

Xoxoday Plum vs. Reachdesk

If you're evaluating Reachdesk 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 Reachdesk 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

Reachdesk is a credible ABM and direct-mail gifting platform - strong for revenue teams running branded-swap and physical gift campaigns across the US, UK, and EU. Gaps emerge when enterprises need a single platform that spans employee rewards, consumer promotions, channel incentives, instant payouts, and loyalty - delivered globally with developer-grade infrastructure and enterprise governance.

1 Rewards Catalog & Fulfillment

CATEGORY	REACHDESK	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	✓	✓ 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	REACHDESK	XOXODAY PLUM
Utility Top-Ups	✗ Not available	✓ Mobile and utility top-ups across emerging markets
Charity & Donations	✓	✓ Charity and donation options across global causes
Experiences	✗ Not available	✓ 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	REACHDESK	XOXODAY PLUM
Reward Links	✓ Limited - primarily through Marketplace send flow	✓ Native Reward Links API for frictionless, shareable delivery
Reward Codes	✓ Not a core distribution mode	✓ Value-backed codes for guest checkout
Reward Points	✗ Not available	✓ Native Reward Points engine for loyalty and long-cycle programs
Bulk CSV Distribution	✓ Limited scale for gift-heavy fulfillment	✓ Up to 10,000 recipients per CSV upload
Multi-channel Delivery	✓ Email and in-app primarily	✓ Email, SMS, WhatsApp, mobile app, web app
White-labeled Storefront	✗ Not available	✓ SSO-based branded storefront for ongoing self-serve redemption
Instant Payouts & Disbursements	✗ Not available	✓ Built-in support for instant payouts globally

3 Developer & Integration Infrastructure

CAPABILITY	REACHDESK	XOXODAY PLUM
REST APIs	✓ Available - primarily for send/track workflows	✓ Rewards API, Reward Points API, Reward Links API - fully documented
SDKs & iFrame Embeds	✗ Not available	✓ SDKs and embeddable iFrames for in-product reward experiences
Integration Breadth	✓ ~60 connectors, concentrated in GTM stack	✓ 250+ integrations across HRIS, ITSM, CRM, survey, and collaboration tools
HRIS & Enterprise Systems	✓ Minimal - not the core ICP	✓ Workday, SAP, ADP, Darwinbox, and 60+ HRIS systems
ITSM & Service Desk	✗ Not available	✓ Jira, Zendesk, ServiceNow for reward-on-resolution flows
AI / LLM Access	✗ Not available	✓ Xoxoday MCP - native LLM and AI-agent access to the rewards layer

4 Enterprise Controls & Governance

CAPABILITY	REACHDESK	XOXODAY PLUM
Reward Rule Engine	✓ Campaign-level rules; limited cross-program logic	✓ Centralized rule engine for category limits, segments, and catalog tiers
Maker-Checker Workflows	✗ Not available	✓ Native dual-control approval for high-value or bulk sends

CAPABILITY	REACHDESK	XOXODAY PLUM
Role-Based Access (RBAC)	✓ Basic admin and user roles	✓ Granular RBAC across HR, marketing, finance, and ops functions
Budget & Wallet Management	✓ Campaign and user-level budgets	✓ Centralized wallet funding, threshold alerts, multi-account structures
Real-time Fraud Scoring	✗ Not available	✓ IP, device & velocity scoring - suspicious orders auto-held
Country-Level Controls	✗ Not available	✓ Region-specific catalog access and compliance rules
Audit Trail & Reconciliation APIs	✓ Reporting dashboards; limited programmatic access	✓ Full audit trail plus reconciliation APIs for finance systems

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Global & Enterprise Readiness

CAPABILITY	REACHDESK	XOXODAY PLUM
Country Coverage	✓ ~30 countries - US, UK, EU strongest; APAC and LATAM thin	✓ 100+ countries with locally curated, validated catalogs
Currencies Supported	✓ Handful of major currencies	✓ 50+ currencies with purchase parity adjustment
Languages	✓ Limited - English-led interface	✓ 50+ languages across the platform and recipient experience
Local Tax Governance	✗ Not available	✓ Local tax treatment and compliance built in country by country
Data Residency Options	✓ US and UK regions primarily	✓ Regional data centers in US, UAE, India, Saudi Arabia - plus private cloud and on-prem
Compliance Certifications	✓ SOC 2	✓ SOC 2 Type II, ISO 27001, GDPR, CCPA, CRPA, DPDP - VAPT tested
Use Cases Supported	✓ ABM gifting, sales prospecting, client appreciation	✓ Employee R&R, consumer promotions, channel incentives, surveys, payouts, loyalty

** All comparisons are based on open-source data

— BEYOND THE PLATFORM

When you choose Plum, you're not just buying a gifting tool — you're buying an engagement infrastructure your entire company can build on.

At launch, you get dedicated Implementation Engineers, structured onboarding, promotion kits, and adoption workshops — built to ensure every use case (employee rewards, consumer promotions, channel incentives, payouts) goes live cleanly, not as an ABM bolt-on that the rest of the business has to rebuild a year later.

Post-launch, a named Customer Success Manager actively drives program health across every team using Plum — with targeted campaigns, structured Monthly and Quarterly Business Reviews, and reconciliation support. A 24/7 AI-powered support bot keeps your teams unblocked across every geography and time zone — not just US business hours.

On AI, Plum is already ahead. AI-powered reward recommendations, program optimization, and analytics are live today. Xoxoday MCP — our Model Context Protocol layer — gives your LLMs and AI agents native access to the rewards engine, so your internal AI workflows can trigger and manage rewards programmatically. That's infrastructure Reachdesk doesn't currently offer.

