

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 gives you a way to allow you, once Mautic integrated, 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.
- 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
- 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.

Tiki25, having already a system of Webhooks, several other advantages could follow in the future days. This, therefore, helps you save time because you can do, directly in Tiki, the actions you should have done in Mautic and also facilitates your method of tracking your customers' interests.

Requirements

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

- A Tiki Instance (It uses <https://packagist.org/packages/mautic/api-library>)
- A Mautic Instance

Setup

You can implement Mautic in Tiki in two ways.

The first way is the basic configuration and the second is for the advanced configuration.

Basic Configuration

The basic configuration is sufficient in case you only want to track the activity on your instance.

Follow these steps for basic integration:

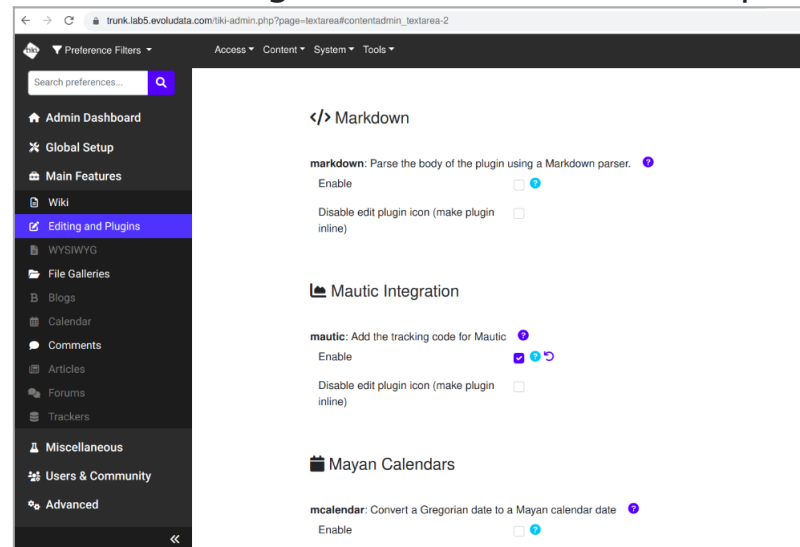
1. You need to make sure these two things are enabled:

• 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.

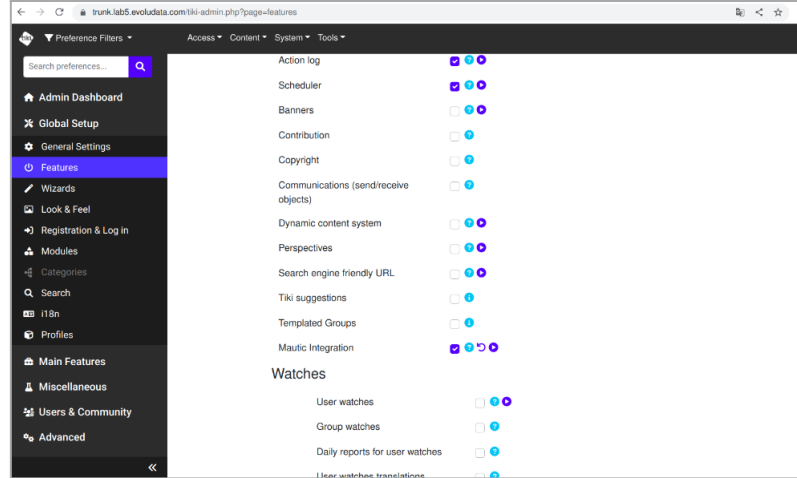


Click to expand

• The Mautic Feature

Although the plugin is enabled, if the 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.



Click to expand

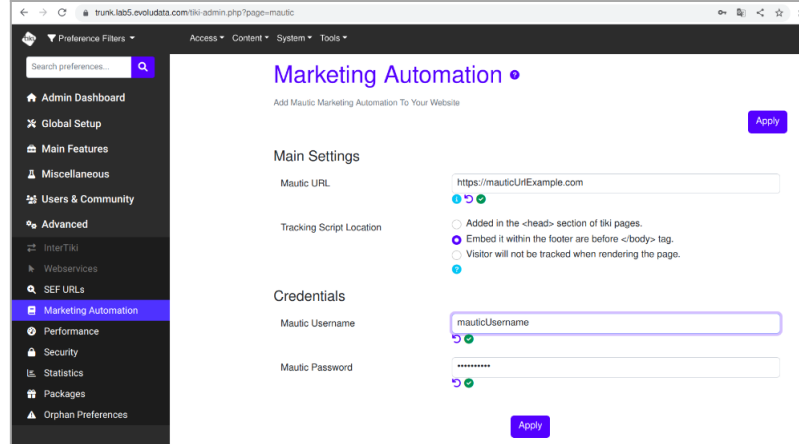
1. Connect Tiki to Mautic

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:

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



Click to expand

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

Advanced Configuration

The advanced configuration is suitable for the following cases:

1. You would like to include a Mautic form in a Tiki page to be able to save your contacts in Mautic.
2. You would like to display/list the contacts created in Mautic from your Tiki instance.

