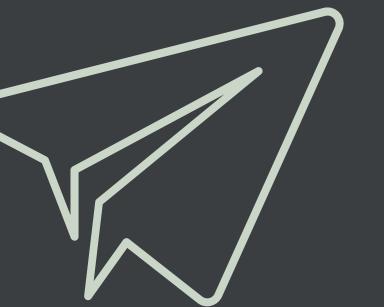


TELEGRAM LEAD TRACKING SIMPLIFIED



Presented by:
Liav Elmakayes

Email:
liavelmakayes@gmail.com





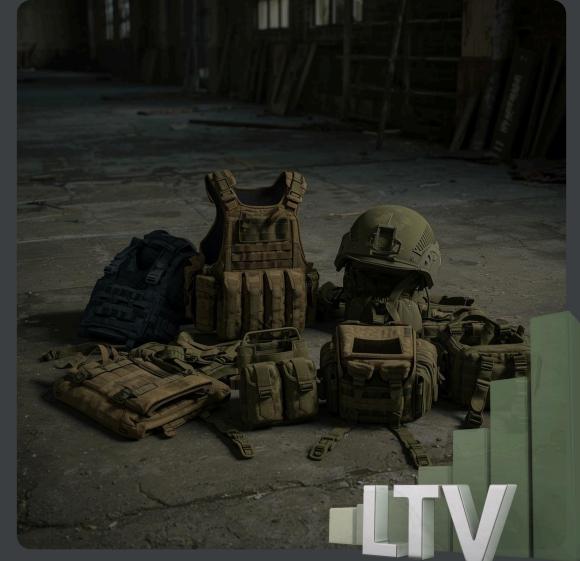
WHAT WE WANT TO ACHIEVE:



Identify which users joined from the campaign

$\lim_{x \rightarrow 1} \frac{ctg x - 2}{\sqrt{1-x^3}} Q''$ $\int (x \pm a^4) \sum_{n=1}^{\infty} n^{-1}$ $A - C =$
 $S_5 = \begin{bmatrix} 1 & 0 \\ 0 & 1 \\ 0 & 1 \end{bmatrix}$ $f = \sqrt{\frac{\sum (x-m)^2}{n-1}}$ $S = \int_{t=2}^{\infty} f(t) dt + x$
 $+ y^2 = z$
 $\pi \approx 3,1415$
 $P = r^2 \pi$
 $\Delta t = T - \frac{3\alpha}{x}$
 $(x+y)^3 = \binom{y}{2}^2$
 $\frac{\Delta x}{\Delta y} \xrightarrow{y \rightarrow 0} \lim_{y \rightarrow 0} \frac{\Delta x + 2}{\Delta y - 1}$
 $\sin x = h - \frac{1}{2} y^2$
 $(x-y)^3$
 $y = 2x^2 + 3x$
 $f(x) = x^2 + 2ax + a^2$
 $\int \frac{dx + a^2}{x}$
 $e = 2,79$
 $e = \cos x + \operatorname{tg} y$
 $\tan(2\alpha) = \frac{2\tan(\alpha)}{1 - \tan^2(\alpha)}$
 $P = \sum_{i=0}^{\infty} X_i^i$
 $y = \frac{dx}{\Delta x}$
 $\ln = \sqrt{axb}$
 $(y-1)^2$
 $\sin \alpha = \frac{b}{c}$
 $\sum_{n=0}^{+\infty} \frac{x^n}{n!}$
 $\triangle ABC$

Measure precise ROI



Calculate LTV for each user

OVERVIEW / FLOW



Ad
User sees the
Telegram ad



Telegram Bot -
User clicks,
bot collects user ID +
campaign info



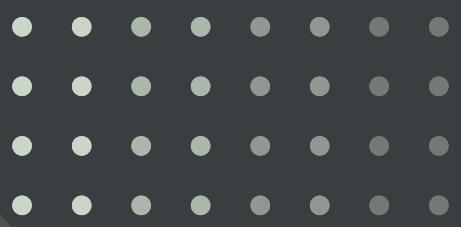
Middleware
(Zapier/Make)
Data is sent to
CRM/CDP



CRM/CDP
Stores user info,
links purchases,
calculates LTV



Analytics
Measures ROI & LTV





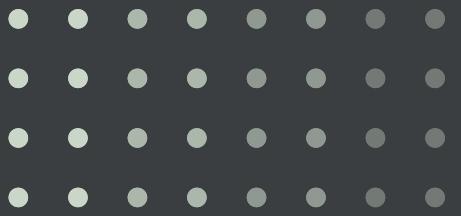
USER TRACKING

Deep Links with Campaign

Parameters

Each ad has a unique link (`ad_facebook1`, `ad_instagram`)

https://t.me/AgiliteTrackerBot?start=ad_instagram



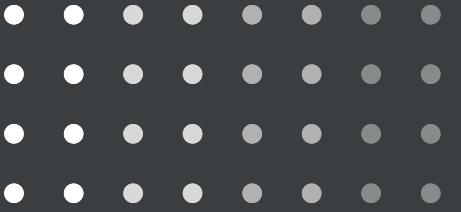
Telegram Bot

Collects the user ID and campaign info when user clicks/join



Middleware (Zapier/Make)

