

Xoxoday Plum vs. Vouchagram

Evaluating Vouchagram for gift cards and rewards? Here is where the two platforms differ, and why teams running programs across regions and use cases choose Xoxoday Plum.

About Plum — Xoxoday Plum is a global rewards, incentives and payouts platform. Teams use it to send gift cards, prepaid cards, experiences and more to employees, customers and partners in 150+ countries, from one admin console or through APIs.

Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Plum apart.

1

Gift Cards at Global Scale

10M+ reward options across 30+ categories, with gift cards from local and global brands in 150+ countries.

2

Beyond Gift Cards

Prepaid cards, flights, hotels, experiences, lounges, air miles, charity, mobile top-ups, and custom rewards on the same platform.

3

Amazon Partnership

Direct redemption on Amazon in the US, UK, India, Spain, and Germany. Recipients shop on Amazon's actual website.

4

True Global Infrastructure

150+ countries, 50+ currencies, purchase parity, 50+ languages, local tax governance, and flexible data residency across public, private, and on-premise clouds.

5

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.

6

Built-In Enterprise-Grade Controls

Role-based access, budget thresholds, maker-checker workflows, reward rule engine, and country-level controls built into the platform.

7

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 in one platform.

8

250+ Integrations and AI

Trigger rewards from MS Teams, Slack, Workday, SAP, Salesforce, and more, with an AI copilot and the Xoxoday MCP for AI agents.

9

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.

10

Professional Services

Full onboarding consulting and project management. Dedicated CSM, structured MBRs & QBRs, and AI-powered 24/7 support across geographies and time zones.

How Xoxoday Plum Addresses Feature Gaps with Vouchagram

Vouchagram has real strength in the Indian market. It states 200+ business clients, 5+ million customers, and a long-running focus on banks and corporate gifting, with white-label microsites and a D2C voucher portal. Gaps emerge when programs need a catalog beyond vouchers, coverage outside India, and enterprise controls and developer tooling at scale.

1. Gift Card Catalog & Fulfillment

This matters because catalog depth and local relevance drive redemption rates, especially across multi-country workforces and customer bases.

Feature	Vouchagram	Xoxoday Plum
Gift card brands	190+ brand vouchers; 500+ products across nine categories.	10M+ reward options across 30+ categories, with local catalogs in 150+ countries.
Amazon Store	Not publicly documented.	Direct redemption in US, UK, India, Spain, Germany.
Prepaid Cards	Not publicly documented.	Visa & Mastercard prepaid cards.
Travel - Flights, Hotels & Miles	Travel vouchers listed as a category.	Flights, hotels, air miles, and airport lounge access.
Experiences, Charity & Top-Ups	Not publicly documented.	Experiences, charity and donations, and mobile top-ups.
Delivery speed	E-gift vouchers delivered in seconds.	Instant digital delivery.

2. Distribution & Program Flexibility

This matters because one platform that covers every reward scenario beats stitching several vendors together.

Feature	Vouchagram	Xoxoday Plum
Program types	Employee, channel, festive, and client gifting; brand promotions.	Employee, channel, consumer, survey, and payout programs on one platform.
Points-based redemption	Points redeemable against any brand voucher.	Reward Points engine for loyalty and incentives.
Reward Links (no-login share)	Not publicly documented.	No-login Reward Links.
Reward Codes (guest checkout)	Not publicly documented.	Reward Codes for guest checkout.
Bulk distribution	Not publicly documented.	Up to 10,000 recipients per CSV upload.
Distribution channels	SMS and email.	Email, SMS, WhatsApp, mobile app, web app.
UPI / Bank transfer payouts	Not publicly documented.	Bank deposit and UPI payouts across markets.

3. Developer & Integration Infrastructure

This matters because rewards only scale when they trigger from the HR, CRM, and finance tools your teams already use.

Feature	Vouchagram	Xoxoday Plum
Public REST APIs & docs	API integration mentioned for points redemption; public API docs not found.	Rewards, Reward Points, and Reward Links APIs with full public docs.
White-labeled storefront	Branded microsite with tailored communications.	SSO-based white-labeled storefront.
SDKs / iFrame embeds	Not publicly documented.	SDKs and iFrame embeds.
Pre-built connectors	Not publicly documented.	250+ connectors incl. Workday, SAP, Salesforce, Teams, Slack.

Feature	Vouchagram	Xoxoday Plum
AI / agent-ready infrastructure	Not publicly documented.	Xoxoday MCP for AI agents and LLM workflows.

4. Enterprise Controls & Governance

This matters because finance, compliance, and security teams expect built-in controls once programs pass a few thousand recipients.

Feature	Vouchagram	Xoxoday Plum
Reporting	Real-time delivery-status reporting, customizable frequency.	Real-time reporting, reconciliation APIs, and full audit trails.
Role-based access control	Not publicly documented.	Granular RBAC across teams.
Maker-checker workflows	Not publicly documented.	Dual-control governance.
Budget thresholds & wallet controls	Not publicly documented.	Wallet funding, threshold alerts, multi-account.
Reward rule engine	Not publicly documented.	Category, denomination, and segment-based rules.
Real-time fraud detection	Not publicly documented.	Real-time scoring on IP, device, velocity - auto-hold.

5. Global & Enterprise Readiness

This matters because multi-country programs need localization, multi-currency support, and data residency choices that hold up across regions.

Feature	Vouchagram	Xoxoday Plum
Country reach	India-led.	150+ countries with local catalogs.
Currencies & languages	Not publicly documented.	50+ currencies with purchase parity; 50+ languages.
Security	States data is secured by multiple safety layers; no certifications listed.	SOC 2 certified, GDPR compliant.
Data residency	Not publicly documented.	Flexible residency across public, private, and on-premise clouds.
Customer success model	Not publicly documented.	Named CSM, MBRs/QBRs, 24/7 AI support, implementation PMs.

Beyond the Platform — What You Get When You Choose Plum

At launch, you get dedicated Implementation Engineers, structured onboarding, and project management built around your program calendar - across geographies and time zones.

After launch, a named Customer Success Manager drives redemption rates and program ROI through monthly and quarterly business reviews, with 24/7 AI-powered support keeping your finance, HR, and ops teams unblocked.

Plum ships AI today: reward recommendations, program insights, and automation, and the Xoxoday MCP lets your AI agents trigger rewards natively. The longer you run Plum, the more leverage your programs gain.

Pricing and feature claims reflect information publicly available as of the publish date and may change; readers should verify current details on Vouchagram's site.