

Xoxoday Loyalife vs. Thriwe

Thriwe is built to deliver travel and lifestyle benefits through bank and enterprise programs. Xoxoday Loyalife is a full loyalty platform that runs customer, channel, and influencer programs, with a 10M+ option rewards marketplace behind them.

About Loyalife — Loyalife is an AI-powered, end-to-end loyalty management platform for enterprises to create, manage, and scale omnichannel customer, channel, and influencer loyalty programs. It combines flexible configuration, CRM integrations, transactional and behavioral rewards, and a global rewards marketplace of 10M+ options across 30+ categories.

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 to match how your finance team works.

3

Extensive Rewards Catalog
10M+ options across 30+ categories: gift cards, prepaid cards, flights, hotels, experiences, lounges, air miles, charity, mobile top-ups, and custom rewards.

4

Amazon Partnership
Direct redemption on Amazon in the US, UK, India, Spain, and Germany, so members shop on Amazon's own site.

5

One Platform, Every Loyalty Audience
Customer, channel, influencer, and coalition loyalty on one platform, not separate tools.

6

Built-In Enterprise Controls
Role-based access, budget thresholds, maker-checker workflows, a reward rule engine, country-level controls, and approval schedules.

7

AI Across the Platform
Reward recommendations, churn prediction, smart nudges, and program insights built into the product.

8

Deployment Flexibility
Admin portal, REST APIs, white-labeled storefront, SDKs, or iFrames. No-code self-serve or full API control.

9

250+ Integrations
Rewards triggered from CRM, HRMS, collaboration, and support tools such as Salesforce, HubSpot, Workday, SAP, Slack, and MS Teams.

10

Professional Services
Onboarding consulting, a dedicated CSM, structured MBRs and QBRs, and AI-powered 24/7 support.

How Loyalife Addresses Feature Gaps with Thriwe

Thriwe is a strong benefits-delivery specialist. It offers travel, dining, sports, healthcare, lifestyle, and digital benefits across six categories, with 120+ countries of reach and a network of 400K+ touchpoints. Gaps tend to appear as programs grow beyond benefits delivery into multi-audience loyalty, owned catalog breadth, and self-serve program control. This is where Loyalife is built to help.

1. Loyalty Programs

This matters because enterprise loyalty spans customers, partners, and influencers, not only cardholders.

Feature	Thriwe	Xoxoday Loyalife
Points-based earn and burn	Available via the SURGE platform	Points earning and redemption across every member interaction.
Tiered programs	Available	Unlimited custom tiers with configurable benefits, progression logic, and tier-wise analytics.
Channel and partner loyalty	Available (customer and channel partner programs)	End-to-end channel loyalty with training, events, and referrals.
Influencer loyalty	Not publicly documented	WhatsApp-led influencer loyalty with invoice and QR-based earning.
Membership and subscription models	Available	Membership-linked tiers and benefits inside the loyalty engine.

2. Benefits & Rewards Catalog

This matters because members redeem more when the catalog matches what they actually want.

Feature	Thriwe	Xoxoday Loyalife
Travel, dining, sports, health, lifestyle, digital benefits	Available, in six dedicated benefit categories	Available through the catalog: flights, hotels, experiences, lounges, wellness, and more.
Airport and concierge-style experiences	Core strength: lounges, transfers, meet and greet, airport dining	Lounges and travel experiences delivered as catalog rewards.
Gift cards and vouchers	Available	10M+ options across 30+ categories and 150+ countries.
Direct Amazon redemption	Not publicly documented	US, UK, India, Spain, and Germany.

3. Member Engagement

This matters because loyalty teams need to launch and change campaigns without waiting on engineering.

Feature	Thriwe	Xoxoday Loyalife
WhatsApp, QR, and email engagement	Available	Conversational WhatsApp bot for onboarding, earning, redemption, and updates.
Branded apps and microsites	Available	White-labeled storefront, SDKs, and iFrames.
Self-serve rule engine	Not publicly documented	No-code rule engine with approvals, version history, and rule groups.
Gamification and referrals	Not publicly documented	Leaderboards, milestones, instant wins, and single and multi-tier referrals.
Scan and invoice-based earning	Not publicly documented	Scan-to-earn via QR and OCR-based invoice rewards.

4. Global Reach & Deployment

This matters because multi-country programs need local currency, language, and compliance from day one.

Feature	Thriwe	Xoxoday Loyalife
Country coverage	120+ countries	150+ countries.
Multi-currency and purchase parity	Not publicly documented	Multi-currency with purchase parity and local tax governance.
Languages	Not publicly documented	50+ languages.
Data residency and deployment options	Not publicly documented	Flexible residency across public, private, and on-premise cloud.
Integrations	Not publicly documented	250+ integrations.

5. Analytics, Security & Controls

This matters because enterprise programs need traceability and governance as they scale.

Feature	Thriwe	Xoxoday Loyalife
Analytics and insights	Available (customer behavior and trend analysis)	Reports and insights with churn prediction and tier-wise analytics.
Certifications	ISO 27001 and SOC 2 Type II	SOC 2 certified and GDPR compliant.
Maker-checker approvals	Not publicly documented	Multi-level approval on critical changes.
Role-based access and audit trails	Not publicly documented	Granular role-based access with full audit trails.

Beyond the Platform — What You Get When You Choose Loyalife

When you go live with Loyalife, you get more than a platform. Implementation engineers, structured launch support, and onboarding consulting help your program land with momentum.

After launch, your dedicated Customer Success Manager tracks adoption and engagement, with Monthly and Quarterly Business Reviews and AI-powered 24/7 support across time zones.

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

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