

# LumApps 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: Enhance SharePoint with Cerkl Broadcast.

“Why:

- **Preserves SharePoint investment** — Instead of ripping and replacing, Cerkl complements and modernizes it.
- **Superior communication capabilities** — Targeted, personalized, and omni-channel outreach not available in LumApps.
- **Faster ROI** — Faster to deploy, lower switching costs, and no retraining or migration headaches.
- **More actionable insights** — Broadcast provides deeper communication-specific analytics that drive employee engagement.
- **AI advantage** — Cerkl's AI is focused on improving communication outcomes, not just surfacing static content.”

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

Category	Cerkl Broadcast + SharePoint	LumApps (Full Intranet Replacement)
Audience Management	Deep integration with HRIS/IT systems (e.g., Workday, AD, SAP). Real-time dynamic segmentation via Audience Manager.	Integrates with directory systems but less focused on communication segmentation granularity.
Email	Advanced capabilities (targeted sends, personalization, retargeting, translation, testing). Unlimited sends.	Basic newsletter functionality. Limited targeting/personalization compared to Broadcast.
Omni-channel Communication	Full support: Email, SharePoint, Teams, Slack, Intranet (including SharePoint), Mobile (add-on).	Primarily intranet-based. Teams and email integrations exist but are not as robust for comms orchestration.
AI	AI-powered News Digests, predictive insights, best send time, dynamic personalization, content recommendations.	AI used mainly for content surfacing within intranet; not communication-specific or real-time optimized.

Category	Cerkl Broadcast + SharePoint	LumApps (Full Intranet Replacement)
Integration with Microsoft Office	Native M365 integrations (SharePoint, Teams, Outlook). Uses existing Office ecosystem without disruption.	Integrates with Microsoft but aims to replace SharePoint, potentially creating overlap or friction.
Analytics	Communication-specific: open rates, CTRs, engagement by audience segment/channel/time/content type.	Basic intranet engagement stats (visits, time on page); less actionable for communication strategy.
Support	Enterprise-grade: 24/7 Severity 1, 30-min response, high CSAT. Personalized onboarding and customer success.	Standard SaaS support with SLAs; less customization and less comms-specific onboarding expertise.
Pricing	Flat pricing includes unlimited users, emails, segments, API calls, etc. Mobile app is a 20% add-on.	Per-user pricing; features like email, mobile, and analytics may be modular or priced separately.

See the conversation for yourself:

<https://chatgpt.com/share/680a4945-a7b4-8004-973f-8699f025ed32>

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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