



Request for Proposal (RFP) for official Mautic Trial and Managed Hosting provider 2026

1. Introduction

For thousands of marketers, founders and business owners around the world, the very first time they meet Mautic is in our trial environment. It is where someone who is curious about owning their own marketing automation gets to see what open source can really do, long before they install anything themselves. That first experience matters enormously, and today we are really pleased to share that we are opening the search for the partner who will help continue to shape it.

We are opening the Request for Proposals for the Official Mautic Trial and Managed Hosting Provider for 2026 and beyond.

It is anticipated that average volume will be **400-800 trial signups per month**, with growth expected across the term. Further information, including a geographic breakdown of trial users is provided in the Appendix.

The provider is also responsible for offering the official Managed Mautic hosting service, for customers who do not require a trial and wish to go straight into a paid service provision. The anticipated volume of enquiries for bespoke quotes is currently 10-20 per month.

The provider will be responsible for converting leads into sales, while the Mautic marketing team will help with promoting the services through official channels, and will work alongside the provider to deploy outreach and lead generation campaigns. The provider will share a percentage of the revenue generated from each customer who becomes a paying client - whether through hosting, professional services or both - back to the Mautic Community.

We will consider proposals which cover worldwide users under one single provider, and we will also consider proposals from a provider which covers clearly defined regions of the world who would partner alongside other providers - for example provider A takes the trial request or enquiry if the visitor chooses region A, but provider B takes it if they choose region B (ensuring worldwide coverage).



2. Term, renewal and exclusivity

The term of the agreement shall be three years from the go-live date stated in the contract.

Renewal is not automatic, and will be subject to completion of the Request for Proposals and selection by the RFP team. The RFP process will generally commence at least six months prior to the end of the contract.

During the terms of the contract, the provider/s may use the terms 'Official Trial Provider' and 'Official Managed Hosting Provider'.

3. Scope of work

The provider will be responsible for the following:

- Setting up a Mautic instance for every trial request based on the Open Source version of Mautic, without any additional customisations beyond those required to ensure the safety and security of the trial environment and to prevent abuse (we expect the environment to be ready in all respects within 20 minutes of a trial request being received)
- Ensuring that all trial environments are kept up to date with the latest Mautic releases. Patch versions must be updated within one week of release, and minor versions must be updated within one month of release. Security patches must be applied in a timely manner and any proactive protections offered by the security team put in place prior to release
- Ensuring that trial users have an option to retain the data in their trials when they convert to a paying customer, if desired
- Ensuring that all paying customers have full, complete data portability to move their Mautic instance to another provider or self-hosting, at any point in the customer journey but especially at the end of contracted terms
- Enabling the installation of plugins, campaigns, campaigns and themes, with appropriate limitations to be agreed
- Providing a trial for a period of 14 days, after which the trial environment is torn down following a specified grace period
- Providing all necessary support and onboarding to the trial users including an interactive onboarding tour which is [currently in use](#) and can be extended
- Converting the leads generated from the trials, and enquiries from the Managed Mautic service, into sales
- Dealing with incoming Managed Mautic enquiries and, if they are not an appropriate lead, rejecting the enquiry, in which case the opportunity is handed by Mautic to a different partner



- Sharing a percentage of the revenue generated from each customer who becomes a paying client (hosting and/or professional services) back to the Mautic Community
- Providing a dashboard showing the key metrics of trials to include at a minimum
 - Number of trials signed up by month
 - Average time to trial environment readiness, and percentage of trials ready within 20 minutes
 - Number of conversions to paying customers by month
 - Interactive funnel showing number of customers currently at each stage of the user journey from signup to post-trial, activity within trial, etc
 - Interactive funnel showing number of managed hosting enquiries and status in pipeline
 - Analytics showing
 - Source of referral
 - Country of signup
 - Revenue share generated for Mautic
- Providing read-only access to the Mautic team to confirm revenue generation process for leads, and oversee communication pathways with trial users and customers

4. Proposal requirements

The provider should include the following information in their proposal:

- Company background and experience with Mautic
- Details of the proposed trial setup, including any limitations and restrictions proposed
- Details on your infrastructure backup schedules, data encryption standards (at rest and in transit), business continuity plans, and any security certifications (such as ISO 27001, SOC 2, or regional equivalents) held by your organization
- Details of proposed mitigation against abuse of trial accounts
- Description of the support and onboarding process for trial users
- Proposed strategy for converting trial users into paying customers
- Proposed strategy for converting Managed Mautic enquiries into customers, and any criteria that might be used to determine if you will accept or reject the lead
- Proposed strategy for engaging and supporting a worldwide audience
 - If proposing to cover specific regions rather than a global audience, describe how you will handle lead routing, coordinate with other regional partners, and manage customers with multi-region/global operations
- Proposed revenue sharing model and how it will be executed
- Proposed pricing for the conversion from the trial service, taking into consideration the global audience and demographics



- Any additional value-added services that will be provided during the trial, and available post-conversion for paying customers
- Proposed price points for the Managed Mautic hosting service, including any tier limitations. Please be sure to include an affordable entry-level tier.
- Any contributions to the Mautic Project that will be made in the course of the contract
- Any accreditations, certifications or other relevant awards your business holds

The provider must be, or commit to become on awarding of the contract, a corporate member of Mautic, which must be maintained for the duration of the contract.

Please make an explicit summary of the commercial aspects:

- Proposed revenue share for SaaS hosting
- Proposed revenue share for Professional Services
- Proposed Mautic membership tier
- Any other proposed commercial support (e.g. sponsoring MautiCon, hosting Sprints etc)

Evaluation criteria

Proposals will be evaluated based on the following criteria:

- Experience and expertise with Mautic
- Existing involvement with the Mautic Community
- Quality and feasibility of the proposed trial setup and support process
- Effectiveness of the proposed strategy for converting trial users and Managed Mautic enquiries into paying customers
- Clarity and fairness of the proposed revenue sharing model
- Pricing competitiveness and value for money
- Additional value-added services offered
- Benefit to the Mautic project and community

Submission information

Proposals should be submitted in writing to the contact person listed below no later than Friday, 4th September 2026.

RFP timeline

1. Release RFP: Monday, July 20, 2026
2. Deadline for questions: Friday, Aug 7, 2026
3. Responses to questions provided: Aug 14, 2026



4. Deadline for proposals: Friday, Sep 4, 2026
5. Evaluation of proposals: through Sep 18, 2026
6. Feedback provided to all bidders: Fri, Sep 18, 2026
7. Contract negotiation and award: through Friday, Sep 30, 2026
8. Transition and hand-off: 1 Oct, 2026 - 26 February, 2027
9. Go-live date: 1 March 2027

Any questions or requests for clarification should also be directed to the Mautic RFPs email account.

Mautic RFPs Team
rfps@mautic.org

We look forward to receiving your proposals.