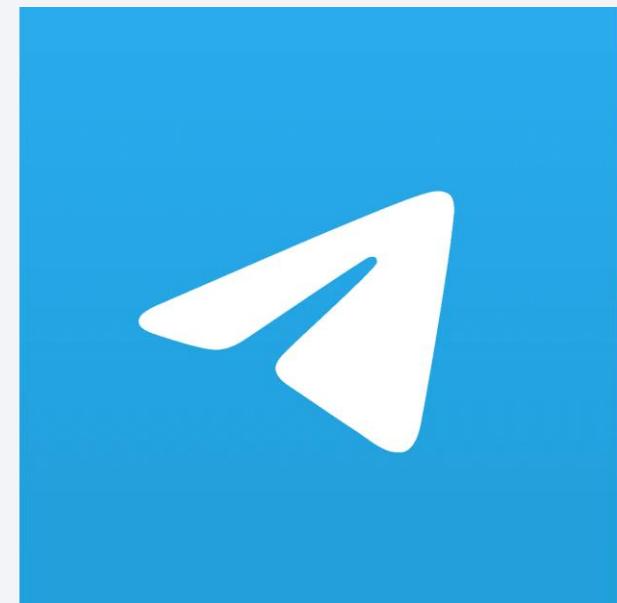


Telegram Apps Competitive Analysis

Market Intelligence for Prunogram



Date

February 8, 2026

Turnaround

48 hours

Opportunity in 3 Numbers



Key Insight: The market is cluttered with abandoned tools and basic cleaners, leaving the "Relationship Management" niche completely open.

Comprehensive Multi-Source Analysis

Data Sources

- **Google Play Store**
Ratings, downloads, reviews
- **Chrome Web Store**
User counts, extension stats
- **GitHub**
Commit activity, adoption
- **Product Hunt**
Market positioning, launch data

Analysis Framework

- **Feature Extraction**
17 data points per competitor
- **Market Segmentation**
Group vs. Personal tools
- **Gap Analysis**
Identifying missing features
- **Strategic Positioning**
Competitive advantage mapping

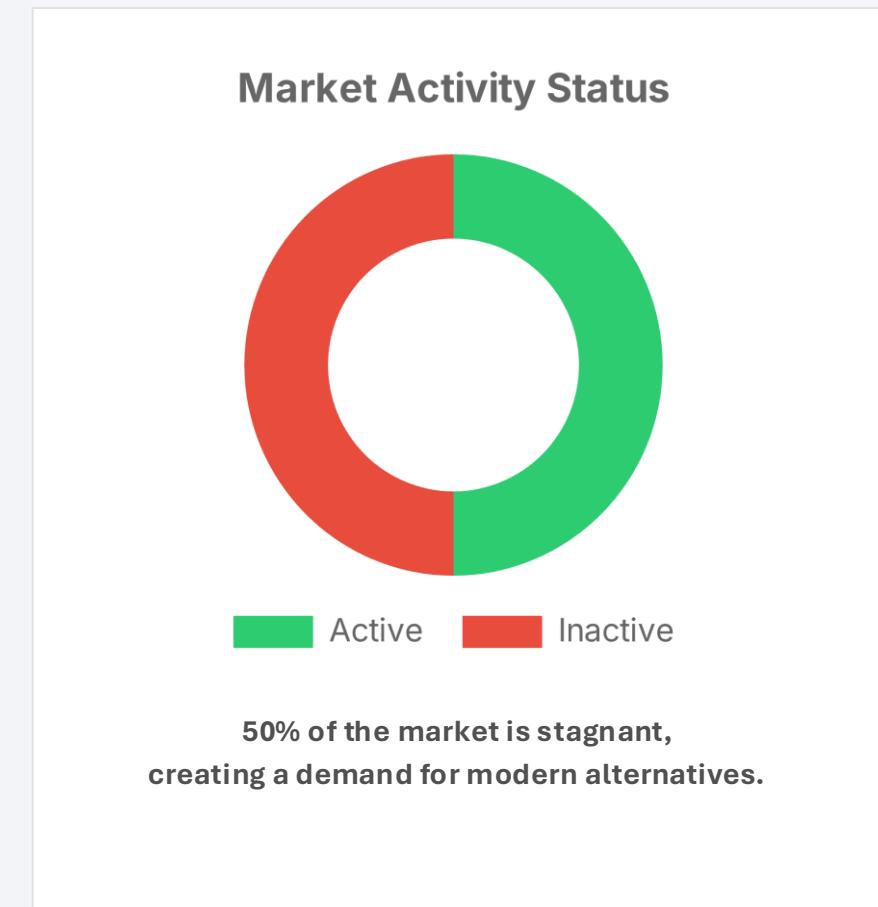
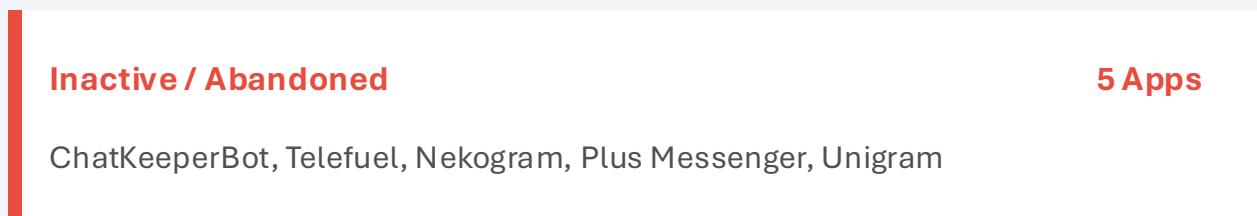
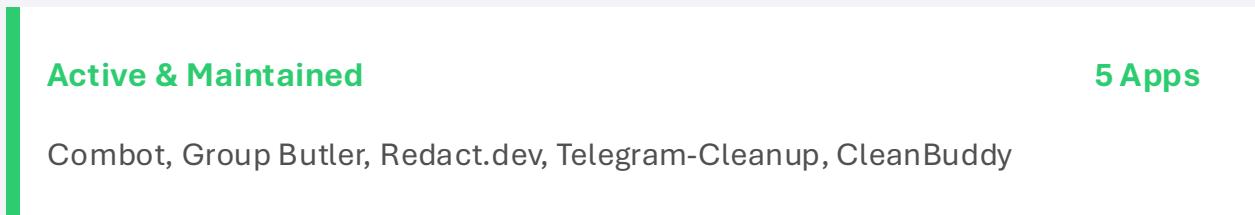
Verification

