



MAUTIC UTEST

ANALYST

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THE BOTTOM LINE

uTest replaced its legacy marketing automation solution with Mautic to drive growth and innovation while cutting costs.

Nucleus found that the low cost of Mautic allowed uTest to provide greater user access, increasing employee productivity across the organization. uTest could also deliver more personalized messaging, increasing engagement and improving satisfaction.

ROI: 585%

Payback: 2.4 months

Average annual benefit: \$236,036



THE COMPANY

uTest is a community of 300,000 digital experts and software testers that help companies improve their digital customer experiences through market research, user feedback, and digital testing.

THE CHALLENGE

uTest experienced functional limitations with its legacy marketing automation solution, especially surrounding personalization, in-app notifications, and SMS capabilities. The company was faced with the need to purchase an additional instance of the legacy solution to support its rapid growth, which would have doubled its spending on the legacy solution. Rather than do so, uTest began looking for alternatives.

THE STRATEGY

In 2016, uTest submitted a request for proposal (RFP) to several vendors. Ultimately, uTest signed with Mautic in mid-December 2016 for the following reasons:

- Pace of innovation. uTest needed a solution that provided the most current marketing automation functionality – without costly add-ons – so that it could continue to scale without limitation. Mautic comes from open source roots, which contributes to its fast pace of innovation.
- Support. Mautic provided a degree of support that uTest was not able to get through larger vendors. Mautic’s customer support team is accessible, and its engineering team collaborates with uTest to develop functionality when a need arises. For example, uTest worked with Mautic to improve push notifications and SMS functionality.

**Cost : Benefit
Ratio | 1 : 6.6**

- Cost-effectiveness. uTest needed a solution with a relatively low license cost. In addition to its cost-effectiveness, Mautic can be used by an unlimited number of users. This enabled uTest to be liberal with the number of employees using it, thereby spreading benefits across the organization.

uTest purchased one Mautic license which currently serves 12 users spanning the community management, creative services, marketing and communications departments. uTest did not hire an implementation partner, instead utilizing Mautic’s training resources. By early January 2017, uTest had fully transitioned to Mautic. The implementation took approximately one week.

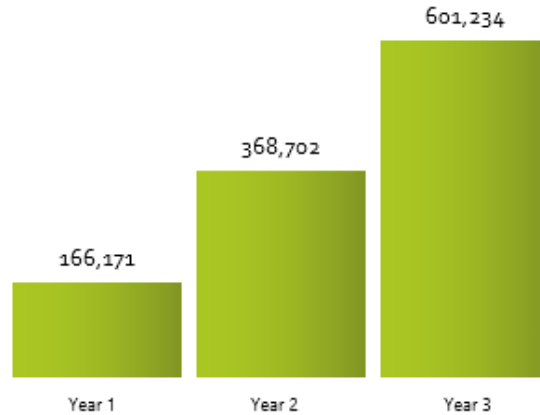
KEY BENEFIT AREAS

Nucleus assessed the direct and indirect benefits associated with uTest’s implementation of Mautic, and found that the following benefits contributed to its positive return on investment (ROI):

- Cost savings. Implementing Mautic instead of purchasing another instance of the legacy solution saved uTest \$45k annually in licensing costs; a 60 percent reduction. Also, to achieve the same results it does with Mautic, uTest estimates it would need to hire an additional creative services employee and an entry-level marketer. Avoiding these additional hires saved uTest over \$140k on an annualized basis.

- Increased employee and manager productivity. Mautic increased the productivity of front-end employees and managers from the community, marketing, and creative services teams by automating processes such as updating content and template building. Implementing Mautic saved uTest over \$16k on an annualized basis by increasing the productivity of application-facing employees, and over \$32k by increasing the productivity of managers.

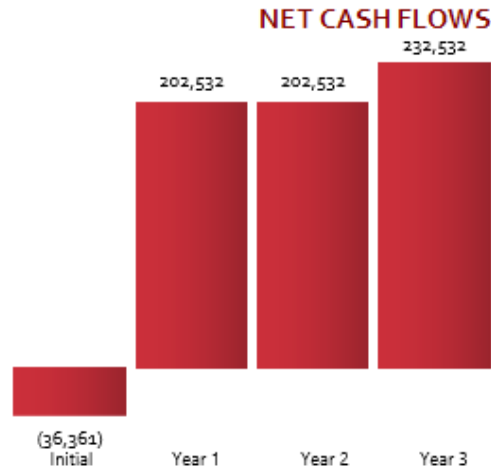
CUMULATIVE NET BENEFIT



- Improved community satisfaction. uTest also experienced improved satisfaction of the uTest software testing community. uTest’s net promoter score (NPS), which is based on satisfaction surveys completed by testers, improved by 20 percent.
- Improved key performance indicators (KPIs). uTest measures the effectiveness of its marketing automation initiatives by traffic, customer engagement, and new users. Since implementing Mautic, uTest improved upon its KPIs. It increased e-mail open rates by 10 percent, e-mail referral traffic by 17 percent, and event registrations by 400 percent. uTest increased the number of new users by 90 percent and the number of return users by 27 percent.

KEY COST AREAS

Costs of the project included software license costs, personnel costs associated with implementation, and travel and expenses. The greatest cost of the project was the software license, amounting to 84 percent of the total costs.



LESSONS LEARNED

uTest prepared for the implementation of Mautic much like it did for its previous marketing automation implementation: defining a high-level plan, customer personas, and campaign outlines. uTest discovered that with Mautic, however, no prior experience or preparation is necessary. Mautic takes customers through implementation and training step by step. Based on uTest's experience, other companies considering implementing Mautic need not invest a significant amount of time preparing for deployment.

CALCULATING THE ROI

To calculate the total investment made in Mautic, Nucleus quantified, over a three-year period, the initial and ongoing costs of software subscriptions, initial and ongoing personnel costs, and travel expenses. Direct benefits quantified included cost savings. Indirect benefits quantified included increased employee productivity – calculated based on the average annual fully loaded cost of the employees using a correction factor to account for the inefficient transfer between time saved and additional time worked – and improved business outcomes.

FINANCIAL ANALYSIS

uTest

Annual ROI: 585%

Payback period: 0.2 years

BENEFITS	Pre-start	Year 1	Year 2	Year 3
Direct	0	186,750	186,750	186,750
Indirect	0	49,286	49,286	49,286
Total per period	0	236,036	236,036	236,036

COSTS - CAPITALIZED ASSETS	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
Total per period	0	0	0	0

COSTS - DEPRECIATION SCHEDULE	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
Total per period	0	0	0	0

COSTS - EXPENSED	Pre-start	Year 1	Year 2	Year 3
Software	30,000	30,000	30,000	0
Hardware	0	0	0	0
Consulting	0	0	0	0
Personnel	5,961	3,505	3,505	3,505
Training	0	0	0	0
Other	400	0	0	0
Total per period	36,361	33,505	33,505	3,505

FINANCIAL ANALYSIS	Results	Year 1	Year 2	Year 3
All government taxes	45%			
Cost of capital	7.0%			
Net cash flow before taxes	(36,361)	202,532	202,532	232,532
Net cash flow after taxes	(19,998)	111,392	111,392	127,892
Annual ROI - direct and indirect benefits				585%
Annual ROI - direct benefits only				449%
Net Present Value (NPV)				285,799
Payback period				0.2 years
Average Annual Cost of Ownership				35,625
3-Year IRR				557%

All calculations are based on Nucleus Research's independent analysis of the expected costs and benefits associated with the solution.