



Trials data analysis

Operational load & capacity planning

The provider will be responsible for the rapid provisioning and lifecycle management of Mautic instances. The following metrics should be used for estimations of infrastructure scaling:

- Average monthly signups ~530 new trials per month
- Peak monthly volume 687 signups (within the last 18 months)
- Trial duration 14 days (fixed - can be extended if requested by contacting sales support)
- Active concurrent load approximately 265 active instances at any given time (based on average monthly volume)
- Provisioning SLA must ensure that instances must be fully functional within 20 minutes of a trial request being received, and spun down at the end of the trial

Geographic reach & compliance

While the current provider is centralized in Belgium, the trial audience is global. Any proposed solution must ensure low latency for key growth regions and strict adherence to data protection standards.

Primary regions

- Asia (31%)
- Europe (27%)
- North America (15%)
- South America (13.5%)

Top countries:

- India
- Brazil
- United States
- France
- Germany

Compliance requirement

The provider must demonstrate a digitally sovereign hosting environment or provide a robust framework for GDPR compliance, especially for data processed within the EU.



Commercial opportunity and lead quality

The value for the provider lies in the conversion of trialists and managed Mautic enquiries to paying customers. The data indicates a high-intent user base with significant scaling potential:

Key data points

- 18.5% of all trialists indicate an intention to send more than 10,000 emails per month, representing high-value leads for premium hosting tiers.
- A significant portion of trial users are currently using platforms such as Mailchimp, ActiveCampaign, and HubSpot, indicating they are looking for a robust Open Source alternative for their existing production needs.
- The majority of trial users are Small-to-Medium Businesses (SMBs) and specialized roles (Founders/Project Coordinators) who have direct decision-making authority

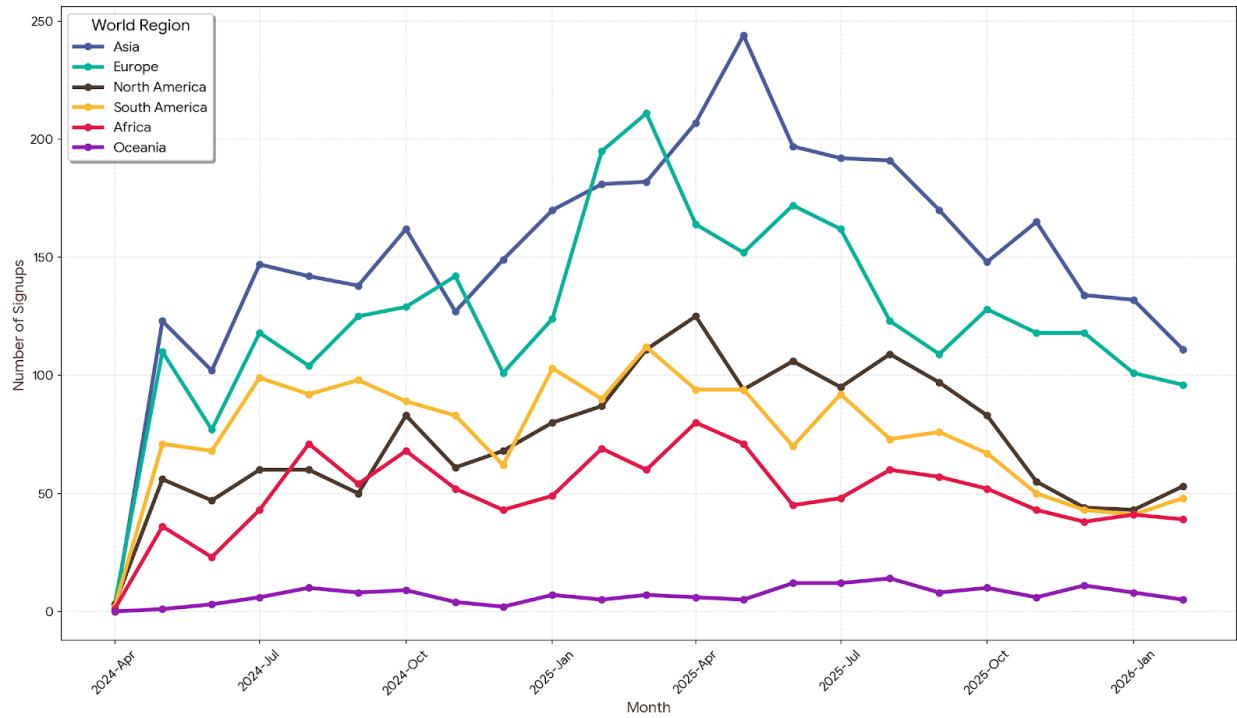
Technical constraints and integration

- Currently, trial environments are restricted to a 500-email sending limit, and users are only permitted to send to their own verified email address to prevent outbound spam. Users also are not permitted to use the API or to install plugins. You should suggest how you plan to mitigate abuse of the trials system using this or other measures in your proposal.
- The signup is currently initiated via a Mautic form on the project's website. This data is posted to the provider's system to trigger provisioning.
- It is a core requirement that the Mautic Project retains full ownership of the trialist data. The provider acts as a data processor. At conversion, ownership of the customer data is transferred to the provider as the primary data controller.

Visual supporting data

The following charts illustrate the consistent demand and regional distribution that the hosting provider must support.

Monthly Mautic Trials by Region



Regional Distribution - February 2026

