

Top 3 Mobile-First Remittance Apps for Mexico: Complete Analysis

Sendwave, Félix Pago, and Remitly emerge as the best mobile-first options for sending money to Mexico, each excelling in different use cases. Sendwave offers true zero-fee transfers through a mobile-only app, (Stablecoin Insider) Félix Pago eliminates app downloads entirely through WhatsApp-based transfers with instant delivery, and Remitly dominates the Mexico corridor with the largest partner network (App Store) and highest-rated mobile experience. Together, these three apps cover the spectrum from crypto-savvy innovation to mass-market reliability—understanding their distinct strengths determines which serves your audience best.

The top 3 selected over competitors

These three emerged from evaluating seven major contenders (including Wise, Strike, Xoom, and WorldRemit) based on the criteria of lowest fees, least friction, and mobile-first design. **Strike** was eliminated despite zero fees due to cryptocurrency learning curve increasing friction. **Wise** operates web-first with more verification steps. **Xoom** and **WorldRemit** consistently rank worse on fee competitiveness—WorldRemit placed 11th for Mexico on Monito's comparison platform, while Xoom's exchange rate markups exceed competitors.

Sendwave: True mobile-only with zero explicit fees

Fee structure analysis

Sendwave charges **\$0 transfer fees** to Mexico, instead generating revenue through exchange rate markup (Sendwave) (Stablecoin Insider) of **1-3%** above mid-market rates. This makes the "zero fee" claim technically accurate but potentially misleading—the real cost hides in the exchange rate.

Send Amount	Transfer Fee	Exchange Loss (~2%)	Total Effective Cost
\$200	\$0	~\$4	~\$4 (2%)
\$500	\$0	~\$10	~\$10 (2%)
\$1,000	\$0	~\$20	~\$20 (2%)

Sendwave offers **\$10 free credit** with promotional codes for new users, (XB Trip Guide) and referral bonuses ranging from **\$5-\$20** for both parties. (TopParrain +2) Credits remain valid for 12 months.

Friction analysis

Sendwave's signup process takes **5 steps**: download app, create account with phone/email, upload government

ID, link debit card, and start sending. Most verifications complete within hours, though some take up to 24 hours.

Payment methods are severely limited—Sendwave accepts **only debit cards** (Visa, MasterCard). Credit cards, bank accounts, Apple Pay, and Google Pay are explicitly not accepted. (MoneyTransfers) This limitation exists because debit cards have lower processing fees, but it creates friction for users preferring other payment methods.

Transfer limits start at **\$999 daily/\$2,999 monthly** for new users, expandable to **\$2,999 daily/\$12,000 monthly** with full ID verification. Mexico-specific restrictions apply: OXXO cash pickup caps at **\$177 per transfer**, while Banorte cash pickup allows up to **\$499**. (Wise)

Mobile experience

Sendwave is **confirmed mobile-only**—no web dashboard exists for sending transfers. The app earns **4.7/5 stars** on both iOS (47,000+ reviews) and Google Play (91,200+ reviews), with Trustpilot showing **4.5/5 stars** across 22,000+ reviews.

The app features real-time exchange rate display, push notifications for every transfer stage, recipient address book, transfer tracking, 24/7 in-app chat support, biometric login, and the new Sendwave Wallet (US only) offering better rates and cashback rewards.

Delivery options to Mexico

Sendwave supports **bank deposits** to most major Mexican banks with delivery in minutes to hours during bank hours. Cash pickup operates through **OXXO** (maximum \$177) and **Banorte** (maximum \$499), requiring recipients to collect from the same state where the transfer was initiated.

Notable limitation: Mobile wallet partnerships focus primarily on African and Asian markets (M-Pesa, MTN, bKash, GCash)—Mexican wallet options like Mercado Pago are not explicitly confirmed for Sendwave.

