

H1 report 2026

Building marketing independence together, the open source way

FIRST HALF OF 2026

January to June 2026

A community report from the Mautic project, published September 2026. Our H2 report will follow once the year closes.

Mautic is a fiscally hosted project of
Open Source Collective

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Six months of holding steady, together

Dear friends,

I've spent a good part of this year looking at our numbers more closely than ever, and the thing I keep coming back to is how our community keeps showing up (even when things got really tough!).

2026 started pretty tough, as income we'd planned for from memberships and an Extended Long Term Support licence didn't arrive, and in January we put a hold on all non-essential spending. In that same month we shipped Mautic 7, the Columba Edition. By June it had become the most widely used version of Mautic among the instances that check in with us, and in April we followed it with Mautic 7.1.

When we asked for help, you answered. Our fundraiser brought in more than \$26,000 in the first half of the year, from 67 gifts in February alone to a \$10,000 donation from our friends at TYPO3, one open source project choosing to stand beside another! New contributors kept arriving too, 89 of them in six months, writing code, documentation and translations, reviewing work and answering questions.

I also want to be really clear about where we are. Our recurring income still doesn't cover the cost of running Mautic. By the end of June we had caught up on every deferred payment, but as I write this in September, two more months of deferred invoices are waiting and we've had to make even deeper cuts, meaning less practical, hands-on support to keep Mautic moving forward. This report shows both sides, because we've always shared the tough bits along with the good bits.

I returned from sabbatical this summer with a clearer sense of what matters. There's a Buddhist teaching that nothing arises by itself - everything is dependent on conditions - and I see it on every page that follows. None of this belongs to one company or one person. It belongs to all of us, collectively bringing about the conditions that bring Mautic to life, and I'm deeply grateful to be building it with you!

With gratitude,



Sīlavāpi Cheesley

Project Lead, Mautic



2026

OUR H1 IN NUMBERS

January to June

With your support, we raised **\$93,898** between January and June 2026 to keep Mautic free, open and independent, including

\$41,000+

from our corporate members

\$26,070

given to our community fundraiser

\$11,058

in Mautic World
Conference sponsorship

What we've built together

2

feature releases shipped, Mautic 7.0 and 7.1, bringing projects, a new API, inline editing and much more.

89

new contributors made their first contribution, across code, documentation, translation, design and support.

276

new community members joined us in Slack, the forums, GitHub and our other channels.

2,205

people signed up for a Mautic trial, with India, the United States and Brazil leading the way.

44%

of instances checking in with us by June were running Mautic 7, five months after its release.

A gift between open source projects

How one community chose to stand beside another when we needed it most

In March, TYPO3, the open source content management project, gave \$10,000 to our community fundraiser, arranged through Daniel Fau.

It arrived just weeks after we had settled three months of deferred wages, carried by 67 separate gifts in February. Together those two months meant we could keep paying for the work that keeps Mautic secure and moving forward.

One project funding another is pretty rare, and it's the kind of open source world we want to help build. For me, independence has always included choosing who we lean on, and being there for them when it's their turn. Huge thanks to Daniel Fau for making this happen!



Supporting the Mautic community during times of financial difficulty is of strategic relevance to TYPO3. We feel the responsibility to ensure sovereignty in the neighbourhood of our composable LAMPscape.

