



BlinkPay

Sharesies 

# SHARESIES CASE STUDY

Enabling instant bank transfers for  
Sharesies with Blink PayNow

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# SHARESIES OVERVIEW

Founded in 2016, Sharesies is a wealth development platform with the purpose of creating financial empowerment for everyone. Their vision is to give someone with \$5 the same investment opportunities as someone with \$5 million.

# THE CHALLENGE OF SLOW & EXPENSIVE PAYMENTS BEFORE BLINK PAYNOW

The team at Sharesies were puzzling through how they could enable their investors to fund their Sharesies Wallet at pace. While traditional bank deposit methods are free, delays in funds reaching the Wallet due to the Settlement Before Interchange system weren't always clearly understood by customers.

They were also looking into the speed of settlement as card payments can take two or more business days to clear. There was also the issue of the high fees associated with card payments. As an example, a deposit of \$1,000 comes with a card processing fee of \$27.41.

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**With cost-of-living pressures making every dollar count, we wanted to give everyone a jump start on accessing innovative technology that'll open up more doors for investing - whether it's to make a pressing trade or transferring a lump sum instantly.**

Brooke Roberts, Sharesies co-founder and co-CEO

# WHY SHARESIES CHOSE BLINKPAY



The Sharesies team considered various suppliers of payment services in Aotearoa and settled on BlinkPay as a provider because of our modern payment's platform and our ISO27001 accreditation, which is the international gold standard for information security management.

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**BlinkPay's security ethos was a major factor as to why we partnered with them. We take protecting our investors' data very seriously, and so knowing that BlinkPay doesn't handle or retain any payments data offers our investors peace of mind when it comes to making their instant transfers.**

Brooke Roberts, Sharesies co-founder and co-CEO

# HOW SHARESIES USES BLINK PAYNOW

Sharesies decided to integrate our payment gateway Blink PayNow into their investment app to facilitate bank-to-bank payments\*, which means that their customers could access funds instantly, in real-time, without having to enter card details or share their bank credentials, and at a fraction of the cost of a card payment.

Now, when doing a top up in the Sharesies app, users can decide to make an 'instant bank transfer,' where they select the amount they wish to invest, and then they are redirected to their own bank to complete the payment, reducing the risk of fraud. Once the payment is complete, they are redirected back to Sharesies where they can see their top up amount immediately.

