

Xoxoday Plum vs. Augeo

Augeo is a decades-old engagement and loyalty conglomerate spanning workplace recognition, consumer rewards, and experiential incentives. This document walks through where Plum's API-first, self-serve model diverges from Augeo's agency-led, quote-gated approach — and why it matters for teams that need to launch and scale rewards programs fast.

About Xoxoday Plum: Plum is a rewards, incentives and payouts platform that enables businesses to delight their recipients globally, instantly, and seamlessly — either as a standalone application or from your existing tools. Trusted by companies like Amazon, Google, Adobe, Nielsen, and Western Digital, Plum operates across 100+ countries with 10M+ reward options across 30+ categories.

Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Plum apart.

1

True Global Infrastructure

100+ countries, multi-currency, purchase parity, 50+ languages, local tax governance, and flexible data residency across public, private, and on-premise clouds.

2

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.

3

Extensive Catalog

30+ categories across 100+ countries — gift cards, prepaid cards, flights, hotels, experiences, lounges, air miles, charity, mobile top-ups, wellness, and custom rewards. No middlemen.

4

Amazon Partnership

Direct redemption on Amazon in the US, UK, India, Spain, and Germany. Recipients shop on Amazon's actual website. No other rewards platform offers this.

5

One Platform for Every Reward Use Case

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

6

Built-In Enterprise-Grade Controls

Role-based access, budget thresholds, maker-checker workflows, reward rule engine, country-level controls, and approval schedules — built for 50,000+ employee enterprises.

7

AI Copilot Across the Platform

AI-powered reward recommendations, program optimization, insights and analytics, and automation built into the product — not bolted on.

8

Unmatched Deployment Flexibility

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

9

250+ Integrations

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

10

Professional Services

Full onboarding consulting and project management. Dedicated CSM, structured MBRs & QBRs, and AI-powered 24/7/365 support across geographies and time zones.

How Plum Addresses Feature Gaps with Augeo

Augeo is a 45-year-old engagement conglomerate with real scale in its physical rewards catalog (4,200+ gift card merchants, 1.25M+ merchandise SKUs) and deep enterprise relationships across workplace recognition, dealer incentives, and consumer loyalty. But Augeo runs on an agency-led, quote-gated model — no public pricing, no public API docs, and program builds routed through account teams. Gaps show up for buyers who want to self-serve, launch fast via API, or need transparent, developer-first infrastructure.

1. Rewards Catalog & Fulfillment

This matters because the breadth, ownership, and reach of the underlying catalog determines redemption satisfaction and how fast a program can scale into new markets.

Feature	Augeo	Xoxoday Plum
Amazon Store	Not available	Direct Amazon redemption in US, UK, India, Spain, Germany
Gift Cards	4,200+ global merchants	25,000+ gift card brands globally
Prepaid Cards	Custom branded debit / ACH cash equivalents	Prepaid card issuance across 100+ countries
Merchandise	1.25M+ unique merchandise products	Merchandise across 30+ categories, 100+ countries
Travel — Flights & Hotels	1M+ hotel/resort properties, 700+ airlines via travel booking module	Flights and hotels across 100+ countries
Air Miles & Lounge Access	Not available	Air miles and lounge access included in catalog
Utility Top-Ups	Not available	Mobile and utility top-ups across 100+ countries
Charity & Donations	Donations to select non-profit partners	Charity & donation options across global causes
Experiences	Live event tickets via secondary ticket market	Experiences across 30+ categories globally
Perks & Discounts	"Boosted rewards" — bundled deep-discount offers	Perks & discounts embedded in reward catalog
Gaming & Entertainment	Not available	Gaming & entertainment rewards included

2. Distribution Modes & Program Flexibility

This matters because how rewards move — points, links, codes, or bulk files — determines how quickly a program can launch and how easily it adapts to different use cases.

