

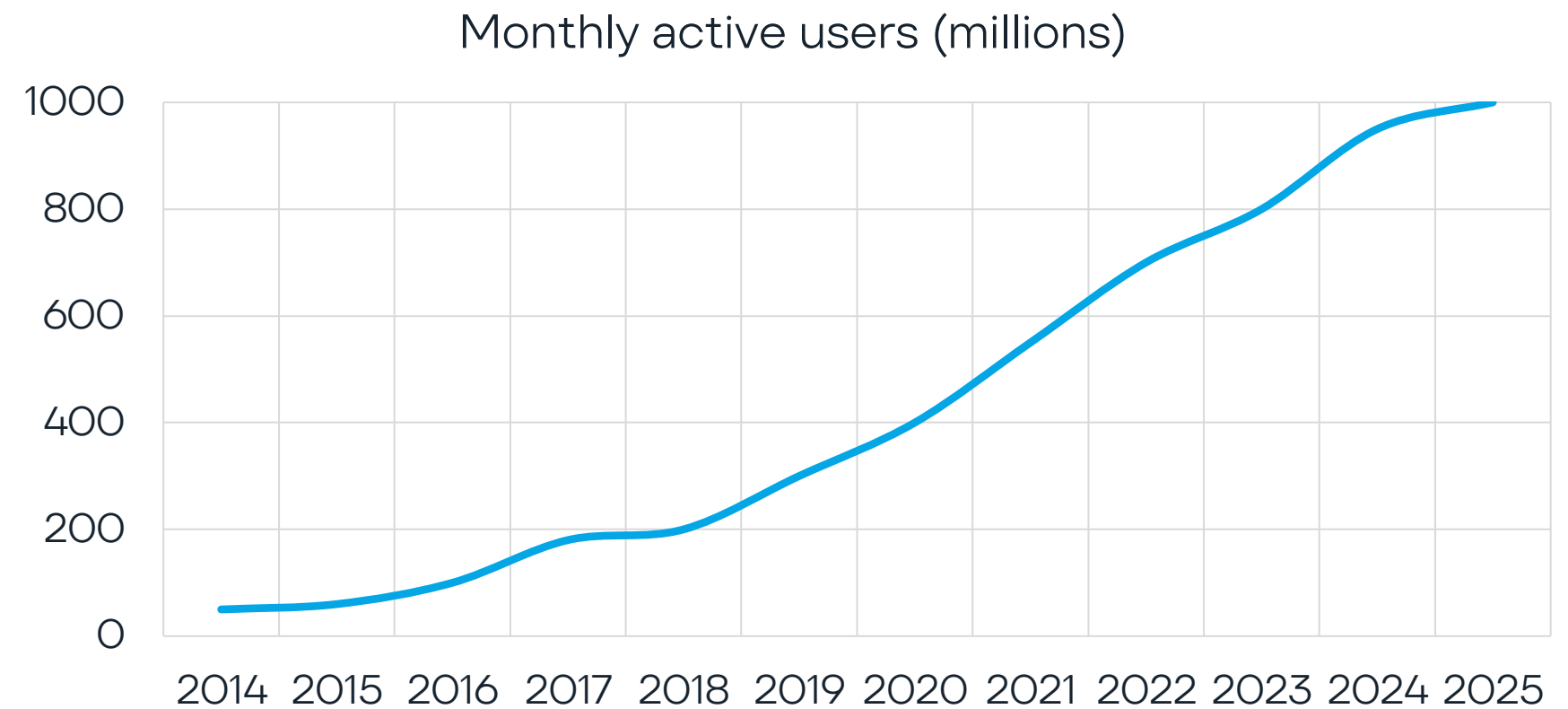
e-promo

ads in telegram from reach to result

2025



Telegram is one of the **top-5 most downloaded apps in the world**



2.5M new users join every day across the globe

Telegram combines massive reach, fast growth, and a premium-ready audience — making it an ideal platform for business expansion

