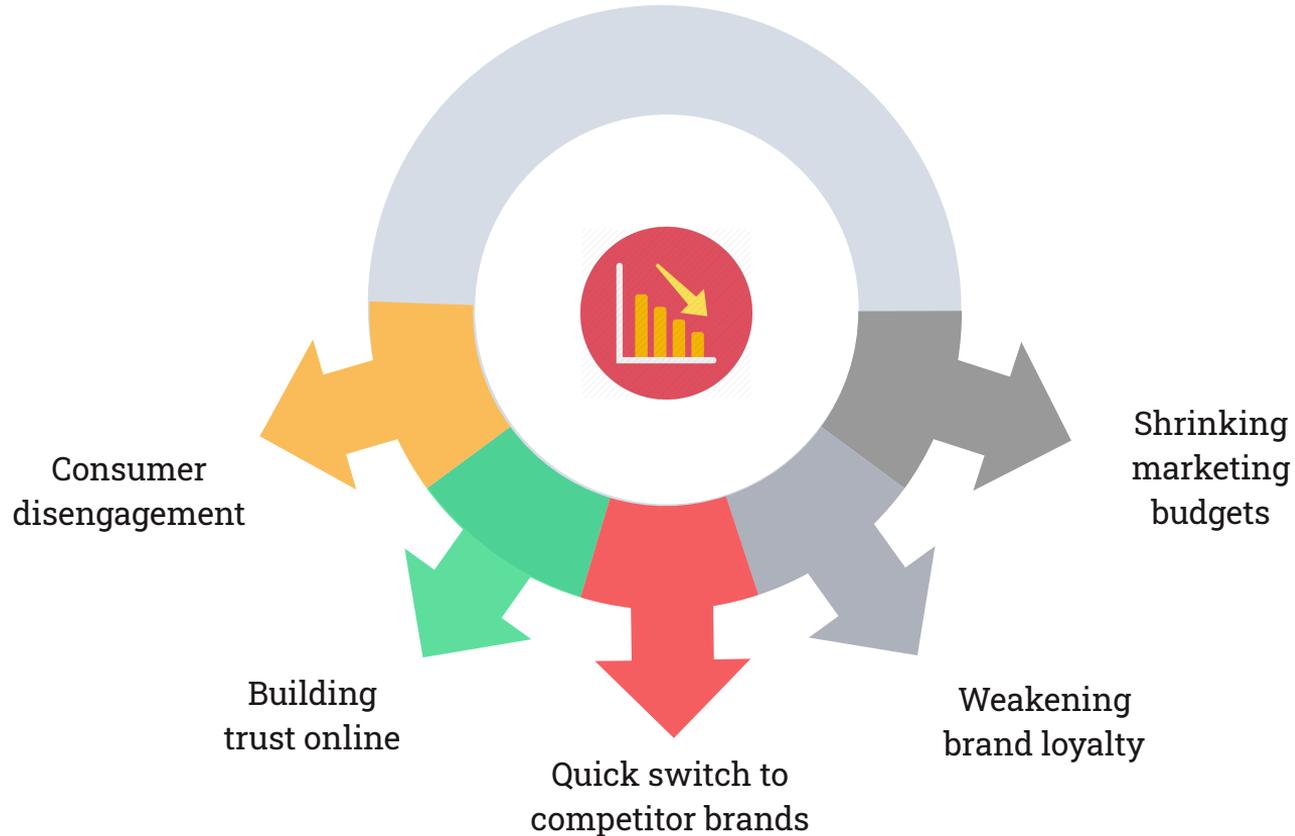


xoxoday | plum

Consumer Campaigns via Rewards & Promotions



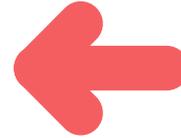
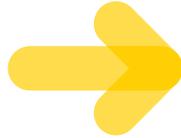
Disengagement is a constant concern for **Consumer Brands**



Reward & Loyalty programs are the best fit to overcome them



Instant gratification
improving customer
engagement



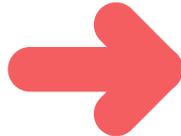
Helps make your brand
advocates become brand
evangelists

Helps create a culture of
loyalty and community



Increases revenue via
repeat customers

Helps get new customers
through referrals



Helps quantify the
qualitative aspects of
consumers via reports



However, current rewarding solutions
come with **many setbacks**



Cost + operational
ineffectiveness



Lack of analytics
and insights

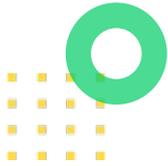


Lack of personalised
reward options



Average user
experience





Welcome to Xoxoday Plum

The 'Digital Enabler'

Categories

Check Code

Admin Login

SMS Format

Check Gift Card Code How to Redeem

xoxoday plum Search for Experiences, Gift vouchers ...