This part is therefore the continuation of the basic configuration.

Make sure the following is already done, if not refer to the previous part:

- The Mautic Plugin and the Mautic Feature are enabled.
- The plugin is configured (Mautic URL, Tracking Script Location, and Credentials are provided)

Embed the Mautic form in a Wiki page

To embed a Mautic form in Tiki, you need to do it in two steps:

In Mautic Instance

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

To do this, log into your Mautic instance, 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.

In Tiki Instance

In Tiki, create a page, then use the help button to search for the Mautic plugin and select it.

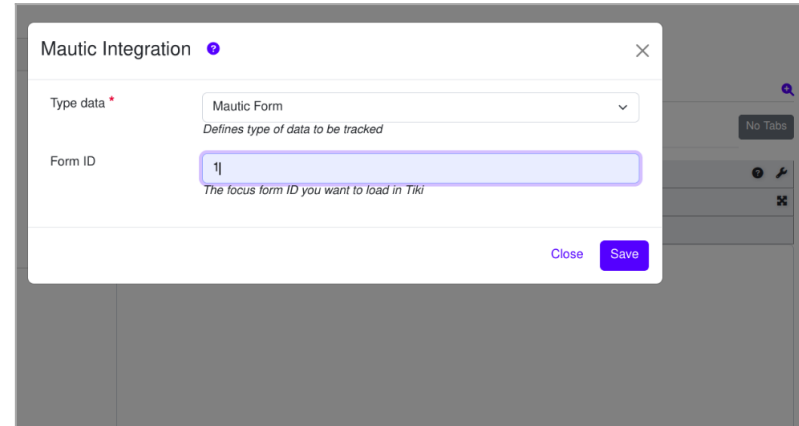
A pop-up will open with options depending on the selected Data Type.

Type data is the type of the Mautic object you want to insert into the page. These values do not come from Mautic but they are values known to the plugin.

As the goal here is to insert a Mautic form in the page, we will leave the default type "Mautic Form".

We, therefore, have another very important field to fill in, the Form Id.

Form ID is mandatory because you must specify the id of the Mautic form you want to embed. You can get it from your Mautic address bar just by clicking on the form you want to insert.



Click to expand

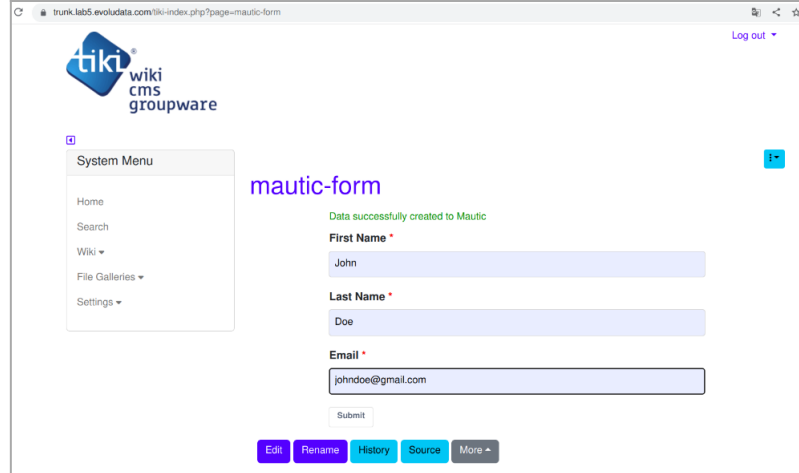
If for example, your Mautic form has id 1, you can directly copy and paste this syntax into the page:

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

After inserting the plugin, save the page and you will see the Mautic form included in the Wiki page.

Note: If you don't see the form, you need to check if you have put the correct Mautic credentials in the admin panel.

After submitting the form, you can find the contact already created in Mautic.



Click to expand

	Name	Email	Location	Stage	Points	Last active	ID
<input type="checkbox"/>	John Doe	johndoe@gmail.com				Today, 1:10 pm	6

Click to expand

Congratulations, you have successfully included the Mautic form in a Wiki page. Let's meet in the next part if you would like to retrieve them and then display them on a Wiki page.

