

Xoxoday Plum vs. YouGotAGift

If you're evaluating YouGotAGift 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 YouGotAGift 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

YouGotAGift is the MENA region's most established digital gift card platform - acquired by Japan's Giftee in November 2024 - with 700+ direct brand integrations and strong adoption among banks, telcos, and large GCC corporates. Where gaps emerge is at the enterprise program level: a gift-card-only catalog, no rewards infrastructure, no HRMS or CRM integrations, and no governance controls make it a regional gifting tool rather than a scalable rewards platform.

1 Rewards Catalog & Fulfillment

CATEGORY	YOUTAGIFT	XOXODAY PLUM
Amazon Store	✗ Not available	✓ Direct Amazon redemption in US, UK, India, Spain, Germany
Gift Cards	✓ 700+ MENA brands; HappyYOU multi-brand card	✓ 25,000+ gift card brands across 100+ countries
Prepaid Cards	✗ Not available	✓ 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	YOUNGOTAGIFT	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	✗ Not available	✓ Curated experiences - dining, adventure, wellness
Perks & Discounts	✗ Not available	✓ Always-on perks and discount marketplace
Gaming & Entertainment	✓ Select gaming vouchers in MENA	✓ Gaming and entertainment vouchers across platforms

2 Distribution Modes & Program Flexibility

FEATURE	YOUNGOTAGIFT	XOXODAY PLUM
Reward Points Engine	✗ Not available	✓ Full accumulate-and-redeem loyalty points engine with expiry rules, tiers, and balance tracking
Reward Links (no login)	✗ Not available	✓ Frictionless reward links - recipients choose from catalog with no account required
Reward Codes	✗ Not available	✓ Value-backed reward codes redeemable across the full catalog via guest checkout
Multi-channel Delivery	✓ Email, SMS, WhatsApp, and downloadable PDF	✓ Email, SMS, WhatsApp, mobile app, and web app across 50+ languages
Bulk Distribution	✓ Bulk eGift card send via @Work portal; no HRMS sync	✓ Up to 10,000 recipients per CSV upload across all reward types - not just gift cards
Recipient Storefront	✓ YOUNGOTAGIFT is a merchant-facing gift card SaaS - not a recipient reward portal	✓ SSO-based fully branded recipient storefront deployable across any domain
Multi-use-case Support	✓ Corporate gifting and employee incentives only	✓ Employee R&R, consumer promotions, channel incentives, survey rewards, and payouts - one platform

3 Developer & Integration Infrastructure

FEATURE	YOUNGOTAGIFT	XOXODAY PLUM
API Suite	✓ eGift API v2.4 - gift card ordering only; access-request gated, no public sandbox	✓ Full public REST API suite - Rewards, Reward Points, Reward Links, and Bulk APIs with sandbox
HRMS Integrations	✗ Not available	✓ Native connectors for Workday, SAP, ADP, Darwinbox, and 250+ platforms
CRM & Marketing Integrations	✗ Not available	✓ Salesforce, HubSpot, Marketo - rewards triggered directly from CRM workflows
Collaboration Tool Triggers	✗ Not available	✓ MS Teams and Slack apps for peer recognition and manager-triggered rewards
SDK & iFrame Embed	✗ Not available	✓ SDKs and iFrame embeds for native reward experiences inside existing products
Webhooks & Event Triggers	✗ Not available	✓ Event-triggered webhooks for real-time reward automation across workflows
AI Agent Integration (MCP)	✗ Not available	✓ Xoxoday MCP - native integration for LLM-powered workflows and AI agents

4 Enterprise Controls & Governance

FEATURE	YOUTAGIFT	XOXODAY PLUM
Role-Based Access Control	✓ Basic admin and user roles via @Work dashboard	✓ Granular RBAC across HR, marketing, finance, and ops - configurable per business unit
Maker-Checker Workflows	✗ Not available	✓ Dual-control maker-checker approval for reward issuance and budget actions
Reward Rule Engine	✗ Not available	✓ Configurable rules for category restrictions, denomination caps, and segment-based catalogs
Budget & Wallet Management	✓ Bank transfer top-up to @Work credit balance; no threshold alerts or multi-wallet controls	✓ Centralized multi-wallet funding with threshold alerts and multi-account budget tracking
Fraud Detection	✗ Not available	✓ Real-time fraud scoring across IP, device, and velocity - suspicious orders auto-held
Audit Trail & Reporting	✓ Basic transaction history via @Work dashboard	✓ Full reconciliation APIs and audit trails for finance and compliance teams
Country-Level Controls	✗ Not available	✓ Catalog, denomination, and budget restrictions configurable per country or region

5 Global & Enterprise Readiness

FEATURE	YOUTAGIFT	XOXODAY PLUM
Geographic Coverage	✓ ~9 markets: UAE, KSA, Qatar, Kuwait, Lebanon, Bahrain, Oman, Egypt, India	✓ 100+ countries with local catalog, currency, language, and tax governance
Multi-currency Support	✓ GCC currencies and Egyptian Pound; no purchase parity adjustments	✓ 50+ currencies with cost-of-living adjustments and purchase parity across all markets
Language Support	✓ Arabic and English	✓ 50+ languages across the platform and recipient experience
Security Certifications	✓ PCI-DSS certified (first in MENA, 2021); no SOC 2, ISO 27001, or GDPR documentation	✓ SOC 2 Type II, ISO 27001, GDPR, CCPA, DPDP certified - VAPT-tested
Data Residency Options	✓ AWS-hosted; Oracle Cloud in KSA for data sovereignty; no private cloud or on-premise	✓ Public cloud, private cloud, on-premise - data centers in US, UAE, India, and Saudi Arabia
AI-Powered Capabilities	✗ Not available	✓ AI reward recommendations, program optimization, analytics automation, and MCP integration
Customer Success Model	✓ Email and phone support; no dedicated CSM or structured business reviews	✓ Named CSM, structured MBRs and QBRs, 24/7 AI-powered support across time zones

** All comparisons are based on open-source data

— BEYOND THE PLATFORM

Plum is more than a rewards catalog - it is the programmatic infrastructure your incentives strategy runs on at global scale.

At launch, you get dedicated Implementation Engineers, a structured onboarding project plan, and full configuration support across reward rules, integrations, and distribution workflows. YouGotAGift's @Work is deliberately zero-setup - no KYB, no onboarding, instant access. That works for ad hoc corporate gifting. It does not work for enterprise programs that need HRMS sync, budget governance, segment-based catalogs, and multi-country rollouts. Plum's professional services team ensures your program is production-ready before go-live, with adoption toolkits built for your specific use case.

Post-launch, a named Customer Success Manager actively tracks program performance, monitors redemption rates, and runs targeted engagement campaigns to increase participation. Monthly and Quarterly Business Reviews keep your program on a continuous improvement loop - a model YouGotAGift does not offer. When your teams need help, 24/7 AI-powered support backed by a global team ensures resolution without waiting on GCC business hours.

On AI, Plum is already live with reward recommendations, program optimization insights, and analytics automation - and the Xoxoday MCP enables AI agents and LLM-powered workflows to trigger rewards natively from any orchestration layer. YouGotAGift has no AI capability today. The longer you run Plum, the more your programs self-optimize - turning rewards from a manual bulk-send exercise into a data-driven, automated engagement engine.