Categories India Login Xoxo Code validity How to redeem

Work From Home Experiences Gift Vouchers Perks & Offers Hot Offers Premium Deals

Experiences

Discover tours, attractions and activities for your next holiday [View all](#)

- 6,934 INR Required**
Microflight Flight For 20-Minutes
Jakkur Aerodrome, Jakkur...
Activity **INR 6,934**
- 19,000 INR Required**
Private Cabana Candlelight Dinner, Vivanta by Taj
Vivanta by Taj Dwarka, Metro Statio...
Activity **INR 19,000**
- 6,500 INR Required**
Enjoy Adventurous At Hidden Castle
State Highway No.1, M...
Activity

Gift Vouchers

Buy gift vouchers of your favorite brands at a discounted price

Experience booking confirmed!

Hello,

Your hot air balloon reservation confirmation id is 3350399, Refer the attachment to check terms and conditions.

Hotel	Details	Total Amount
 Hit Air Balloon Goa	Mon, 27 Jan - Wed, 29 Jan 2 adults, 1 child	₹ 11,210

Need any help? Kindly contact our [support team](#).

[Twitter](#) [LinkedIn](#) [YouTube](#)

Personalised, Meaningful & Cost-effective Rewards





Use Cases





Consumer Promotion campaigns

Reward new customers on successful digital transactions.

Automated delivery of e-gifts from our wide choice global catalog

↑ Increase in product sales, adoption and usage





Product Launch campaigns

Introduce new products and services on your website, social media, public sites (Google Ads)

Incentivize users on first-time purchases through codes & discounts

↑ Increase in introductory sales and digital visibility



Get 30% Cashback On Your First Purchase
USE CODE: **TXCB089**



xoxoday



Flat 60% OFF
On First Order



AVAIL FLAT
50% OFF
FIRST ORDER



xoxoday

FOOD DELIVERY APP OFFERS

Introductory Offer



FLAT
40% Off
on Rs.1000 denomination

xoxoday



FreshMenu

INTRODUCTORY OFFER

60% off on your First Order

xoxoday



Influencer campaigns

Run campaigns for offline products through prime influencers via scratch cards, lucky draws & activation codes

Reward agents instantly. e.g. 'Send SMS and win a Voucher'. Measure campaign effectiveness with reports

↑ Increase in brand retention and loyalty



ON A TIGHT BUDGET? WORRY NOT.
Choose Nestaway and get ₹1000 off your first month's house rent!

USE CODE **XOXO1000**



nestaway



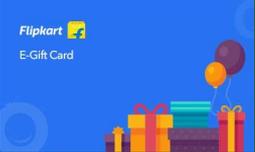
zomato

zomato gold
try something new

1+1 2+2
DISHES DISHES
AT 3500+ TOP RESTAURANTS

DIWALI LUCKY DRAW

Shop and win a Flipkart Gift
50 lucky winners
Offer Valid until 31st October



Flipkart 
E-Gift Card

MODISH

DIWALI SPECIAL
Fashion & Lifestyle Exhibition

12th - 13th October, 2019

HOTEL CLARKS AVADH LUCKNOW



LOYALTY OFFER

Spend INR. 5000 and Get cashbacks Upto INR. 3000

Offer valid till 4th September to 30th September



Four Seasons
so often so

Consumer Referral campaigns

The best source of new business is a referral from a satisfied customer

Motivate existing consumers to refer new ones. Reward them with high value perceived e-gifts

↑ Increase in upsells, cross-sells and trusted consumers



SMS Based MOBILE RECHARGE

airtel BSNL Jio

!dea vodafone MTNL

SATA Do the new. 100% Mobile Recharge MTS

A hand is shown holding a smartphone displaying a messaging app interface.



★ MOVIE LOOT ★

Get 60% off on your referral's first booking

VISA

The background features a clapperboard and a film reel.



EARN 50% of your Referral's First Order

The text 'EARN' is in green, '50%' is in large green font, and 'of your Referral's First Order' is in a smaller green font.



Refer and Earn Bonus

GET \$50 BONUS

HEALTH & BEAUTY

A purple perfume bottle is shown next to a circular badge containing the text 'GET \$50 BONUS'.



xoxoday dunzo Referral Code

XZ9WVz

FREE RS 100

Two smartphones are shown, one displaying a messaging app interface.



REFER AND GET POINTS

BRAND LOVE

Redeem them during checkout!

The word 'LOVE' is written in large white letters, with a red heart shape replacing the letter 'O'.

