COMPETITIVE BATTLECARD

Xoxoday Loyalife vs. Poket

Evaluating Poket and Xoxoday Loyalife? Here is where the two platforms differ, and what that means for your program as it grows across brands, markets, and audiences.

About Loyalife — Loyalife is an AI-powered, end-to-end loyalty management platform designed for enterprises aiming to create, manage, and scale omnichannel customer, channel, and influencer loyalty programs. It offers flexible configurations, CRM integrations, and supports both transactional and behavioral rewards. With a global rewards marketplace featuring over 10 million options across 30+ categories, Loyalife ensures diverse redemption choices.

Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Loyalife apart.

1

True Global Infrastructure

150+ countries, multi-currency, purchase parity, 50+ languages, local tax governance, and flexible data residency across cloud and on-premise.

2

Value for Money & Lower TCO

Best-price catalog with no hidden markups. On Generation and On Redemption billing models to match how finance teams operate.

3

Extensive Catalog

10M+ reward options across 30+ categories in 150+ countries, with no middlemen.

4

Amazon Partnership

Direct redemption on Amazon in select markets. Recipients shop on Amazon's own website.

5

One Platform for Every Loyalty Use Case

Customer, channel, and influencer loyalty, plus coalition programs, without stitching together multiple vendors.

6

Built-In Enterprise Controls

Role-based access, budget thresholds, maker-checker workflows, a reward rule engine, and country-level controls. SOC 2 certified and GDPR compliant.

7

AI Copilot Across the Platform

Reward recommendations, program optimization, and analytics built into the product.

8

Deployment Flexibility

SaaS admin portal, REST APIs, white-labeled storefront, SDKs, or iFrames. No-code self-serve or full API control.

9

250+ Integrations

Rewards triggered from Slack, MS Teams, Salesforce, HubSpot, SAP, Workday, and more.

10

Professional Services

Onboarding consulting, a dedicated CSM, structured MBRs and QBRs, and AI-powered 24/7 support across time zones.

How Loyalife Addresses Feature Gaps with Poket

Poket is a capable, accessible loyalty platform for retail, food and beverage, and hospitality merchants, with published self-serve plans, a free trial, and native Shopify and WooCommerce integrations. The differences show up when a program needs to scale across many countries, serve channel, influencer, and coalition audiences, and connect to a deep global rewards marketplace with enterprise governance. Loyalife is built for enterprise programs; a single-store business that wants a low-cost, self-serve starter plan may find a lighter tool a better fit.

1. Loyalty Programs

This matters because enterprise programs often span multiple audiences, brands, and channels, not one standard customer rewards setup.

Feature	Poket	Xoxoday Loyalife
Customer loyalty	Points, cashback, VIP tiers, and paid memberships for stores and online	**Points, tiers, and memberships across in-store, online, and app journeys**
Multi-brand loyalty	Not publicly documented	**Cross-brand orchestration with custom rules and rewards across brand portfolios**
Channel loyalty	Supports indirect channels such as FMCG and distributor networks	**End-to-end channel loyalty with training, events, referrals, and invoice and QR earning**
Influencer loyalty	Not publicly documented	**WhatsApp-led influencer loyalty with invoice and QR-based earning flows**
Coalition programs	Not publicly documented	**Coalition loyalty with unified wallets and partner-specific earn and burn logic**

2. Member Management

This matters because loyalty performance depends on unifying member identity, consented data, and live behavioral signals.

Feature	Poket	Xoxoday Loyalife
Member profiles	Built-in CRM with customer data and dashboards	**Unified profiles across channels, behaviors, and preferences**
Data capture	Customer feedback collection programs	**Consent-led capture through surveys, forms, gamification, invoices, and QR scans**
Data governance	Not publicly documented	**Encrypted PII flows and role-based access. SOC 2 certified and GDPR compliant**

3. Member Engagement

This matters because teams need flexible rules and repeatable engagement mechanics without heavy engineering reliance.

Feature	Poket	Xoxoday Loyalife
Rule engine	Program configuration within plan types	**No-code rule engine with approvals, version history, and rule groups**
Tiers	3-tier VIP on Premier, up to 5 tiers on Prime	**Unlimited custom tiers with configurable benefits and tier-wise analytics**
Campaigns	Targeted marketing automation via push and SMS	**No-code omnichannel journey builder for targeted campaigns**
Gamification	Gamification included	**Leaderboards, milestones, instant wins, and progress tracking**
Referrals	Referral program on Premier plan and above	**Single and multi-tier referral programs**

4. Rewards

This matters because programs need earning and reward mechanics that work for customers, partners, and influencers alike.

Feature	Poket	Xoxoday Loyalife
Points and cashback	Points and cashback supported	**Points-based earning and redemption across member interactions**
Vouchers and catalog	6 e-voucher types; gift vouchers on Prime	**10M+ options across 30+ categories in 150+ countries**
Digital wallet	Not publicly documented	**Omnichannel wallet for points, digital cards, and custom currencies**
Scan and claim rewards	Not publicly documented	**Scan-to-earn via QR and OCR-based invoice rewards**

5. AI Personalization

This matters because modern programs need intelligent interventions, not just static campaigns.

Feature	Poket	Xoxoday Loyalife
AI capabilities	Positioned as AI-powered; specifics not publicly documented	**Churn prediction, smart nudges, and personalized reward recommendations**
Geofencing	Not publicly documented	**Location-aware offers and check-in rewards**
Receipt scanning	Not publicly documented	**OCR receipt scanning with fraud checks**

6. Fraud & Risk

This matters because enterprise programs need traceability and approvals to reduce misuse and compliance risk.

Feature	Poket	Xoxoday Loyalife
Maker-checker workflows	Not publicly documented	**Multi-level approval on critical changes**
Audit trails	Not publicly documented	**Full audit trails across activity, changes, and approvals**
Role-based access	Not publicly documented	**Granular role-based access by module**

Beyond the Platform — What You Get When You Choose Loyalife

When you go live with Loyalife, you get dedicated implementation engineers, structured launch support, promotion kits, and adoption workshops, so your program launches with momentum.

After launch, your Customer Success Manager works to move the metrics that matter, backed by monthly and quarterly business reviews. When your teams need help, an AI-powered 24/7 bot and a global support team cover every time zone.

The longer you use Loyalife, the smarter, more automated, and more impactful your loyalty programs become.

Pricing and feature claims reflect information publicly available as of the publish date and may change. Readers should verify current details on the competitor's site.