

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?

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>
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