

Xoxoday Loyalife vs. Salesforce Loyalty Management

If you're evaluating Salesforce Loyalty Management and Xoxoday Loyalife, this page walks you through where the platforms diverge - and why it matters for your program at scale.

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TRUSTED BY ENTERPRISES RUNNING LOYALTY PROGRAMS ACROSS 100+ COUNTRIES



WHY XOXODAY

Why Companies Choose Xoxoday

Ten capabilities that Salesforce Loyalty Management doesn't offer - and that enterprise loyalty programs can't afford to go without.

1

True Global Infrastructure

100+ countries, multi-currency, purchase parity, 50+ languages, local tax governance, and flexible data residency across public, private, and on-premise clouds.

2

Value for Money & Lower TCO

Best-price catalog with no hidden markups. On Generation and On Redemption billing models to match how your finance team operates.

3

Extensive Catalog

30+ categories across 100+ countries - gift cards, prepaid cards, flights, hotels, experiences, lounges, air miles, charity, mobile top-ups, wellness, and custom rewards. No middlemen.

4

Amazon Partnership

Direct redemption on Amazon in the US, UK, India, Spain, and Germany. Recipients shop on Amazon's actual website. No other rewards platform offers this.

5

One Platform for Every Reward Use Case

Employee rewards, consumer promotions, channel incentives, survey rewards, instant payouts, and loyalty programs - without stitching together multiple vendors.

6

Built-In Enterprise-Grade Controls

Role-based access, budget thresholds, maker-checker workflows, reward rule engine, country-level controls, and approval schedules - built for 50,000+ employee enterprises.

7

AI Copilot Across the Platform

AI-powered reward recommendations, program optimization, insights and analytics, and automation built into the product - not bolted on.

8

Unmatched Deployment Flexibility

SaaS Admin Portal, REST APIs, SSO-based white-labeled storefront, SDKs, or iFrames. No-code self-serve or full API control - both supported in one platform.

9

250+ Integrations

Rewards triggered from MS Teams, Slack, Google Workspace, Workday, SAP, ADP, Darwinbox, HubSpot, Jira, and Zendesk.

10

Professional Services

Full onboarding consulting and project management. Dedicated CSM, structured MBRs & QBRs, and AI-powered 24/7/365 support across geographies and time zones.

FEATURE COMPARISON

How Xoxoday Loyalife Addresses Feature Gaps with Salesforce Loyalty Management

Salesforce Loyalty Management covers the core rule and program configuration enterprises expect, but evaluators consistently find gaps in rewards marketplace depth, AI-powered personalization, and out-of-the-box integrations - areas where Loyalife is purpose-built to deliver.

Programs

Configuration & Earning

Redemption

Engagement & Gamification

Reporting & Workflow

Fraud & Integrations

Enterprise loyalty spans coalition, multi-brand, referral, and channel incentive use cases - not just a single retail program.

CATEGORY	SALESFORCE LOYALTY MANAGEMENT	XOXODAY LOYALIFE
Basic program	✓ Available	✓ Available
Coalition programs	✓ Available	✓ Available
Multi-brand program	✓ Available	✓ Available
Referral program	✓ Available	✓ Available
Paid program	✗	✓ Available
Channel incentive programs	✗	✓ Available

** All comparisons are based on open-source data

BEYOND THE PLATFORM

Beyond the Platform - What You Get When You Choose Loyalife

Salesforce gets you a CRM add-on. Loyalife gets you to scale.

When you go live with Loyalife, you don't just get a platform. You get dedicated Implementation Engineers, structured launch support, promotion kits, and adoption workshops - everything needed to ensure your program lands with momentum, not a quiet rollout that fades in two weeks.

Post-launch, your Customer Success Manager works actively to move the metrics that matter - from tracking adoption rates and recognition frequency to running targeted engagement campaigns. Regular Monthly and Quarterly Business Reviews keep your program on track and continuously optimized. And when your teams need support, our AI-powered 24/7 bot ensures help is always available - backed by a global support team operating across time zones.

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

CUSTOMER STORIES

Real results from teams running enterprise loyalty programs

Leading banks, energy companies, and travel platforms rely on Xoxoday Loyalife to run scalable loyalty programs with greater control and visibility.