap and is working to modernize our Docker support.

The **WordPress plugin working group** similarly addresses a long-standing gap, with plans to revive and enhance our WordPress integration.

The **AI working group** was formed to thoughtfully explore how artificial intelligence can enhance Mautic while maintaining our commitment to privacy and user control, as outlined in our AI Manifesto.

Extended Long Term Support launch

February saw the launch of our Extended Long Term Support (ELTS) programme with the first security release for Mautic 4.4.14. While this programme represents an important strategic initiative for sustainability and user support, I must be transparent: ELTS was our biggest disappointment of 2025.

Despite approximately 25% of instances still running unsupported Mautic 4 and 9% on Mautic 3, we generated only \$4,500 in ELTS revenue for the entire year. This represents a critical missed opportunity that requires fundamental changes to our sales and marketing approach in 2026.

Operational improvements

New website launch

January brought the launch of our completely redesigned website after six months of development. The new site dramatically improved how we present Mautic as a product, with prominent calls to action for trials, an improved member and partner directory, and better positioning within the marketing automation landscape.

Trial signups increased to 500-700 monthly following the launch, and we gained better analytics capabilities to understand visitor behaviour and optimize conversion paths.

Mautic Trials programme

Building on the 2024 selection of Dropsolid as our trials provider, we refined the Mautic Trials programme throughout 2025. While signup numbers were strong, conversion to paid managed hosting remained disappointingly low, yielding a commission of \$9,561.50 for the year. Analysis showed that 58% of trial signups report not currently using any marketing automation tool, highlighting the need for better onboarding content for this segment - a key focus for 2026.

Product and community channel separation

In August, we launched dedicated product-focused social media channels separate from our community channels. This strategic communications shift enables tailored content for different audiences, with product channels targeting potential users and decision-makers, while community channels continue sharing contributor stories and development updates.

We've seen a 42% increase in traffic from social channels since Barsha Devi started working with us to launch these channels, with clear brands developed for each channel. Going forward we're going to use more accurate tracking so that we can determine which campaigns are proving to be the most effective, and also full funnel tracking once we move to Friendly Analytics from Google Analytics, establishing a more privacy-respecting solution for our web analytics.

Regional pricing introduction

In December, we introduced regional pricing for ELTS and corporate memberships, recognizing that flat global rates create barriers in lower-income economies. This initiative reflects our commitment to being truly global and accessible while maintaining financial sustainability.

Leadership changes

2025 saw several significant transitions in our leadership team:

Product Team: Joey Keller is stepping down as Product Team Lead after dedicated service, with Rahul Shinde stepping up from Assistant Team Lead to lead the team. We will be recruiting an Assistant Team Lead to support Rahul once Joey completes his shadowing phase.

Education Team: Favour Chibueze is stepping down as Education Team Lead, with Ayu Adiati stepping up from Assistant Team Lead to lead the team's important work in creating learning resources. We'll be recruiting an Assistant Team Lead to take over from Favour once she has completed her shadowing phase.

Community Team: Ekke Guembel stepped down as Community Team Lead, with the position currently vacant as we seek the right person to guide this crucial team.

Marketing Team: We have an open position for Marketing Team Assistant Lead to support Sven Döring in his work leading this important team.

Council: Sven Döring was elected to the Council, bringing fresh perspective and expertise. Ekke Guembel was re-elected, pending approval of governance model changes at the General Assembly.

I'm grateful to those who stepped down for their service, and to those who stepped up for their commitment. Leadership transitions are natural in volunteer-driven projects, and we continue working to ensure smooth handovers and support for new leaders. If you're interested in knowing more about becoming a leader within the Mautic community please don't hesitate to reach out to myself or any of the current leadership team.

Financial overview

As detailed in our financial report, 2025 presented a complex financial picture. Total income of \$168,456.11 represented 28.2% growth over 2024 (\$131,354.07), driven primarily by corporate memberships and our first profitable conference.

However, this growth was heavily influenced by exceptional corporate membership payments in January. The remaining eleven months averaged \$9,598.81 per month in total income from all sources - insufficient to cover our average monthly expenditure of approximately \$14,510.

Our expenditure of \$174,125.11 (a modest 5.8% increase over 2024) resulted in a deficit of \$8,669.00, reducing our year-end balance to \$16,605.18. More critically, by November we had depleted reserves to the point where employment payments had to be deferred due to insufficient funds.

The ELTS programme and Mautic Trials - two key revenue streams expected to drive sustainability - significantly underperformed. ELTS generated only \$4,500 despite thousands

of vulnerable instances, and trials converted at rates well below projections despite 500-700 monthly signups.

The bright spot was the Mautic World Conference achieving profitability for the first time, validating that our event model can work when properly executed.

These financial realities have necessitated the decisive budget revisions detailed in our financial report, including reducing my hours to four days per week from January 2026, suspending travel budget, and eliminating all non-essential expenditure.

Looking ahead

As we move into 2026, our focus will be on:

Financial stabilization through extreme efficiency while maintaining essential operations and working to rebuild reserves toward our goal of three months of operating expenses in reserve.

Revenue optimization with urgent focus on ELTS sales (our biggest missed opportunity), trial conversion improvement, and corporate membership pipeline conversion.

Product excellence as we move towards the Mautic 7.0 release and continue improving user experience, security, and stability.

Community sustainability by distributing more responsibilities to community volunteers, reducing dependency on paid staff, and strengthening contributor onboarding and retention.

Strategic visibility building on our TYPO3Con success to establish Mautic's presence at more external events and conferences, raising our profile in the broader marketing and open source communities.

The 2026 budget of \$191,804.29 income against expenditure of \$190,246.26 targeting a modest surplus of \$1,594.03 represents tight margins, but it provides a sustainable foundation from which to rebuild. We cannot continue operating as we have been, and these difficult decisions position us for long-term viability rather than short-term comfort.

Conclusion

2025 tested Mautic's resilience in ways we hadn't anticipated. We achieved significant milestones - Mautic 6.0 GA, progress toward 7.0, completing the Campaign Library, our first profitable conference, GitHub Secure Open Source fund selection - while simultaneously facing financial challenges that threatened our operational sustainability.

The most difficult moment came in November when we couldn't meet payroll without deferring payment. That reality forced honest conversations about sustainability and led to the budget revisions we're implementing for 2026. I believe these changes, while painful, demonstrate the kind of responsible stewardship our community deserves.

What gives me confidence moving forward is the strength of this community. Contributors continued shipping releases despite financial uncertainty. Sponsors and members stepped up with renewals and support. New contributors joined through Hacktoberfest and stayed involved. Working groups formed to address long-standing gaps. And 80 people gathered in London to celebrate what we're building together.

2025 taught us that growth in income doesn't guarantee sustainability - we must also convert opportunities, manage cash flow, and align expenditure with realistic revenue. We've learned these lessons through experience, and they will serve us well.

I extend my sincere gratitude to every contributor, member, sponsor, partner, and user who has been part of our journey this year. Your dedication, creativity, and support remain the foundation of Mautic's success. As we enter 2026 with a leaner budget and sharper focus, I'm confident that together we will build the sustainable, independent open source project our community deserves.

Thank you for your continued faith in Mautic's mission and future.