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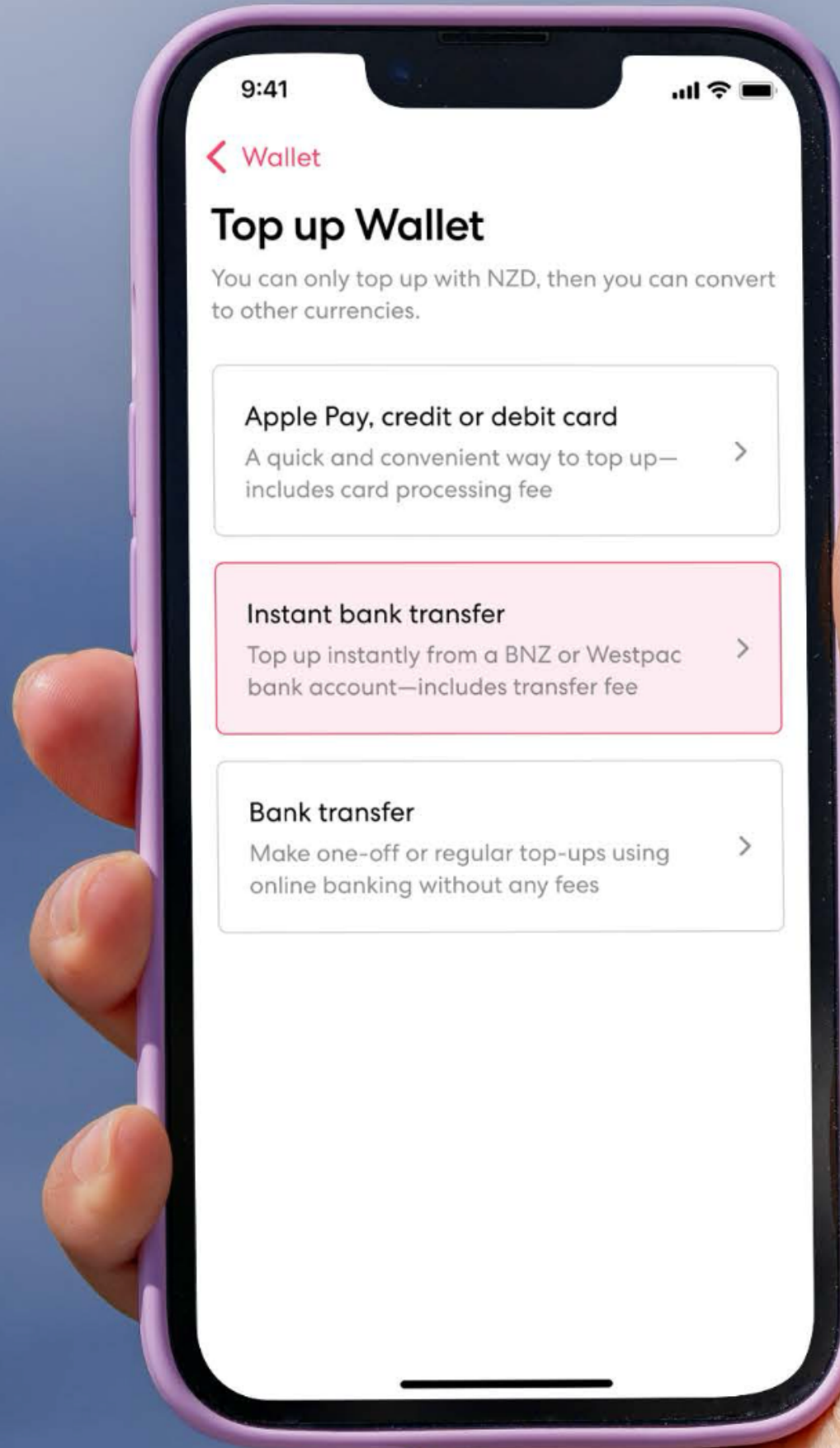
**Sharesies customers are incredibly cost and time sensitive; opportunities can arise at any minute and are usually short-lived. Enabling our customers to fund their Wallet at speed and at reduced cost is a priority for us.**

**The BlinkPay team has been the perfect partner in unlocking Instant bank transfers for Sharesies customers, their security first attitudes, future focused tech stack, and willingness to muck in with the Sharesies team, made for a painless integration and the start of fruitful and long partnership.**

