

Xoxoday Plum vs. Postal

If you're evaluating Postal 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 Postal 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

Postal is well-engineered for GTM teams running ABM-style direct mail, branded swag, and event gifting against known accounts - their curated marketplace, warehousing, and sales-tool integrations are genuine strengths. Gaps surface when programs need to extend beyond US-centric sales gifting into global employee rewards, consumer promotions, survey incentives, payouts, and loyalty - or when finance and IT expect enterprise-grade governance, deployment flexibility, and a full-lifecycle reward infrastructure.

1 Rewards Catalog & Fulfillment

CATEGORY	POSTAL	XOXODAY PLUM
Amazon Store	✗ Not available	✓ Direct Amazon redemption in US, UK, India, Spain, Germany
Gift Cards	✓ US-heavy brand mix	✓ 25,000+ gift card brands across 100+ countries
Prepaid Cards	✗ Not available	✓ Global prepaid options across multiple currencies
Merchandise	✓ Curated marketplace + swag	✓ 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	POSTAL	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	✓ US-focused	✓ Curated experiences - dining, adventure, wellness
Perks & Discounts	✗ Not available	✓ Always-on perks and discount marketplace
Gaming & Entertainment	✗ Not available	✓ Gaming and entertainment vouchers across platforms

2 Distribution Modes & Program Flexibility

CAPABILITY	POSTAL	XOXODAY PLUM
Reward Links	✓ MagicLink-style, GTM-focused	✓ Frictionless, no-login reward links with branded experience
Reward Points	✗ Not available	✓ Accumulate-and-redeem loyalty engine with earn-burn logic
Reward Codes	✗ Not available	✓ Value-backed codes with guest checkout, no login required
Gift Cards	✓ Branded single-send	✓ Branded, single- or multi-use, 25,000+ brands globally
Bulk CSV distribution	✓ Campaign-level	✓ Up to 10,000 recipients per upload
White-labeled SSO storefront	✗ Not available	✓ Fully branded, SSO-based self-serve storefront
Survey / research incentives workflow	✗ Not available	✓ Native workflows with Qualtrics, SurveyMonkey
Instant payouts & disbursements	✗ Not available	✓ Prepaid and bank-transfer rails
Consumer promotions / mass redemption	✗ Not available	✓ Purpose-built promotion & loyalty flow

3 Developer & Integration Infrastructure

CAPABILITY	POSTAL	XOXODAY PLUM
Public REST API	✓ GTM-gifting scope	✓ Rewards, Points & Links APIs with public documentation
SDKs	✗ Not available	✓ Multiple language SDKs
iFrame & embedded storefront	✗ Not available	✓ Native embed support
Webhooks	✓	✓ Event-driven across send, redeem, refund
HRMS connectors (Workday, SAP, ADP, Darwinbox)	✗ Not available	✓ Deep HRIS coverage for employee programs
CRM (Salesforce, HubSpot)	✓	✓ Native bi-directional integration
Marketing automation (Marketo, Pardot)	✓	✓ Native integrations with Marketo and Pardot
Sales enablement (Outreach, Salesloft, Gong)	✓	✓ Native integrations with Outreach, Salesloft, and Gong
Collaboration (Slack, MS Teams, Google Workspace)	✓	✓ Native integrations with Slack, MS Teams, and Google Workspace

CAPABILITY	POSTAL	XOXODAY PLUM
ITSM (Jira, Zendesk)	✗ Not available	✓ Native integrations with Jira and Zendesk
Survey platforms (Qualtrics, SurveyMonkey)	✗ Not available	✓ Native workflows with Qualtrics and SurveyMonkey
Total connector breadth	✓ ~30 connectors, GTM-centric	✓ 250+ connectors across HR, CRM, ITSM, survey, finance
AI-agent / MCP support	✗ Not available	✓ Xoxoday MCP for LLM-powered workflows

4 Enterprise Controls & Governance

CAPABILITY	POSTAL	XOXODAY PLUM
Role-based access control	✓ Basic admin/user roles	✓ Granular RBAC across HR, marketing, finance, ops
Maker-checker / dual approvals	✗ Not available	✓ Multi-level approval workflows
Budget thresholds & wallet caps	✓ Campaign-level	✓ Centralised wallets, multi-account, threshold alerts
Reward rule engine (category / denomination limits)	✓ Limited	✓ Segment-based catalogs, denomination caps, country rules
Custom catalog per segment or tier	✓ Limited	✓ Tiered catalogs by role, persona, geography
Country-level controls	✗ Not available	✓ Approval & catalog gating by country
Fraud detection (IP, device, velocity scoring)	✗ Not available	✓ Real-time scoring; suspicious orders auto-held
Audit trail & reconciliation APIs	✓ Basic reporting	✓ Full audit + reconciliation APIs

5 Global & Enterprise Readiness

CAPABILITY	POSTAL	XOXODAY PLUM
Country coverage	✓ US-primary, select international	✓ 100+ countries with local catalog depth
Languages supported	✓ English-led	✓ 50+ languages
Purchase parity / cost-of-living adjustments	✗ Not available	✓ Built-in across 50+ currencies
Local tax governance	✗ Not available	✓ Country-specific tax handling
Data residency options	✓ US-hosted	✓ US, UAE, India, Saudi Arabia data centres
Deployment models	✓ SaaS only	✓ SaaS, private cloud, on-premise
Compliance certifications	✓ SOC 2	✓ SOC 2 Type II, ISO 27001, GDPR, CCPA, DPDP; VAPT-tested
Primary buyer persona	✓ B2B sales & marketing	✓ HR, marketing, CX, finance, ops - enterprise-wide
Use-case breadth	✓ ABM gifting, swag, events, direct mail	✓ R&R, promotions, channel, surveys, payouts, loyalty, ABM

** All comparisons are based on open-source data

— BEYOND THE PLATFORM

Postal is built for sending thoughtful gifts to known accounts. Plum is built to power rewards, incentives, and payouts wherever your business operates.

At launch, a dedicated Implementation Engineer configures your rule engine, wallet structure, approval workflows, and integration endpoints - not just your first campaign. Launch packages include branded storefront setup, admin enablement, stakeholder training, and integration QA across HR, marketing, and finance, so every function can operate the platform from day one in any geography. Most Postal deployments are scoped to a GTM team; Plum is scoped to the enterprise.

Post-launch, every Plum customer gets a named Customer Success Manager running structured MBRs and QBRs, tracking adoption across use cases, and optimising reward mix by geography. 24/7 AI-powered support handles operational questions across time zones, backed by a global services team - so your EMEA and APAC teams don't wait on US business hours for help with a stuck order or a regional catalog question.

On AI, Plum's copilot lives in the product today - recommending rewards by recipient profile, optimising campaign budgets, and surfacing redemption insights. The Xoxoday MCP server extends rewards into agentic workflows, so AI assistants in Slack, Teams, or your custom copilots can trigger sends, check balances, and reconcile budgets natively. The longer you run Plum, the more leverage you compound - across teams, geographies, and use cases.

