

Xoxoday Plum vs. Tremendous

If you're evaluating Tremendous 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 Tremendous 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

Tremendous is a capable self-serve payouts tool - fast to set up, developer-friendly, and well-suited for US-based cash and gift card disbursements. Where it falls short is catalog breadth, program flexibility, enterprise governance, and genuine global reach.

1 Rewards Catalog & Fulfillment

CATEGORY	TREMENDOUS	XOXODAY PLUM
Amazon Store	✗ Not available	✓ Direct Amazon redemption in US, UK, India, Spain, Germany
Gift Cards	✓ US-centric brand depth, thinner outside North America	✓ 25,000+ gift card brands across 100+ countries
Prepaid Cards	✓ Visa prepaid (US only)	✓ 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	TREMENDOUS	XOXODAY PLUM
Utility Top-Ups	✗ Not available	✓ Mobile and utility top-ups across emerging markets
Charity & Donations	✓ Available	✓ Global charity network with tax-receipt handling
Experiences	✗ Not available	✓ Curated experiences - dining, adventure, wellness
Perks & Discounts	✗ Not available	✓ Always-on perks and discount marketplace
Gaming & Entertainment	✓ Some gaming gift cards	✓ Full gaming, streaming, and entertainment catalog

2 Distribution Modes & Program Flexibility

CAPABILITY	TREMENDOUS	XOXODAY PLUM
Reward Links / Codes	✓ Available via email and links	✓ Reward Links, Reward Codes, and branded vouchers
Loyalty Points Engine	✗ Not available	✓ Native accumulate-and-redeem Reward Points engine
White-Labeled Storefront	✗ Not available	✓ SSO-based white-labeled storefront with custom branding
Bulk Distribution	✓ Basic CSV upload	✓ Up to 10,000 recipients per CSV with validation and scheduling
Multi-Channel Delivery	✓ Email and SMS	✓ Email, SMS, WhatsApp, mobile app, and web
Survey & Research Rewards	✓ Supported via API	✓ Native integrations with Qualtrics, SurveyMonkey, Typeform
Channel & Consumer Loyalty	✗ Not available	✓ Full channel partner and consumer loyalty program support

3 Developer & Integration Infrastructure

CAPABILITY	TREMENDOUS	XOXODAY PLUM
REST APIs	✓ Single payouts API	✓ Rewards API, Reward Points API, Reward Links API
SDKs & Embedded Flows	✗ Not available	✓ SDKs, iFrames, and embedded storefront components
HRIS Integrations	✓ Limited connectors	✓ Workday, SAP SuccessFactors, ADP, Darwinbox, BambooHR
CRM & Marketing	✓ Salesforce, HubSpot	✓ Salesforce, HubSpot, Marketo, Pardot, Zendesk
Productivity & Collab	✓ Slack	✓ MS Teams, Slack, Google Workspace, Jira, Outlook
Total Connectors	✓ ~30 native integrations	✓ 250+ native integrations
AI & Agent Support	✗ Not available	✓ Xoxoday MCP - AI agents and LLMs trigger rewards natively

4 Enterprise Controls & Governance

CAPABILITY	TREMENDOUS	XOXODAY PLUM
Role-Based Access	✓ Basic team roles	✓ Granular RBAC across HR, marketing, finance, and ops

CAPABILITY	TREMENDOUS	XOXODAY PLUM
Maker-Checker Workflows	✗ Not available	✓ Dual-control approvals for sends, budgets, and catalog changes
Reward Rule Engine	✗ Not available	✓ Category restrictions, denomination limits, segment-based catalogs
Budget & Wallet Management	✓ Single team wallet	✓ Multi-account wallets, threshold alerts, centralized funding
Fraud Detection	✗ Not available	✓ Real-time scoring across IP, device, velocity - auto-hold on flags
Audit Trail & Reporting	✓ Basic activity logs	✓ Full audit trail with reconciliation APIs
Country-Level Controls	✗ Not available	✓ Per-country catalog, currency, and compliance rules

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Global & Enterprise Readiness

CAPABILITY	TREMENDOUS	XOXODAY PLUM
Geographic Coverage	✓ Claims 200+ countries; catalog density heavily US-weighted	✓ 100+ countries with locally validated catalog depth
Multi-Currency	✓ Limited to major currencies	✓ 50+ currencies with purchase parity adjustments
Language Support	✓ English-primary	✓ 50+ languages across recipient and admin interfaces
Data Residency	✓ US cloud only	✓ Regional data centers in US, UAE, India, Saudi Arabia
Deployment Models	✓ SaaS only	✓ Public cloud, private cloud, and on-premise
Compliance Certifications	✓ SOC 2, GDPR	✓ SOC 2 Type II, ISO 27001, GDPR, CCPA, CRPA, DPDP, VAPT-tested
Customer Success Model	✓ Self-serve with email support	✓ Named CSM, MBRs/QBRs, 24/7 AI-powered support globally

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BEYOND THE PLATFORM

Tremendous gets you started. Plum gets you to scale.

When your program goes live with Plum, you're not handed login credentials and a documentation link. You get dedicated Implementation Engineers, structured onboarding, adoption workshops, and manager enablement kits - built to close the gap Tremendous leaves open when teams self-serve their way to a quiet, underperforming rollout.

Post-launch, a named Customer Success Manager actively tracks program health - redemption rates, reward mix, recipient engagement - and runs targeted campaigns to move those numbers. Structured Monthly and Quarterly Business Reviews keep the program aligned to business outcomes, not just transaction volume. A 24/7 AI-powered support bot backed by a global team ensures your reward operations never stall across time zones, something Tremendous's self-serve model can't match at enterprise scale.

On AI, Plum is already ahead: AI-powered reward recommendations, program optimization insights, and the Xoxoday MCP - which lets AI agents and LLM-powered workflows trigger and manage rewards natively. Tremendous has no equivalent capability. The longer you run Plum, the smarter and more automated your reward programs become.

