

Xoxoday Loyalife vs. Tada

If you're evaluating Tada and Xoxoday Loyalife, this document walks you through where the platforms diverge and why it matters for your program at scale.

About Xoxoday 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, seamless 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

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

8

Unmatched Deployment Flexibility

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

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, Salesforce, 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.

How Loyalife Addresses Feature Gaps with Tada

Tada is a capable loyalty platform with a strong track record in Southeast Asia - particularly for customer and basic channel loyalty in Indonesia and the Philippines. However, gaps emerge when enterprises need deeper program versatility, broader audience coverage (influencer, coalition), global reward infrastructure, advanced AI-driven personalization, and tighter governance controls at scale. Loyalife is built to address these gaps across the full loyalty operating layer.

1. Loyalty Programs

Enterprise loyalty programs often span multiple audiences, channels, and business models. The platform needs to support more than a single standard customer rewards setup.

Feature	Tada	Xoxoday Loyalife
Enterprise multi-brand loyalty	Not available	Cross-brand loyalty orchestration, custom rules per brand portfolio
Omnichannel loyalty	Omnichannel journeys across online and offline channels supported	Unified in-store, online, and app loyalty journeys on one platform
Channel loyalty	Channel partner and dealer incentive programs supported	End-to-end channel loyalty with partner training, events, and referrals
Influencer loyalty	Not available	WhatsApp-led influencer loyalty with invoice and QR-based earning
Coalition programs	Not available	Coalition loyalty with unified wallets and partner-specific earn and burn logic

2. Member Management

Loyalty performance depends on how well the platform unifies member identity, consented data, and live behavioral signals across systems.

Feature	Tada	Xoxoday Loyalife
360° member profiles	Member dashboard with transaction and engagement tracking	Unified member profiles across channels, behaviors, preferences, and engagement signals
Real-time data synchronization	API-based integration with third-party systems	Real-time sync via APIs and scheduled bulk uploads
Inbuilt zero & first-party data acquisition	Survey and quiz-based data collection available	Consent-led data capture via surveys, forms, gamification, invoices, and QR scans
Protected PII with governance	Security and backup standards maintained; governance controls not available	Encrypted PII flows, role-based access, enterprise compliance controls

3. Member Engagement

Loyalty programs need flexible rules, dynamic targeting, and repeatable engagement mechanics manageable without heavy engineering reliance.

Feature	Tada	Xoxoday Loyalife
Self-serve Rule Engine	Dashboard-based rule configuration; version history and approval workflows not supported	No-code rule engine with approvals, version history, rule groups, custom-attribute logic
Segmentation	Basic segmentation for targeted campaigns	Dynamic and static segmentation for flexible member targeting
Tiers	Membership tier system with configurable benefits	Unlimited custom tiers with configurable benefits, progression logic, tier-wise analytics
Campaign builder	Campaign management via Insights by Tada portal; push, email, SMS supported	No-code omnichannel journey builder for targeted campaigns and communications
Promotions	Promotional settings configurable via dashboard	API-first promotions engine for rule-based coupons, discounts, and offers
Gamification	Quizzes, daily check-ins, surveys, and point-earning activities supported	Real-time gamification with leaderboards, milestones, instant wins, and progress tracking
Referral engine	Member Get Member, Member Get Leads, and Reseller Program referral options	Single and multi-tier referral programs for acquisition and advocacy

4. Partners & Promotions

Execution layers - apps, WhatsApp journeys, QR workflows, claims - define how well the loyalty program reaches front-line partners and influencers.

Feature	Tada	Xoxoday Loyalife
Mobile app	White-labeled app (TADA App) available for iOS and Android	White-labeled mobile app for points, invoices, schemes, referrals, and nudges

Feature	Tada	Xoxoday Loyallife
WhatsApp bot	Referral sharing via WhatsApp supported; conversational loyalty bot not supported	Conversational WhatsApp bot for onboarding, earning, redemption, and updates
QR-code generator	Not available	Scalable QR-code generation with geo, timestamp, and scan-level tracking
Claims management	Receipt/OCR-based snap & earn available; structured approval workflows not supported	Invoice-based claims management with approvals, visibility, and audit trails
Scheme management	Not available	In-app scheme management for campaign banners and partner communication

5. Rewards

Loyalty programs need flexible earning and reward mechanics that work across all personas - customers, channel partners, and influencers.