Unique features

Sendwave is owned by **Zepz** (formerly WorldRemit Group), acquired for approximately **\$445 million** in February 2021. (Wikipedia) The app won the **2024 Monito Award** for easiest customer support contact. (Monito) Available in Spanish, English, Italian, French, and Portuguese, with 24/7 support via chat, phone, and email. (Sendwave)

Félix Pago: WhatsApp-native with instant delivery

Fee structure analysis

Félix Pago uses a **flat fee model** rather than percentage-based fees—**\$2.99** for bank deposits and **\$4.98** for cash pickup. (moneytransfers) The **first transfer is completely free**, including a promotional exchange rate.

moneytransfers

Send Amount	Felix Fee	Exchange Loss (~1.7%)	Total Effective Cost
\$200	\$2.99	~\$3.40	~\$6.40 (3.2%)
\$500	\$2.99	~\$8.50	~\$11.50 (2.3%)
\$1,000	\$2.99	~\$17	~\$20 (2%)

Cash deposits at US retailers (CVS, 7-Eleven, Walmart, Walgreens) incur additional store fees of **\$3.74-\$3.95**.

moneytransfers

Friction analysis: The lowest in the industry

Félix Pago achieves the **lowest possible friction** by eliminating app downloads entirely. The entire process takes **under 5 minutes**:

1. Enter phone number on felixpago.com
2. Click "Start free transfer" to open WhatsApp conversation
3. AI chatbot guides through amount, recipient, payment method
4. Click secure link to enter card information
5. Receive confirmation and digital receipt in chat

The WhatsApp interface supports **both text and voice messages**—users can literally speak their transfer requests. (QED Investors) KYC requirements include full name, date of birth, email, and address for basic accounts; government ID unlocks higher limits. (moneytransfers)

Transfer limits: Basic accounts allow **\$1,500 daily/\$3,000 monthly**, while verified accounts unlock **\$2,999 daily/\$9,999 monthly**. (Trustpilot) (moneytransfers)

Payment methods

Felix accepts US debit cards, credit cards (though banks may charge cash advance fees), bank accounts (ACH), and cash deposits at major US retailers. (moneytransfers) Apple Pay and Google Pay are not supported.

Mobile/WhatsApp experience

Felix operates **100% through WhatsApp**—no standalone app exists. (Venture Capital Mx) (moneytransfers) CEO Manuel Godoy describes WhatsApp as "the operating system of the region" for Latino communities. The interface uses AI-powered chat with human agent backup, supporting both Spanish and English. (QED Investors)

Delivery options to Mexico: The most comprehensive

Felix supports **40,000+ cash pickup locations** across Mexico, (moneytransfers) dwarfing Sendwave's limited network:

- OXXO (20,000+ stores)
- Elektra and Coppel
- Walmart and Bodega Aurrerá
- 7-Eleven
- Farmacias Guadalajara and del Ahorro
- Telecomm (Financiera para el Bienestar)

Bank deposits reach **60+ Mexican banks** including BBVA Bancomer, Banorte, Santander, HSBC, Scotiabank, and Banco Azteca. Delivery is **instant** via SPEI (Mexico's interbank system). (moneytransfers)

Mobile wallet delivery supports **Mercado Pago, Nu (Nubank), Spin by OXXO, and Stori**— (LinkedIn) all arriving instantly. (Wikipedia)

Blockchain infrastructure powering low costs

Felix uses **Circle's USDC stablecoin** on the **Stellar blockchain** for backend transfers. (CrossTech) (Crunchbase) User payments convert to USDC, transfer via Stellar to Bitso (Mexican crypto exchange), convert to pesos, then deposit via SPEI. This infrastructure reduced transaction costs by **40%** (from \$4.98 to \$2.99 for bank deposits). Users never interact with or see cryptocurrency. (Crunchbase)

Company background and funding

Founded in 2020 by **Manuel J. Godoy** (Venezuelan) and **Bernardo Garcia** (Mexican), (Venture Capital Mx) (Crunchbase) Felix raised **\$75 million Series B** in April 2025 led by QED Investors, (Refresh Miami) (Crunchbase) bringing total funding to **\$105+ million**. Other investors include MELI Capital (Mercado Libre), Castle Island Ventures, and Switch Ventures.

Key partnerships include Mercado Libre/Mercado Pago (LinkedIn) (25% of new users from referrals), Nubank Mexico, Intermex, Circle, Bitso, and credit union integrations.

Growth metrics

Felix has processed **\$1 billion+** in total transfers (Refresh Miami) with **300,000+ users** and **20-30% monthly transaction growth**. The primary user base consists of blue-collar Latino professionals in construction, food, and home services industries.

