

# Snap Comms 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

"Given the side-by-side analysis, Cerkl Broadcast is clearly superior across all key categories, especially in Audience Management, Email capabilities, Personalization, AI-driven features, robust analytics, and support responsiveness. For an organization seeking advanced capabilities, extensive integration, and high personalization, Cerkl Broadcast is strongly recommended over SnapComms."

- ChatGPT in response to our [prompt](#)

Category	Cerkl Broadcast	Snap Comms
Audience Management	<div><div>✓</div><div><b>Dynamic Segments:</b> Fully integrates with unlimited people data systems (e.g., Workday, SAP, AD). Attributes from these integrations are directly accessible for communicators to build dynamic distribution lists.</div></div>	<div><div>⚠</div><div><b>Manual &amp; Limited Integration:</b> Limited automated integrations, primarily manual data uploads or through basic HRIS integrations. Less flexibility in segment creation.</div></div>
Email	<div><div>✓</div><div><b>Advanced Email Capabilities:</b> Unlimited sends, unlimited templates, scheduled sends, drag-and-drop designer, alias sending, deliverability optimization, robust throughput (millions per hour).</div></div>	<div><div>⚠</div><div><b>Basic Email Functionality:</b> Supports email but lacks advanced features like alias sending or unlimited scalability; fewer options for advanced design and throughput optimization.</div></div>
Personalization	<div><div>✓</div><div><b>Full Personalization:</b> Personalized email digests (MyNews), content recommendations based on behavior, preferences, role, location, and language (supports translation in 106 languages).</div></div>	<div><div>⚠</div><div><b>Limited Personalization:</b> Personalization is minimal, typically limited to basic attributes like name or simple segmentation; lacks automated personalized content experiences.</div></div>
AI	<div><div>✓</div><div><b>Advanced AI:</b> Strong AI capabilities including automatic content targeting, audience insights, predictive engagement, and continuous optimization. Categorized as Assisted/Augmented Intelligence.</div></div>	<div><div>⚠</div><div><b>Minimal AI:</b> Limited or basic AI features; AI-driven targeting or predictive analytics are limited or absent, relying primarily on manual configuration and insights.</div></div>

Category	Cerkl Broadcast	Snap Comms
Integration with Microsoft o365	<div><div>✓</div><div><b>Robust Integration:</b> Native integration with SharePoint and Teams allows direct publishing, embedding personalized news feeds, automated updates, and seamless two-way interactions.</div></div>	<div><div>✓</div><div><b>Good Integration:</b> Native integrations with Teams and SharePoint primarily for message delivery and alerts; functionality less extensive in personalization or two-way engagement.</div></div>
Analytics	<div><div>✓</div><div><b>Comprehensive Analytics:</b> Real-time analytics, robust dashboards, content performance insights, audience engagement tracking, heatmaps, open/click analytics, and easy data exports.</div></div>	<div><div>⚠</div><div><b>Basic Analytics:</b> Standard reporting on views, opens, and clicks available, but limited depth. Fewer insights into audience behavior, trends, or content-specific analytics.</div></div>
Support	<div><div>✓</div><div><b>Tiered Support:</b> Enterprise (24/7 Sev 1 support, 30-min response, 5-hour resolution); Standard (7 days/week availability, clearly defined SLAs). Customer Satisfaction score: 99%.</div></div>	<div><div>⚠</div><div><b>Basic Support:</b> Typically offers standard business-hours support; lacks clearly defined or stringent SLA for issue resolution and responsiveness, especially critical issues.</div></div>
Pricing	<div><div>✓</div><div><b>Transparent &amp; Inclusive:</b> Pricing includes unlimited platform users, unlimited emails, full analytics, personalization, unlimited integrations, unlimited API calls, standard support. Mobile app is optional (+20%).</div></div>	<div><div>⚠</div><div><b>Modular Pricing:</b> Often modular pricing based on user numbers and features. Add-ons like additional integrations, advanced personalization, or increased throughput are typically extra.</div></div>

See the conversation for yourself:

<https://chatgpt.com/share/67d82e07-f6f4-8004-a331-01bebc5dfd3b>

How can we help you from here?

<div><div><b>Learn more about Broadcast:</b></div><div><a href="#">Take me to Cerkl.com</a></div></div>	<div><div><b>Let's chat:</b></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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