Feature	Tada	Xoxoday Loyallife
Points	Points-based accrual and redemption with flexible conversion settings	Points-based earning and redemption across member interactions
Cards	Digital loyalty card management; physical card infrastructure not available	Physical cards with unique IDs and card-level analytics
Digital wallet	Digital wallet via TADA App for points and vouchers	Omnichannel digital wallet for points, digital cards, and custom currencies
Location-based rewards	Not available	Location-based rewards for geofence entry, event check-ins, and in-store actions
Scan-based rewards	AI-powered Snap Receipt & OCR for receipt-based earning	Scan-to-earn via receipts and product packaging QR codes
Claim-based rewards	Receipt scan with duplicate and modified receipt detection	OCR-based invoice rewards converting eligible spend into points
UGC-based rewards	Not available	Verified UGC and training-based rewards for demos, installs, and completions

6. Redemption Marketplace

Reward breadth, fulfillment control, and regional relevance directly shape redemption quality and long-term engagement.

Feature	Tada	Xoxoday Loyallife
Owned Catalog Infrastructure	Catalog available; relies on third-party fulfillment partners for global options	Owned marketplace infrastructure with direct catalog and fulfillment control
20+ Reward Categories	F&B, shopping, hospitality, e-wallets, home appliances, gold bars, donations available; full category count not disclosed	20+ categories: gift cards, travel, merchandise, utilities, gaming, charity, and more

Feature	Tada	Xoxoday Loyalfire
10M+ Global Rewards	1,000+ reward options documented across Indonesia and select markets	10M+ rewards across brands, merchandise, travel, charity, and swag globally
Amazon for Business Integration	Not available	Direct Amazon redemption in US, UK, India, Spain, and Germany
Currency-Adjusted Rewards	Multi-currency support available; purchasing power parity adjustments not available	Currency-adjusted rewards aligned to local purchasing power per geography
Cash / Prepaid Card Options	E-wallet cashout options available in select markets	Cash and prepaid reward options for deskless and blue-collar workforces
Custom branded store / Swag	Not available	Branded swag stores with end-to-end merchandise design and fulfillment

7. AI-Powered Hyper-Personalization

Modern loyalty programs need intelligent interventions - not just static campaigns - to improve retention, conversion, and reward relevance.

Feature	Tada	Xoxoday Loyalfire
Churn prediction	ML-based subscriber behavior and revenue analytics available	Churn prediction using transactional and engagement signals
Smart nudges	Push notifications and SMS-based engagement triggers available	Smart nudges optimized by timing, channel, and next-best action
Personalized recommendations	Basic personalization based on member profile and membership tier	Reward and offer recommendations based on profile, context, and look-alike behavior
Geofencing	Not available	Geofencing for location-aware offers and check-in assistance
Receipt scanning	AI-powered OCR with duplicate and modified receipt fraud detection	OCR-based receipt scanning with fraud checks and automated spend capture

8. Reports & Insights

Loyalty teams need visibility into program performance, member behavior, liabilities, and trends without depending on analysts.

Feature	Tada	Xoxoday Loyalfire
Real-time analytics dashboard	Real-time ROI and engagement dashboard via Insights by Tada	Real-time analytics dashboards with configurable visualizations and slice-and-dice analysis
Comprehensive report library & customizable reports	Standard reporting on transactions, memberships, and campaign performance	Comprehensive report library with customizable reporting across core loyalty data sets

Feature	Tada	Xoxoday Loyalife
AI-powered analytics	ML-based demographic and behavior analytics; natural-language querying not supported	Plain-English analytics for KPI snapshots, trend analysis, and root-cause drill-downs
Access control & management	Admin-level access controls; granular report-level permission management not available	Org-level report access controls for secure creation, viewing, and downloads

9. Fraud & Risk Management

Enterprise loyalty programs need traceability, approvals, and security controls to reduce misuse, operational errors, and compliance risk.

Feature	Tada	Xoxoday Loyalife
Anomaly detection	Fraud prevention for reward payments; threshold-based accrual anomaly detection not available	Threshold-based anomaly detection for suspicious accrual and redemption activity
Maker-checker workflows	Not available	Maker-checker workflows for multi-level approval on critical changes
Audit trails	Transaction and reward usage records maintained in dashboard	Full audit trails across system activity, changes, and approvals
Role-based access	Admin and operator-level role separation via TADA Partner App	Granular role-based access to protect data and restrict module control
Additional security settings	Standard security and server backup controls; session and password policy configuration not available	Configurable account deactivation, password, and session security controls

Beyond the Platform - What You Get When You Choose Loyalife

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.

