

Xoxoday Plum vs. Giftbit

If you're evaluating Giftbit and Xoxoday Plum, this page walks you through where the platforms diverge - and why it matters for your program at scale.

WHY COMPANIES CHOOSE XOXODAY

Ten capabilities that Giftbit doesn't offer - and that enterprise reward programs can't afford to go without.

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.

FEATURE COMPARISON

Giftbit is a capable developer-first gift card API — well-suited for fast-to-launch incentive campaigns, market research rewards, and SMB promotions in North America. Gaps emerge when programs scale beyond gift cards, span geographies outside the US and Canada, or need to integrate with enterprise HR, finance, and governance systems.

1 Rewards Catalog & Fulfillment

CATEGORY	GIFTBIT	XOXODAY PLUM
Amazon Store	✓ Amazon gift card only	✓ Direct Amazon redemption in US, UK, IN, ES, DE
Gift Cards	✓ Core offering — hundreds of brands in US & Canada	✓ 25,000+ brands across 100+ countries
Prepaid Cards	✗ Not available	✓ Visa and Mastercard prepaid across major markets
Merchandise	✗ Not available	✓ Curated merchandise catalog with global fulfillment
Travel - Flights & Hotels	✗ Not available	✓ Flights and hotels bookable via reward balance
Air Miles & Lounge Access	✗ Not available	✓ Airline miles and airport lounge passes

CATEGORY	GIFTBIT	XOXODAY PLUM
Utility Top-Ups	✗ Not available	✓ Mobile top-ups and utility bill redemption
Charity & Donations	✓ Select nonprofit gift options	✓ 1,000+ verified nonprofits worldwide
Experiences	✗ Not available	✓ Curated experiences across dining, wellness, events
Perks & Discounts	✗ Not available	✓ Perks and discounts marketplace for recipients
Gaming & Entertainment	✓ Gaming gift cards available	✓ Gaming, streaming, and entertainment rewards

2 Distribution Modes & Program Flexibility

CAPABILITY	GIFTBIT	XOXODAY PLUM
Reward Points (accumulate & redeem)	✗ Not available	✓ Native Reward Points engine with tiers and accrual rules
Reward Links (no-login URLs)	✓ Single-use email reward links	✓ Reward Links with expiry, currency, and catalog controls
Reward Codes (value-backed, guest checkout)	✗ Not available	✓ Reward Codes for bulk, anonymous distribution
White-labeled Storefront	✗ Not available	✓ SSO-backed, fully branded storefront
Multi-channel Delivery	✓ Email-led	✓ Email, SMS, WhatsApp, mobile app, and web app
Bulk Distribution	✓ CSV campaign sends	✓ Up to 10,000 recipients per CSV with maker-checker approvals
Concurrent Programs	✓ Campaign-based, limited segmentation	✓ Multi-program, multi-account architecture with shared wallets

3 Developer & Integration Infrastructure

CAPABILITY	GIFTBIT	XOXODAY PLUM
REST API	✓ Public REST API, well-documented	✓ Rewards API, Reward Points API, and Reward Links API
Webhooks	✓	✓ Webhooks across every reward lifecycle event
SDKs	✓ Code samples and quickstarts	✓ Native SDKs across major languages
iFrame / Embedded Storefront	✗ Not available	✓ iFrame and SSO-embedded storefront
HRIS Connectors (Workday, SAP, ADP, Darwinbox)	✗ Not available	✓ Native HRIS connectors with real-time sync
CRM & Marketing (Salesforce, HubSpot, Marketo)	✓ Primarily via Zapier and partner middleware	✓ Native Salesforce, HubSpot, Marketo, Qualtrics connectors
Integration Breadth	✓ Zapier, HubSpot, Salesforce, a handful of direct connectors	✓ 250+ native connectors across HR, CRM, ITSM, and survey tools

4 Enterprise Controls & Governance

CAPABILITY	GIFTBIT	XOXODAY PLUM
Role-Based Access	✓ Basic admin and team roles	✓ Granular RBAC across HR, marketing, finance, and ops
Maker-Checker Workflows	✗ Not available	✓ Dual-control approvals on budgets, campaigns, and rules

CAPABILITY	GIFTBIT	XOXODAY PLUM
Reward Rule Engine	✗ Not available	✓ Category, denomination, segment, and country-level rules
Budget & Wallet Controls	✓ Campaign-level budget limits	✓ Central wallet, threshold alerts, and multi-account funding
Fraud Detection	✓ Standard transaction checks	✓ Real-time IP, device, and velocity scoring with auto-hold
Audit Trail & Reconciliation	✓ Basic activity logs	✓ Full reconciliation APIs and immutable audit logs
Country-Level Controls	✗ Not available	✓ Country allow/deny lists and per-country catalog tiers

5 Global & Enterprise Readiness

CAPABILITY	GIFTBIT	XOXODAY PLUM
Country Coverage	✓ Strongest in US and Canada; limited international footprint	✓ 100+ countries with locally curated catalogs
Multi-Currency with Purchase Parity	✓ USD- and CAD-centric	✓ 50+ currencies with cost-of-living adjustments
Multi-Language Support	✓ English-first	✓ 50+ languages for admin and recipient experiences
Data Residency Options	✓ SaaS, single region	✓ Public, private, and on-premise across US, UAE, India, and Saudi Arabia
Compliance Certifications	✓ Limited publicly disclosed detail	✓ SOC 2 Type II, ISO 27001, GDPR, CCPA, DPDP, VAPT-tested
Enterprise Support & CSM	✓ Email and help center	✓ Named CSM, structured MBRs/QBRs, 24/7 AI-powered support
Deployment Flexibility	✓ SaaS only	✓ SaaS, API, SDK, iFrame, and white-labeled storefront

** All comparisons are based on open-source data

— BEYOND THE PLATFORM

Giftbit gives you an API and a campaign tool. Plum gives you a program partner.

Giftbit is built around a self-serve model — sign up, generate an API key, send. For a fast incentive campaign or a market research study, that's enough. For an enterprise rollout spanning HR, marketing, finance, and partner teams, the heavy lift falls to your team. Plum ships with dedicated Implementation Engineers, structured onboarding, promotion kits, and adoption workshops — so your program launches with momentum, not a quiet deploy that fades in weeks.

Post-launch, Giftbit's support model relies on email and documentation. Plum assigns a named Customer Success Manager who actively drives adoption, utilization, and business outcomes — through targeted nudge campaigns, enablement for program admins, and structured Monthly and Quarterly Business Reviews. A 24/7 AI-powered support bot keeps your teams unblocked across time zones, backed by a global support team.

Giftbit's strength is staying focused on a narrow use case. Plum's strength is compounding value over time. AI is already live in Plum today — reward recommendations, program optimization, catalog intelligence, and the Xoxoday MCP for LLM-native agent workflows. On the roadmap: full engagement calendars and admin workflows executed through conversation. The longer you run Plum, the smarter and more automated your programs become.

