

FRESHWORKS · FIELD MARKETING

ABM & REFERRAL REWARDS

One platform. 19 currencies. Rewards that reach anywhere.

How Freshworks replaced fragmented local vendors and manual workflows with a single, Zapier-connected rewards engine - delivering localised digital gifts across the Middle East and APAC from one platform.

COMPANY PROFILE

INDUSTRY

SaaS / ITeS

HEADQUARTERS

San Mateo, USA

USE CASE

ABM & Referral Gifting

INTEGRATION

Zapier

REGIONS

MENA & APAC

CAPABILITIES USED

REWARDS & PAYOUTS

Xoxoday Plum - Global Rewards Platform

Reward Links and Reward Codes distributed across 19 currencies - gift cards, dining, travel, fashion, and prepaid options localised by recipient geography.

WORKFLOW AUTOMATION

Zapier Integration

Custom Zapier workflows connecting Xoxoday Plum to Freshworks' marketing and CRM stack - triggering reward sends automatically on campaign events, referrals, and meeting completions.

THE CHALLENGE

Local vendors, manual sends, and a rewards program that couldn't scale

Freshworks' Field Marketing team runs campaigns across the Middle East and APAC - ABM programs, referral drives, virtual event activations, and prospect meeting incentives. Rewarding participants in those markets meant managing local vendor relationships market by market, with currency conversion overhead, inconsistent lead times, and manual coordination at every step.

What the team needed was a single platform that could handle localisation automatically, connect to their existing tools without custom engineering, and let them configure and send a bundle of reward options to any geography in minutes.

THE SOLUTION

A Zapier-connected rewards engine, localised by design

Freshworks deployed Xoxoday Plum as its central reward distribution engine - using Reward Links and Reward Codes to deliver digital gifts to recipients across the Middle East and APAC. The integration with Zapier connected Plum directly to Freshworks' existing marketing and CRM workflows, enabling rewards to trigger automatically on campaign events.

- **Zapier integration** reward sends triggered automatically on referral completions, meeting bookings, and event registrations
- **Auto-localised reward catalog** landing pages surfaced gift options in the recipient's local currency and language, removing market-by-market vendor management
- **Reward Links and Reward Codes** flexible distribution modes matched to campaign type: unique links for CRM-integrated flows, codes for offline event participants
- **Custom landing pages with CTAs** branded reward experiences built per campaign, with calls-to-action that drove lead capture alongside redemption
- **Multi-geo catalog depth** recipients across 19 currencies chose from options across six reward categories

THE RESULTS

From manual vendor chaos to automated, localised gifting at scale

Freshworks distributed rewards across 19 currencies - covering markets including India, the UAE, Australia, Mexico, Brazil, Switzerland, the Philippines, and Nigeria - all from a single Xoxoday Plum account.

Active reward recipients grew more than six-fold as the program expanded from pilot campaigns to a consistent engine powering ABM, referral, and event incentive programs across the region. 35% of recipients engaged with the platform more than once.

35% Repeat engagement rate - recipients who redeemed more than once	19 Currencies covered from a single platform	+560% Growth in active reward recipients across the program
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THE CATALOG AND THE PLATFORM

"I loved the vast catalog and the reward options within Xoxoday, especially in SE Asia, MENA, and India. The platform is self-served, quick to set up, and easy to use."



Sandeep John
Head of Field Marketing, SE Asia - Freshworks

