

# Contact Monkey 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 Broadcast is recommended for companies prioritizing robust audience management, personalized communications at scale, deep analytics, and comprehensive Microsoft Office integration. Its strength in dynamic segmentation, powerful AI-driven personalization, and detailed analytics significantly surpasses ContactMonkey, especially for mid-to-large enterprises," - ChatGPT in response to our [prompt](#)

Category	Cerkl Broadcast	ContactMonkey
Audience Management	<ul style="list-style-type: none"><li>- <b>Dynamic segments</b> with automatic syncing from unlimited people data systems (Workday, SAP, Active Directory).</li><li>- Communicators have direct access to all synced attributes for targeting.</li></ul>	<ul style="list-style-type: none"><li>- Integrates with directories like Azure Active Directory, but limited dynamic syncing capabilities.</li><li>- Basic segment targeting; attribute availability is limited.</li></ul>
Email	<ul style="list-style-type: none"><li>- Unlimited sends, templates, and API calls included.</li><li>- Supports sending from aliases.</li><li>- Advanced email editor with responsive design, translation into 106 languages.</li><li>- High throughput suitable for large organizations.</li></ul>	<ul style="list-style-type: none"><li>- Limited monthly sends based on plan.</li><li>- Basic templates and editor, standard responsiveness.</li><li>- No native language translation.</li><li>- Moderate throughput.</li></ul>
Personalization	<ul style="list-style-type: none"><li>- Strong 1:1 personalization driven by explicit and implicit preferences and behaviors.</li><li>- Automated content recommendations based on user engagement.</li></ul>	<ul style="list-style-type: none"><li>- Basic personalization via merge tags (name, role, etc.).</li><li>- No advanced behavioral personalization.</li></ul>
AI	<ul style="list-style-type: none"><li>- Assisted and augmented intelligence for content personalization, analytics insights, send-time optimization, and audience engagement prediction.</li></ul>	<ul style="list-style-type: none"><li>- Basic AI for subject-line suggestions and engagement predictions.</li><li>- Limited AI-driven personalization or analytics.</li></ul>

Category	Cerkl Broadcast	ContactMonkey
Integration with Microsoft o365	<div><div>- Native integrations with SharePoint and Teams for content distribution, analytics, and personalized experiences.</div><div>- Supports embedded content and seamless workflow integration.</div></div>	<div><div>- Basic integration with Outlook and Teams, mainly for email tracking and messaging.</div><div>- Limited SharePoint integration.</div></div>
Analytics	<div><div>- Advanced analytics covering detailed engagement metrics, channel effectiveness, audience insights, benchmarks, and predictive analytics.</div><div>- Real-time dashboards with drill-down capabilities.</div></div>	<div><div>- Standard analytics on email opens, clicks, and read time.</div><div>- Lacks comprehensive multi-channel insights or predictive analytics.</div></div>
Support	<div><div>- Enterprise (24/7 Severity 1) and Standard (7 am-7 pm EST daily).</div><div>- Enterprise: 30-min response, 5-hour resolution for Severity 1.</div><div>- 99% CSAT rating.</div></div>	<div><div>- Standard business-hour support.</div><div>- Email support, with variable response times.</div><div>- No publicly defined SLAs for resolution times.</div></div>
Pricing	<div><div>- All core functionality (audience management, email, personalization, analytics, API) included in base price.</div><div>- Add-on: Mobile app at +20% of subscription cost.</div><div>- Unlimited platform users, sends, templates.</div></div>	<div><div>- Pricing tiers based on monthly email send volume and user count.</div><div>- Add-ons required for advanced analytics, integrations, or increased send limits.</div><div>- Typically higher incremental costs for scaling.</div></div>

See the conversation for yourself:

<https://chatgpt.com/share/67d816ea-8ec0-8004-88c8-8bd6afea3453>

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><div>P.S. We’re the most transparent, lowest pressure software company you’ll ever talk to.</div></div></div>
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