Project Lead's Report: Year in Review 2023

2023 has been a very significant year in Mautic's history for many reasons, so let's take a year in review and see where we came from, where we are now, and some highlights from the journey between the two.

Becoming an Independent Open Source Project

At the beginning of the year, the main news was Mautic's transition to becoming an independent open source project. This major shift was extensively covered in Mautic's blog posts, as well as those by myself and Dries Buytaert.

Associated with this change was the need to revisit and update our governance model. This was achieved collaboratively within the Governance Working Group and on the Forums, resulting in a new Governance Model.

We established this General Assembly, an elected Council, and held our first Extraordinary General Meeting to formally adopt the new governance model and inaugurate the new Council. Additionally, we launched our new Community Portal, powered by the open source project Decidim, to facilitate the voting process.

Open Startup Reporting

To enhance transparency and shed light on the activities within Mautic, we adopted Open Startup Reporting principles. Starting from Q2, we began monthly reports on community progress. You can read our reports for each month and quarterly roundups on our blog.

Community Events

Mautic Conference Global 2023

Summer brought the excitement of Mautic Conference Global 2023. This year's event included a training day and two full days of keynotes, sessions, and networking opportunities. Keynotes by Dmitry Kudrenko, CEO of Stripo, and Christopher Penn of Trust Insights were particularly inspiring.

Mautic Community Sprint - Vienna

We co-hosted a two-day Community Sprint with Drupal Developer Days in Vienna. This event provided a fantastic opportunity to collaborate and make significant progress on various projects.

Mautic 5 Progress

A significant portion of our efforts in 2023 was dedicated to the release of Mautic 5. By December, we had made the final Release Candidate available for testing, with the final release scheduled for January 2024. This release was a monumental effort, and we extend our deepest gratitude to everyone who contributed.

Awards and Recognitions

Mautic won the Marketing Automation award in the 20i FOSS Awards, reaffirming our position as a leading open source marketing automation solution.

Supporting Our Dependencies

Through the Back Your Stack initiative, we allocated a percentage of our revenue to support third-party dependencies. This year, we focused our support on five key projects: Doctrine, Composer, Guzzle, PHPSTAN, and Rector.

Free Trials of Mautic

We released a Request for Proposals for a community-driven trials service, aiming to simplify the process for new users to try Mautic. Dropsolid was selected as the provider for the next three years, with trials set to soft-launch towards the end of Q1 2024.

Streamlining Mautic's Core

In line with our strategic priority of slimming down Mautic's core, we began decoupling plugins from the core and replacing them with third-party maintained plugins. Notable replacements included the Pipedrive plugin by Webmecanik and the Citrix plugins by Leuchtfeuer Digital Marketing.

Improving the User Experience

Our first active Tiger Team, focused on User Experience and User Interface, was formed in December. This agile group is already working on numerous improvements, with Dropsolid funding the team lead to accelerate progress.

Community Health

You can check the annual report on our community health [here](#).

This year, 885 people and 96 new companies joined our community. We onboarded 118 new contributors and tracked 2,881 contributions through our Community CRM.

Summary

2023 has been a transformational year for Mautic as we transitioned to an independent open source project and embraced deeper transparency. The community's growth and contributions have been remarkable, and we look forward to continuing this momentum into 2024 with initiatives like the Mautic Trials and Mautic 5 series.

Now is the time to join us in building, innovating, and revolutionizing the future of marketing automation. What are you waiting for? Get on board today!