

Xoxoday Plum vs. Gifted

Evaluating Gifted and Xoxoday Plum for gift cards and swag? This page shows where the two platforms differ, and what matters as your program grows across teams, countries, and use cases.

About Plum — Xoxoday Plum is a rewards and incentives platform used by 5,000+ enterprises. It reaches 150+ countries with 10M+ reward options across gift cards, swag, travel, experiences, and more, in 50+ languages and currencies. It is SOC 2 certified, GDPR compliant, and a G2 Leader for 2026.

Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Plum apart.

1

Gift Cards and Swag in One Place
Branded swag with managed logistics sits next to gift cards, prepaid cards, and merchandise. One budget, one reporting view.

2

True Global Infrastructure
150+ countries, 50+ currencies, purchase parity, 50+ languages, local tax governance, and flexible data residency across public, private, and on-premise clouds.

3

Extensive Catalog
30+ categories and 10M+ reward options - flights, hotels, experiences, lounges, air miles, charity, and mobile top-ups alongside gift cards and swag. No middlemen.

4

Amazon Partnership
Direct redemption on Amazon in the US, UK, India, Spain, and Germany. Recipients shop on Amazon's actual website.

5

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.

6

One Platform for Every Reward Use Case
Employee rewards, consumer promotions, channel incentives, survey rewards, and instant payouts - without stitching together multiple vendors.

7

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

8

AI Copilot and Xoxoday MCP
AI-powered reward recommendations, program insights, and automation built into the product, plus MCP for AI-agent workflows.

9

Unmatched Deployment Flexibility
SaaS Admin Portal, REST APIs, SSO-based white-labeled storefront, SDKs, or iFrames. No-code self-serve or full API control in one platform.

10

250+ Integrations and Professional Services
Workday, SAP, ADP, Darwinbox, Salesforce, HubSpot, MS Teams, and Slack, backed by a named CSM, structured MBRs & QBRs, and 24/7 AI-powered support.

How Plum Addresses Feature Gaps with Gifted

Gifted is a well-regarded, free-to-start gifting platform with strong swag, 150+ countries, and 45 HR integrations. For teams running recognition, incentives, and gifting across many regions and business units, the differences show up in catalog depth, program types, governance, and services.

1. Rewards Catalog & Swag

This matters because a broader catalog lifts redemption, especially across diverse, global workforces where gift cards alone do not fit every recipient.

Category	Gifted	Xoxoday Plum
Gift Cards	4,500+ brands across 150+ countries	150+ countries with 10M+ reward options across 30+ categories
Custom Branded Swag	Available, no minimums	Available, with managed logistics for bulk orders
Curated Physical Gifts	About 2,000 curated products	Curated merchandise catalog with fulfillment
Amazon Store	Not stated publicly	Available - US, UK, India, Spain & Germany
Travel, Lounges & Air Miles	Not stated publicly	Flights, hotels, airport lounge access, and air miles included
Experiences, Charity & Top-Ups	Not stated publicly	Curated experiences, charity options, and mobile top-ups across emerging markets

2. Distribution & Program Flexibility

This matters because most programs grow beyond occasion-based gifting into incentives, payouts, and points-based recognition.

Capability	Gifted	Xoxoday Plum
Digital Gift Links	Available - one link works globally	Single-use or multi-use reward links, no login required for recipients
Points Engine	Not stated publicly	Accumulate-and-redeem points with configurable expiry and rule logic
Automated Campaigns	Birthdays, anniversaries, and welcome kits	Rule-based triggers from HR, CRM, and survey events
Use Case Coverage	Employee and client gifting	Employee rewards, consumer promotions, channel incentives, survey rewards, and payouts
Distribution Channels	Not stated publicly	Email, SMS, WhatsApp, mobile app, and web app, configurable per program

3. Integrations & Developer Infrastructure

This matters because rewards that trigger from the tools your teams already use need no manual sends or custom engineering.

Capability	Gifted	Xoxoday Plum
HR System Integrations	45 HR systems, including BambooHR, Rippling, HiBob, Workday, and ADP	Workday, SAP, ADP, Darwinbox - rewards triggered from HR events
CRM & Sales Tools	Not stated publicly	Salesforce and HubSpot - rewards triggered from deal stages
Collaboration Tools	Not stated publicly	MS Teams, Slack, and Google Workspace
Public API & SDKs	Not stated publicly	Rewards, Reward Points, and Reward Links APIs, webhooks, SDKs, and iFrame embeds
Total Pre-Built Integrations	45 HR systems	250+ across HR, CRM, ticketing, surveys, and collaboration tools

4. Enterprise Controls & Governance

This matters because regulated and multi-entity teams need audit trails and dual control, not only approvals, to deploy rewards responsibly.

Capability	Gifted	Xoxoday Plum
Budget Management	Budget controls per send	Centralized wallets, multi-account budgets, threshold alerts, and auto top-up
Approval Workflows	Available	Maker-checker dual-control approval for every reward dispatch
Reward Rule Engine	Not stated publicly	Category restrictions, denomination caps, segment-based catalogs, and country-level controls
Fraud Detection	Not stated publicly	Real-time scoring across IP, device, and velocity, with suspicious orders held for review
Reporting & Audit	Exportable reports	Reconciliation APIs, transaction-level audit logs, and finance-ready exports
Compliance	ISO 27001, GDPR, CCPA	SOC 2 certified, GDPR compliant, CCPA, and DPDP, with VAPT testing

5. Global & Enterprise Readiness

This matters because local relevance and data controls decide whether a multi-country rollout holds up.

Capability	Gifted	Xoxoday Plum
Country Coverage	150+ countries with localized catalogs	150+ countries with local catalogs and fulfillment
Currencies & Purchase Parity	Local currencies per region	50+ currencies with purchase parity built in
Language Support	Not stated publicly	50+ languages across portal, storefront, and recipient communications
Data Residency	Not stated publicly	Public cloud, private cloud, or on-premise with regional data centers
White-Label Storefront	Not stated publicly	SSO-based, fully branded reward storefront
AI-Powered Features	Not stated publicly	AI Copilot and Xoxoday MCP, live today
Dedicated Customer Success	Not stated publicly	Named CSM, structured MBRs & QBRs, and 24/7 AI-powered support

Beyond the Platform - What You Get When You Choose Plum

Gifted gives you a gifting tool. Plum gives you a rewards program - and a team to make it succeed.

When you go live with Plum, you get dedicated Implementation Engineers, structured onboarding playbooks, and program promotion kits. Multi-use-case launch templates, manager toolkits, and adoption workshops help your program land with momentum from day one.

Post-launch, a named Customer Success Manager drives adoption and monitors redemption through structured Monthly and Quarterly Business Reviews. A 24/7 AI-powered support layer keeps your teams unblocked across time zones.

On AI, the AI Copilot delivers reward recommendations, program optimization insights, and analytics automation today. Xoxoday MCP (Model Context Protocol) lets AI agents and LLM-powered workflows work with Plum's rewards infrastructure directly.

Pricing and feature claims reflect information publicly available as of the publish date and may change. Readers should verify current details on the competitor's website. ** All comparisons are based on open-source data.