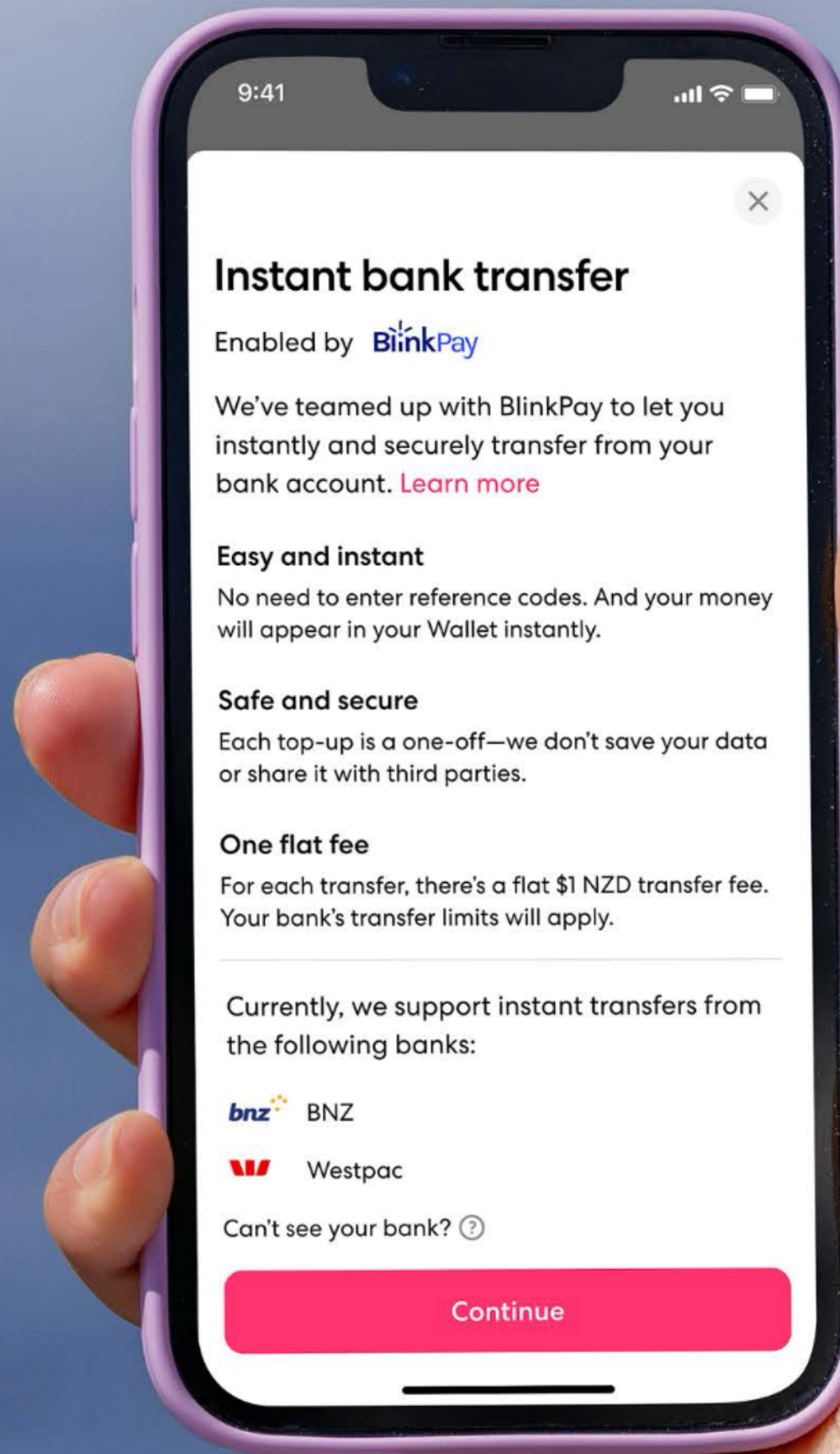
Sam Meikle, Sharesies Product Lead Mobile & Marketing



Sharesies 



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# THE RESULTS

After integrating Blink PayNow into the Sharesies app, Sharesies users now enjoy faster and, most importantly, highly secure bank transfers. This has resulted in the following outcomes in the first month.

**Over \$1M in transactions going through Blink PayNow in the first month post launch**

**124% increase in average (share) buy amount on the Sharesies platform**

**97% increase in average deposit amount on the Sharesies platform**

**15% increase in revenue per investor on the Sharesies platform**

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**LOVE instant bank transfers!**



**Being able to see your money instantly in your  
Sharesies account is awesome!**

**Great innovation team :)**

Fozimoto06 - Sharesies Apple App Store reviewer

# READY TO ELEVATE YOUR PAYMENT EXPERIENCE LIKE SHARESIES?

Don't let slow transactions and high fees hinder your growth. Sharesies transformed their customer experience by partnering with BlinkPay to enable instant, secure, and cost-effective instant bank transfers. Are you ready to do the same?

[Contact us](#) today to learn how Blink PayNow can revolutionise your business.