

Xoxoday Plum vs. Eagle Eye

Evaluating Eagle Eye and Xoxoday Plum? They solve different halves of the rewards problem. Here is where they overlap, where they do not, and which fits your program.

About Plum — Xoxoday Plum is a global rewards and incentives platform. Over 5,000 enterprises use it to send rewards across 150+ countries, with 10M+ reward options, 50+ languages and 50+ currencies. One platform serves employee, channel, consumer and survey programs. It is SOC 2 certified and GDPR compliant.

Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Plum apart.

1

Rewards Catalog and Fulfillment Built In
10M+ options across 30+ categories: gift cards, prepaid, merchandise, flights, hotels, experiences, lounges, charity, top-ups and wellness. Direct brand relationships, no middlemen.

2

One Platform for Every Reward Use Case
Employee, channel, consumer, survey and payout programs, including retail promotions, without separate vendors.

3

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

4

White-Label Storefront Live in Weeks
An SSO-based, fully branded storefront on your own domain, configured by program teams with no engineering queue.

5

Enterprise-Grade Controls
RBAC, maker-checker approvals, budget thresholds, a reward rule engine, country-level controls and fraud scoring.

6

250+ Integrations
Workday, SAP, ADP, Darwinbox, Salesforce, HubSpot, Slack, MS Teams and Google Workspace trigger rewards automatically.

7

AI Copilot and Xoxoday MCP
Reward recommendations, program optimization and insights, plus MCP so AI agents can run rewards workflows. Both are live today.

8

Services and a Named CSM
Onboarding consulting, a dedicated CSM, monthly and quarterly business reviews, and AI-powered 24/7 support.

9

Amazon Partnership
Direct redemption on Amazon in the US, UK, India, Spain and Germany, so recipients shop on Amazon's actual site.

10

Value for Money and Lower TCO
Best-price catalog with no hidden markups, and On Generation or On Redemption billing to match how your finance team operates.

How Xoxoday Plum Addresses Feature Gaps with Eagle Eye

Eagle Eye is a respected loyalty and promotions platform for large retailers. Its AIR platform delivers real-time offers, wallets and AI-driven personalization at POS scale, and it holds ISO 27001 and ISAE 3402 Type 2 attestations. Where Plum differs is the rewards

layer. Teams that need a broad redemption catalog, non-retail use cases such as employee, channel and survey rewards, or a self-serve branded storefront will find Plum covers more ground. Teams that need deep in-store POS promotion execution should note that Plum does not replace a retail promotions engine.

1. Rewards Catalog & Fulfillment

This matters because recipients redeem more when they can choose rewards that are relevant locally, not only vouchers.

Feature	Eagle Eye	Xoxoday Plum
Gift cards	Gifting and top-up solution	25,000+ brands across 150+ countries
Reward catalog and marketplace	Not publicly documented	10M+ options across 30+ categories
Merchandise	Not publicly documented	Curated catalog with fulfillment
Travel and experiences	Not publicly documented	Flights, hotels, lounges and experiences
Amazon redemption	Not publicly documented	Direct on Amazon in the US, UK, India, Spain and Germany
Charity	Not publicly documented	Donation options across global causes

2. Use Cases & Distribution

This matters because most enterprises run several reward programs at once, and separate tools for each add cost and reporting gaps.

Feature	Eagle Eye	Xoxoday Plum
Retail loyalty and promotions	Core strength: real-time loyalty and omnichannel offers	Points engine and promotions for consumer programs
In-store POS offer delivery	Smart Checkout	Not a POS promotions engine
Employee rewards	Not publicly documented	Recognition, milestones and incentives
Channel incentives	Not publicly documented	Partner and dealer incentive programs
Survey rewards and payouts	Not publicly documented	Automated survey incentives and instant payouts
Reward links and codes	Not publicly documented	Single and multi-use links, guest-checkout codes
Bulk send	Not publicly documented	CSV bulk send, up to 10,000 recipients

3. Integrations & Developer Tools

This matters because rewards triggered from your HR, CRM and chat tools need no custom engineering per program.

Feature	Eagle Eye	Xoxoday Plum
APIs	API-first, SaaS	Rewards, Points and Reward Links APIs
POS and ecommerce connectors	Supports POS, ecommerce, CRM and martech	Not a POS focus
HRMS connectors	Not publicly documented	Workday, SAP, ADP and Darwinbox
CRM and productivity	CRM and marketing automation	Salesforce, HubSpot, MS Teams, Slack and Google Workspace
SDKs and embeds	Not publicly documented	SDKs and iFrame embeds
Pre-built integrations	Not publicly documented	250+

4. Enterprise Controls & Governance

This matters because rewards are money. Approval flows, budgets and audit trails protect finance and compliance teams.

Feature	Eagle Eye	Xoxoday Plum
Fraud prevention	PromoBase coupon fraud prevention	Real-time scoring on IP, device and velocity
Maker-checker approvals	Not publicly documented	Dual-control approvals
Budget and wallet controls	Not publicly documented	Central wallet, thresholds and auto-top-up
Reward rule engine	Offer rules and segmentation	Category, denomination, segment and country rules
Audit and reconciliation	Not publicly documented	Reconciliation APIs, audit logs and finance exports
Certifications	ISO 27001, ISAE 3402 Type 2	SOC 2 certified, GDPR compliant

5. Global Readiness & Deployment

This matters because programs spanning many countries need local catalogs, currencies and data controls without regional vendors.

Feature	Eagle Eye	Xoxoday Plum
Regions	Europe, North America and Asia Pacific	150+ countries
Currencies and languages	Multi-currency and multi-language	50+ currencies, 50+ languages and purchase parity
Data residency	Not publicly documented	Public, private and on-premise options
White-label storefront	Not publicly documented	SSO branded storefront, live in weeks
AI	EagleAI predictive personalization	AI Copilot and Xoxoday MCP
Customer success	Not publicly documented	Named CSM, MBRs/QBRs and 24/7 support

Beyond the Platform — What You Get When You Choose Plum

The longer you run Plum, the more use cases, markets, and integrations it absorbs - without adding vendors.

Eagle Eye's public materials focus on retail loyalty and promotions, with offers and wallets delivered through POS and ecommerce integrations. With Plum, you get public API documentation and SDKs from day one, so your engineering team can move independently - and a program that works the same way whether you're launching in Mumbai or Munich.

Post-launch, your named Customer Success Manager runs structured Monthly and Quarterly Business Reviews focused on adoption, redemption, and program ROI across every use case you run - not just retail promotions. Plum's global support team operates 24/7 across time zones as you expand into new markets, with AI-powered support ensuring your admins are never stuck waiting on a regional help desk.

Plum's AI copilot already powers reward recommendations, program optimization, and analytics automation today, plus Xoxoday MCP for AI-agent and LLM-driven reward workflows - capabilities Eagle Eye has not disclosed publicly for rewards fulfillment.

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.