

# Workvivo 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:

- Cerkl Broadcast **amplifies** your Microsoft investment rather than replacing it.
- It provides **enterprise-grade email, AI personalization, and deep audience segmentation** that Workvivo lacks.
- If your goal is **strategic, data-driven communication** across all channels—including SharePoint—Cerkl Broadcast fits seamlessly.
- Workvivo is better suited for **culture-building** and **social interaction**, not precision communication or channel orchestration.

If you want to **engage and understand employees** while maximizing your existing Microsoft stack, Cerkl Broadcast is the smarter and more scalable choice.”

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

Category	Enhance SharePoint with Cerkl Broadcast	Replace SharePoint with Workvivo
Audience Management	Deep integration with people data systems (Workday, SAP, AD, etc.); dynamic segments; access to custom attributes for targeting.	Limited segmentation; attributes available through basic HRIS sync or manual input. Stronger on engagement features than segmentation sophistication.
Email	Enterprise-grade email engine; unlimited sends, advanced targeting, translations, A/B testing, personalization, and analytics.	Basic email notifications for platform activity; not a true email engine. Email is secondary to app-based engagement.
Omni-channel Communication	Fully supports email, Teams, Slack, SharePoint, SMS (upcoming), mobile app (optional), and intranet integration.	Focus on web/mobile app experience; integrations with Teams and Slack exist but email is limited.

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AI	Built-in AI for personalization, content recommendations, engagement insights, and smart newsletter curation (News Digests).	Limited AI capabilities; content suggestions are manual or social feed-based. Lacks predictive and behavioral AI.
Integration with Microsoft Office	Native support and extension of SharePoint, Outlook, Teams; Cerkl layers insights and delivery over existing Microsoft stack.	Can integrate with Microsoft tools, but replaces SharePoint rather than enhancing it; may cause redundancy/conflict.
Analytics	Robust analytics on audience engagement by segment, channel, and content; AI-powered insights into behavior and content effectiveness.	High-level engagement metrics (likes, comments, etc.); less focused on actionable insights for communicators.
Support	Tiered 24/7 support (for Enterprise), with SLAs as low as 30-minute response, 5-hour resolution. CSAT 99%.	Standard support with response delays depending on region and plan; support quality varies.
Pricing	Transparent, modular: includes unlimited emails, segments, templates, and analytics. Mobile app is a 20% add-on.	Pricing based on number of users and modules (e.g., recognition, surveys); higher total cost when replacing intranet.

See the conversation for yourself:

<https://chatgpt.com/share/680a4a4e-6d58-8004-bbf2-b26a7ea1b0d0>

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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