Display Mautic Contacts In Tiki

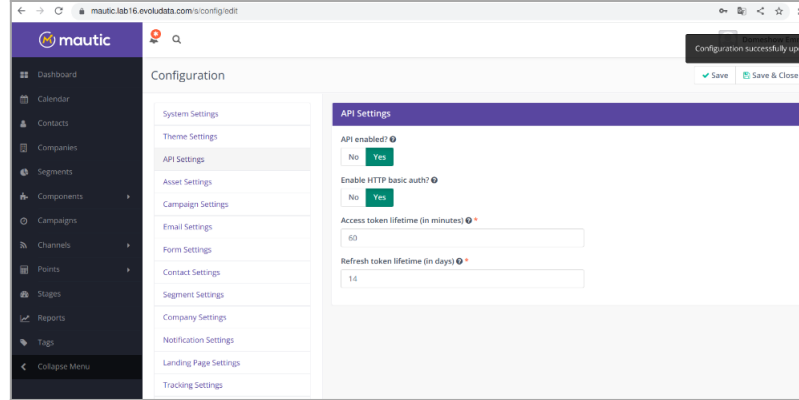
From Tiki, you can also view contacts already saved in Mautic.

For this to be possible, you must authorize the use of the Mautic API and the **basic auth** authentication without which you will not receive any data, because Mautic will block access to the API.

API and HTTP basic auth

In Mautic, make sure that the API is authorized so that you can access your data, and that the **basic auth** authentication method is activated.

To enable the API and HTTP basic auth, log in to the dashboard, then go to settings->Configurations->API Settings.



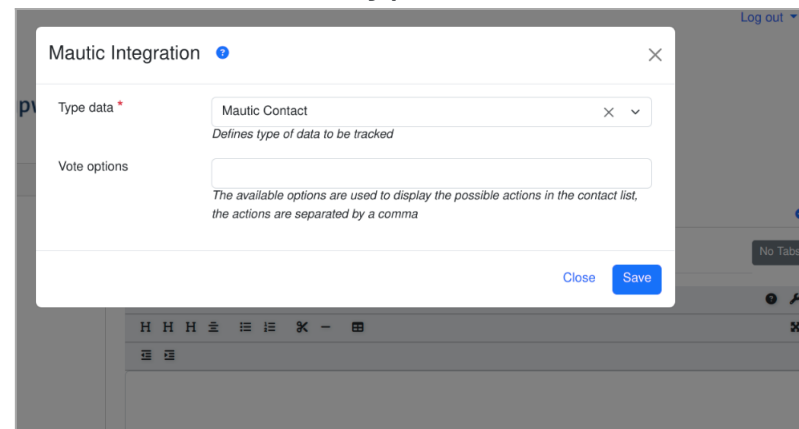
Click to expand

You can now create a new page and then, using the help button, search for the Mautic plugin and select it. Here you have to change the type of object to **Mautic Contact** by changing the value of Type data, you will see a new field **Vote options**.

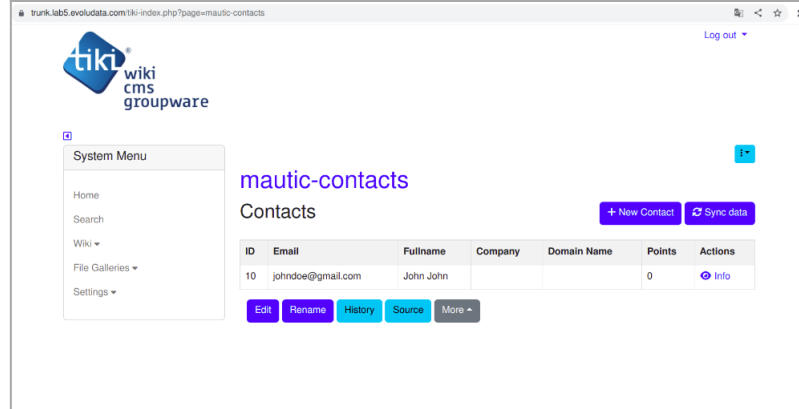
You can leave this field empty as it only limits the actions you can take once the contacts have been listed. After submitting the pop-up form and saving the page, you can find all Mautic contacts listed on it.

You can directly copy and paste this syntax into the page:

```
{mautic type="contacts"}
```



Click to expand



Click to expand

Conclusion

Once the Mautic feature and plugin are activated, 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 great tool and should be considered for small, medium, and large businesses when it comes to marketing automation.