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# PLATFORM FOR SELLING ADVERTISEMENTS IN TELEGRAM



## Telegram Advertisement market overview



Telegram is rapidly gaining popularity among both users and advertisers



The audience of the telegrams of the channels is loyal, so the advertising post is widely covered



Telegram advertising is expensive but effective, so advertising is a major source of income for channel owners.



Due to the format of advertising messages, advertising does not bother users and rarely causes them negative emotions

## Types of advertisements in Telegram



Post with link to external resource (website)



Post with internal link (to another channel)

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## Disadvantages of Telegram as advertisement platform

- There is no instruments to automatically track advertisements metrics
- Telegram is designed as messenger first, so content of advertisement post limited only by text, pictures, links and reactions buttons
- There is no global list of channels
- Telegram does not provide some necessary information about channels

## Available advertisement platforms for Telegram Telega.in

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Биржа рекламы в Telegram №1

на 28 ноября в системе:

ПОЛЬЗОВАТЕЛЕЙ +740 за неделю	<b>70 967</b>	КАНАЛОВ +394 за месяц	<b>3 673</b>	ЗАКАЗОВ +3 954 за месяц	<b>59 533</b>
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Сервис для рекламы вашего бизнеса в Telegram каналах

Telega — простой и быстрый способ получить заинтересованную целевую аудиторию за несколько часов.

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The banner features a blue background with a stylized landscape of green mountains and white clouds at the bottom. Paper airplanes are scattered across the sky, some with dotted lines indicating their flight paths. A yellow button with a white horse-drawn cart icon is positioned on the left side of the mountain range.

# Available advertisement platforms for Telegram Epicstars

★ EPICSTARS ENG | RU

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**EPICSTARS** — платформа,  
объединяющая рекламодателей  
и блогеров



Помогаем брендам и компаниям транслировать свои маркетинговые активности через лидеров мнений и блогеров



# Available advertisement platforms for Telegram Teleegrator

The screenshot shows the website interface for Teleegrator. The header includes a logo and navigation links: "Биржа рекламы", "Каталог каналов", "Статьи", "Наши услуги", and "Вход/Регистрация". The main banner features a Telegram paper plane icon and the text "Биржа рекламы со встроенным сервисом аналитики телеграмм каналов". Below the banner are two buttons: "+ Добавить канал в каталог" and "Мы в контакте".

### Актуальные предложения

	Подписчики	Охват	ERR	Реклама	
 <b>LowCoster</b> @lowcs Скидки и акции	42 875 +3	70k	164.3%	2000 ₺ 4ч 48ч	<a href="#">Подробнее</a> <a href="#">В канал</a>
 <b>КнигиТут</b> @knigi_tut Наука / Знания	11 855 +35	10k	85.9%	150 ₺ 2ч 24ч	<a href="#">Подробнее</a> <a href="#">В канал</a>

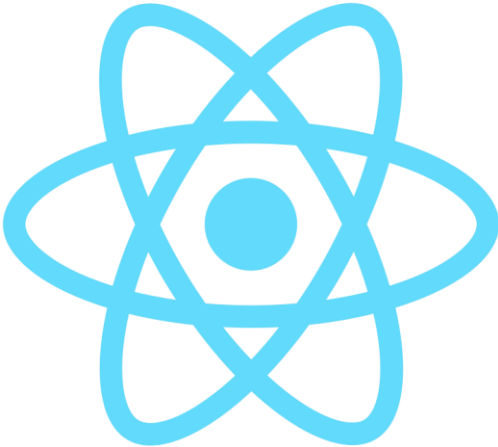
# Developed ads platform for Telegram

The screenshot displays a web interface for managing Telegram channels. On the left, a sidebar contains navigation options: 'Channels list' (selected), 'Deals', 'Stats', and 'Settings'. The main area shows a grid of five channel cards. Each card includes a profile picture placeholder, the channel name, a description, a category with an icon, a subscriber count, a creation date, a status (Pending or Confirmed), and a 'Post!' button.

