

Xoxoday Loyalife vs. Stamped

Stamped pairs loyalty, reviews, and lifecycle tools for Shopify brands. If you need an enterprise loyalty program for customers, channel partners, and influencers across countries, here is where the two diverge.

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

A Full Loyalty Program Platform
Persistent points, tiers, wallets, and member profiles, not a campaign that ends on a draw date.

2

Every Audience in One Place
Customer, channel, influencer, and coalition loyalty on one platform, including WhatsApp-led, QR, and invoice-based earning.

3

True Global Infrastructure
150+ countries, 50+ currencies, 50+ languages, purchase parity, local tax governance, and flexible data residency.

4

Owned Rewards Marketplace
10M+ rewards across 30+ categories in 150+ countries, with no middlemen.

5

Amazon Partnership
Direct redemption on Amazon in the US, UK, India, Spain, and Germany.

6

Value for Money and Lower TCO
Best-price catalog with no hidden markups. On Generation and On Redemption billing models.

7

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

8

AI Across the Platform
Reward recommendations, churn prediction, smart nudges, and plain-English analytics.

9

Flexible Deployment
SaaS admin portal, REST APIs, SDKs, iFrames, or a white-labeled storefront, with 250+ integrations.

10

Professional Services
A dedicated CSM, monthly and quarterly business reviews, and AI-powered 24/7 support across time zones.

How Loyalife Addresses Feature Gaps with Stamped

Stamped is a capable ecommerce growth suite. It combines points, VIP tiers, and referrals with product reviews, photo and video UGC, Q&A, Google Shopping syndication, and lifecycle automation, with integrations for Shopify, Klaviyo, and Gorgias. Gaps emerge when a brand needs loyalty beyond a single online store: channel partner and influencer programs, coalition and multi-brand orchestration, a global rewards marketplace, and enterprise governance across countries and currencies. Loyalife is built for that operating layer. It does not include native product-review collection or syndication, so a Shopify brand whose priority is on-site reviews tied to a points program may find Stamped the faster fit.

1. Loyalty Programs

This matters because enterprise loyalty programs span customers, partners, and influencers, not a single online store.

Feature	Stamped	Xoxoday Loyalife
Program models	Points, VIP tiers, and referral programs for online stores	Points, tiers, referral, scan, claim, and UGC-based programs
Enterprise multi-brand loyalty	Not publicly documented	Cross-brand orchestration with custom rules and rewards across brand portfolios
Channel loyalty	Not publicly documented	End-to-end channel loyalty for partners with training, events, and referrals
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 retention depends on knowing each member across time and channels.

Feature	Stamped	Xoxoday Loyalife
Member profiles	Customer records tied to store orders and review activity	Unified 360° profiles across channels, behaviors, preferences, and engagement signals
Data synchronization	Integrates with Shopify, Klaviyo, and Gorgias	Real-time member data sync through APIs and scheduled bulk uploads
First-party data capture	Order, review, and signup actions	Consent-led capture through surveys, forms, gamification, invoices, and QR scans
Data governance	Not publicly documented	Encrypted PII flows, role-based access, SOC 2 certified, and GDPR compliant

3. Member Engagement

This matters because rules and tiers keep members coming back after the first reward.

Feature	Stamped	Xoxoday Loyalife
Rule engine	Configurable earning actions such as reviews, social follows, birthdays, and signups	No-code rule engine with approvals, version history, rule groups, and custom-attribute logic
Tiers	VIP tiers with earn multipliers, early access, and exclusive discounts	Unlimited custom tiers with configurable benefits, progression logic, and tier-wise analytics
Segmentation	Not publicly documented	Dynamic and static segmentation for flexible member targeting
Campaign builder	Lifecycle flow templates for email and SMS	No-code omnichannel journey builder for targeted campaigns and communications

Feature	Stamped	Xoxoday Loyalfire
Gamification	Not publicly documented	Real-time gamification with leaderboards, milestones, instant wins, and progress tracking
Referral engine	Referral program with rewards for the referrer and the friend	Single and multi-tier referral programs to drive acquisition and advocacy

4. Reviews & UGC

This matters because social proof drives conversion, and rewarding user content ties it back to loyalty.

