

Xoxoday Plum vs. Wogi

If you're evaluating Wogi 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 Wogi 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

Wogi is a capable digital rewards and incentives platform with genuine strength in Asia-Pacific catalog coverage, a clean API, and a modular product suite spanning gift cards, points, perks, and eWallet top-ups - but enterprise buyers moving to full-lifecycle reward programs will encounter meaningful gaps in catalog breadth beyond the region, developer ecosystem depth, and enterprise governance infrastructure.

1 Rewards Catalog & Fulfillment

CATEGORY	WOGI	XOXODAY PLUM
Amazon Store	✗ Not available	✓ Available - US, UK, India, Spain & Germany
Gift Cards	✓	✓ 25,000+ brands across 100+ countries
Prepaid Cards	✗ Not available	✓ Multi-currency prepaid cards supported
Merchandise	✗ Not available	✓ Physical merchandise across 30+ categories
Travel - Flights & Hotels	✗ Not available	✓ Flights, hotels, and car rentals globally
Air Miles & Lounge Access	✗ Not available	✓ Airline miles and lounge access included
Utility Top-Ups	✓	✓ Mobile top-ups and utility recharges
Charity & Donations	✗ Not available	✓ 1,000+ charity and donation options

CATEGORY	WOGI	XOXODAY PLUM
Experiences	✗ Not available	✓ Curated experiences across 100+ countries
Perks & Discounts	✓	✓ Subscription perks and lifestyle discounts
Gaming & Entertainment	✓ Limited - select game vouchers only	✓ Full gaming and entertainment catalog

2 Distribution Modes & Program Flexibility

FEATURE	WOGI	XOXODAY PLUM
Reward Points (accumulate-and-redeem)	✓ Available via portal	✓ Native points engine with full accumulate-and-redeem loyalty logic
Reward Links (no-login delivery)	✓ Branded micro-wallet links via Select product	✓ Frictionless reward links - no account creation required by recipients
Reward Codes (value-backed)	✓ Digital voucher codes	✓ Value-backed reward codes with guest checkout support
Bulk distribution (CSV upload)	✓ Available via file upload	✓ Up to 10,000 recipients per bulk CSV upload with scheduling
SMS / WhatsApp delivery	✓ Omni-channel delivery via DASH (WhatsApp not confirmed)	✓ Email, SMS, WhatsApp, and in-app delivery channels supported
White-labeled storefront	✓ Available via portal	✓ SSO-based white-labeled storefront with full brand customization

3 Developer & Integration Infrastructure

FEATURE	WOGI	XOXODAY PLUM
REST API availability	✓ Available - gift card delivery API	✓ Full REST API suite - Rewards, Points, and Links APIs with public docs
SDK / iFrame embeds	✗ Not available	✓ SDKs and iFrame embeds for seamless in-product reward experiences
HRIS integrations (Workday, SAP, ADP)	✗ Not available	✓ Native connectors to Workday, SAP, ADP, Darwinbox, and 250+ systems
CRM / helpdesk integrations	✓ Salesforce connector available (WOGI for Salesforce)	✓ Salesforce, HubSpot, Jira, and Zendesk integrations - native and webhook
Survey platform integrations	✗ Not available	✓ Qualtrics, SurveyMonkey, and Typeform integrations for survey incentives
Collaboration tool integrations	✗ Not available	✓ MS Teams, Slack, and Google Workspace - rewards triggered in-flow
Xoxoday MCP (AI agent integration)	✗ Not available	✓ MCP support - LLM-powered agents trigger rewards natively via Plum

4 Enterprise Controls & Governance

FEATURE	WOGI	XOXODAY PLUM
Maker-checker workflows	✗ Not available	✓ Dual-control maker-checker for all reward approvals and budget actions
Reward rule engine	✗ Not available	✓ Rule engine for category restrictions, denomination limits, and segment catalogs
Role-based access control	✓ Basic admin and user roles	✓ Granular RBAC across HR, marketing, finance, and operations teams
Budget & wallet management	✗ Not available	✓ Centralized wallet funding, threshold alerts, and multi-account budget management

FEATURE	WOGI	XOXODAY PLUM
Real-time fraud detection	✗ Not available	✓ AI fraud scoring across IP, device, and velocity - suspicious orders auto-held
Audit trail & reconciliation APIs	✓ Basic reporting	✓ Full audit trail with reconciliation APIs for finance and compliance teams
Country-level controls	✗ Not available	✓ Country-level catalog access and spend controls for global programs

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Global & Enterprise Readiness

FEATURE	WOGI	XOXODAY PLUM
Geographic coverage	✓ 47 countries, primarily Asia-Pacific	✓ 100+ countries with locally curated, validated catalogs
Multi-currency & purchase parity	✓ 16 settlement currencies, no purchase parity	✓ 50+ currencies with purchase parity and cost-of-living adjustments
Multi-language support	✓ English, Bahasa Indonesia, Thai, Vietnamese	✓ 50+ languages with localized redemption experiences
SOC 2 Type II certification	✗ Not available	✓ SOC 2 Type II, ISO 27001, GDPR, CCPA, and DPDP certified
Data residency options	✗ Not available	✓ Regional data centers across US, UAE, India, and Saudi Arabia
Deployment flexibility	✓ SaaS portal (DASH) and API (CONNECT)	✓ SaaS, API, private cloud, and on-premise - all deployment models supported
Enterprise use cases supported	✓ Digital gifting only	✓ Employee rewards, consumer promos, channel incentives, payouts, and loyalty

** All comparisons are based on open-source data

— BEYOND THE PLATFORM

Wogi delivers gift vouchers. Plum delivers a reward program that compounds over time.

At launch, Plum deploys dedicated Implementation Engineers and project managers who configure your reward rules, build catalog segmentation, and set up integrations with your HRIS, CRM, and collaboration tools - capabilities Wogi simply doesn't offer. Where Wogi's onboarding is self-serve and documentation-led, Plum's is structured, consulted, and built around your specific use case and recipient population.

Post-launch, a named Customer Success Manager owns your program's performance - not a shared inbox. Your CSM tracks utilization, runs targeted nudge campaigns, executes structured Monthly and Quarterly Business Reviews, and proactively addresses low-engagement segments. Wogi's support model provides reactive assistance for delivery issues; Plum's model is designed to continuously improve program outcomes. A 24/7 AI-powered support bot backed by a global team keeps your administrators unblocked across time zones.

On AI, Plum is already operational where Wogi has no equivalent: AI-powered reward recommendations, program optimization insights, and the Xoxoday MCP - which allows AI agents and LLM-powered workflows to trigger rewards natively through Plum's infrastructure - are live today. As your program scales beyond gift card delivery into points-based loyalty, multi-country governance, and automated incentive workflows, Plum's platform grows with you. Wogi does not.

