

# AxiosHQ 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

**"Choose Cerkl Broadcast if:** You value comprehensive, personalized internal communication, sophisticated audience targeting and segmentation, strong Microsoft integration, detailed analytics, extensive multi-language capabilities, and enterprise-level support..." - ChatGPT in response to our [prompt](#)

Category	Cerkl Broadcast	AxiosHQ
Audience Management	<div><div></div> Highly robust: fully supports dynamic segments synced automatically with multiple people data systems (Workday, SAP, Active Directory, etc.). Communicators have direct access to synced attributes for targeting and segmentation.</div>	<div><div></div> Moderate: Supports basic segmentation via CSV uploads and some direct integrations; less automated and flexible than Cerkl. Limited granular audience attribute access.</div>
Email	<div><div></div> Highly advanced: Drag-and-drop builder, unlimited email sends, templates, dynamic targeting, approval workflows, automated sends, deliverability optimization, and translation support for 106 languages.</div>	<div><div></div> Good: Editor optimized for concise "Smart Brevity" emails. Strong emphasis on readability and content structure. Less flexible in design customization and dynamic targeting.</div>
Personalization	<div><div></div> Excellent: Offers advanced AI-driven individual personalization based on recipients' interests, roles, and engagement behaviors. Automated personalization with minimal manual effort.</div>	<div><div></div> Basic: Limited personalization capabilities; primary focus on standardized, well-structured newsletters rather than individualized content.</div>
AI	<div><div></div> Strong AI capabilities: Leverages Assisted and Augmented Intelligence to drive content recommendations, delivery optimization, personalized newsletter generation, and engagement predictions.</div>	<div><div></div> Limited AI: Minimal AI use, primarily offering writing/editorial assistance (Smart Brevity guidance), but does not deeply leverage AI for personalization or analytics.</div>

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Integration with Microsoft o365	<div>✔ Deep integrations: Seamless, out-of-the-box integration with SharePoint and Teams, allowing communicators to publish and manage content directly within these channels.</div>	<div>⚠ Limited: Basic integrations exist, but less robust. Primarily email-driven; minimal SharePoint/Teams integration functionality compared to Cerkl.</div>
Analytics	<div>✔ Comprehensive: Real-time analytics dashboard with detailed data at the organizational, audience segment, and individual level. Tracks opens, clicks, readership depth, audience interests, channels, engagement over time, benchmarks.</div>	<div>✔ Good: Provides newsletter-focused analytics (opens, clicks, readership, engagement patterns), but lacks depth in individual-level and multi-channel analysis compared to Cerkl.</div>
Support	<div>✔ Exceptional: Enterprise (24/7 for critical issues, rapid response) and Standard support tiers; SLA-guaranteed response times, 99%+ CSAT.</div>	<div>✔ Good: Standard support during business hours; adequate documentation and basic support available, but lacks the rigorous, enterprise-level SLA structure provided by Cerkl.</div>
Pricing	<div>✔ Inclusive: Transparent pricing includes unlimited sends, unlimited platform users, unlimited templates, API calls, segmentation, email, analytics, multilingual translation. Mobile app is available as a clear add-on (20% extra).</div>	<div>⚠ Variable: Tiered pricing based on user count and newsletter frequency; add-ons include consulting, onboarding services, training, and advanced analytics packages. Fewer all-inclusive elements.</div>

See the conversation for yourself:

<https://chatgpt.com/share/67d81a1a-7810-8004-a184-7cd11e938738>

How can we help you from here?

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