Simpplr 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:**

If your organization is already invested in the Microsoft ecosystem, Cerkl Broadcast offers a **lower-cost**, **faster-to-deploy**, and **less disruptive** path to modernizing internal communications. It adds **AI-driven personalization**, **omni-channel delivery**, and **real-time audience targeting**—all while retaining and enhancing SharePoint, instead of ripping it out.

Simpplr is a strong choice if you're committed to a complete intranet overhaul and want a modern, mobile-first experience. But for organizations prioritizing **employee reach**, **communications insight**, and **scalability**, **Cerkl Broadcast + SharePoint is a more agile and efficient investment**."

- ChatGPT in response to our prompt

Category	Enhance SharePoint with Cerkl Broadcast	Replace SharePoint with Simpplr
Audience Management	✅ Deep integrations with HRIS, Active Directory, Workday, SAP, etc. Communicators have real-time access to dynamic segments based on any attribute (e.g., role, location, tenure).	✅ Integrates with major HR systems; attribute access is available, but audience segmentation is less dynamic.
Email	✅ Best-in-class email engine with unlimited sends, templates, retargeting, personalization, and A/B testing. Enterprise throughput.	⚠️ Limited to basic email campaigns; Simpplr is not built for large-scale employee email delivery.
Omni-channel Communication	✅ Email, SharePoint, Teams, Slack, mobile (optional), SMS (future roadmap). All centrally managed.	⚠️ Focused primarily on intranet and mobile app. Limited true omni-channel capability and centralized management.

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AI	✅ AI-driven personalization, content recommendations, engagement scoring, and insights. Roadmap includes predictive insights.	⚠️ AI is emerging; current functionality focuses on search and basic recommendations, with limited proactive insights.
Integration with Microsoft Office	✅ Native integration with Microsoft 365 suite, especially SharePoint, Outlook, Teams. Enhances—not replaces—existing tools.	✅ Good Office 365 integration, but replaces rather than layers on top of SharePoint, which may disrupt workflows.
Analytics	✅ Deep engagement analytics across content, channels, and audience segments. Benchmarking and AI-powered insights included.	⚠️ Basic analytics available, focused on intranet usage. Lacks robust cross-channel engagement metrics.
Support	✅ 99% CSAT. Enterprise SLAs: 24/7 for Severity 1. Custom onboarding, training, and strategic enablement available.	✅ Strong support; enterprise options available. May require external professional services for setup or scaling.
Pricing	✅ Transparent pricing: Includes unlimited users, emails, templates, API calls, analytics. Mobile app is a 20% add-on.	⚠️ Higher upfront cost. Pricing depends on number of users and modules. Requires full intranet replacement.

See the conversation for yourself:

https://chatgpt.com/share/680a499b-bb70-8004-aa40-40a13bc64777

How can we help you from here?

| 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. |