

# Acquia Acquires Mautic

By *Roy Schestowitz*

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- [Acquia Looks To Create Open Digital Experience Platform With Mautic Acquisition](#) [3]

Acquia, a digital experience cloud platform, acquired Mautic, an open source marketing automation software provider, for an undisclosed amount.

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Acquia, the open source digital experience company, announced today that it has acquired Mautic, creator of the world's only open marketing automation and campaign management platform. Together, Acquia and Mautic form the only open alternative to expensive, closed, stagnant marketing clouds, expanding Acquia's vision to offer the industry's first Open Digital Experience Platform. Customers can now automate, personalize, and measure the entire customer lifecycle ? across every channel, at every stage, and at every interaction.

- [Simulating the sound of stars, Acquia buying Mautic, open source at the VA, and more news](#) [5]

What happens when two open source companies come together? In the case of Drupal service provider Acquia buying marketing automation firm Mautic, it's the creation of the first open marketing cloud.

The deal brings together "open source content management with open source marketing automation," said Acquia CTO Dries Buytaert. DB Hurley, Mautic's founder, added that "open source is poised to transform marketing in the same way it has every other function in the enterprise." According to Buytaert, with the acquisition of Mautic, Acquia "can help marketers reach customers on their preferred channel, in ways that are personal and relevant to them."

## [OSS Drupal](#)

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