

# Poppulo vs. Broadcast

## An **Unbiased** Side-by-Side Comparison

Sifting through marketing spin when shopping for software is overwhelming - we get that. At Cerkl, we don't want you to take our word for it. We let unbiased 3rd parties (hello ChatGPT) perform the comparison...

### Recommendation: Cerkl Broadcast

"...Cerkl excels in delivering personalized user experiences through advanced AI capabilities, unmatched audience data flexibility, superior integration capabilities, and an extensive analytics offering. Its transparent, inclusive pricing model provides greater predictability and better value overall." - ChatGPT in response to our [prompt](#)

Category	Poppulo Harmony	Cerkl Broadcast
<b>Audience Management</b>	Integrates with multiple people data systems but generally fewer native integrations. Audience data is accessible but may have limitations depending on integrations and setups.	Fully integrates with unlimited people data systems (Workday, SAP, Active Directory, etc.) and provides dynamic segments updated automatically. Attributes available to communicators for targeting without limitations.
<b>Email</b>	Supports targeted and scheduled sends, templates, and responsive design. Throughput generally sufficient but less flexible with	Unlimited sends, unlimited email templates, and advanced automated campaign scheduling. Robust design editor with full responsive capabilities.

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	automated and complex cadence emails compared to Cerkl Broadcast.	High throughput capabilities with proven reliability.
<b>Personalization</b>	Content personalization at group or segmented level, more static than Cerkl Broadcast's personalized user-level experience. Limited AI-driven personalization.	AI-powered content personalization based on individual user behavior and preferences, supporting tailored news digests and targeted content feeds ("MyNews").
<b>AI</b>	Limited AI-driven capabilities, primarily assisted intelligence. Less mature than Cerkl in predictive personalization and engagement analytics.	Assisted/Augmented Intelligence; AI actively personalizes content delivery, timing optimization, and engagement predictions. AI capabilities clearly documented and mature.
<b>Integration with Microsoft o365</b>	Provides integrations with SharePoint and Teams, though typically more limited and requiring more manual steps or custom setups.	Fully supports native integration with Microsoft SharePoint and Teams. Allows automated publishing of content directly within SharePoint and integration with Teams channels for notifications and content sharing.
<b>Analytics</b>	Standard analytics available at content and channel level. Offers reporting dashboards but less predictive capability and less granular insight into individual engagement.	Comprehensive analytics at both individual and organizational levels, including detailed reporting on content performance, audience engagement, channel performance, and predictive engagement analytics. Robust dashboards provided as standard.
<b>Support</b>	Support options include standard and premium offerings. Support responsiveness and SLA depend on selected service level. Good customer satisfaction but typically lower responsiveness than Cerkl Broadcast.	Two-tiered support options (Standard & Enterprise) with clearly defined SLAs. Enterprise Support offers 24/7 availability and rapid response (Severity 1: 30-min response, 5-hr resolution). Exceptional CSAT scores (99%).

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<b>Pricing</b>	Pricing structured around modules and volume tiers. Base package typically limited, with add-ons and additional cost for expanded functionality, additional sends, advanced analytics, and integrations.	Transparent pricing includes unlimited platform users, unlimited emails, unlimited API calls, all standard functionality (Audience Manager, Email, MyNews, analytics, and support). Only add-on is optional mobile app (+20%).

**See the conversation for yourself:**

<https://chatgpt.com/share/67d31057-3724-8004-8be9-927fa2169fa7>

**How can we help you from here?**

<b>Add to your IC research:</b> <a href="#">Download this comparison as a PDF.</a>	<b>Learn more about Broadcast:</b> <a href="#">Take me to Cerkl.com</a>	<b>Let's chat:</b> <a href="#">Schedule a 15, 30 or 60 minute call to discuss your specific needs.</a>  <i>P.S. We're the most transparent, lowest pressure software company you'll ever talk to.</i>
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