**Mautic**

New in Tiki25, Mautic is an open source marketing automation software. This means that it is a technology whose code is accessible and owned by the entire community. It is a cloud-based automated digital marketing software; which allows companies to listen to their customers and interact directly with them.

**Why Mautic in Tiki?**

Tiki25 finally gives you a way to allow you, once Mautic integrates, to do several things:

- Create your mautic contacts directly in Tiki. You can therefore integrate a Mautic form into a wiki page and once the form is submitted, the information will be recorded directly.
- Tiki25, having already a system of Webhooks, allows you to create a Tiki instance for any contact created on Mautic from Tiki. This means that once a contact is created, Mautic sends the same saved data back to Tiki, then Tiki Manager takes care of creating a Tiki instance with the same data.
- In the same way that the data is saved in Mautic from the Mautic form integrated in Tiki, in the same way thanks to the Mautic Plugin, you can display the contacts available in Mautic on a wiki page.
- Once mautic is integrated, you will have the ability to track users’ activities which you can use to identify their interests and predict those of others and thus, the loyalty of your customers in the context of marketing will be felt.

This therefore helps you to save time because you can do directly in Tiki the actions that you should do in Mautic.

You also facilitate your method of following up the interests of your customers.

**Requirements**

To follow the procedures on this documentation make sure you have:

- A Tiki Instance
- A Mautic Instance

**Setup**

You can have Mautic working in Tiki in two steps:

**Into Mautic Instance**

Note: You don't need this step if you don't want to embed a Mautic form in Tiki.

If, for example, the goal is just to track the activities carried out by the user of the instance, you can go directly to the next step.

In Mautic, there is not much to do; here you create the form(s) you need to collect data from your Tiki instance and save it in Mautic.

To do this, go to Components->Forms->New; then create a form of your choice (standard or campaign), then put in it all the fields necessary for data collection.

All that remains is to integrate this form into a Wiki page.
Into Tiki Instance

Here the goal is either only to trace the activities carried out by the user of the instance, or to integrate the Mautic form into a Wiki page to retrieve the data and then store it directly in Mautic.

So let's start with the first case, which is the easiest to set up (monitoring of activities). For this to be possible, you just need to make sure that the Tiki instance is connected to Mautic. How to achieve it?

**Connect Tiki to Mautic**

It's even the first thing to do to use Mautic in Tiki. To connect Tiki to Mautic go to Control Panel-> Advanced-> Mautic Automation. Or go directly to the tiki-admin.php?page=mautic page.

On this page you will:

1. Fill in the Mautic URL: the domain on which your Mautic instance is hosted.
2. Tracking Script Location: This is where you want the mautic script to be inserted (either between the `<head>` tags or before the closing `</body>` tag). If you don't want to track visitor activities, then select the third option.
3. Credentials: fill in the credentials allowing Tiki to connect to your Mautic dashboard.

Now that you have completed these fields and checkboxes, your Tiki should already be connected to Mautic and ready for tracking (unless you checked the third option).

**Integrate the Mautic form into a Wiki page**

Now that your Tiki is connected to mautic because you have already filled in the credentials to connect to the Mautic dashboard, you can now create a page in which the form created previously will be embedded.

But before that, you need to make sure these two things are enabled:

1. The Mautic plugin

By activating this, the Mautic plugin will be available in the list of usable plugins.

To activate the Mautic plugin, go to Control Panels -> Main Features -> Editing and Plugins -> Plugins (Tab). Find Mautic Integration and activate the plugin.
1. Mautic feature

Even if the plugin is enabled and permission to use this feature is not, you will not be able to use the Mautic plugin. So to enable this feature, go to Control Panels -> Global Setup -> Features, search for Integration and enable the feature.

Now to integrate the mautic form into tiki. To do this, create a page then use the help button, search for mautic and select it.

A popup will open with the following options:

- **Data type**

  this is the type of the mautic object you want to insert. These values do not come from Mautic but they are values known to the plugin. Here, as the goal is to insert a mautic form in the page, then put as value **form**.

- **Form ID**

  This value is mandatory for the **form** type because you must specify the id of the mautic form. You should see it in mautic in the address bar just by clicking on the form you want to insert.

- **Vote options**

  This option is not useful for the form type. We'll talk about it right after.
If for example your Mautic form has id 1, you can directly copy and paste this syntax into the page:

```html
{mautic type="form" form_id="1"}
```

### Display Mautic Contacts Into Tiki
You can also view contacts already saved in Mautic.
Here the type of object changes and becomes `contacts`. You don't need to give the ID.

Now let's talk about the **Vote options** field
If type is "contacts" The available options are used to display the possible actions in the contact list, the actions are separated by a comma.
If the field is empty, all fields will be returned by Mautic.

### Conclusion
Once the Mautic feature and plugin are activated in Tiki, Tiki becomes an excellent marketing automation tool that makes it easier for you to track user activities that you can use to identify their interests and predict those
of others and in this sense, the loyalty of your customers in the context of marketing will be felt. Mautic is a perfect tool and should be considered for small, medium and large businesses when it comes to marketing automation.