

Xoxoday Plum vs. GoGift

If you're evaluating GoGift 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 GoGift 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

GoGift has built genuine strength in European gift card distribution - particularly through its Global Gift Card product, its Nordic-rooted retailer relationships, and its focus on corporate gifting. Gaps emerge when enterprise buyers need a broader reward mix beyond gift cards, deeper program governance, native HR/CRM automation, and infrastructure that scales from a one-off gifting use case to always-on, multi-use-case rewards across geographies.

1 Rewards Catalog & Fulfillment

CATEGORY	GOGIFT	XOXODAY PLUM
Amazon Store	✗ Not available	✓ Direct Amazon redemption in US, UK, India, Spain, Germany
Gift Cards	✓	✓ 25,000+ gift card brands across 100+ countries
Prepaid Cards	✓	✓ Global prepaid options across multiple currencies
Merchandise	✗ Not available	✓ Curated merchandise catalog with fulfillment
Travel - Flights & Hotels	✗ Not available	✓ Flights and hotels redeemable as rewards
Air Miles & Lounge Access	✗ Not available	✓ Air miles and airport lounge access included

CATEGORY	GOGIFT	XOXODAY PLUM
Utility Top-Ups	✗ Not available	✓ Mobile and utility top-ups across emerging markets
Charity & Donations	✗ Not available	✓ Charity and donation options across global causes
Experiences	✓	✓ Curated experiences - dining, adventure, wellness
Perks & Discounts	✗ Not available	✓ Always-on perks and discount marketplace
Gaming & Entertainment	✓	✓ Gaming and entertainment vouchers across platforms

2 Distribution Modes & Program Flexibility

CAPABILITY	GOGIFT	XOXODAY PLUM
Reward Links (no-login URLs)	✓ Gift card links supported	✓ Frictionless, no-login reward links
Reward Codes (guest checkout)	✓ Voucher codes for issued brands	✓ Value-backed codes, redeem across full catalog
Reward Points (accumulate & redeem)	✗ Not available	✓ Points engine for always-on loyalty & recognition
White-labeled SSO storefront	✗ Not available	✓ Branded storefront with SSO
Bulk distribution at scale	✓ Bulk supported via order flow	✓ Up to 10,000 recipients per CSV upload
Omnichannel delivery (Email, SMS, WhatsApp)	✓ Primarily email	✓ Email, SMS, WhatsApp, mobile & web app
Physical gift card fulfilment	✓ Strong in physical cards	✓ Physical & digital

3 Developer & Integration Infrastructure

CAPABILITY	GOGIFT	XOXODAY PLUM
Public REST APIs	✓ API available for gift card issuance	✓ Rewards API, Reward Points API, Reward Links API
SDKs & iFrame embeds	✗ Not available	✓ SDKs + iFrame embed for in-product rewards
Pre-built HRMS connectors	✗ Not available	✓ Workday, SAP, ADP, Darwinbox
CRM & Marketing connectors	✗ Not available	✓ Salesforce, HubSpot, Qualtrics, SurveyMonkey
Collaboration tools	✗ Not available	✓ MS Teams, Slack, Google Workspace
Service & ITSM	✗ Not available	✓ Jira, Zendesk
Total pre-built connectors	✓ Limited	✓ 250+ integrations

4 Enterprise Controls & Governance

CAPABILITY	GOGIFT	XOXODAY PLUM
Reward rule engine	✗ Not available	✓ Category, denomination & segment-based rules
Maker-checker workflows	✗ Not available	✓ Dual-control approvals on sensitive actions
Role-based access control	✓ Basic admin roles	✓ Granular RBAC across HR, marketing, finance, ops
Budget & wallet management	✓ Order-level budgets	✓ Centralized wallets, threshold alerts, multi-account

CAPABILITY	GOGIFT	XOXODAY PLUM
Country-level catalog controls	✗ Not available	✓ Country- & segment-level catalog visibility
Fraud detection	✗ Not available	✓ Real-time IP, device & velocity scoring
Audit trail & reconciliation	✓ Order reporting	✓ Full audit trail & reconciliation APIs
Approval schedules & hierarchies	✗ Not available	✓ Multi-tier approval workflows

5

Global & Enterprise Readiness

CAPABILITY	GOGIFT	XOXODAY PLUM
Country coverage	✓ Strong in Europe; expanding US & APAC	✓ 100+ countries with local catalog coverage
Currency support	✓ Multi-currency, Europe-first	✓ 50+ currencies with purchase parity & COL adjustments
Language support	✓ European languages	✓ 50+ languages
Gift card brand depth	✓ Strong European brand catalog	✓ 25,000+ gift card brands globally
Compliance certifications	✓ GDPR	✓ SOC 2 Type II, ISO 27001, GDPR, CCPA, CRPA, DPDP; VAPT-tested
Data residency options	✓ EU-focused	✓ US, UAE, India, Saudi Arabia regional data centers
Deployment flexibility	✓ SaaS only	✓ Public cloud, private cloud, on-premise
AI copilot & recommendations	✗ Not available	✓ AI reward recs, program optimization, analytics, MCP
Use cases supported	✓ Corporate gifting-led	✓ Employee rewards, consumer promos, channel, surveys, payouts, loyalty

** All comparisons are based on open-source data

—

BEYOND THE PLATFORM

Plum isn't just a gift card catalog - it's the rewards operating layer your programs run on.

At launch, you get dedicated Implementation Engineers, structured onboarding, and program design consulting - not a self-serve storefront and a merchant email. Where gift-card-first vendors treat every order as a transaction, Plum treats your program as an ongoing system: reward rules, approval flows, distribution logic, and audit trails are designed once at launch and carried forward across every use case.

Post-launch, a named Customer Success Manager actively drives adoption, redemption rates, and program health through targeted campaigns and structured Monthly and Quarterly Business Reviews. A 24/7 AI-powered support bot keeps your teams unblocked, backed by a global support team operating across geographies and time zones - not a Europe-hour support window.

On AI, Plum is already ahead. Reward recommendations, program optimization, analytics automation, and a native Model Context Protocol (MCP) that lets LLM-powered workflows and AI agents interact directly with Plum's rewards infrastructure are live today - not on a roadmap slide. The longer you run Plum, the smarter, more automated, and more impactful your rewards programs become.