Remitly: Industry-leading app with largest Mexico network

Fee structure analysis

Remitly uses tiered fees based on delivery method and amount:

Delivery Method	Standard Fee
Bank/Debit Card Deposit	\$1.99
Mobile Wallet	\$1.99
Cash Pickup	\$3.99
Credit Card Surcharge	+3%

Key threshold: Transfers of **\$500+** unlock better exchange rates. (Remitly) New customers receive fee-free first two transfers plus promotional exchange rates on the first \$1,000.

Send Amount	Fee	Exchange Loss (~2%)	Total Effective Cost
\$200	\$1.99	~\$4	~\$6 (3%)
\$500	\$1.99	~\$10	~\$12 (2.4%)
\$1,000	\$0-\$1.99	~\$20	~\$20-22 (2%)

Remitly One membership and Circle changes

Important update: Remitly Circle app will be **permanently removed after December 14, 2025**, with services transitioning to Remitly Wallet. (Remitly) The new **Remitly One membership** costs **\$9.99/month** and includes Remitly Flex (cash advance up to \$250), Wallet, Cards, and **4% rewards** on stored balance (capped at \$5/month). (Wise)

Friction analysis

Remitly's 5-step signup includes creating account with email, selecting amount and delivery speed, choosing delivery method, entering recipient information, and confirming payment. (Remitly) The app uses **Onfido** for identity verification, accepting passports, driver's licenses, state IDs, and visa documents. (Remitly)

Transfer limit tiers progress from **\$2,999 daily/\$10,000 monthly** (basic) to **\$10,000 daily/\$30,000 monthly** (Tier 3) with additional documentation. (Finder) Maximum single transactions can reach **\$100,000** with custom approval. (Remitly)

Payment methods include debit cards, credit cards (+3% fee), bank accounts (ACH), and prepaid cards. Apple Pay is **not available in the US** (only EU, UK, Singapore). ([Remitly](#))

Mobile experience: The highest rated

Remitly achieves **4.9/5 stars** on iOS (500,000+ reviews) and **4.8/5 stars** on Google Play (1.35 million reviews)—the highest ratings among all remittance apps. Trustpilot shows **4.6/5 stars** across 98,303 reviews.

App features include rate alerts, real-time tracking with exact delivery time, recipient favorites, QR code sharing for cash pickup (new feature for Elektra/Banco Azteca), Help Center in 18 languages, and biometric/PIN login.

Delivery options to Mexico: The most extensive

Remitly supports **60+ Mexican banks** including BBVA Bancomer, Banorte, Santander, HSBC, Scotiabank, BanCoppel, Banco Azteca, and Banamex.

Cash pickup operates through **~470,000+ locations** globally, ([App Store](#)) with Mexico coverage including:

- OXXO (21,000+ locations)
- Elektra/Banco Azteca (2,000+ with new QR code pickup)
- Walmart/Bodega Aurrerá
- 7-Eleven
- Farmacias Guadalajara
- BanCoppel

Express delivery arrives in minutes; **Economy delivery** takes 3-5 business days with lower fees.

([Wall Street Survivor](#))

Company background

Remitly is a **publicly traded company** (NASDAQ: RELY) founded in 2011, IPO'd September 2021 at **\$43/share** with **\$6.9 billion valuation**. Current market cap sits at approximately **\$3.28 billion** with **\$1.46 billion** trailing revenue and **~2,800 employees** globally. ([PitchBook](#)) Mexico, India, and Philippines corridors generate approximately **70% of revenue**.