Feature	Stamped	Xoxoday Loyalfire
Review collection	Email and SMS review requests with photo and video reviews	UGC-based earning for content submissions and claims. Native review collection is not offered
Q&A and display	Q&A, product-page widgets, carousels, and badges in around 30 languages	Not a native capability
Syndication	Google Shopping and search snippets, plus Bazaarvoice syndication	Not a native capability
Review-triggered rewards	Points for reviews, photo reviews, and video reviews	Rule-based rewards for approved UGC and claim submissions

5. Partners & Promotions

This matters because trade partners earn through invoices, apps, and WhatsApp, not storefront orders.

Feature	Stamped	Xoxoday Loyalfire
Embeddable experience	Widgets and a rewards panel on the online store	SDKs, iFrames, and a white-labeled storefront alongside no-code admin
Mobile app	Not publicly documented	White-labeled mobile app for points, invoices, schemes, referrals, and nudges
WhatsApp bot	Not publicly documented	Conversational WhatsApp bot for onboarding, earning, redemption, and updates
Claims management	Not publicly documented	Invoice-based claims management with approvals, visibility, and audit trails

6. Rewards

This matters because members need rewards that accumulate and redeem across contexts.

Feature	Stamped	Xoxoday Loyalfire
Redemption types	Percentage or fixed discounts, free shipping, and specific products	Points-based earning and redemption with an omnichannel digital wallet
Reward mechanics	Discounts applied at store checkout	Physical cards, scan-to-earn, location-based, claim-based, and UGC-based rewards

7. Redemption Marketplace

This matters because reward choice and fulfillment control drive redemption quality.

Feature	Stamped	Xoxoday Loyalfire
Rewards catalog	Not publicly documented	Owned marketplace with 10M+ rewards across 30+ categories

Feature	Stamped	Xoxoday Loyalfire
Amazon redemption	Not publicly documented	Direct Amazon redemption in the US, UK, India, Spain, and Germany
Currency-adjusted rewards	Not publicly documented	Rewards aligned to local purchasing power across geographies

8. AI Personalization

This matters because static campaigns lose to timely, relevant interventions.

Feature	Stamped	Xoxoday Loyalfire
AI insights	AI sentiment analysis on reviews	Churn prediction using transactional and engagement signals for targeted retention
Smart nudges	Next-order timing in lifecycle flows	Smart nudges optimized by timing, channel, and next-best action
Personalized recommendations	Not publicly documented	Reward and offer recommendations based on profile, context, and look-alike behavior

9. Reports & Insights

This matters because loyalty teams need ROI visibility without waiting on analysts.

Feature	Stamped	Xoxoday Loyalfire
Analytics dashboard	Loyalty analytics and revenue attribution for referrals	Real-time dashboards with configurable visualizations and slice-and-dice analysis
Report library	Not publicly documented	Comprehensive, customizable report library across core loyalty data sets
AI-powered analytics	Not publicly documented	Plain-English analytics for KPI snapshots, trend analysis, and root-cause drill-downs

10. Fraud & Risk

This matters because leakage grows with program scale and payout value.

Feature	Stamped	Xoxoday Loyalfire
Entry and action verification	Not publicly documented	OCR-based invoice and receipt checks with fraud controls on accrual
Anomaly detection	Not publicly documented	Threshold-based anomaly detection for suspicious accrual and redemption activity
Audit trails	Not publicly documented	Full audit trails across system activity, changes, and approvals
Approvals and access	Not publicly documented	Maker-checker workflows and granular role-based access

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 instead of fading in two weeks.

After launch, your Customer Success Manager tracks the metrics that matter and runs targeted engagement campaigns. Monthly and quarterly business reviews keep the program optimized, and our AI-powered 24/7 support is backed by a global team across time zones.

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

Feature claims reflect information publicly available as of the publish date and may change. Please verify current details on the competitor's site.

Xoxoday

www.xoxoday.com | hello@xoxoday.com © 2026 Xoxoday