Daniel Fau, CEO, TYPO3 GmbH

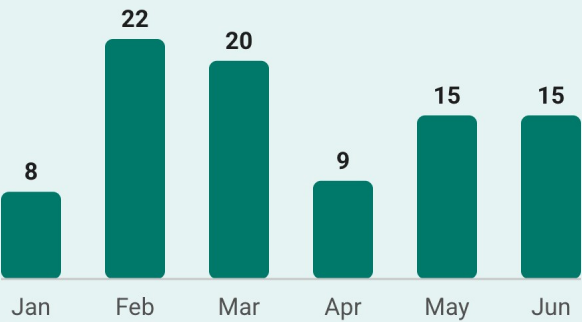


\$12,235 raised in March, our strongest fundraising month

Our contributor community

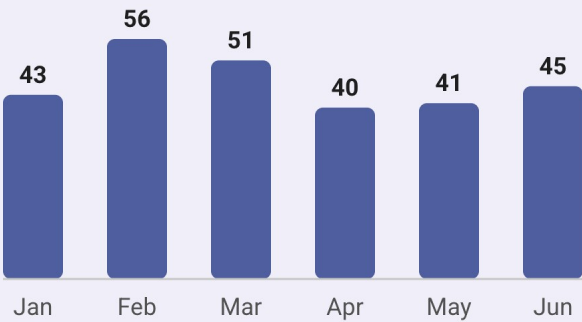
Mautic is made by the people who choose to give their time, and contribution is never only code. Documentation, translation, design, testing, triage, reviews, support and events all brought new people in during the first half of the year.

New contributors each month



89 in total. February's 22 was a 120% rise on January.

New community members each month



276 in total, joining across all of our channels.

Paying down technical debt

In June Tomas Votruba, creator of the Rector refactoring tool, began volunteering his time to modernise our codebase. His work shows up in our contribution data under the rectorphp name, and it laid the foundations for the 322 refactoring pull requests that went on to ship in Mautic 7.2 in September.

Helping docs keep pace

Our Education Team introduced an AI-assisted documentation tool, Promptless, to help keep the docs current and make it easier for new contributors to get started.

Top contributing organisations

1	Acquia	700
2	Leuchtfeuer Digital Marketing	358
3	Dropsolid	253
4	UpScale	141
5	Mautic Community	138

6	rectorphp	106
7	Aivie	102
8	Webmecanik	44
9	NrohoOrg	13
10	meritoo	11

Contributions, January to June

Thank you to every organisation that gives its people time to contribute. Mautic Community is the project's own staff, such as the Project Lead, and rectorphp is Tomas Votruba's modernisation work.

Two releases in six months

Every Mautic release is a community achievement, built by volunteers and by people whose employers give them time to contribute. In the first half of 2026 we shipped a new major version and a feature release, and got a release candidate for a third into people's hands in June ready for its general release in September, all while keeping the four year support cycle that lets organisations plan with confidence.

7.0

20 January

Columba Edition

- Projects to organise campaigns and everything related to them
- Campaign import and export, and segment emails that adapt to the audience in real time
- API v2 built on API Platform, Redis support and multiple mailer DSNs
- Symfony 7.3 and PHP 8.4 support

7.1

1 April

Canis Major Edition

- Inline text editing in the email and page builder
- Bot detection that filters more than 500 known bots from analytics
- Clearer campaign statistics, and more accessible forms
- S/MIME email signing, login throttling and PHP 8.5 compatibility

7.2

2 June
release candidate

Lynx Edition

The release candidate went out for testing on 2 June, and after a second release candidate the general release followed on 2 September with

- Dedicated transactional emails for messages like password resets
- A revamped Marketplace with campaign packages, ratings and reviews
- User invitations, MMS and A/B tests from segment emails
- 322 pull requests modernising the codebase

Which versions are people running? Share of instances checking in, April to June 2026



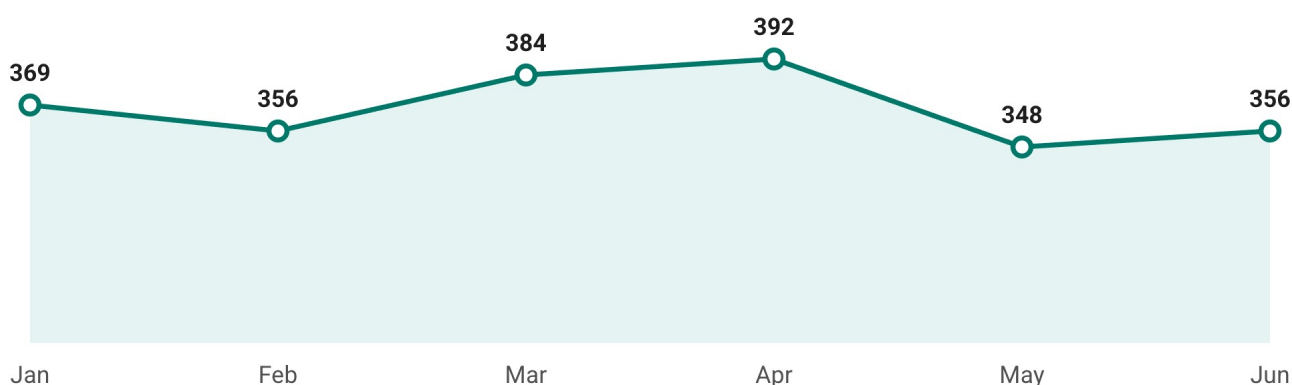
■ Mautic 7 44% ■ Mautic 5 24% ■ Mautic 6 16% ■ Mautic 4 and older 16%

