PoliteMail 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 excels significantly in dynamic audience management, sophisticated email personalization, robust AI-driven engagement, seamless Microsoft integrations, comprehensive analytics, and strong support infrastructure. PoliteMail might be adequate for smaller organizations with simpler internal communications requirements primarily tied to Outlook, but for strategic, targeted, and personalized internal communication at scale, Cerkl Broadcast is clearly superior." - ChatGPT in response to our prompt

Category	PoliteMail	Cerkl Broadcast
Audience Management	Integrates primarily with Active Directory and Excel imports. Attributes accessible but require more manual management and updates.	Fully integrates with dynamic people data systems (Workday, SAP, Active Directory, etc.). Attributes automatically sync and update dynamically, available directly in Audience Manager. Unlimited integrations.
Email	Built within Outlook; template-driven emails, basic A/B testing, moderate automation capabilities, email sending capped by Outlook/Exchange limits, and limited multi-language capabilities.	Robust feature set including drag-and-drop builder, unlimited templates, A/B testing, automation, dynamic segments, unlimited email sends, multi-language support (106 languages), advanced scheduling and throughput capabilities.
Personalization	Moderate personalization capabilities primarily based on static segments and basic demographic data; less dynamic and behavior-driven.	Highly personalized content experiences powered by user behavior and preference data. Supports personalized newsletters (MyNews) for individual interests and preferences.
AI	Limited AI capabilities; basic analytics insights without advanced predictive modeling or personalized send-time optimization.	Assisted and augmented intelligence capabilities, including predictive analytics, send-time optimization, automatic content tagging, and content relevance ranking for personalized delivery.
Integration with Microsoft o365	Native integration within Outlook and some SharePoint integration; Teams integration less advanced and typically manual sharing required.	Integrates with Microsoft Teams and SharePoint via APIs, allowing automatic publishing and distribution of content across these platforms seamlessly.

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Analytics	Provides email analytics on opens, clicks, read-time, and basic engagement metrics. Limited benchmarking, heatmap, and predictive capabilities. Reporting mostly within Outlook.	Advanced, real-time analytics including audience engagement, content performance, heatmaps, benchmarking, and predictive insights. Offers customizable dashboards and exports.
Support	Standard business-hour support, with less comprehensive SLAs; support primarily via email/helpdesk with more limited direct interaction.	Two tiers of support: Enterprise (24/7 for Severity 1, SLA-bound response and resolution) and Standard (daily coverage, SLA-bound responses), high-touch customer success model (99% CSAT).
Pricing	Pricing model typically per sender or per recipient, often tiered. Base pricing includes core Outlook email functionality, templates, and basic analytics. Additional advanced analytics, support, and integrations may incur extra costs.	Transparent all-inclusive pricing: unlimited users, unlimited emails, unlimited templates, analytics, API calls, Audience Manager, MyNews personalization. Add-on: Mobile app at 20% additional fee.

See the conversation for yourself:

https://chatgpt.com/share/67d81568-b5fc-8004-9413-9049d45743fb

How can we help you from here?

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