450 mln

daily active users

2.5 mln

users join every day

10 mln

premium subscribers

53%

users aged 25–44

39 min

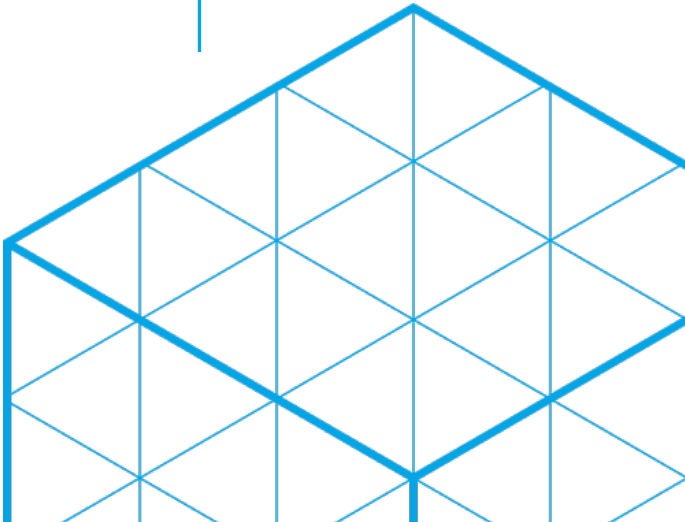
average daily usage

57%

users are male

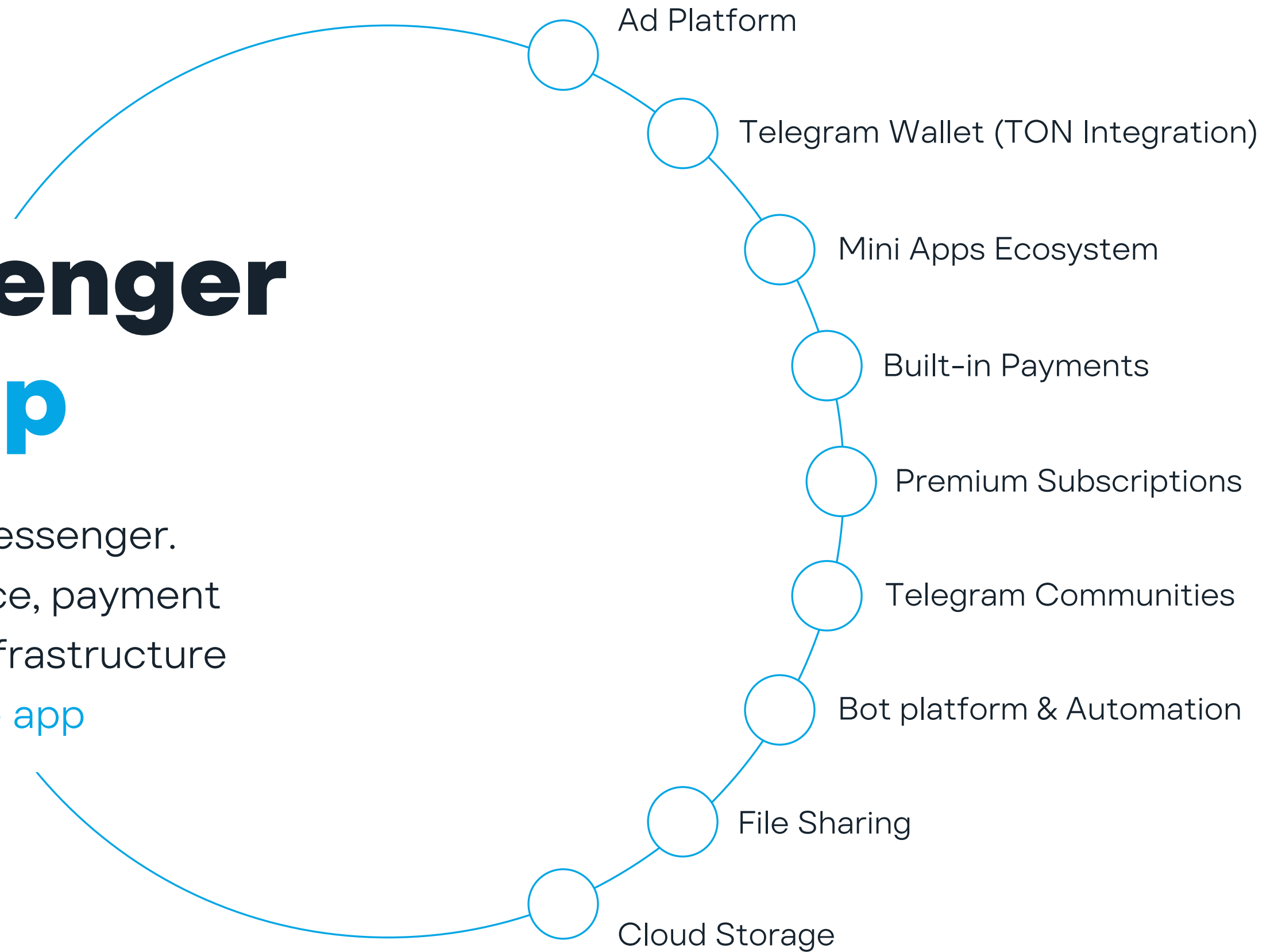
Sources: [Backlinko](#), [@Durov](#), [Demandsage](#)