Approximate shares, based on the last check-in date recorded by our updates server, so it undercounts and is best read as a floor.

Who is choosing Mautic

Every month, around 350 people start a free Mautic trial, run for the project by our partner Dropsolid. What interests me most is how many of them arrive with no marketing automation at all. For a project whose mission is digital independence, seeing people choose a solution based on open source as their very first step matters a great deal.

Trial sign-ups each month, 2,205 in total



45%

of trial sign-ups in January came from organisations with fewer than ten people

~30,000

live websites detected running Mautic tracking in March, a figure that only sees part of the picture

88%

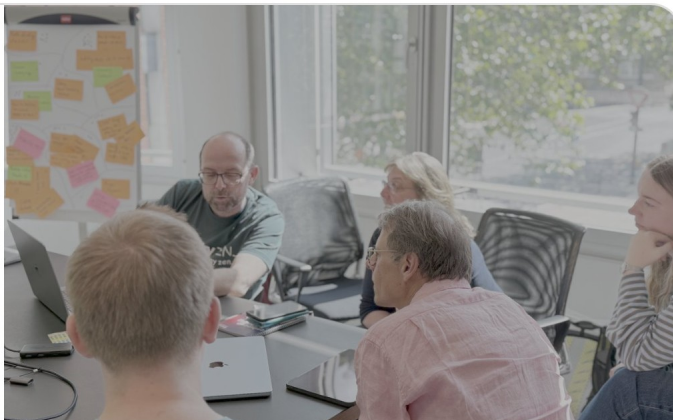
of self-hosted instances reporting a method in June used our built-in installer, with Docker next at around 6%



India, the United States and Brazil sent the most trial sign-ups in the first half of the year, followed by Germany, with people joining from every continent. We're also exploring an opt-in, privacy-respecting way for people to share anonymous product data, so we can understand usage without compromising our values.

Coming together in person

Most of the time we're spread right around the world, working together in Slack, GitHub and on video calls, so the days we get to spend in the same room are really special (and there are always snacks to share!).



17 AND 18 JUNE, BERLIN

Community sprint

Over a day and a half, 18 contributors got together in Berlin (with lots more joining remotely!) to test, code and review, and to run barcamp-style sessions on things like refreshing the support pages on mautic.org. Our leading organisations lifted their contributions sharply in the weeks that followed. Huge thanks to Sven Döring for getting VML to host us, to Ekke for organising it all and to Stephan Luckow for looking after the evenings!

4 AND 5 NOVEMBER, LONDON

Mautic World Conference 2026

Around 200 marketers, developers and decision makers will gather to explore privacy-first marketing and open source approaches to customer engagement. Sponsorship brought in \$11,058 in the first half of the year, and more sponsors have joined since, helping the conference fund itself.

Tickets and sponsorship at mauticon.mautic.org.

