

LEADING HEALTH & FITNESS PLATFORM · HEALTH & FITNESS | **CUSTOMER & EMPLOYEE REWARDS**

# \$5M+ in rewards distributed, **one platform, zero friction**

How a leading health & fitness platform scaled its activation, referral, and employee reward programs across 150,000+ reward links, all from a single Xoxoday Plum account.

### COMPANY PROFILE

|                                     |                               |   |                                   |
|-------------------------------------|-------------------------------|---|-----------------------------------|
| <b>INDUSTRY</b><br>Health & Fitness | <b>REGION</b><br>Asia Pacific | <b>USE CASES</b><br>Referral & Employee Rewards | <b>LINKS DISTRIBUTED</b><br>150K+ |
| <b>FULFILMENT RATE</b><br>99.99%    | <b>REWARD VALUE</b><br>\$5M+  |   |                                   |

### CAPABILITIES USED

**XOXODAY PLUM**

**Xoxo Links — on-redemption distribution**

Reward links triggered at activation, referral completion, and employee milestones. Recipients redeem instantly, no login required.

**XOXODAY PLUM**

**Multi-program reward management**

Activation, referral, and employee reward streams managed from a single account, with campaign-level tracking and real-time reporting.

### THE CHALLENGE

## Scaling three reward programs without scaling complexity

A leading integrated health and fitness platform operates at scale, millions of members across its fitness, nutrition, mental wellness, and healthcare verticals, supported by a sizeable internal workforce. Keeping these audiences motivated requires a constant, high-volume flow of rewards: activation incentives for new subscribers, referral rewards for growth, and recognition for employees.

Distributing rewards across three distinct programs from a fragmented setup created operational friction. The team needed a single, reliable engine that could issue reward links in high volumes, handle denomination flexibility, give finance real-time visibility, and keep recipients engaged without forcing them through a complicated redemption process. Expiry-

driven budget leakage was also a concern, with unused reward value not flowing back into the program.

#### THE SOLUTION

### One platform powering activation, referral, and employee rewards

The company partnered with Xoxoday Plum early on, and the relationship has grown consistently over the years. Plum's Xoxo Links became the reward distribution method of choice across all three programs, sent programmatically at the moment a customer activates, a referral converts, or an employee milestone is reached.

Denominations are structured around each use case, from smaller activation nudges to higher-value referral and employee rewards. The single-account model simplified operations, while Plum's catalog breadth ensured recipients could choose rewards that genuinely appealed to them.

- **Xoxo Links on the redemption module** recipients redeem instantly at the point of delivery, with no separate login or account required
- **No-expiry benefit** links issued without an expiry date, removing pressure on recipients and reducing reward wastage
- **175 campaign configurations** distinct reward setups across activation, referral, and employee programs, each tracked independently
- **Real-time reporting** finance teams access full redemption visibility without manual reconciliation
- **Cost optimisation** unredeemed and expired links generate savings back to the program budget, reported transparently

#### THE RESULTS

### \$5M+ distributed, with a 99.99% fulfilment rate

The platform distributed 150K+ reward links through Xoxoday Plum, totalling more than \$5M in reward value across referral and employee programs. Across 175 campaign configurations, the on-redemption module kept recipient friction low and fulfilment consistently high.

The program's scale grew steadily as confidence in the platform increased. What began as a single-use-case deployment expanded into a unified multi-program operation, all managed from one account, with campaign-level visibility for every reward distributed.

**\$5M+**

Total reward value distributed across all programs

**150K+**

Reward links distributed across referral & employee programs

**99.99%**

Fulfilment rate, fewer than five links went unfulfilled

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**Plum by Xoxoday**

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