

Launch a reward microsite that looks and feels like your brand

Plum enables organizations to create fully branded reward microsites for any audience - employees, channel partners, or customers. Your logo, your reward catalog, your experience. Recipients simply log in and redeem.

Book a Demo

Custom logo and brand colors

Curated reward categories

Secure recipient login

Multi-channel delivery via email, WhatsApp, and SMS

150+ countries, 10M+ reward options

Instant redemption

OVERVIEW

A reward experience that reflects your organization

Plum enables you to deploy a fully white-labeled reward microsite for any audience - employees, channel partners, survey respondents, or event participants. Recipients access a branded portal, browse a curated reward catalog, and complete redemption in seconds.

Every touchpoint carries your identity. No Plum branding. No generic reward links. A consistent, professional experience from login to confirmation.

HOW IT WORKS

Simple to configure. Designed to scale.

1

Configure your microsite

Upload your logo, define your brand colors, name your microsite, and select the reward categories relevant to your audience. Add a customized welcome message to personalize the recipient experience.

2

Invite your recipients

Distribute access via email, Slack, or your existing HRMS. Recipients are directed to your branded microsite with a secure login.

3

Recipients redeem. You stay informed.

Recipients browse the catalog, select their preferred reward, and complete redemption instantly. Rewards are delivered via email, WhatsApp, or SMS. Administrators receive real-time reporting on redemption activity across all recipients.

CUSTOMIZATION

Tailor every element to match your brand and program requirements.

What	How
Logo	Upload your organization or team logo
Brand colors	Align with your visual identity guidelines
Microsite name	Configure a name specific to your program or team
Reward categories	Display only the categories relevant to your audience
Welcome message	Customize the recipient-facing login screen
Notifications	Branded confirmation emails and redemption alerts
Points balance	Display earned, redeemed, and available balance
Expiry rules	Define validity windows per reward type or program

USE CASES

Purpose-built for every team that runs a rewards program.



HR & People

Deploy a branded employee rewards microsite for recognition programs. Automate delivery for milestone events - work anniversaries, birthdays, and performance bonuses - without manual intervention.



Marketing

Launch dedicated microsites for ABM campaigns, event participants, or referral programs. Each recipient receives a curated experience aligned to the specific campaign objective.



Sales & Channel

Provide channel partners with their own branded incentive microsite. Configure separate reward catalogs by partner tier and manage all programs from a single admin dashboard.



Product & Research

Run survey reward programs with unique redemption links per respondent. Eliminate duplicate redemptions and maintain full visibility into response and redemption rates.

SECURITY

Enterprise-grade security, built into every microsite.



Every microsite is backed by Plum's enterprise security infrastructure - secure recipient login, unique redemption codes per transaction, and a comprehensive fraud prevention layer. Full audit trails are maintained across all redemption activity.

Plum is certified SOC 2 Type II, ISO 27001, GDPR, and CCPA compliant.