Build Consumer Loyalty

Bond with your existing customers by providing digital rewards instantly through Xoxoday loyalty platform

Engage + Reward consumers via campaigns on social channels



Swiggy

Ganesh Chaturthi
Special: Order Sweets &
Savories at Best Prices

Get Code

Expiring in 18 days



Flipkart

Flat 50% Off on Clothing,
Footwear & more

Activate Deal

Expires Soon

AJIO

AJIO

Min 62% Off on Orders
above Rs. 2990

Get Code

Expires Soon

HEALTHKART

HealthKart

Flat 35% Off on
MuscleBlaze Products

Get Code

Expires Soon



Paytm

Upto Rs. 20 Cashback on
Recharge & Bill Payments

Get Code

Expiring in 18 days



McDonald's

Free French Fries/Coke
(Large) on Orders of Rs.
150 & above (Online)

Get Code

Expiring in 18 days



Amazon

Deals of the Day: Upto
85% Off on Deals Every
Hour

Activate Deal

Expires Soon



Tata CliQ

The CliQ Fashion Sale:
Upto 85% Off on Latest
Fashion Brands & Trends

Activate Deal

Expiring in 0 day



MakeMyTrip

CouponDunia Exclusive:
Upto Rs. 800 Instant
Discount on Domestic

Get Code

Expires Soon



Myntra

Upto Rs. 300 Off on
Minimum Purchase of Rs.
799 (New User)

Get Code

Expiring in 110 days

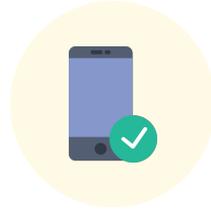
Why Xoxoday Plum?



