

Xoxoday Plum vs. Hinda

Hinda is a 50-year-old incentive house built around physical awards and managed programs. Xoxoday Plum is a global digital rewards platform, so you can send any reward to anyone in 150+ countries from one place.

About Xoxoday Plum

Xoxoday Plum is a global rewards and payouts platform. Businesses use it to send gift cards, prepaid cards, travel, experiences and custom rewards to employees, customers, partners and survey respondents. It reaches 150+ countries, with 10M+ reward options and \$5B+ rewards distributed, trusted by 5,000+ enterprises.

Why Companies Choose Xoxoday

1

All Rewards, One Platform

30+ categories and 10M+ options: gift cards, prepaid cards, flights, hotels, experiences, lounges, air miles, charity, top-ups, wellness and custom rewards. No middlemen.

2

Amazon Partnership

Recipients redeem on Amazon's own site in the US, UK, India, Spain and Germany.

3

True Global Infrastructure

150+ countries, 50+ currencies, 50+ languages, purchase parity, local tax governance and flexible data residency.

4

Every Reward Use Case

Employee rewards, consumer promotions, channel incentives, survey rewards and instant payouts, without stitching vendors together.

5

Value for Money & Lower TCO

Best-price catalog with no hidden markups. On Generation and On Redemption billing models.

6

Built-In Enterprise Controls

Role-based access, budget thresholds, maker-checker workflows, a reward rule engine and country-level controls.

7

AI Copilot & Xoxoday MCP

Reward recommendations, program optimization and analytics. MCP lets AI agents work with Plum natively.

8

Deployment Flexibility

SaaS portal, REST APIs, SSO white-labeled storefront, SDKs and iFrames.

9

250+ Integrations

Slack, MS Teams, Google Workspace, Workday, SAP, ADP, Darwinbox, Salesforce, HubSpot, Jira and Zendesk.

10

Professional Services

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

How Plum Addresses Feature Gaps with Hinda

Hinda brings over 50 years of incentive experience. It runs a Chicago fulfillment center that ships 1 million+ awards a year, and it offers consulting-led program design for sales, channel, employee, safety and loyalty use cases. That is a real strength for teams that want a managed program built around physical merchandise. Gaps appear when buyers need a fully digital catalog beyond Hinda's published gift card and merchandise range, publicly documented integrations and APIs, and a self-serve global platform.

1. Rewards Catalog & Fulfillment

This matters because catalog breadth drives redemption, and a global workforce rarely wants the same reward.

Feature	Hinda	Xoxoday Plum
Merchandise	✓ 6,000+ options stored and shipped from its own facility	✓ Curated merchandise catalog with fulfillment
Gift cards, prepaid cards, donations	✓ 1,000+ cards across gift, prepaid and donation options	✓ Gift cards across 150+ countries, prepaid cards and charity
Total reward options	✓ Millions via extended physical and digital access	✓ 10M+ options across 30+ categories
Amazon Store	✗ Not publicly documented	✓ Available in the US, UK, India, Spain and Germany
Travel, hotels, lounges, air miles	✗ Not publicly documented	✓ Flights, hotels, lounge access and air miles
Fulfillment	✓ Chicago warehouse, custom packaging, 1M+ shipments a year	✓ Instant digital delivery plus local fulfillment

2. Distribution Modes & Program Flexibility

This matters because programs need to reach recipients on the channel and in the format they use.

Feature	Hinda	Xoxoday Plum
Redemption model	✓ Tier-based platform with unique redemption codes	✓ Points, links, codes and direct send
Reward points engine	✗ Not publicly documented	✓ Accumulate-and-redeem points with expiry and rules
Use cases	✓ Sales, channel, employee, safety, loyalty, service awards, gifting, wellness	✓ Employee, consumer, channel, survey and payout programs
Self-serve admin portal	✗ Not publicly documented	✓ Full no-code SaaS portal
Delivery channels	✓ Email delivery with custom templates	✓ Email, SMS, WhatsApp, mobile app and web

3. Developer & Integration Infrastructure

This matters because rewards should fire from the HR, CRM and chat tools your teams already use.

Feature	Hinda	Xoxoday Plum
REST API	✗ Not publicly documented	✓ Rewards, Reward Points and Reward Links APIs
Pre-built integrations	✗ Not publicly documented	✓ 250+ across HR, CRM, chat and surveys
SDKs and iFrames	✗ Not publicly documented	✓ Available
Webhooks	✗ Not publicly documented	✓ Configurable across reward events

4. Enterprise Controls & Governance

This matters because large programs need budget guardrails and approval trails across business units.

Feature	Hinda	Xoxoday Plum
Participant reporting	✓ Participant engagement reporting and progress tracking	✓ Transaction-level audit logs and reconciliation APIs
Maker-checker approvals	✗ Not publicly documented	✓ Dual-control approval flows

Feature	Hinda	Xoxoday Plum
Budget controls	✗ Not publicly documented	✓ Wallet funding, threshold alerts and auto-top-up
Reward rule engine	✓ Analytics-driven program design by consultants	✓ Category, denomination and country-level rules
Security and compliance	✗ Not publicly documented	✓ SOC 2 certified, GDPR compliant

5. Global & Enterprise Readiness

This matters because multi-country programs need local relevance, not one catalog shipped everywhere.

Feature	Hinda	Xoxoday Plum
Countries	✓ 93 countries on 6 continents	✓ 150+ countries with local catalogs
Languages	✓ Multiple languages (count not published)	✓ 50+ languages
Currencies and purchase parity	✗ Not publicly documented	✓ 50+ currencies with purchase parity
Data residency	✗ Not publicly documented	✓ Public, private and on-premise cloud options
AI features	✗ Not publicly documented	✓ AI Copilot and Xoxoday MCP
Customer success	✓ Award HQ customer service, consultative team	✓ Named CSM, MBRs and QBRs, 24/7 AI-powered support

Where Hinda is strong: 50+ years of incentive experience, in-house physical fulfillment at scale and consultative program design. Where Plum is different: Plum is digital-first. It does not run a single-warehouse physical awards operation or hands-on consultative program design to Hinda's depth.

Beyond the Platform

What You Get When You Choose Plum

Hinda's model centers on consultative program design and physical award fulfillment, which suits managed programs but ties launch speed and scale to a services team. With Plum, you get dedicated implementation engineers, structured onboarding, onboarding playbooks and promotion kits, and hands-on project management from day one, so global or multi-program launches land with momentum instead of waiting on a custom build.

After launch, Plum assigns a named Customer Success Manager who runs structured Monthly and Quarterly Business Reviews, tracking adoption, spend and redemption trends. A 24/7 AI-powered support layer covers every time zone, so teams in every region get help when they need it.

On technology, Hinda does not publicly document an API, pre-built integrations or AI features. Plum's APIs, 250+ integrations and AI Copilot are available today, and Xoxoday MCP gives AI agents and LLM workflows direct access to the rewards infrastructure with no middleware required.

The longer you run Plum, the more your reward infrastructure compounds: deeper catalog reach, tighter governance and smarter automation, without adding vendors.

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 site.