

MangoApps 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 with SharePoint

"If the goal is to *modernize communication, maximize personalization, and leverage existing Microsoft investments*, Cerkl Broadcast adds enterprise-grade communication capabilities without requiring a full rip-and-replace of SharePoint. MangoApps offers a broader intranet experience, but often duplicates functionality already available in Microsoft 365 and is less optimized for targeted, multi-channel internal comms.

Cerkl Broadcast allows organizations to retain the familiarity of SharePoint while gaining powerful AI insights, dynamic segmentation, and omni-channel delivery that MangoApps lacks."

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

| Category | Enhance SharePoint with Cerkl Broadcast | Replace SharePoint with MangoApps |
|---------------------|---|---|
| Audience Management | Deep integration with HRIS/AD systems. Real-time sync. Full visibility into attributes and dynamic segmentation. Built for communicators. | Moderate integration options. Admin-driven segmentation. Less flexible for comms targeting. |
| Email | Enterprise-grade email engine. Unlimited sends, advanced targeting, personalization, translations, and analytics. | Basic internal messaging and email alerts. Limited customization and segmentation capabilities. |
| Personalization | Includes email, personalized intranet content, Teams, SharePoint, Slack, and optional mobile app. | Intranet-first. Messaging and mobile app included. Teams/Slack integration optional. Limited external email capabilities. |
| AI | AI-driven content recommendations, automated newsletter creation, optimal send time, and comms insights. | AI is minimal. Basic search and content suggestions. Limited personalization based on behavior. |

| Category | Enhance SharePoint with Cerkl Broadcast | Replace SharePoint with MangoApps |
|---------------------------------|---|---|
| Integration with Microsoft o365 | Native integration with SharePoint, Outlook, and Teams. No duplication of existing MS investments. | Integrates with Microsoft, but as a standalone intranet platform it duplicates some SharePoint functions. |
| Analytics | Rich communication analytics including engagement by audience segment, behavior, and channel. Built for internal comms ROI. | Standard engagement metrics within the platform. Less robust for cross-channel comms measurement. |
| Support | 99% CSAT. Enterprise SLA: 24/7 Sev 1, rapid response times. Support tailored for internal comms professionals. | Standard technical support with paid add-ons. Not specialized in internal comms use cases. |
| Pricing | Flat fee includes unlimited platform users, email sends, API calls, templates, and full analytics. Mobile app is an optional add-on (+20%). | Per-user pricing model. Add-ons for advanced analytics, integrations, and mobile app features. Can escalate with headcount. |

See the conversation for yourself:

<https://chatgpt.com/share/680a4af5-7a78-8004-a5d4-0ed576e9ed7b>

How can we help you from here?

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| <div><div>Learn more about Broadcast:</div><div>Take me to Cerkl.com</div></div> | <div><div>Let’s chat:</div><div>Schedule a 15, 30 or 60 minute call to discuss your specific needs.</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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