Side-by-side fee comparison

Amount	Sendwave	Félix Pago	Remitly
\$200	~\$4 (2%)	~\$6.40 (3.2%)	~\$6 (3%)

Amount	Sendwave	Félix Pago	Remitly
\$500	~\$10 (2%)	~\$11.50 (2.3%)	~\$12 (2.4%)
\$1,000	~\$20 (2%)	~\$20 (2%)	~\$20-22 (2%)

First transfer winner: Félix Pago (\$0 fee + promotional rate)

Recurring small sends winner: Sendwave (\$0 explicit fees)

Large transfers (\$500+) **winner:** Remitly (fee-free threshold + best rates)

Friction score comparison

Factor	Sendwave	Félix Pago	Remitly
Signup Steps	5 steps	5 steps (no app download)	5 steps
App Download Required	Yes	No	Yes
Time to First Transfer	Hours (after verification)	~5 minutes	Minutes (Express)
ID Verification	Driver's license/passport	Basic info (ID for higher limits)	Passport/DL/selfie
Payment Methods	Debit only	Debit, credit, bank, cash	Debit, credit (+3%), bank
Transfer Limits	\$2,999/day	\$2,999/day (verified)	Up to \$10,000/day

Lowest friction winner: Félix Pago (WhatsApp-based, no app download)

Best use case for each app

Sendwave serves users prioritizing **simplicity and zero explicit fees**. Best for: regular small-to-medium senders (\$200-\$500) who want mobile-only simplicity without thinking about fee calculations. Avoid if: you need credit card payments, high limits, or extensive cash pickup options.

Félix Pago serves users prioritizing **minimum friction and instant delivery**. Best for: first-time senders, tech-hesitant users, WhatsApp-native Latino communities, and anyone wanting the fastest path from "deciding to send" to "money received." Avoid if: you send very large amounts frequently or prefer traditional app interfaces.

Remitly serves users prioritizing **reliability and delivery options**. Best for: regular senders needing maximum flexibility (cash pickup, bank, wallet), users sending \$500+ amounts, and anyone prioritizing customer support

and company stability. Avoid if: you're extremely fee-sensitive on small transfers or want mobile-only simplicity.

Real user experience analysis

Sendwave user feedback

With **4.7/5 stars** across 150,000+ app store ratings and **4.3/5** on Trustpilot (22,275 reviews), Sendwave earns praise for speed ("transfers arrive in seconds"), simplicity ("as easy as sending a text"), and no invasive verification questions.

Common complaints: Exchange rate markup makes "no fees" misleading, transfer limits frustrate high-volume senders, mobile-only design limits flexibility, and some users report card rejection issues.

Mexico-specific: No significant corridor-specific complaints found—service appears reliable for US-Mexico transfers.

Félix Pago user feedback

With **4.0/5 on Trustpilot** (370 reviews—smallest sample), Félix Pago receives strong praise for WhatsApp convenience ([moneytransfers](#)) ("no need to download additional apps"), competitive rates ("dollar paid BETTER than many other companies"), and fast delivery to Mexico ("arrives in seconds"). ([Trustpilot](#))

Common complaints: Card rejection with no explanation, inconsistent exchange rates between users, verification requests for repeat users, customer support delays ("30+ minutes to reply"), and concerns about sending ID through messaging links.

Caution: Limited review volume (370) makes ratings less statistically reliable than competitors.

Remitly user feedback

With the **largest review volume** (98,000+ Trustpilot, 1.8M+ app store reviews) and **4.6/5 Trustpilot rating**, Remitly dominates on credibility. Users praise fast Express transfers, excellent app design, wide delivery network, real-time tracking, and delivery guarantee.

Critical issue: Account suspensions represent the **#1 complaint**—"account blocked without explanation," "treated like a criminal." Other complaints include excessive verification requests, transfer holds "under review" for weeks, and slow refunds (10+ days).

Mexico-specific: Multiple reviews cite Express transfers promised in "minutes" taking hours or days. One documented case showed cash pickup at Elektra/Banco Azteca failing as promised, requiring multiple calls. Generally reliable once working.

Affiliate program details

Sendwave: Referral only, no affiliate program

Sendwave offers **user referral rewards** of \$5-\$20 credit per successful referral (not cash payouts). (TopParrain)
No formal affiliate program exists for marketers—VigLink shows inactive status, and no presence on Impact, CJ, or ShareASale.

