What is Mautic and its key features?

Mautic is an **open-source marketing automation software** that enables businesses to automate and personalize their marketing and communication efforts. It provides a suite of tools and features that help organisations manage their marketing campaigns, track customer interactions, and analyse data for improved decision-making.

Here's an overview of the key features and functionalities of Mautic:

Campaign Management: Mautic allows you to create and manage multi-channel **marketing campaigns**. You can design **email campaigns**, **landing pages**, **web forms**, and other assets using its intuitive visual editor. Mautic supports various communication channels such as email, social media, SMS, and web notifications.

Contact Management: With Mautic, you can capture and **organise contact information**, create detailed customer profiles, and segment your contacts based on various criteria. It provides a unified view of each contact's interactions and behaviour across different channels, allowing you to deliver personalised and targeted marketing messages.

Lead Scoring and Nurturing: Mautic enables you to assign scores to your leads based on their engagement and behaviour. This helps prioritise leads and identify the most promising ones. You can then use automated workflows to nurture leads with personalised content and communication to move them through the sales funnel.

Email Marketing: Mautic includes robust email marketing capabilities, allowing you to create and send personalised email campaigns to your contacts. It offers email templates, A/B testing, automation workflows, and tracking features to optimise your email marketing efforts.

Reporting and Analytics: Mautic provides detailed reporting and analytics to measure the effectiveness of your marketing campaigns. You can track email open rates, click-through rates, conversion rates, and other key metrics to evaluate your

campaign performance. The platform also supports integration with third-party analytics tools for more in-depth analysis.

Integration and Extensibility: Mautic offers integration with various third-party applications, including CRMs, content management systems, e-commerce platforms, and social media platforms. This allows you to synchronise data and automate workflows across different systems. Additionally, Mautic has an active community that develops plugins and extensions, enabling you to extend its functionality according to your specific needs.

Security and Privacy: As an open-source software, Mautic allows you to have complete control over your data and infrastructure. You can host it on your own servers or choose cloud-based hosting options. Mautic also provides security features like user authentication, access controls, and data encryption to ensure the privacy and protection of your marketing data.

Overall, Mautic is a powerful marketing automation solution that empowers businesses to streamline their marketing processes, engage with customers effectively, and drive better results through personalised and targeted marketing campaigns.

Push Notification In Mautic

Mautic **does not natively support push notifications** out of the box. However, you can integrate **Mautic with third-party services** or use custom development to enable push notifications within your Mautic setup. Here are a few approaches you can consider:

Use Third-Party Push Notification Services: Mautic can be integrated with popular **push notification services** like **OneSignal**, **Firebase Cloud Messaging** (FCM), or **Pusher**. These services provide **APIs** and **SDKs** that allow you to send push notifications to your users. You can set up **automation rules or triggers in Mautic** to send notifications based on specific user actions or criteria. This integration usually involves setting up the service's **API credentials** within Mautic and configuring the necessary push notification templates.

Custom Development: If you have the technical expertise, you can **develop custom solutions** to **enable push notifications** in Mautic. This involves integrating Mautic with a push notification service of your choice or building your own **push notification infrastructure**. You would need to implement the necessary code and configurations to connect Mautic with the push notification service and trigger notifications based on your desired criteria.

Zapier Integration: Mautic offers **integration with Zapier**, a platform that connects different applications and **enables automation** between them. While Zapier does not directly support **push notifications**, it can act as a bridge between Mautic and other applications or services that provide push notification capabilities. By setting up a Zapier integration, you can trigger actions in those services based on events or actions in Mautic, which can include sending push notifications.

It's important to note that the availability and ease of implementing push notifications in Mautic may depend on your technical capabilities, the specific push notification service you choose, and the level of customization you require. It's recommended to explore the documentation, support resources, and community forums of both Mautic and the chosen push notification service for detailed instructions and guidance on integration.

To integrate the OneSignal push notification plugin with Mautic, follow these general steps:

Obtain the OneSignal Plugin: Download the OneSignal push notification plugin for Mautic from either the Mautic Marketplace or the OneSignal website. Make sure you have the latest version of the plugin.

Install the Plugin: Log in to your Mautic instance as an administrator. Navigate to the "**Configuration**" menu and select "**Plugins**." Click on "Upload Plugin" and select the OneSignal plugin file you downloaded. Install the plugin and wait for the process to complete.

Obtain OneSignal API Credentials: Sign up for a OneSignal account if you haven't already. Once logged in, go to the OneSignal dashboard and create a new app or select an existing app. In the app settings, locate the API tab, and make note of the App ID and REST API Key. You'll need these credentials for configuration.

Configure the OneSignal Plugin: In your Mautic instance, navigate to the "Configuration" menu and select "Plugins." Find the OneSignal plugin and click on "Settings." Enter the App ID and REST API Key obtained from OneSignal into the corresponding fields. Save the settings.

Customize Notification Settings: Within the OneSignal plugin settings in Mautic, you can specify default notification details such as title, icon, and URL. Customize these settings according to your preferences.

Sync Contact Segments: OneSignal allows you to create segments to target specific groups of users. In the OneSignal plugin settings in Mautic, you can synchronize Mautic contact segments with OneSignal segments. Configure the synchronization options based on your segmentation criteria.

Set Up Automation Triggers: Determine the events or actions in Mautic that should trigger push notifications. For example, you might want to send a notification when a contact submits a form or makes a purchase. Set up automation triggers within Mautic to define these conditions and actions.

Manage Opt-Ins: Configure the opt-in process for users to subscribe or unsubscribe from push notifications. Set up prompts or forms within Mautic to collect user preferences and handle opt-in management.

Test and Track: After completing the integration, thoroughly test the push notification functionality to ensure it's working as intended. Monitor the performance of your push notification campaigns using Mautic's reporting and analytics features to assess their effectiveness and make improvements if needed.

Custom Web Push Notification Using PHP

Reference Video

https://www.youtube.com/watch?v=4joJFZorK94

Demo Code

https://github.com/hardik-choudhary/demo-codes/tree/master/push-notification

Githup Repo

https://github.com/web-push-libs/web-push-php

Wordpress Web Push Notification

https://www.youtube.com/watch?v=cuXHsnFOA_I

Wordpress Plugin Setup

https://documentation.onesignal.com/docs/wordpress#step-3-install-onesignal-wordpress-plugin