Xoxoday Plum vs. Prezzee

If you're evaluating Prezzee 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 Prezzee 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

Prezzee is a strong eGift card specialist with a polished digital unwrapping experience, a flexible Smart Card that recipients can swap across retail brands, and transparent portal pricing that suits SMB gifting. Gaps emerge when enterprises need reward breadth beyond gift cards, truly global country coverage, a pre-built integration ecosystem, and the governance depth to run programs across multiple geographies, teams, and use cases.

1 Rewards Catalog & Fulfillment

CATEGORY	PREZZEE	XOXODAY PLUM
Amazon Store	✗ Not available	✓
Gift Cards	✓	✓
Prepaid Cards	✓	✓
Merchandise	✗ Not available	✓
Travel - Flights & Hotels	✗ Not available	✓
Air Miles & Lounge Access	✗ Not available	✓
Utility Top-Ups	✗ Not available	✓

CATEGORY	PREZZEE	XOXODAY PLUM
Charity & Donations	✗ Not available	✓
Experiences	✗ Not available	✓
Perks & Discounts	✗ Not available	✓
Gaming & Entertainment	✗ Not available	✓

2 Distribution Modes & Program Flexibility

FEATURE	PREZZEE	XOXODAY PLUM
Reward Points (accumulate-and-redeem engine)	✗ Not available	✓ Native points engine for loyalty and accrual-based programs
Reward Links (no-login, frictionless)	✓ Email and SMS delivery of gift cards only	✓ Shareable reward links usable across any channel
Reward Codes (value-backed, guest checkout)	✗ Not available	✓ Value-backed codes for guest redemption at scale
Bulk CSV Distribution	✓ Supported via portal	✓ Up to 10,000 recipients per CSV upload
Multi-Channel Delivery	✓ Email, SMS	✓ Email, SMS, WhatsApp, mobile app, and web app
Scheduled Delivery	✓ Supported	✓ Supported across every distribution mode
Pay-on-Redemption Billing	✓ Available via Campaigns ($2 per gift)	✓ On Generation and On Redemption billing with no per-gift fee
Use Case Breadth	✓ Employee engagement, customer acquisition, sales incentives, relief & aid	✓ Employee R&R, consumer promotions, channel incentives, survey rewards, instant payouts, loyalty, referrals, ABM, reviews

3 Developer & Integration Infrastructure

FEATURE	PREZZEE	XOXODAY PLUM
REST APIs	✓ Available (single API for gift card issuance)	✓ Rewards API, Reward Points API, and Reward Links API
SDKs	✗ Not available	✓ Native SDKs for embedded reward workflows
iFrame Embeds	✗ Not available	✓ iFrame embeds for rapid front-end integration
SSO-Based White-Label Storefront	✓ Custom white-label marketplace via API only	✓ SSO-based white-labeled storefront out of the box
HRMS Connectors (Workday, SAP, ADP, Darwinbox)	✗ Not available	✓ Pre-built HRMS integrations ready to configure
CRM Integrations (Salesforce, HubSpot)	✗ Not available	✓ Pre-built Salesforce and HubSpot connectors
Collaboration Tools (Teams, Slack, Google Workspace)	✗ Not available	✓ Rewards triggered directly from Teams, Slack, and Google Workspace
Survey & ITSM Integrations	✗ Not available	✓ Qualtrics, SurveyMonkey, Jira, and Zendesk supported
Connector Ecosystem Size	✓ Handful of named API partners	✓ 250+ pre-built connectors
AI Agent / MCP Support	✗ Not available	✓ Xoxoday MCP for native LLM and AI agent integration

4 Enterprise Controls & Governance

FEATURE	PREZZEE	XOXODAY PLUM
Role-Based Access Control	✓ Multiple users per account	✓ Granular RBAC across HR, marketing, finance, and operations roles
Maker-Checker Workflows	✗ Not available	✓ Dual-control approvals on every critical reward action
Reward Rule Engine	✗ Not available	✓ Category restrictions, denomination limits, and segment-based catalogs
Budget & Wallet Management	✓ Basic float deposit model	✓ Centralized wallet funding, threshold alerts, and multi-account controls
Country-Level Controls	✗ Not available	✓ Per-country reward rules, catalogs, and governance policies
Custom Catalog Tiers	✗ Not available	✓ Different catalog access per role, segment, or tier
Fraud Detection	✓ Standard payment-level security	✓ Real-time fraud scoring across IP, device, and velocity signals
Audit Trail & Reconciliation	✓ Basic order history and reporting	✓ Full audit trail with reconciliation APIs for finance teams
Compliance Certifications	✓ ISO 27001, Cyber Essentials, GDPR	✓ SOC 2 Type II, ISO 27001, GDPR, CCPA, CRPA, DPDP, VAPT-tested

5 Global & Enterprise Readiness

FEATURE	PREZZEE	XOXODAY PLUM
Country Coverage	✓ US, UK, Australia, New Zealand, Canada, Ireland, France	✓ 100+ countries with local catalog coverage
Currency Support	✓ ~6 currencies (USD, GBP, AUD, NZD, CAD, EUR)	✓ 50+ currencies with purchase parity and cost-of-living adjustments
Language Support	✓ English and French	✓ 50+ languages
Brand Catalog Size	✓ 300+ brands per market; 1,000+ via API globally	✓ 25,000+ gift card brands; 10M+ total reward options
Data Residency	✓ Not publicly documented	✓ Regional data centers in US, UAE, India, and Saudi Arabia
Deployment Flexibility	✓ SaaS only	✓ Public cloud, private cloud, and on-premise deployment options
Implementation & CSM Model	✓ Self-serve onboarding with sales-led support	✓ Dedicated implementation consulting, named CSM, and structured MBRs/QBRs
24/7 Support	✓ Regional support hours	✓ AI-powered 24/7/365 support across geographies and time zones

** All comparisons are based on open-source data

BEYOND THE PLATFORM

Plum is more than a gift card platform - it's the rewards infrastructure your programs run on.

At launch, Prezzee's model leans on self-serve sign-up and free portal usage - excellent for small-team gifting, but thinner for enterprise rollouts spanning HR, marketing, sales, and finance. With Plum, you get dedicated Implementation Engineers, structured onboarding, promotion kits, adoption workshops, and project management - everything needed to land a program with momentum across multiple regions and teams, not a quiet rollout that fades in weeks.

Post-launch, Prezzee doesn't publicly commit to a named CSM or structured review cadence. Plum pairs you with a dedicated Customer Success Manager who actively drives adoption, redemption quality, and program optimization - through targeted nudges, structured Monthly and Quarterly Business Reviews, and a 24/7 AI-powered support bot backed by a global team across every time zone.

On AI, Prezzee has no visible copilot or agent layer. Plum is already ahead - AI-powered reward recommendations, program optimization, and analytics are live today, and the Xoxoday MCP lets LLM-powered workflows and AI agents interact with Plum's reward infrastructure natively. The longer you run Plum, the smarter, more automated, and more impactful your reward programs become.

plum

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