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Google Ads for Telegram channels

Proposal from Balandin Agency

A source of subscribers outside of buying inside the messenger itself: competition for inventory is lower than in seeding. In our largest project Google delivered the cheapest subscription of the three platforms.

$2.48

per subscription from Google — cheaper than Meta ($2.85)

$1.64

per subscriber from YouTube in a separate project

125%

ROMI of the subscriber base in the first month

What usually hurts

Seeding hits a ceiling

Channel inventory is finite, the price grows with every buy. Google and YouTube give an independent source: the same audience, a different auction.

The subscription never reaches the ad account

Google cannot see what happened inside Telegram. We lead to a pre-lander with a tag and an invite link for the ad combination, and send the subscription event server-side.

The subscriber base sits as an expense

Investments in subscribers usually pay back over months. In the YouTube channel case the base paid back in the first month — because the funnel from subscription to payment was built before traffic was launched.

What we do

Video creatives for YouTube

Videos for cold reach and retargeting: the first seconds, the channel's promise, a call to subscribe.

Search by channel topic

Formed demand — queries on the topic, not on the channel's name: that brings people who are looking for the content.

Pre-lander and tagging

Our own landing page with a Google tag and an invite link for every ad combination.

Server-side conversions

The subscription event goes to Google through server-side tagging — otherwise there is nothing to optimize for.

Comparison with other platforms

Google and Meta in one report by cost per subscription and income per subscriber — the budget goes where the money is cheaper, not the clicks.

The numbers we rely on

$2.48	per subscription from Google Ads, 5,886 subscriptions
$1.64	per subscriber from YouTube, 606 subscriptions
125%	ROMI of the subscriber base in the first month
$0.78	per registration in a multi-channel project with 9,574 registrations

Case studies: Google Ads for Telegram channels

Brought 98,000 subscribers to a Telegram channel and earned $2,025,240 in 2 years at 569% ROMI

Took Telegram subscribers all the way to payments — 569% ROMI over two years

$302,868
Ad spend

98,015
Subscribers

$2,025,240
Revenue

569%
ROMI

Telegram channel subscriber acquisition (YouTube/Google)

A subscriber base usually sits as an expense — paid back in the first month

$992
Ad spend

606
Subscribers

125%
ROMI

finzachet.ru (online financial literacy test)

Five channels against audience burnout — 9,574 registrations under $0.80

$7,452
Ad spend

9,574
Registrations

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Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies