

A LEADING PRIVATE BANK · BANKING & FINANCIAL SERVICES, INDIA

CUSTOMER LOYALTY

How a leading private bank engaged its Teens and Gen Z customers with curated offers

A leading Indian private sector bank partnered with Xoxoday Plum to launch two segment-specific, white-labeled offer microsites for its Teens and Gen Z savings customers - unlocking everyday lifestyle value without a heavy SSO integration.

COMPANY PROFILE

INDUSTRY

Banking & Financial Services

HEADQUARTERS

India

PROGRAM

Offers Marketplace

ACCESS MODEL

Campaign access code + mobile OTP

CAPABILITIES USED

ACCESS & SECURITY

Access Code + Mobile OTP Authentication

Campaign-level access codes generated from the Plum Admin dashboard, paired with mobile OTP verification - giving the bank controlled, secure customer access without building an SSO integration.

OFFERS MARKETPLACE

Curated Multi-Category Offer Catalog

A curated catalog of 24+ offers across 7 categories - entertainment, OTT, travel, food and dining, education, health and wellness, and productivity - with each segment's microsite carrying its own age-appropriate selection.

THE CHALLENGE

A young, benefits-driven audience needed more than a generic catalog

To strengthen two savings products built for younger customers, the bank set out to differentiate them on the everyday lifestyle value they unlock, not on banking features alone.

- **A young, benefits-driven audience** Teens and Gen Z customers judge a product on the value it unlocks day to day - a single generic catalog wouldn't reflect how each segment shops or set the products apart
- **Two distinct segments to serve** the bank needed separate, curated offer sets for its Teens and Gen Z audiences, presented as their own branded destinations rather than one shared catalog

- **Controlled access without SSO** the bank wanted to gate access to eligible customers with a simple, secure login, without taking on a heavy SSO integration
- **Operational simplicity** the bank did not want to own offer procurement, inventory, or code lifecycle management

THE SOLUTION

Two segment-specific, white-labeled microsites unlocked by a campaign-level access code

The bank used Xoxoday Plum's offers marketplace to launch two segment-specific, white-labeled microsites - one for its Teens savings product and one for Gen Z - each mapped to its own campaign and unlocked through a campaign-level access code.

- **Two segment-specific microsites** each microsite is a separate Plum campaign carrying the bank's branding, logo, and campaign banners, with a curated offer set matched to its audience
- **A curated, segment-matched catalog** the Gen Z microsite launched with 24 offers across 7 categories - entertainment, OTT, travel, food and dining, education, health and wellness, and productivity - while the Teens microsite carries a separately curated, age-appropriate set
- **Campaign-level access code entry** admins generate access codes directly from the Plum Admin dashboard and distribute them, with the microsite link, through the bank's own channels - codes are valid for one year, with no SSO required
- **Mobile OTP authentication** after entering a valid access code, customers verify with their mobile number and a one-time password - a secure login with no integration overhead
- **Fully managed offer lifecycle** Xoxoday handles offer procurement, inventory, dynamic code assignment on claim, activation, and expiry behind the scenes - each offer can be claimed once
- **Reporting and analytics** the bank tracks users per microsite, offer views and redemptions, campaign engagement, and usage trends through the Reports dashboard in Plum Admin

THE RESULTS

Two branded microsites live, ready to measure engagement post-launch

The program gives the bank two fully branded, curated destinations without any operational or integration overhead. With the microsites now live, engagement and redemption metrics will be tracked through the Plum Reports dashboard as the program rolls out to eligible customers.

- **Enhanced value proposition** segment-matched offers give the Teens and Gen Z savings products tangible, day-one lifestyle value beyond core banking features
- **Low-friction, secure access** access code plus mobile OTP let the bank go live without an SSO build while keeping access limited to eligible customers
- **Zero operational overhead** Xoxoday manages the full offer lifecycle, so the bank runs the program without owning procurement or inventory
- **A consistent branded experience** both microsites carry the bank's branding end to end, reinforcing the program's identity across segments
- **Measured engagement** the Plum Reports dashboard gives the bank live visibility into users, offer redemptions, and campaign performance per segment

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Segment-specific microsites launched

24+

Curated offers

7

Offer categories, from OTT to wellness