

Happeo 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:

- **Strategic leverage:** Keep your existing SharePoint investment while vastly improving internal communication and engagement.
- **Email and Omni-channel Strength:** Cerkl Broadcast gives your comms team enterprise-grade tools Happeo simply doesn't provide.
- **Microsoft-first environment:** Cerkl was designed to work with, not replace, Microsoft tools.
- **Better ROI:** Lower total cost of ownership, especially for large orgs, with significantly more communication power.

Ideal Use Case: If the goal is to modernize communication **without displacing your Microsoft ecosystem**, Cerkl Broadcast + SharePoint is the winning combination.”

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

Category	Enhance SharePoint with Cerkl Broadcast	Replace SharePoint with Happeo
Audience Management	Deep integration with people data systems (e.g., AD, Workday, SAP); allows dynamic segments and rule-based targeting using any synced attribute.	Limited audience segmentation; relies heavily on Google Workspace groups; less robust dynamic targeting.
Email	Enterprise-grade email functionality: personalization, targeting, translations, A/B testing, advanced analytics. High throughput for global sends.	No native broadcast email tool; email relies on integrations (e.g., Gmail) with limited IC-specific functionality.
Omni-channel Communication	True omni-channel: Email, SharePoint, Teams, Intranet, Slack, and optional Mobile. Spouse/family comms supported for deskless workers.	Primarily social intranet with Google Workspace & Slack integrations; no native email or Teams publishing.

Category	Enhance SharePoint with Cerkl Broadcast	Replace SharePoint with Happeo
AI	Built-in AI for personalization, engagement insights, content scoring, optimal send times. Tailored for IC.	No dedicated IC-focused AI; limited to Google's AI enhancements in search/navigation.
Integration with Microsoft Office	Seamless: deep integration with SharePoint, Teams, Outlook, and Active Directory.	No Microsoft Office support; built for Google Workspace.
Analytics	Enterprise analytics suite: channel engagement, audience insights, campaign performance, predictive analytics.	Basic analytics: page views, user activity, search terms. Lacks campaign and behavioral insights.
Support	99% CSAT, 24/7 Enterprise support for Severity 1, standard SLAs for other tiers.	Standard support via email and chat; limited escalation options.
Pricing	Flat fee model includes unlimited platform users, email sends, API calls. Add-on for mobile app (~20%).	Tiered per-user pricing. Add-ons for advanced analytics, integrations, and premium support.

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. <i>P.S. We're the most transparent, lowest pressure software company you'll ever talk to.</i>
--	---