

# XO.cards Unveils a Personalization Edge for Reward Campaigns

Enhance reward campaigns with *xo.cards*: Personalize and distribute gift cards and codes effortlessly.

TORONTO, ONTARIO, CANADA, December 6, 2023 /EINPresswire.com/ -- [XO.cards](#) introduces a



XO.cards transforms rewards campaigns with personalized, effortless distribution of codes and gift cards.”

*Rob Balahura, CPO and Founder*

pioneering rewards platform that elevates the standard for reward customization and distribution. Dubbed the "Canva for rewards," *xo.cards* combines the simplicity of design with the power of personalization, allowing companies to create digital greeting cards as personalized vessels for delivering rewards. This unique feature, alongside the platform's Mailchimp-like ease of distribution, positions *xo.cards* as a leader in the rewards distribution landscape, offering a significant competitive advantage for those running rewards campaigns.

*xo.cards* serves marketing agencies, loyalty programs, gaming sectors, and HR professionals, providing two streamlined approaches for tailored reward distribution:

1. Batch Distribution via an Intuitive Interface: Our interface enables efficient, large-scale rollouts, allowing companies to distribute batches of personalized rewards encapsulated in bespoke digital greeting cards simultaneously.
2. Individual Distribution via a Dynamic API: The API facilitates real-time, individual reward personalization and distribution, ideal for seamless integration with client apps or websites.

“In a market saturated with one-size-fits-all solutions, *xo.cards* offers a platform that's tailored to the unique contours of every campaign. With our rewards personalization tools, we're not just changing the game; we're redefining it—delivering an unmatched experience that resonates with your brand, campaign, and program objectives," stated Rob Balahura, CPO and founder of *xo.cards*.

Effortless Reward Distribution:

*xo.cards*'s platform simplifies the reward distribution process for both batch email campaigns

with a simple interface, and on-demand rewards issuance with an API.

#### Flexible Reward Choices:

Use it to distribute your own gift codes, use a provided gift card collection or connect your existing gift card provider account.

#### Advanced Personalization and Distribution Tools:

xo.cards provides a distinctive platform where businesses can utilize Canva-like tools to design their own custom-crafted digital greeting cards, transforming them into tailored vessels for reward delivery. These custom creations paired with our Mailchimp-inspired distribution system, ensure that sending rewards is not only efficient but also delivers a compelling and branded experience. Each card becomes a memorable engagement point, seamlessly connecting the recipient with the brand's message and the reward contained within.

#### Disruptive Pricing Model:

Shifting away from the industry norm, xo.cards introduces a cost-effective pricing strategy. By enabling companies to utilize their own codes or gift card accounts, xo.cards charges a nominal fee per transaction, passing the savings from gift card margins directly to businesses.

#### Trusted by Industry Leaders:

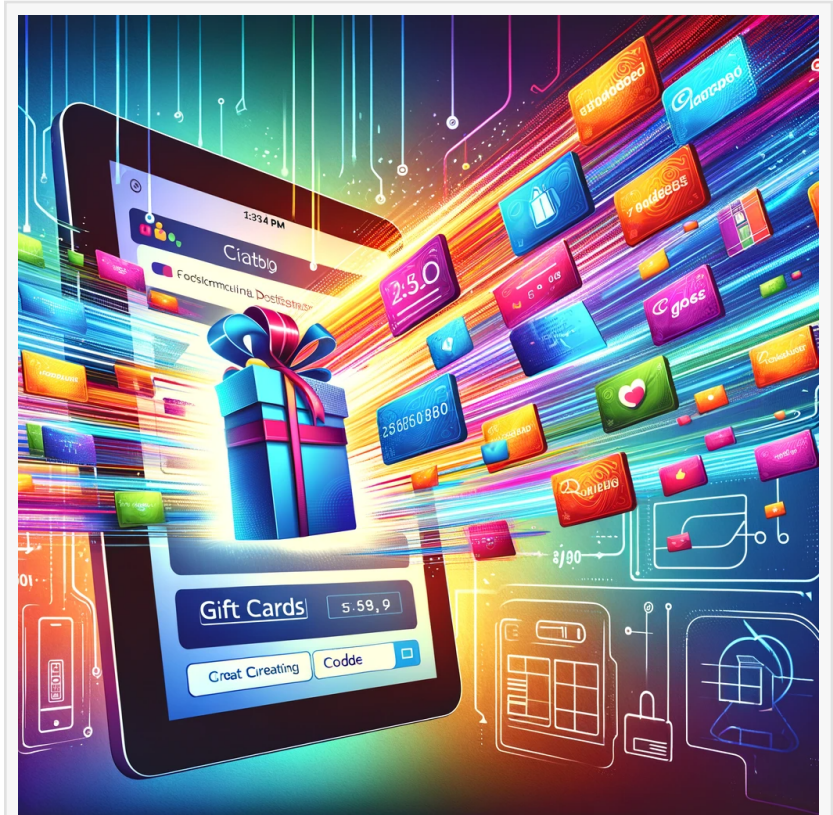
Major US banks and corporations have already integrated xo.cards's platform, demonstrating its versatility and scalability to satisfy the complex demands of various industry sectors.

#### Easy Sign-Up and Free Trial:

Experience it firsthand by signing up at xo.cards. Enjoy a complimentary offering of 100 free rewards to send, with no additional fees. For guidance on crafting and distributing your personalized rewards, follow our user-friendly tutorial on [Medium](#). This resource is tailored to ensure your first experience with xo.cards is both smooth and intuitive.

#### About xo.cards:

xo.cards, born from Vouchr's expertise in fintech personalization, steps into the rewards market



XO.cards makes it easy to send personalized gift cards and codes for any rewards campaign, program or brand.

with a fresh take on customized rewards distribution. Drawing on Vouchr's legacy of innovation, xo.cards sets out to transform how rewards are personalized and delivered. For more about the xo.cards difference visit <https://xo.cards> or <https://vouchrtech.com>

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