Bot sends data automatically to CRM/CDP



Purchase Tracking

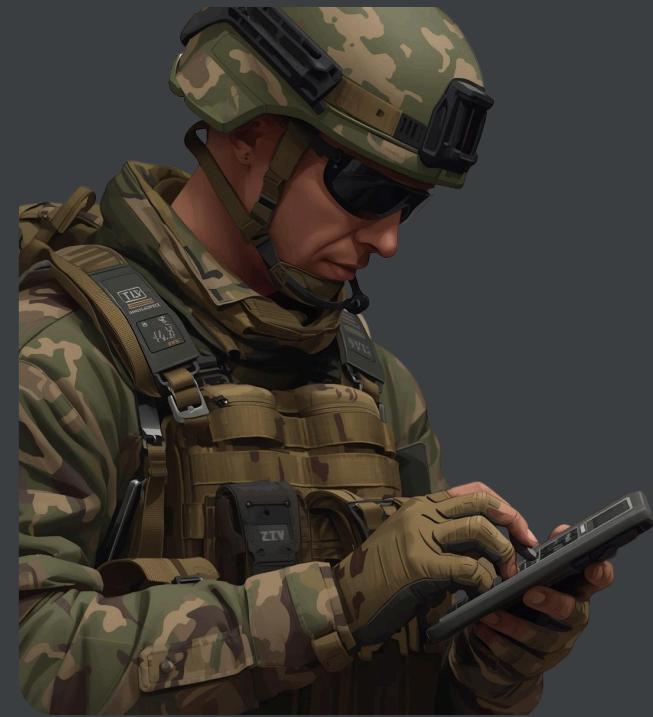
Each user's purchases are linked via UTM parameters or unique coupons



PURCHASE TRACKING & LTV

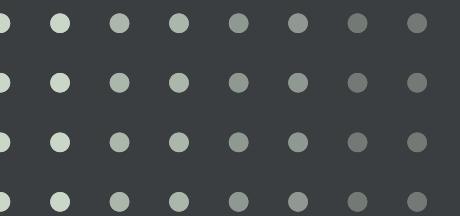
CRM/CDP

Combines Telegram ID + purchase data



LTV Calculation

System calculates Lifetime Value based on all linked purchases



ROI CALCULATION



ROI Formula:

(Revenue from Campaign – Campaign Cost) ÷ Campaign Cost

Data Source:

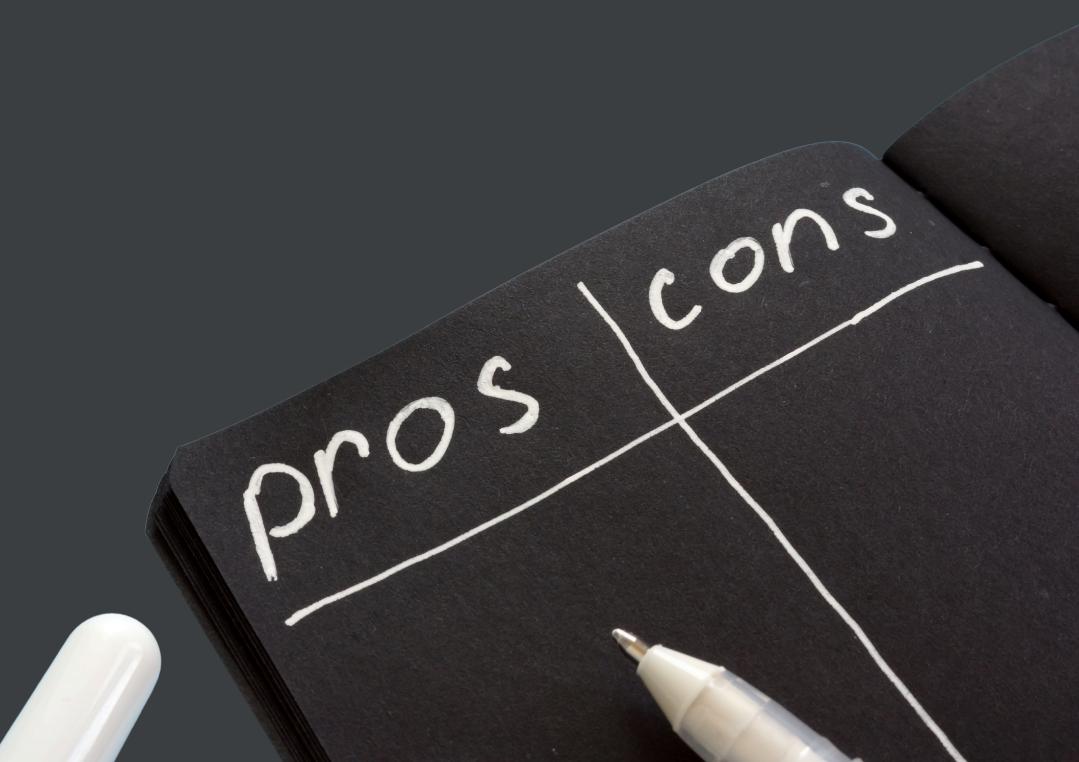
Uses linked purchases from CRM/CDP

Example

Campaign	Revenue	Cost	Net Profit	ROI %
Campaign A	\$5,000	\$1,000	\$4,000	400%
Campaign B	\$3,500	\$1,000	\$2,500	250%
Campaign C	\$1,200	\$1,000	\$200	20%
Campaign D	\$800	\$1,000	-\$200	-20%



ADVANTAGES & LIMITATIONS



Platform Selection:

Accurate tracking of users from campaign → Telegram → purchase



Content Strategy

Scalable and automated using Bot + Middleware + CRM/CDP

Engagement Tracking

Enables precise ROI and LTV calculation

- A 5x8 grid of light gray circles on a dark gray background.

Platform Selection:

Requires setup of Bot, Middleware, and CRM/CDP

Content Strategy

Dependent on users completing purchases for accurate LTV

 Engagement Tracking

Technical integration might need monitoring and maintenance