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)

Disadvantages of Telegram as advertisement platform

o There is no instruments to automatically track advertisements metrics

o Telegram is designed as messenger first, so content of advertisement post limited only by text, pictures, links and reactions buttons

o There is no global list of channels

o Telegram does not provide some necessary information about channels

Available advertisement platforms for Telegram
Telega.in

Available advertisement platforms for Telegram
Epicstars

Available advertisement platforms for Telegram
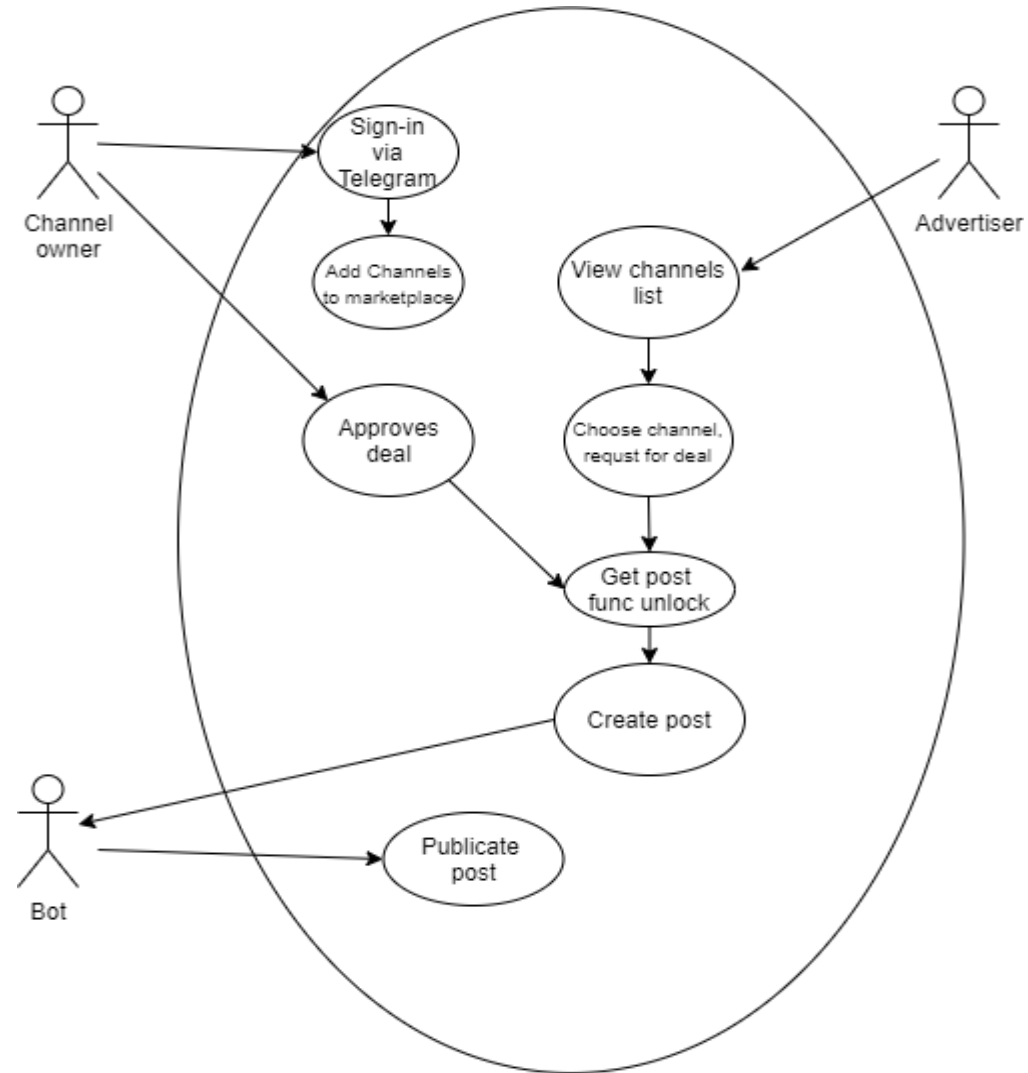## Telegrator