Félix Pago: No affiliate program, B2B partnerships instead

Félix Pago uses **B2B integration partnerships** and **influencer marketing** rather than traditional affiliate programs. Partnership opportunities include "Félix Send" button integration for US fintechs and API access for embedded remittance. Contact: felixpago.com/en/business

Their influencer strategy through agencies like Famosos targets Hispanic creators on TikTok, Instagram, and Facebook, achieving **250% improvement in ROAS** through IGC (Influencer-Generated Content). (Famososads)

Remitly: Active affiliate program

Commission: \$5-\$20 CPA per new customer's first transaction (The Affiliate Monkey) (minimum \$100 transfer required)

Cookie duration: 30 days (The Affiliate Monkey) (Flexoffers)

Networks: Direct partner program, FlexOffers, Cuelinks, Affi.io, Octaads Media

Restrictions: No PPC/brand bidding, no incentivized traffic (cashback/rewards programs), no paid social, no popup traffic.

Application: remitly.com/us/en/landing/partner-program (Google Form application)

Contact: partner@remitly.com

Payment cycle: 60-180 days after performance month

Content angle recommendations

Sendwave positioning

Unique selling points: "Zero fee transfers" (explain exchange rate trade-off transparently), mobile-only simplicity, no invasive verification, 24/7 support access.

Target keywords: "sendwave fees to mexico," "free money transfer to mexico," "mobile only remittance app," "send money mexico no fee," "sendwave vs remitly mexico"

Content angles:

- "The real cost of 'fee-free' transfers: Understanding exchange rate markups"

- "Sendwave review: Why 150,000+ users rate this mobile-only app 4.7 stars"
- "Best apps for small transfers to Mexico under \$500"

Félix Pago positioning

Unique selling points: WhatsApp-based (no downloads), instant SPEI delivery, blockchain-powered low costs (users don't interact with crypto), designed by Latino immigrants for Latino immigrants. ([Crunchbase](#))

Target keywords: "felix pago review," "whatsapp money transfer mexico," "send money to mexico without app," "fastest transfer to mexico," "felix pago vs remitly"

Content angles:

- "Send money to Mexico through WhatsApp: Félix Pago review"
- "The new remittance apps you haven't heard of: How blockchain makes transfers cheaper"
- "Best apps for first-time senders: Why Felix's zero first-transfer fee matters"

Remitly positioning

Unique selling points: Highest app ratings (4.9★), largest Mexico delivery network (470,000+ locations), public company reliability, delivery guarantee, QR code cash pickup innovation.

Target keywords: "remitly mexico review," "best app send money oxxo," "remitly vs wise mexico," "remitly fees mexico," "cash pickup mexico remittance"

Content angles:

- "Remitly's 470,000 Mexico pickup locations: Complete guide to cash pickup options"
- "Why 1.8 million users rate Remitly's app 4.8+ stars"
- "Remitly Circle is shutting down: What happens to your rewards in 2025"

Comparison content strategy

High-value comparison keywords:

- "best app send money to mexico 2025"
- "remitly vs sendwave mexico"
- "felix pago vs remitly"
- "cheapest way to send money to mexico"
- "fastest money transfer to mexico"

Recommended comparison framework:

- Lead with Félix Pago for "lowest friction" and first-time senders
 - Lead with Sendwave for "fee-conscious" regular senders of small amounts
 - Lead with Remitly for "reliability-focused" users sending \$500+ or needing cash pickup flexibility
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Conclusion: Distinct winners for distinct needs

The research reveals three genuinely differentiated options rather than marginal competitors. **Félix Pago** breaks new ground by eliminating app downloads entirely—its WhatsApp-native approach and instant SPEI delivery create the lowest-friction path to completed transfers, though limited review volume (370 vs. 98,000+) means long-term reliability remains less proven. **Sendwave** delivers on zero explicit fees through a genuinely mobile-only design, making it ideal for regular small senders who value simplicity over delivery options. **Remitly** dominates on scale and reliability—its 4.9-star app rating, \$1.46B revenue, and 470,000+ pickup locations make it the safest choice for users prioritizing delivery guarantees over marginal fee savings.

For affiliate monetization, Remitly offers the only structured program (\$5-\$20 CPA, 30-day cookie). Félix Pago requires direct B2B or influencer partnerships, while Sendwave limits opportunities to user-to-user referral credits. Content creators should position Felix for friction-focused audiences, Sendwave for fee-focused audiences, and Remitly for reliability-focused audiences—avoiding the mistake of declaring a single "best" option when use case determines superiority.