

# New Revolut feature cashes in on US-Mexico remittances activity

Article

The news: Revolut is [adding](#) to its US products lineup with a feature in its app that enables remittances to and from Mexico.

The UK-based neobank is aiming to enter a cross-border payments market between the two countries that saw a **31.0%** surge in May and hit a monthly record of **\$4.52 billion**, [per](#)

research from **BBVA**. The company's prospective customer base includes migrants from Mexico who are residing in the US and sending payments back to their families.

**More on this:** For its new feature, the neobank **charges** a percentage-based transaction fee of **0.30%**, which is set within a fixed range: Users will pay at least **\$0.30** but no more than **\$6.00** per transaction. Revolut says that it's competitive with fees assessed by other companies, pointing to charges that can **reach 11%**.

Customers will not be hit with FX fees if they stay within their free allowance limit, and their transactions will use the interbank exchange rate, the neobank **noted**. However, recipients may still have to pay fees to their beneficiary banks.

Signing up for the remittances feature **takes** just a few **minutes** and payments will typically be made **within a single working day**. To successfully receive payments, Mexican recipients need an updated tax identification number, as well as an updated Clave Única de Registro de Población (CURP), which is a government-issued identity code.

The cross-border product will help build Revolut's US brand awareness, Revolut USA CEO Ron Oliveira told Insider Intelligence. The company hasn't made a big marketing push since its US launch in March 2020, Oliveira noted, describing its initial move as "a quiet launch."

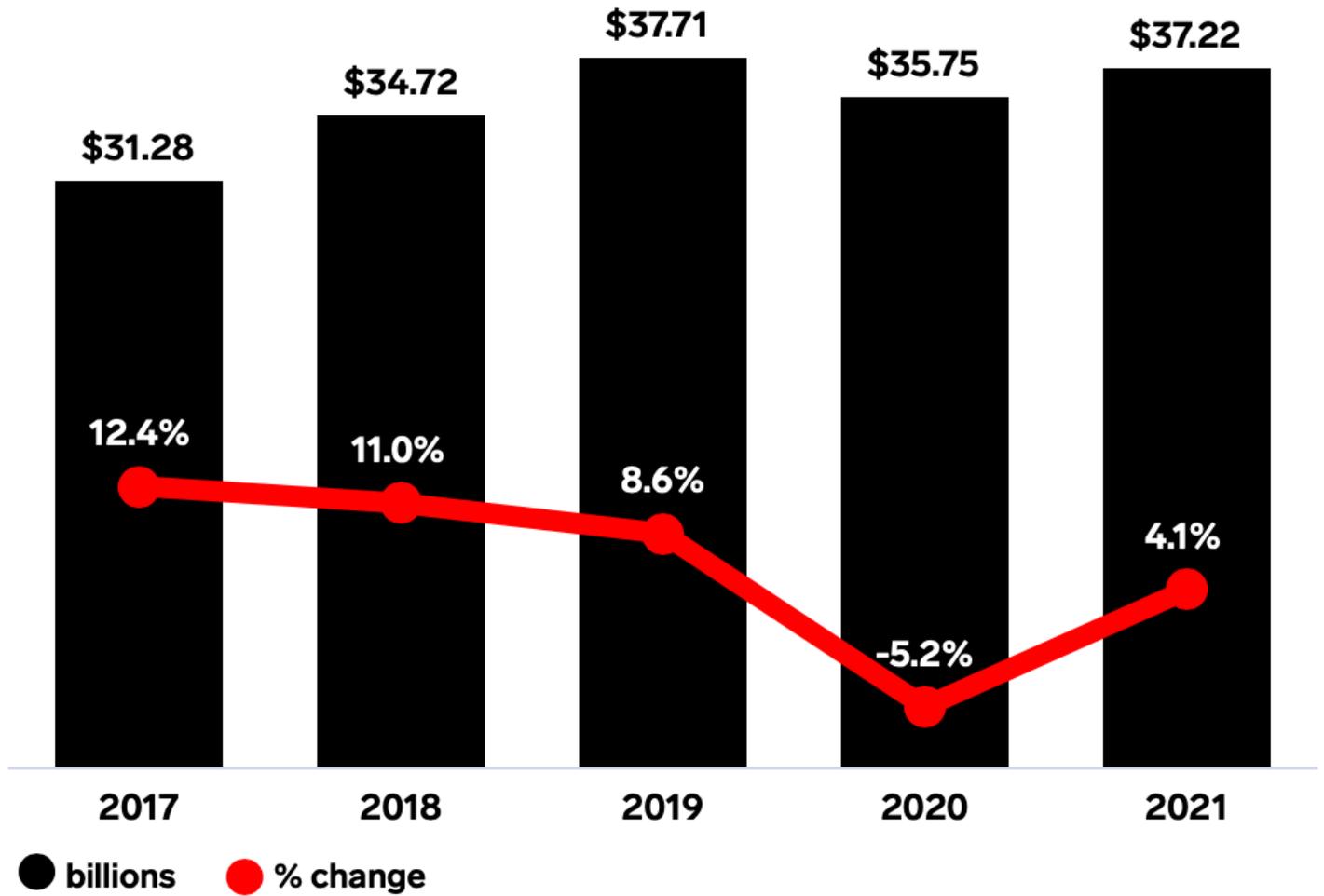
However, Revolut has planned a US marketing push in the future. Oliveira noted that the neobank will "get very aggressive in the fourth quarter of this year."

**The opportunity:** Revolut's remittances launch is effectively a prelude, helping to build brand awareness and attract US users to the neobank's platform before the company makes a broader entry into Latin American countries.

The neobank **said** that it's eyeing Mexico and Brazil, with a head of operations already hired for the latter market. The company also intends to hire country CEOs for both markets and a general manager for Mexico, Oliveira said.

## Remittance Inflow

Mexico, 2017-2021



Source: eMarketer, December 2020

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