Developed ads platform for Telegram
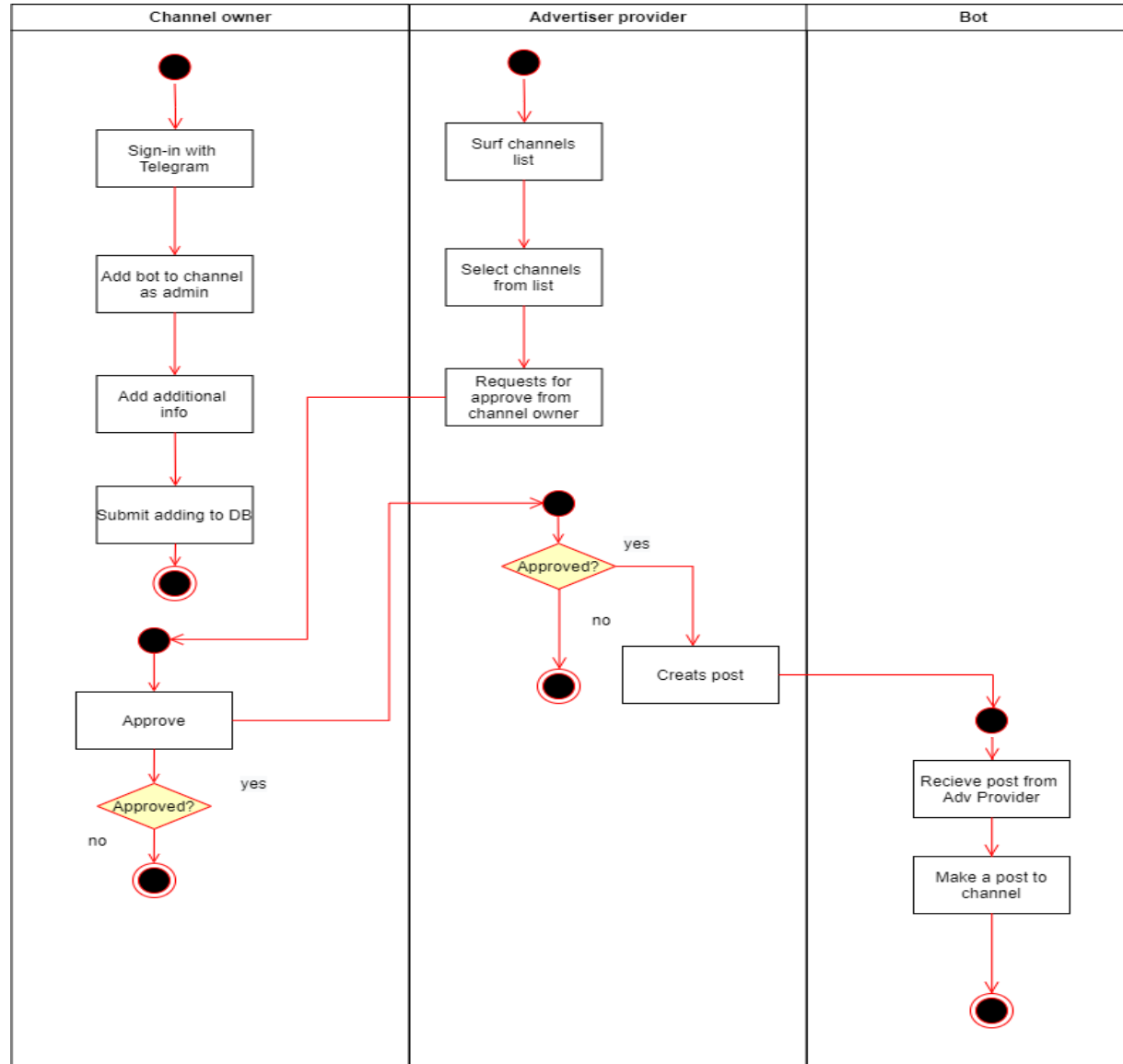
Client application
technologies stack
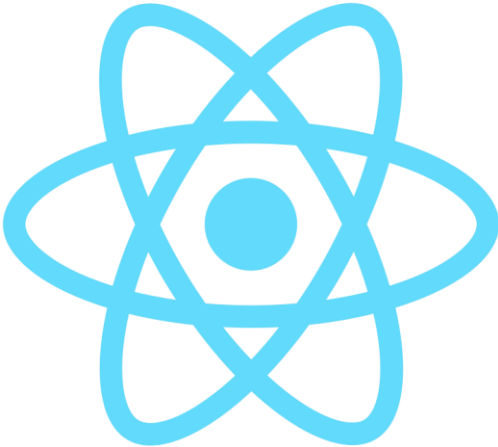
