BALANDIN/AGENCY

Meta Ads for Telegram channels

Proposal from Balandin Agency

We take the subscriber not to the counter in the channel, but to payment. Traffic goes to our own pre-lander, every ad combination gets its own invite link, subscriptions and CRM money come together in one report.

98,015

subscribers brought to one channel in two years

$2.85

per subscription from Meta — 71,003 subscriptions in the same project

569%

ROMI: $302,868 budget → $2,025,240 revenue

What breaks when a channel is promoted directly

A t.me link is a bad landing page

Meta cannot measure a conversion inside the messenger: the “subscribed” event never reaches the ad account, there is nothing to optimize for. We lead to our own pre-lander with a pixel — the algorithm gets a signal, and the person sees what they are subscribing to.

The subscription is anonymous

Inside Telegram you cannot see which campaign the person came from. Without tagging all ad combinations are compared by cost per subscription — and the winner is the one that brings the cheapest and least paying people.

Cost per subscriber says nothing about money

In our two-year project a subscription cost $2.48 to $4.07 depending on the platform, and that was not what decided: a 1.6% subscriber-to-payment conversion at a $1,281 ticket — that is what the price ceiling is calculated from.

What we do

A pre-lander for the channel

Several versions on our own servers: what the channel is, what the person gets, a join button. We build it ourselves — it is a separate agency service, not outsourced.

An invite link for every ad combination

A separate invite link for every “campaign → creative” pair. The only way to tie a subscription to an ad; without it end-to-end analytics cannot be built at all.

Pixel and CAPI on the pre-lander

The pixel natively in the <head>, events duplicated server-side with deduplication. Clean signals — the algorithm learns from subscriptions, not clicks.

Net growth, not gross

We subtract organic growth and unsubscribes. The Meta ad account’s own subscription counters are not the source of truth — we reconcile with external tracking.

Subscription → payment in one report

Platform spend in dollars at the daily rate, subscriptions by invite link, CRM deals — in a daily dashboard. That is how you see which ad combination brings paying people.

A creative pipeline

A ad combination lives 7–14 days. We keep a flow of hypotheses: we test messages and scale a theme, not a single ad.

The numbers we rely on

$2.85	per subscription from Meta Ads
$3.09	per subscription on average across three platforms
1.6%	subscriber-to-payment conversion
$1,281	average ticket — 1,581 deals
15%	marketing share of the ticket — headroom for scaling

Case studies: Meta 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

Launch expert

Three years filling an expert's Telegram funnels — 277% ROMI

$167,175
Ad spend

48,593
Subscriptions and funnel leads

277%
ROMI

Telegram channel for a business-idea validation expert (UK)

A channel from scratch and a £50 guide — 257% ROMI in two months, 69% including agency fees

$2,075
Ad spend

1,359
Subscribers

$7,403
Revenue

257%
ROMI

Case studies: Meta Ads for Telegram channels

Telegram channel of a frontend-developer mentor

A narrow IT audience on Telegram — 12 mentorship sales from a $10K budget, 253% ROMI

$9,945	3,095
Ad spend	Subscribers
$35,115	253%
Revenue	ROMI

Business media for entrepreneurs

Grew a business media community by 45,000 subscribers in eight months

$36,711	45,048
Ad spend	Subscribers

profeat.team (brand media)

Ad combinations burned out within weeks — 10 hypotheses a week hit the KPI

$23,265	46,065
Ad spend	Subscribers

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