

# Unily 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.

“Cerkl Broadcast offers a more cost-effective, flexible, and data-integrated way to modernize internal communication without the disruption and cost of replacing your entire intranet.

Unily is a powerful digital experience platform, but it's more appropriate for organizations looking to **rebuild their digital workplace from the ground up**—often at a significantly higher total cost and with greater change management needs.

If your primary goal is **personalized, data-driven, and omni-channel internal communication**, then **Cerkl Broadcast is the smarter, more agile investment.**”

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

Category	Enhance SharePoint with Cerkl Broadcast	Replace SharePoint with Unily
Audience Management	Native support for dynamic segments. Seamless integration with any number of people data systems (Workday, AD, SAP, etc.). Communicators can target based on real-time attributes.	Offers employee directories, role-based personalization, and Azure AD sync. Less flexible in using multiple disparate data systems simultaneously.
Email	Enterprise-grade email with unlimited sends, advanced targeting, dynamic content, personalization, A/B testing, auto-translation (106+ languages), high throughput.	Limited native email capabilities. Primarily relies on integration with third-party tools like Outlook or internal newsletters.
Omni-channel Communication	Built-in delivery to Email, SharePoint, Teams, SMS (planned), mobile (add-on), Slack, and intranet. Content centralized and distributed intelligently.	Supports publishing to multiple channels but less native automation or orchestration across them. Often requires manual coordination or custom development.

Category	Enhance SharePoint with Cerkl Broadcast	Replace SharePoint with Unily
AI	Embedded AI for content recommendations, send-time optimization, predictive engagement, and generative content tools. Focused on assisted and augmented intelligence.	Uses AI for search optimization, content suggestions, and personalization. Stronger on intranet UX but less actionable intelligence for communicators.
Integration with Microsoft Office	Deep integration with SharePoint, Teams, and Outlook. Enhances—not replaces—existing Microsoft 365 stack.	Strong integration with Microsoft 365. Unily is built to complement the Microsoft ecosystem but still involves platform migration and retraining.
Analytics	Real-time engagement analytics by audience segment, role, geography, and channel. AI-driven insights and communication scorecards.	Offers dashboards for intranet usage and search behavior. Limited insight into cross-channel communication performance.
Support	24/7 Enterprise Support for critical issues. High CSAT (99%). Support includes onboarding, content strategy, and ongoing optimization.	Business hours support (with upgrade options). Focus is more on platform performance than communication effectiveness.
Pricing	Flat annual fee includes unlimited users, emails, templates, segments, and analytics. Mobile app is a 20% add-on.	Tiered pricing based on number of users and features. Requires full intranet migration. Add-ons include advanced analytics and mobile support.

See the conversation for yourself:

<https://chatgpt.com/share/680a4aa1-a434-8004-928c-8bf20b08ca5f>

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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