Tracking the progress of the advertising campaign
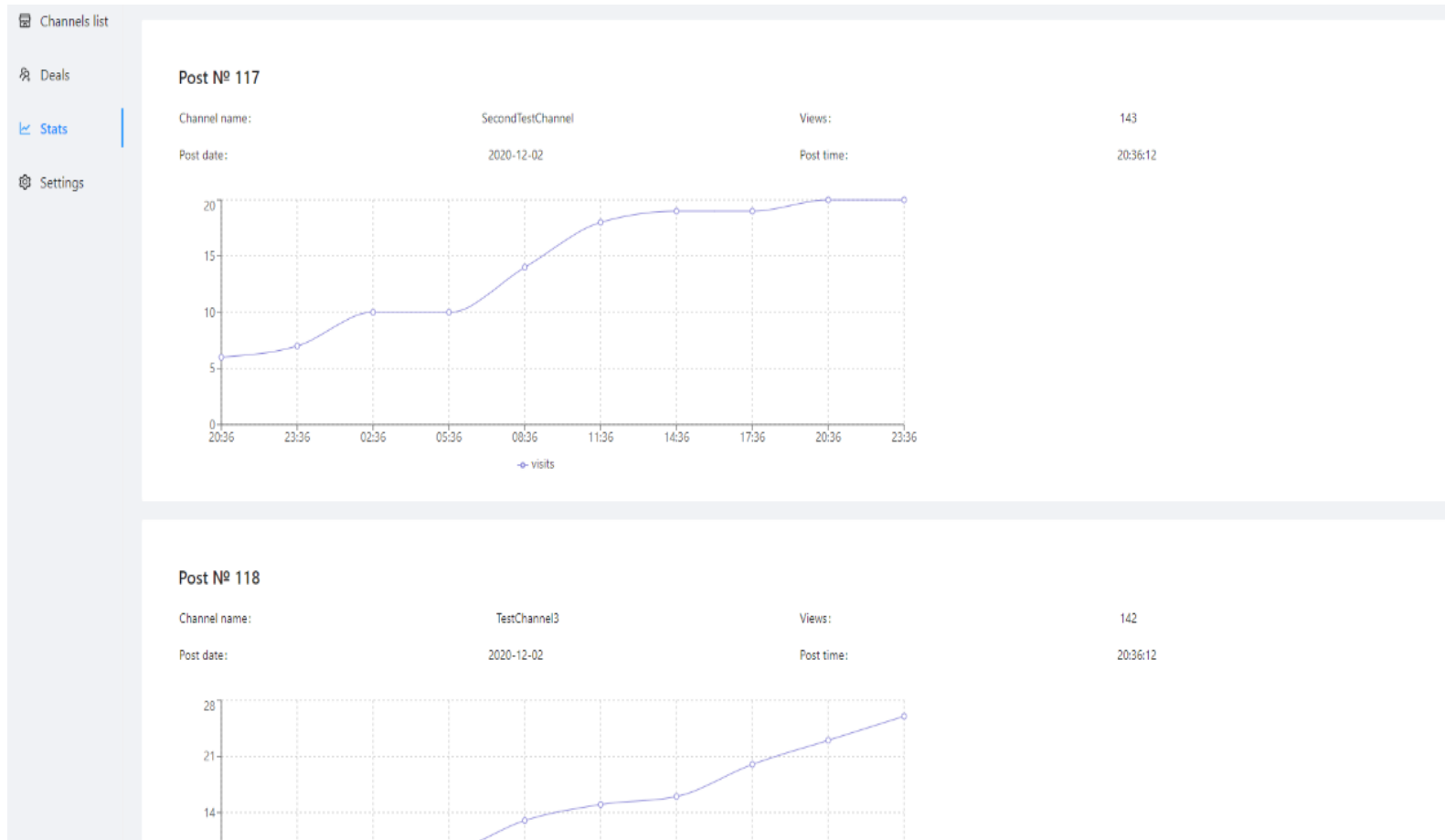
UML use-case diagram

UML activities diagram

Deployment of client side application