Instant delivery



Data security and tracking



Zero downtime redemption



Reports and analytics



Low cost to company



Large scale execution



No leakage of data



Response SLA of 2 working hours

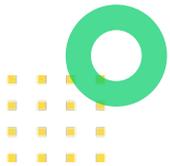


Ease of usage



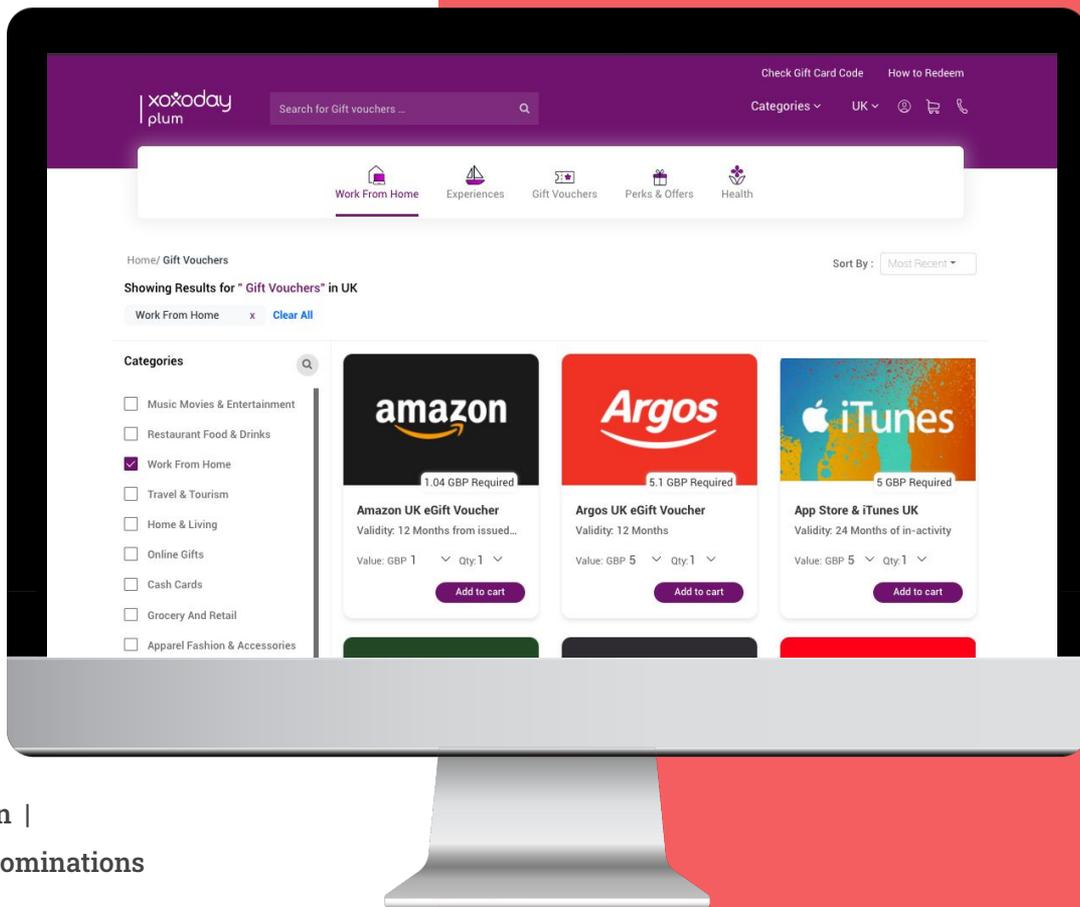
24/7 technical support





Plum Catalog

Giving you the Power of
Choice



20,000+ global reward options | One-click redemption |
Instant omni-channel delivery | Multi-currency denominations

Digital Gift Cards



A collection of 2000+ digital gift cards across the globe

APAC	GCC	North America	Europe	Africa	ANZ

Experiences & Activities

We have an elaborate pallet of 5,000+ international experiences & activities in 50+ countries.



Sailing Yacht
Cruise On Auckland
Harbour With Dinner
(NEW ZEALAND)

Bangkok Grand
Palace And River
Cruise Sightseeing
Half Day Tour
(THAILAND)



Mt. Fuji day trip
(JAPAN)

The Edinburgh
Dungeon Tour
(SCOTLAND)



Sunset Wildlife Safari
From Stockholm
(SWEDEN)



Beauty Spot
(MALDIVES)



Albuquerque
Scavenger Hunt
Adventure
(USA)



Perks & Discounts

We bring you 10,000+ Perks & Corporate Discounts





Success Stories



Xoxoday Rewards to **Increase Consumer Transactions**

Company: Asia's multinational banking and financial services company

Problem statement:

- ❖ The client wanted to encourage their NRI customers to increase the remittance (funds transfer) to other countries
- ❖ Need of an automated, seamless way to incentivize users who opt for online modes of fund transfer at regular intervals to increase the financial inflows

The Xoxoday solution:

- ❖ Xoxoday international vouchers are 'all in one gift vouchers' redeemable on gift vouchers and experiences of any brand globally
- ❖ Xoxoday vouchers, unlike many others, give the power of choice to the consumers

Benefits:

- ❖ 4,000+ vouchers were delivered that increased the no. of transactions and remittance by multi folds



Customized Experience Gift Boxes to **Build Emotional Connection**

- Company:** Titan - Indian luxury goods company
- Problem statement:**
- ❖ To increase brand visibility on social media for their elite and high-profile customers by launching Mother's Day campaign on Facebook
 - ❖ Need for a unique rewarding option
- The Xoxoday solution:**
- ❖ Worked with agency on the Facebook campaign designing and roll-out
 - ❖ Offered personalized Choice Format experience gifts to loyalty customers who participated in the campaign - PAN india
 - ❖ End-to-end redemption management
- Benefits:**
- ❖ Digital engagement increased many folds as the customers got to enjoy a unique experience/ activity rather than the usual gift options



Influencer Campaign to **Foster Brand Loyalty**

Company:

Kohler

Problem statement:

- ❖ To run an influencer campaign via the plumbers - blue-collar staff
- ❖ Need to capture each plumber's contact details in a seamless and automated manner

The Xoxoday solution:

- ❖ Offered rewards to plumbers who helped in consumer research to facilitate brand usage
- ❖ Xoxo scan-codes were sent to each plumber who shared the product details via SMS
- ❖ They were rewarded with a special gift voucher from Big Bazaar

Benefits:

- ❖ Motivation and productivity of the staff increased leading to an overall boost in product sales and usage



KOHLER®

Xoxoday Credentials



2.5 M+

Users

1000+

Global Clients

4.5★

Star rating
(10,000+ reviews)

~\$40
Million

Worth of rewards
processed in FY 20

80+
Countries

Global Presence
of Catalog

20,000+

Global Brand
Partners & Suppliers

5

Offices: India, Ireland,
US, Singapore & UAE

200

Employees across
the globe

10,000+

Daily
transactions

Global recognition & awards



Join 1000+ Clients



Rakuten

Infosys®



BAJAJ Allianz



Honeywell



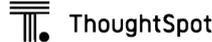
INDIA TODAY

citi

KPMG



FUJITSU



SIEMENS
Ingenuity for life



TATA CAPITAL



alternergy
Renewable power pioneer

WINSHUTTLE

LUMINOUS



onmobile

nielsen

Rockwell
Collins



emids®
experience partnership.



A satisfied customer is the best business strategy of all.

Let's Talk

www.xoxoday.com
cs@xoxoday.com

Australia | India | Ireland | Philippines | Singapore | UAE | UK | USA