Country	Downloads
 India	84M
 Russia	35M
 United States	30M
 Indonesia	24M
 Brazil	23M
 Vietnam	18M
 Egypt	15M
 Ukraine	12M
 Turkey	10M
 Kazakhstan	9M
 France	7M
 United Kingdom	6M
 Saudi Arabia	5.9M
 Mexico	5.8M
 Malaysia	5.5M
 Colombia	4.2M
 Italy	4.1M
 Argentina	3.9M
 UAE (<i>Telegram's HQ</i>)	2M



From messenger to **SuperApp**

Telegram is no longer just a messenger.
It's a decentralized marketplace, payment
layer, content platform, and infrastructure
for digital business — [all in one app](#)



e-promo

e-promo
advantage
more formats
more reach

Unlock Telegram Ads with E-Promo

Thanks to our partnerships with advertising platforms, [we have access to 7 ad formats](#)

Whereas a direct launch through the Telegram Ads manager provides access [to only 2 formats](#) with limited functionality, geo-targeting, payments for ads in crypto only

via E-Promo

Ad formats available:

- ✓ Text ads
- ✓ Banner & text ads
- ✓ Video & text ads
- ✓ Search ads
- ✓ Native posts in channels
- ✓ Ads in mini apps
- ✓ Header ads (*coming soon*)

GEOs available

- ✓ Whole world

Added value

- ✓ Dedicated team of Telegram experts
- ✓ Weekly & monthly reports
- ✓ Regular A/B tests
- ✓ Channel creation



via Telegram Ads manager

Ad formats available:

- ✓ Text ads
- ✓ Search ads

GEOs available

- Ads won't be shown to the users in Russia, Ukraine, Israel and Palestine

Traffic destination

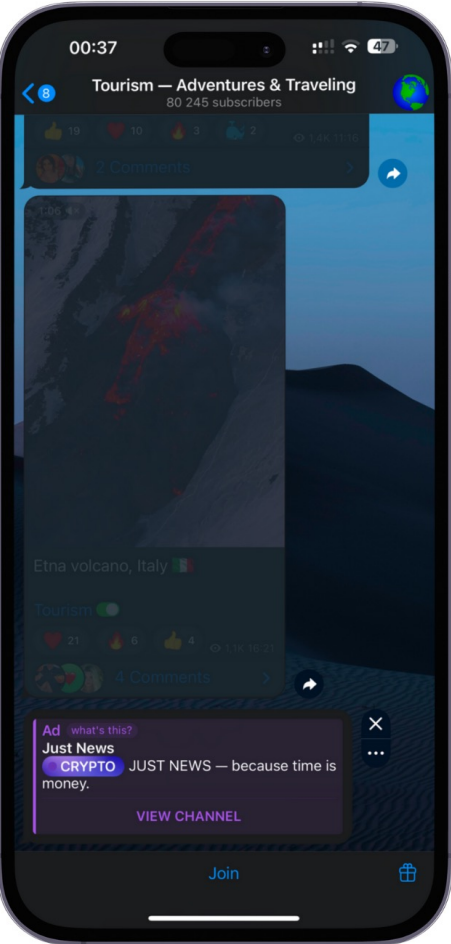
- Ads can direct users only to posts, channels, or bots — external website promotion is not supported