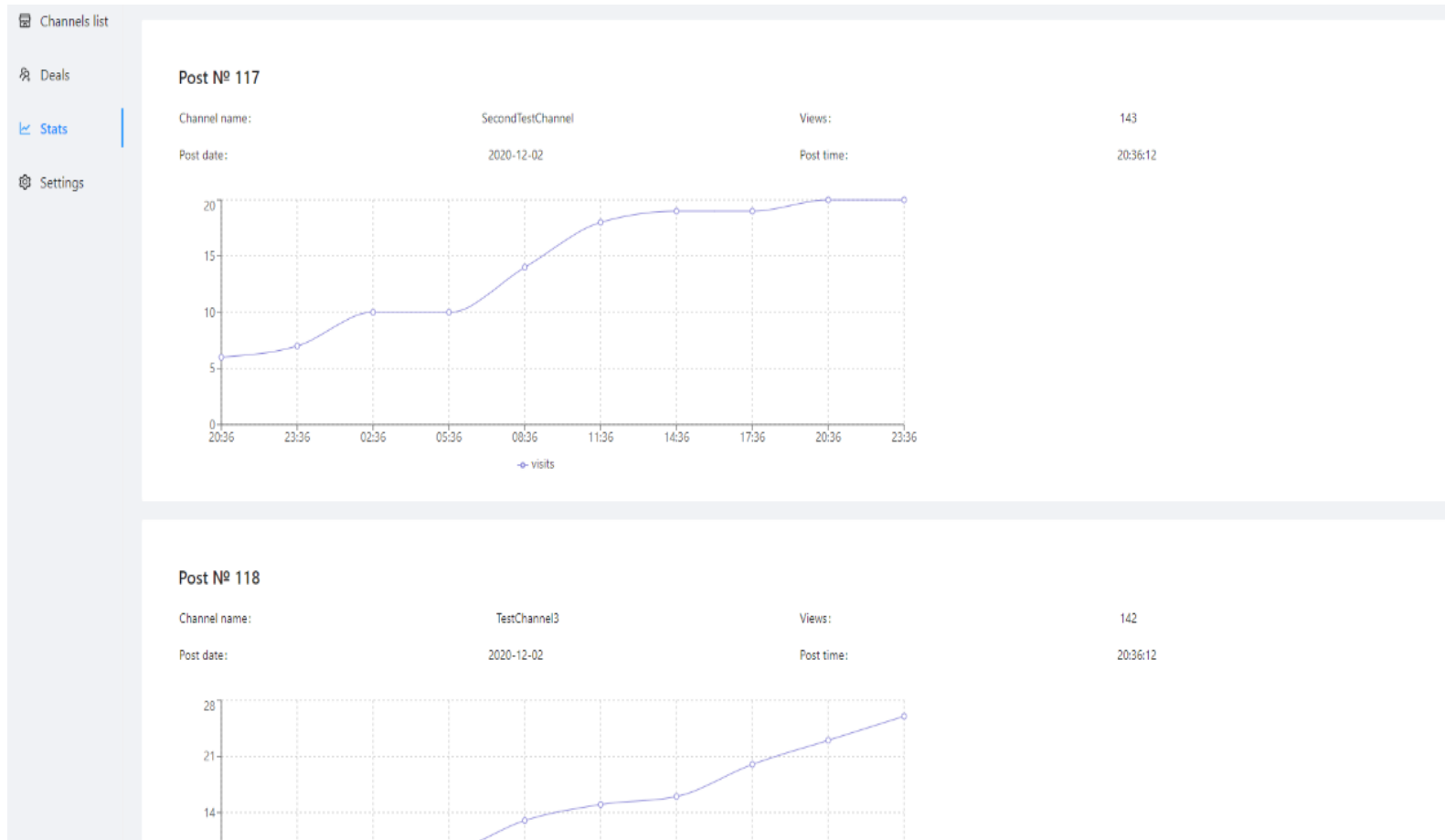
Channel Name	Description	Category	Subscribers	Created	Status
Test channel	about channel 4	Sport 🏈	40	2020-11-1 (5 days ago)	Pending...
Test channel 2	about channel 4	Humor 😄	13	2020-10-1 (35 days ago)	Pending...
Test channel 3	about channel 4	News 📰	12	2020-10-15 (21 days ago)	Confirmed! ✓
Test channel 4	about channel 4	Games 🎮	50	2020-10-10 (26 days ago)	Confirmed! ✓
Test channel 5	about channel 5	Science 🧪	2000	2020-10-10 (26 days ago)	Confirmed! ✓