Feature	Augeo	Xoxoday Plum
Frictionless reward links (no login)	Not available	Reward Links — instant, no-login redemption
Points-based accrual engine	Dual-currency, patented points model (via Deluxe Rewards acquisition)	Reward Points engine for accumulate-and-redeem programs
Guest-checkout value codes	Not available	Reward Codes — value-backed, guest checkout
Bulk distribution	Supported via account-managed program setup	Bulk distribution up to 10,000 recipients per CSV
Universal digital wallet	Universal rewards wallet for digital content delivery	Unified wallet across all reward and distribution modes
Self-serve program setup	Not available — requires account/agency team engagement	No-code SaaS Admin Portal for self-serve launch

3. Developer & Integration Infrastructure

This matters because enterprises increasingly need to trigger rewards natively from HRMS, CRM, and collaboration tools without vendor-managed middleware.

Feature	Augeo	Xoxoday Plum
Public API documentation	Not publicly available — access gated through sales	Public REST API docs (Rewards API, Points API, Links API)
Self-serve API sandbox	Not available	Self-serve API access with sandbox environment
Named integration count	Undisclosed — general HRIS/SSO/chat integration messaging only	250+ named connectors (Workday, SAP, ADP, Salesforce, HubSpot, and more)
Chat & collaboration integrations	Teams, Slack integration referenced (workplace product only)	MS Teams, Slack, Google Workspace triggers across all programs
AI agent / MCP interoperability	Not available	Xoxoday MCP for AI-agent and LLM-native reward workflows

4. Enterprise Controls & Governance

This matters because global reward budgets need auditable, rule-based governance — not manual account management — to stay compliant and cost-controlled.

Feature	Augeo	Xoxoday Plum
Reward rule engine	Not publicly disclosed — configured via account team	Self-serve rule engine (category limits, denomination caps, segment catalogs)
Maker-checker workflows	Not available	Dual-control maker-checker workflows built in
Fraud detection	Not available	Real-time fraud scoring across IP, device, and velocity
Budget & wallet management	Liability-reduction messaging via dual-currency model	Centralized wallet funding with threshold alerts and multi-account control

Feature	Augeo	Xoxoday Plum
Compliance certifications	Not publicly listed on site	SOC 2, ISO 27001, GDPR, CCPA, CRPA, DPDP certified; VAPT-tested

5. Global & Enterprise Readiness

This matters because global rollouts need transparent pricing, flexible deployment, and self-serve scale — not a single agency-managed engagement model.

Feature	Augeo	Xoxoday Plum
Public pricing	Not available — quote-only, sales-gated	Transparent On-Generation and On-Redemption billing models
Global country coverage	100+ countries with localized fulfillment (Rewards); 185+ countries reached (Workplace)	100+ countries with local catalog coverage across every product line
Deployment flexibility	SaaS platform only — no disclosed on-prem/private cloud option	SaaS, REST API, white-labeled storefront, SDKs, and iFrame embeds
Data residency options	Not publicly disclosed	Public, private, and on-premise cloud across US, UAE, India, Saudi Arabia
AI capabilities	THEO agentic AI — signal-to-action engagement orchestration (newly launched)	AI-powered reward recommendations and program optimization, live in-product today

Beyond the Platform

Augeo's model runs through account teams and agency-style program design — powerful for white-glove enterprise builds, but it means every change, integration, or new market typically routes back through a services team and a fresh scope conversation. Plum flips that: self-serve infrastructure backed by real support, not support that gates every change.

At launch, Plum gives you a dedicated Customer Success Manager, structured MBRs and QBRs, and AI-powered 24/7/365 support across time zones and geographies — without requiring an agency engagement to get started or to make changes once you're live.

Where Augeo's THEO is a newly announced agentic layer sitting on top of legacy program infrastructure, Plum's AI — reward recommendations, program optimization, and analytics automation — is already built into the core product, with the Xoxoday MCP extending that intelligence to AI agents and LLM-native workflows today, not on a future roadmap.

The longer you run Plum, the smarter, faster, and more self-sufficient your reward programs become.