Payment

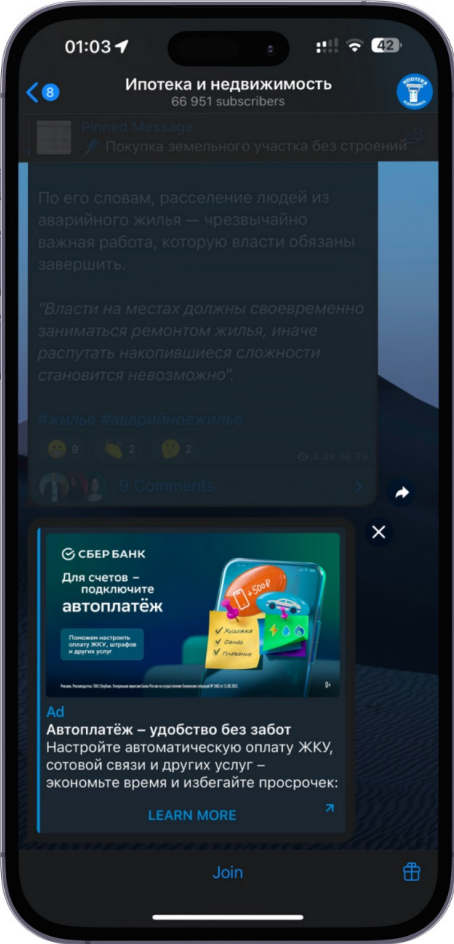
- Payments for ads in TON (crypto) only

Ad formats at a glance

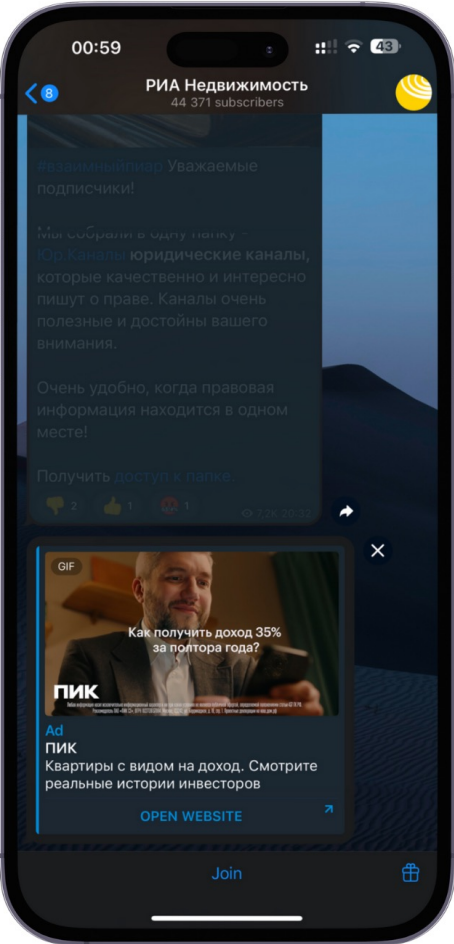
Text ads



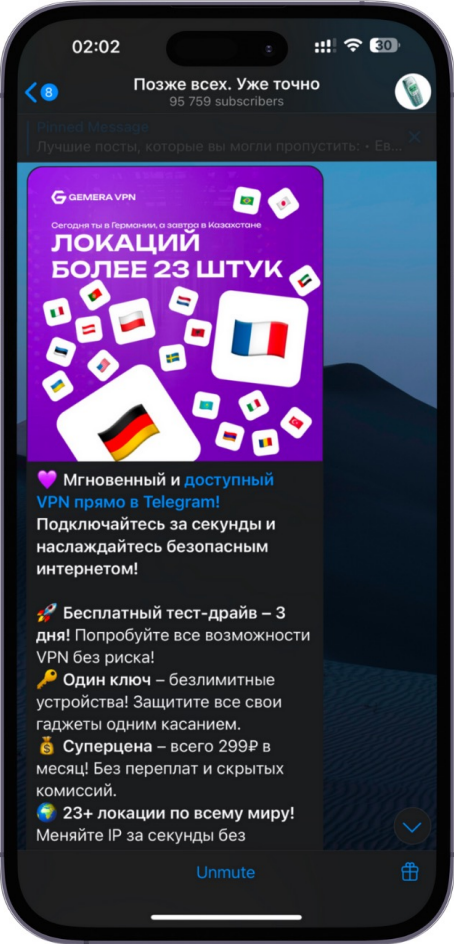
Banner & text ads



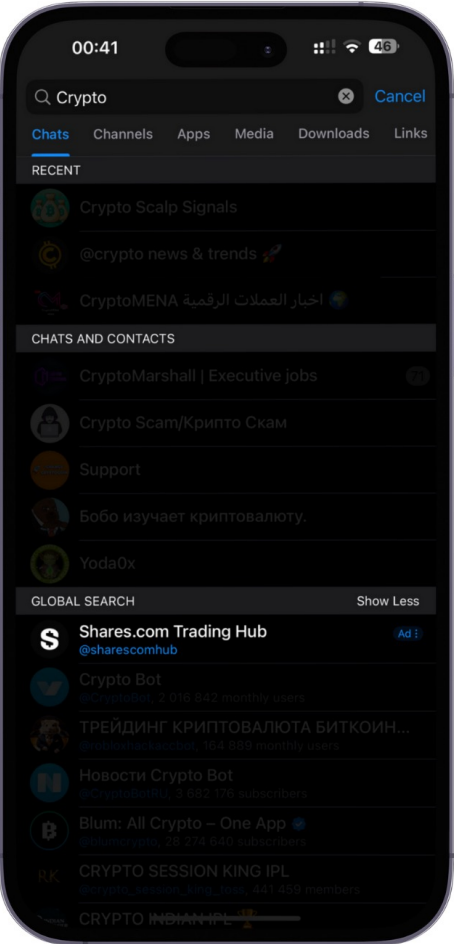
Video & text ads



Native posts

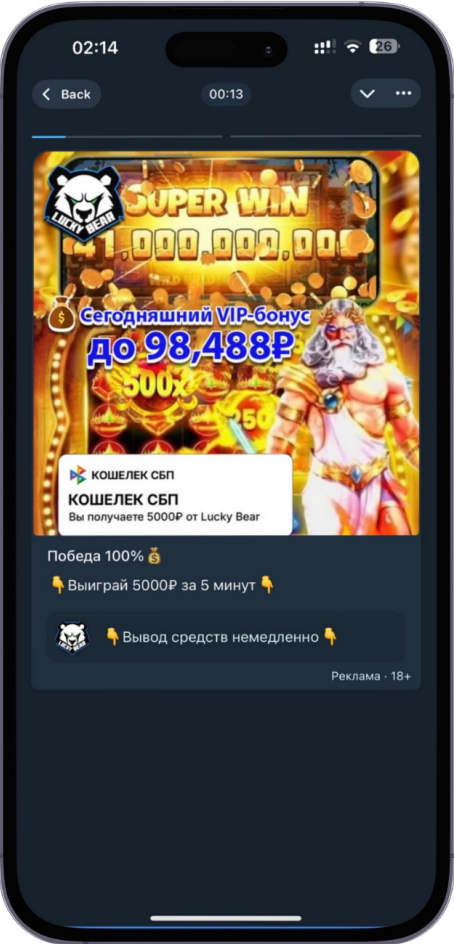


Search ads

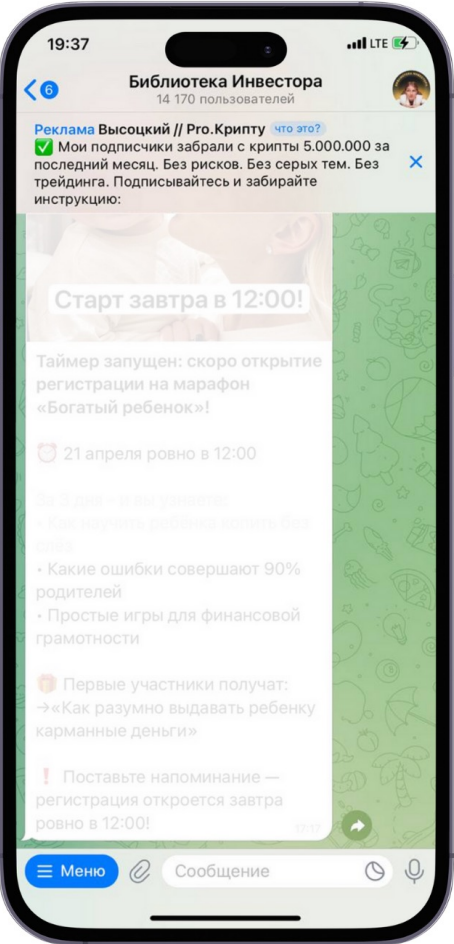


NEW

Mini apps



Header ads



COMING SOON

e-promo

success stories

