

Workshop 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 robust personalization, deep integrations, enterprise-grade analytics, and scalable AI-driven communications are priorities.

Consider **Workshop** for more straightforward communication needs or budget constraints with limited requirements for advanced personalization and analytics."

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

Category	Cerkl Broadcast	Workshop
Audience Management	<ul style="list-style-type: none">- Full integration with multiple people data systems (e.g., Workday, SAP, Active Directory, etc.)- Communicators have direct, granular access to dynamic segments and attributes synced in real-time	<ul style="list-style-type: none">- Supports basic integration with HRIS (Workday, BambooHR, etc.)- More limited real-time dynamic segmentation and attribute availability
Email	<ul style="list-style-type: none">- Unlimited email sends and templates- High throughput, enterprise-grade delivery- Supports sending from aliases and dynamic segments- Multi-language support (106 languages)	<ul style="list-style-type: none">- Email sends and templates typically limited by pricing tier- Basic throughput; suitable for SMB or smaller enterprises- Limited multilingual capabilities

Category	Cerkl Broadcast	Workshop
Personalization	<ul style="list-style-type: none"> - Advanced content personalization based on employee interests and behavior (MyNews) - Highly dynamic and automated individual experiences 	<ul style="list-style-type: none"> - Basic personalization options primarily based on segment-level preferences or manually configured rules - Less individualized automation
AI	<ul style="list-style-type: none"> - Assisted and augmented intelligence for automated content curation, personalization, insights, and optimal send times - AI-driven analytics to predict engagement patterns 	<ul style="list-style-type: none"> - Limited AI capabilities; may offer basic assisted-intelligence features like content suggestions or simpler send-time recommendations
Integration with Microsoft o365	<ul style="list-style-type: none"> - Seamless, deep integration with SharePoint and Microsoft Teams (e.g., automatic content sync, Teams notifications, and embedding content) - Designed specifically to support enterprises heavily using Microsoft ecosystem 	<ul style="list-style-type: none"> - Basic integration capabilities; typically manual posting to SharePoint or Teams - Less native integration, often via webhook or limited embedded content
Analytics	<ul style="list-style-type: none"> - Comprehensive analytics dashboards, real-time insights into communication performance, audience engagement, open rates, segmentation effectiveness, and channel performance - Predictive analytics via AI to improve outcomes proactively 	<ul style="list-style-type: none"> - Standard analytics dashboard with basic email open/click rates and channel-level reporting - Lacks deeper audience-level analytics or predictive insights

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Support	<ul style="list-style-type: none"> - Two tiers (Enterprise & Standard): Enterprise: 24/7 Sev-1 support (30-min response), 7 days/week, rapid SLA-driven resolutions Standard: Daily coverage with slightly longer response times, strong CSAT score (99%) 	<ul style="list-style-type: none"> - Generally standard business-hours support with longer response/resolution times - Limited enterprise-tier support availability
Pricing	<ul style="list-style-type: none"> - Transparent, inclusive pricing with unlimited users, emails, API calls, segmentation, personalization, analytics, integrations, and standard support - Add-on: Mobile app (20% additional cost) 	<ul style="list-style-type: none"> - Tiered pricing based on user count, email volume, integrations, and support level - Add-ons: advanced analytics, integrations, additional emails, or premium support

See the conversation for yourself:

<https://chatgpt.com/share/67d81824-a194-8004-b668-ca5a6d52fefe>

How can we help you from here?

Learn more about Broadcast:

[Take me to Cerkl.com](https://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.