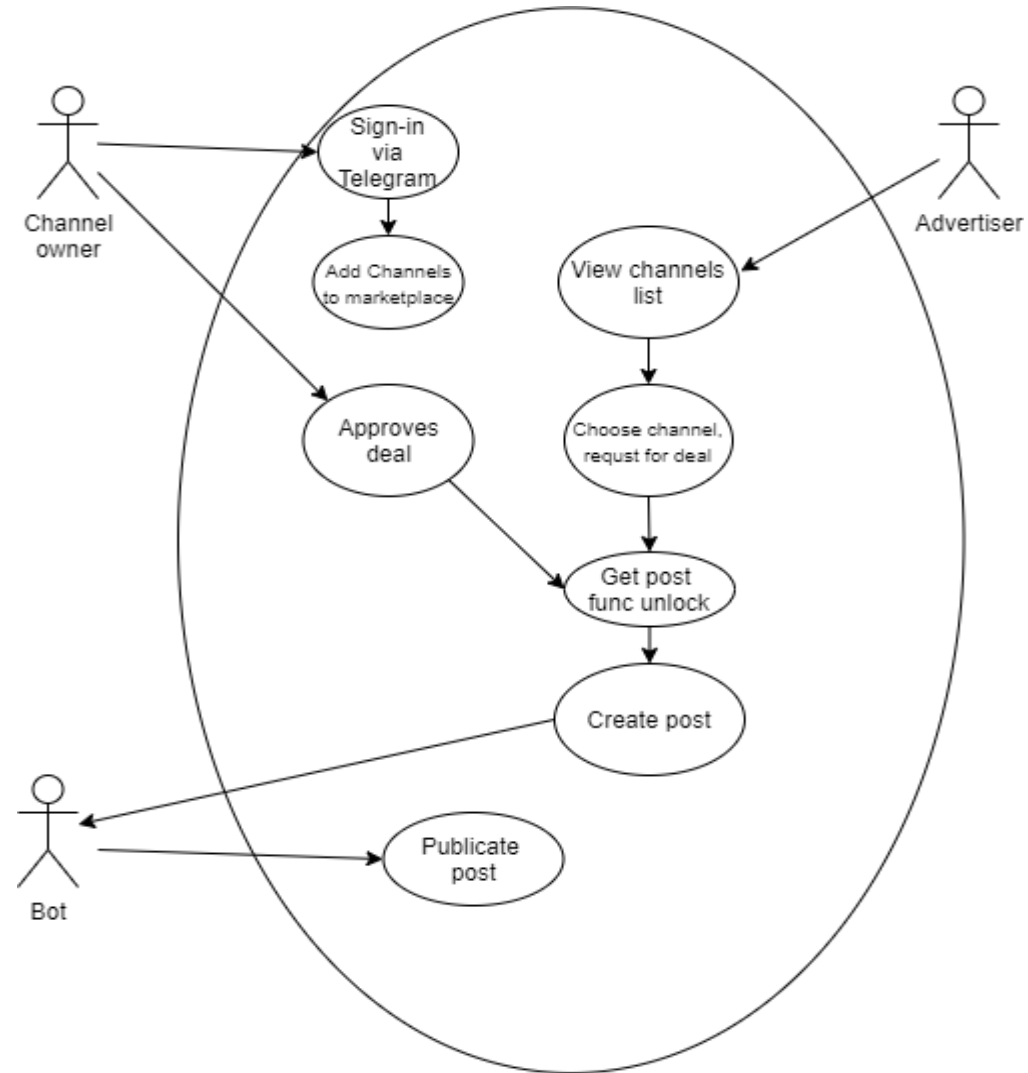
Client application  
technologies stack



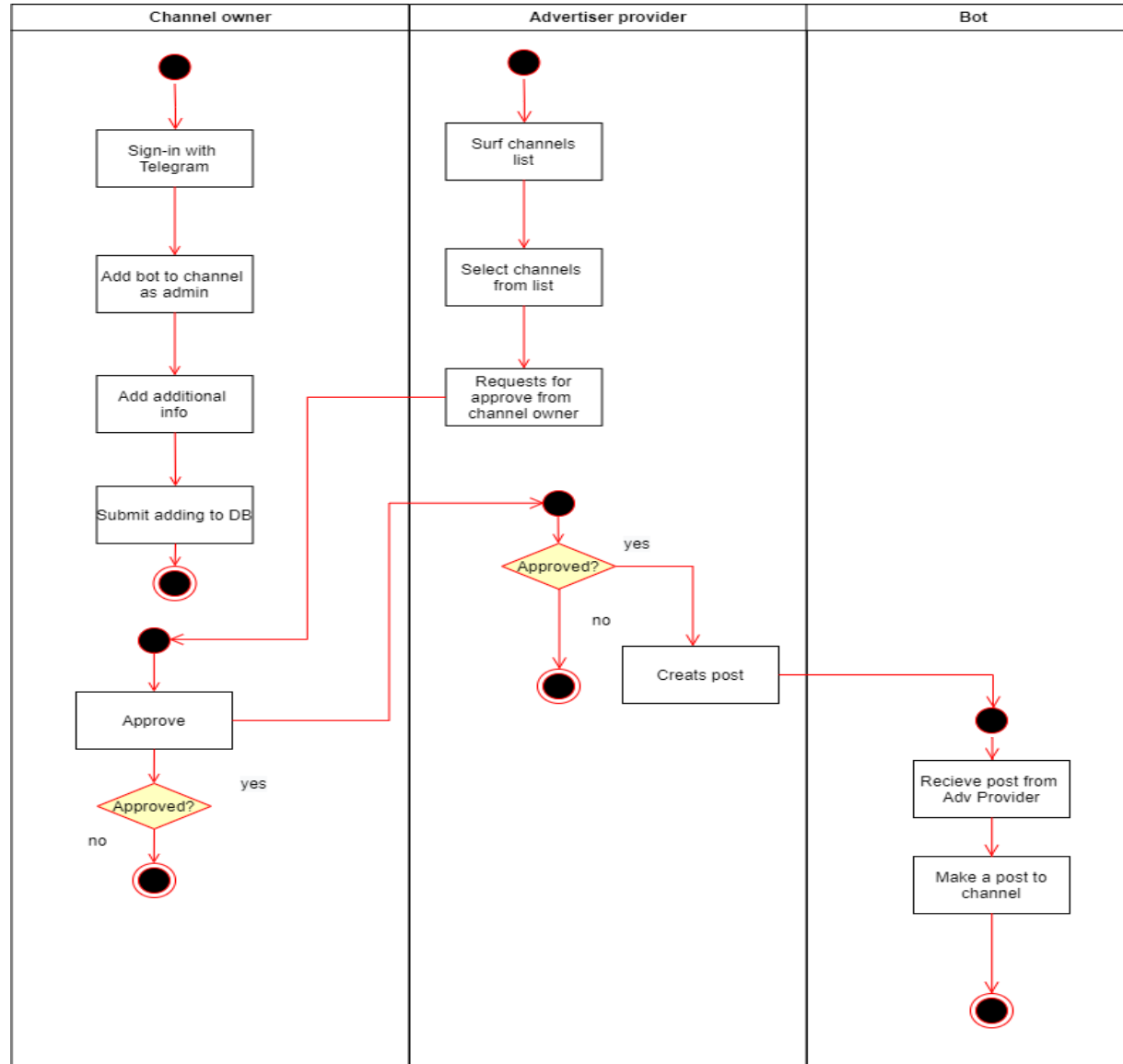
# Tracking the progress of the advertising campaign



## UML use-case diagram



# UML activities diagram



## Deployment of client side application