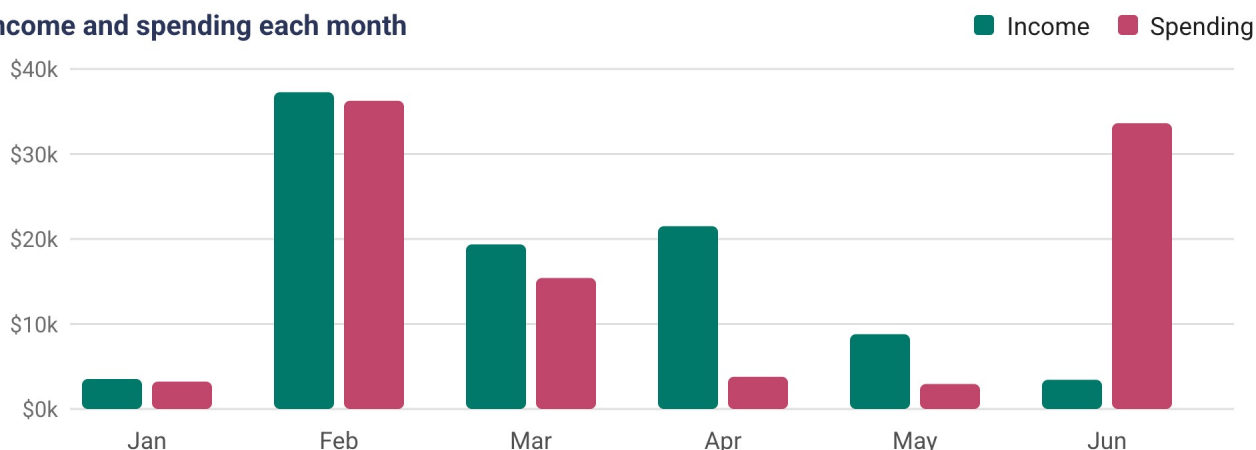
Thank you to our sponsors so far

Dropsolid	PLATINUM
Leuchtfuer	PLATINUM
KumoMTA	PLATINUM
Bloomidea	SILVER
Friendly	SILVER
Bouncer	BRONZE
EmailExpert	ECOSYSTEM PARTNER

Funding our independence

We've published our finances every month in our Open Startup Reports for several years now, so everyone can see where the money goes. Between January and June our income was **\$93,898** and our spending was **\$95,229**, a gap of about \$1,300. Around three quarters of that spending was wages, paid in lumps when we could afford them, which is why individual months swing so sharply.

Income and spending each month



February settled three months of 2025 wages and June settled five months of 2026 wages.

New ways of funding the work

- A share of trials revenue from Dropsolid, \$3,614 in May
- Our first contributor bounty, for fixes to the landing page builder
- A community sprint in Berlin which brought in loads of great contributions

Where our support came from

Corporate membership	\$41,000+
Community fundraiser	\$26,070
Conference sponsorship	\$11,058
Monthly sponsors	\$5,608
Trials revenue share	\$3,614
Individual members	\$2,644

By the end of June every deferred invoice had been paid, which is why spending ran slightly ahead of income. Our recurring income still doesn't cover running costs, though, and since June two more months of pay have had to wait. Growing steady, recurring membership is the single most important thing we can do next.

What comes next, and how you can help

For the rest of 2026 our focus is simple. We want to build a base of recurring support that covers the cost of the work, so that good months are a bonus rather than a lifeline. That means holding on to the members we have, welcoming new ones, making the Mautic World Conference a success, and keeping Mautic secure and modern for everyone who relies on it.

I'd love to hear what this report brings up for you. What would make it easier for your organisation to support Mautic?



Become a member

Corporate and individual memberships give us the steady income we can plan around.

mau.tc/membership



Sponsor the conference

Put your organisation in front of 200 people who care about open source marketing.

mauticon.mautic.org/sponsor



Contribute your skills

Docs, translation, design, testing, support, events or code. There's a way in for everyone, no coding needed.

mau.tc/contribute



Give what you can

Every gift, of any size, goes straight into the work and is published in our reports.

opencollective.com/mautic



Thank you to every contributor, member, sponsor, donor and partner who made the first half of this year possible! Mautic is open source software, built by a global community and fiscally hosted by Open Source Collective.

SOURCES

Where these numbers come from

Financial figures are taken from our published monthly Open Startup Reports and are stated on a cash basis, income at the point it was received and costs when they were paid. Half-year totals are the sum of the January to June reports. Community figures come from our Savannah community data, trial figures from our trial sign-up forms, and version data from the Mautic updates server.

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