

Mercari: Introduction of real-time¹ access to funds increases online marketplace seller satisfaction²



5x

higher adoption rate
of "Instant Pay" than
Mercari expected³

60%

of sellers who used "Instant
Pay" were repeat users⁴

73%

month-over-month
increase in use⁵





Out of all key product features released in 2019, Instant Pay was voted in the top third in making selling easier.

Shida Schubert

Vice President of Product at
Mercari



Challenge:

Mercari sellers were dissatisfied with the speed and unreliability of traditional ACH payments: different banks processed the payments at various speeds, often taking three or more days to complete. Looking to be an innovator, Mercari decided to be one of the first in the industry to offer a push-to-card solution.

Solution:

Mercari worked with Visa Direct and Adyen to develop “Instant Pay” which allows sellers to receive funds in real-time¹ for a \$2 fee. Mercari verified seller identity through their own KYC and ID checks, and deployed a “trust badge” to foster greater trust among buyers and sellers.

Result:

The success of “Instant Pay” exceeded projections by 5x, with 27% of sellers adopting the feature after launch despite limited marketing promotion.³ Over the course of five months, Mercari saw 10x more sellers than expected seeking to become eligible for “Instant Pay.”⁶

Learn more

[Click here to visit the Visa Direct Website](#)

Footnotes:

- 1. Actual fund availability depends on receiving financial institution and region.
- 2. Mercari survey of 2200 active sellers, January 2020. Of 22 key product features released in 2019, Instant Pay was voted 6th in “making selling easier”
- 3. Mercari user data, July 2019 - January 2020
- 4. Mercari user data, November 2019 - January 2020
- 5. Mercari user data in the first two months post launch, July - August 2019
- 6. Mercari user data, September - February 2020