Crypto exchange promotion

Client

The leading crypto exchange in the UAE

Goal

To announce the give-away, Drive app installs in the UAE

Results

Combining text ads for reach & native posts for performance drove outstanding results at a cost-efficient CPI

1 mln

impressions

300k

reach

0,7%

average CTR

439

new subscribers

×6

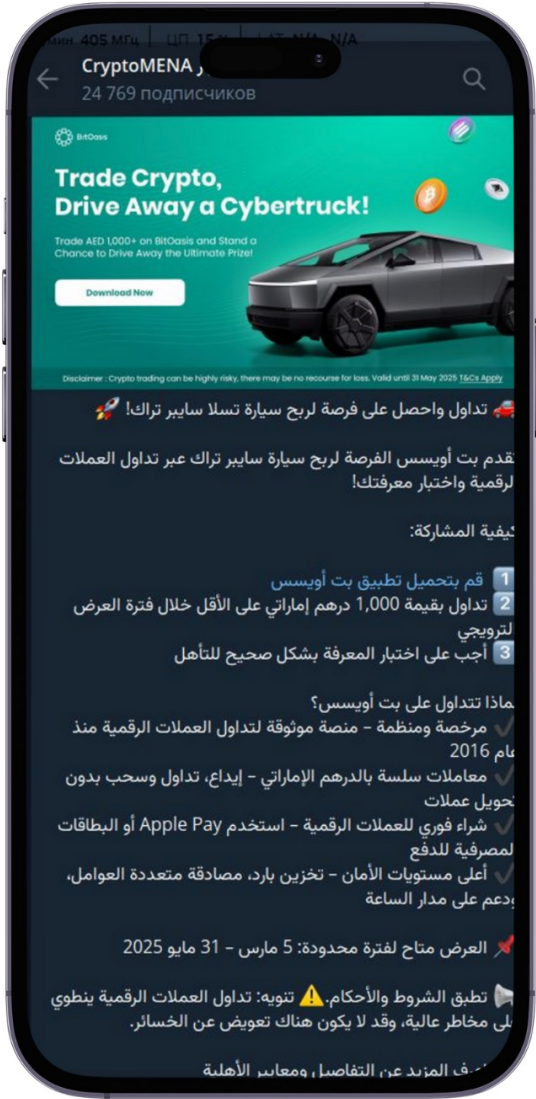
lower CPI than the client’s KPI

Strategy

- ✓ Two ad formats tested:
 - Text ads
 - Native posts in channels
- ✓ Used deep links with UTM to track installs

Targeting

1. Subscribers of crypto channels (Arabic & English)
2. Subscribers of other relevant channels: investments, real estate, business, etc.



Scaling a digital bank in Telegram

Client

Digital bank from the UAE

Goal

Drive app installs, promote an investment product

Results

Combining broad reach from text ads and precision targeting via channel posts ensured top performance

4 500+

Subscribers to the channel from paid ads

up to 4%

CTR in niche channels

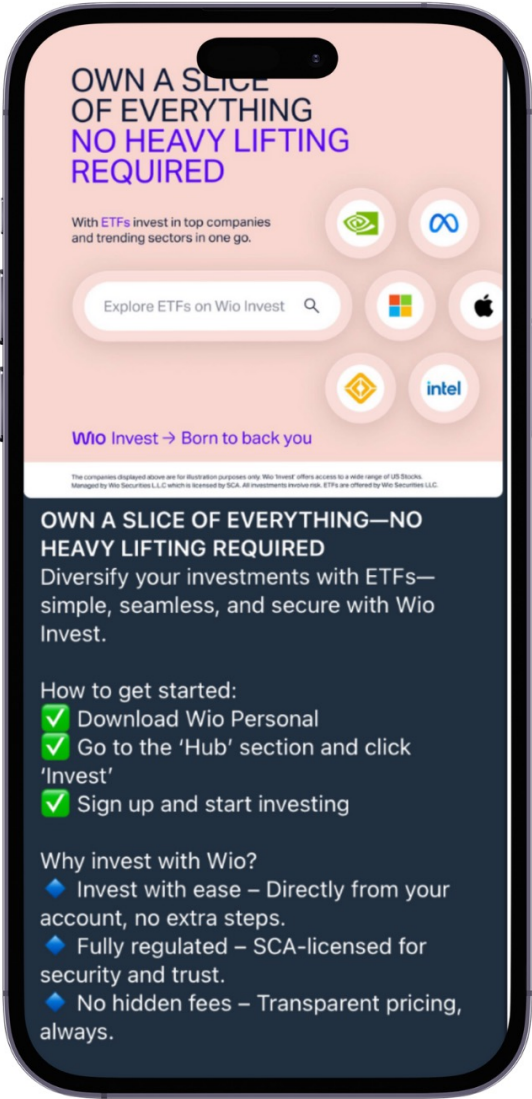
Top-performing topic: variety of crypto pairs & offers in one app

Strategy

- ✓ Used two placements:
 - Text ads
 - Native posts in channels
- ✓ Developed 4 tailored creatives based on audience triggers

Targeting

1. Crypto and fintech audiences (Arabic & English)
2. Focus on UAE-based crypto, ETF, and investment communities



Attracting Russian-speakers to the KSA

Client

Tourism Board

Goal

Promote Saudi Arabia.
Drive e-visa applications,
visits to event-partners

Strategy

- ✓ Used they key placement:
 - Text ads
- ✓ Refined ad scheduling
- ✓ Text ads tests (specific, place-related, generic)
- ✓ New targeting: language, diff. layers of interests

Targeting

1. Travel-related interests
2. Travel-related channels
3. Languages
4. Russia as the GEO

Results

Leveraged one of the key digital touchpoints at the market. Found best performing targeting and communication for future campaigns

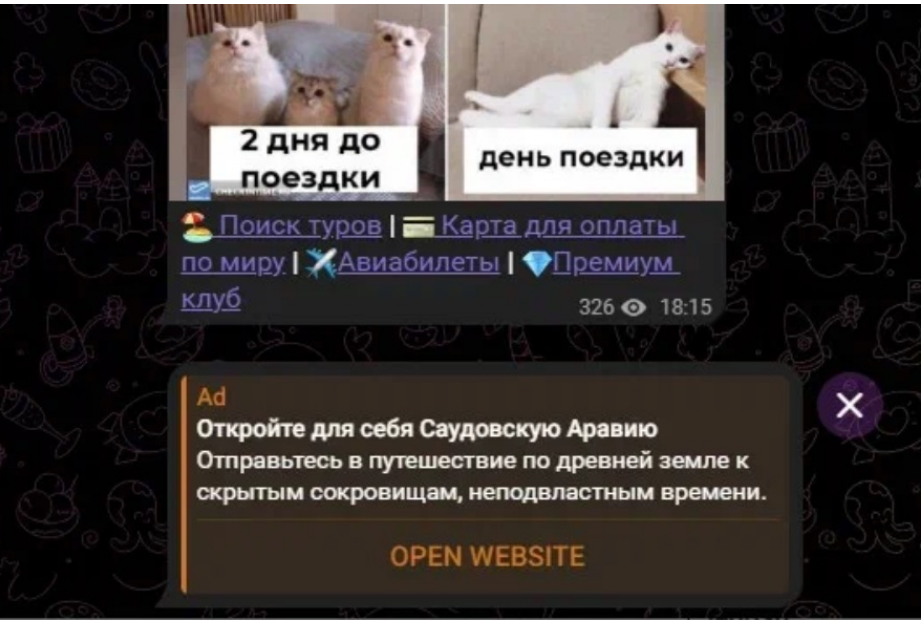
6 mln

impressions

×2 CR%

Vs the rest of social media channels in the split

High-quality traffic: 30% higher post-click engagement vs other social media, display



e-promo

**let's work
together**