- **Manual Testing**
Verified core features
- **Cross-Referencing**
Checked claims against user reviews
- **Status Check**
Confirmed active development

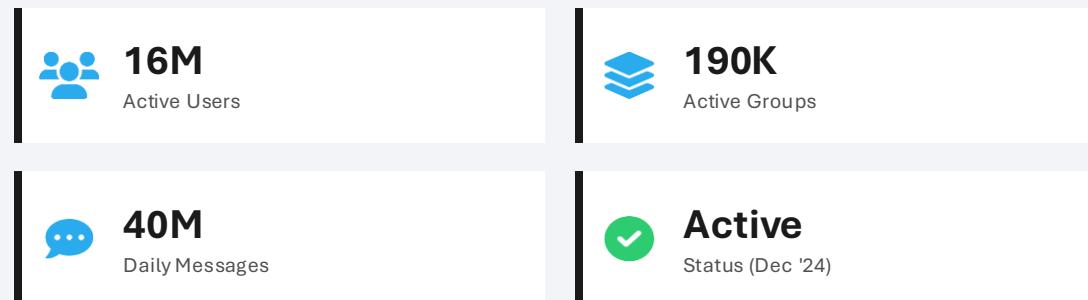
Data Integrity

All data points manually verified for accuracy to ensure reliable strategic insights.

10 Competitors Analyzed



Combot Dominates Groups But Leaves Personal Market Open



Focus Group Moderation & Analytics

Pricing Free (<200 members) to \$79.99/mo

Strengths

- Comprehensive moderation suite
- High adoption and trust
- Powerful analytics dashboard

Weaknesses

- **Group-focused only** (No personal tools)
- Expensive for commercial use
- Complex for non-technical users

Key Takeaway: The market leader's exclusive focus on group management creates a clear, unaddressed gap in the personal inbox organization segment.

Three Main Competitors with Different Market Positions

Combot



Focus

Group Moderation

Scale

16M Users

190K Groups

Pricing

\$19.99 - \$79.99/mo

ChatKeeperBot



Focus

Group Automation

Scale

4M Audiences

7K Groups

Pricing

\$4.99 - \$39.99/mo

Redact.dev



Focus

Privacy Deletion

Scale

100K+ Downloads

Multi-platform

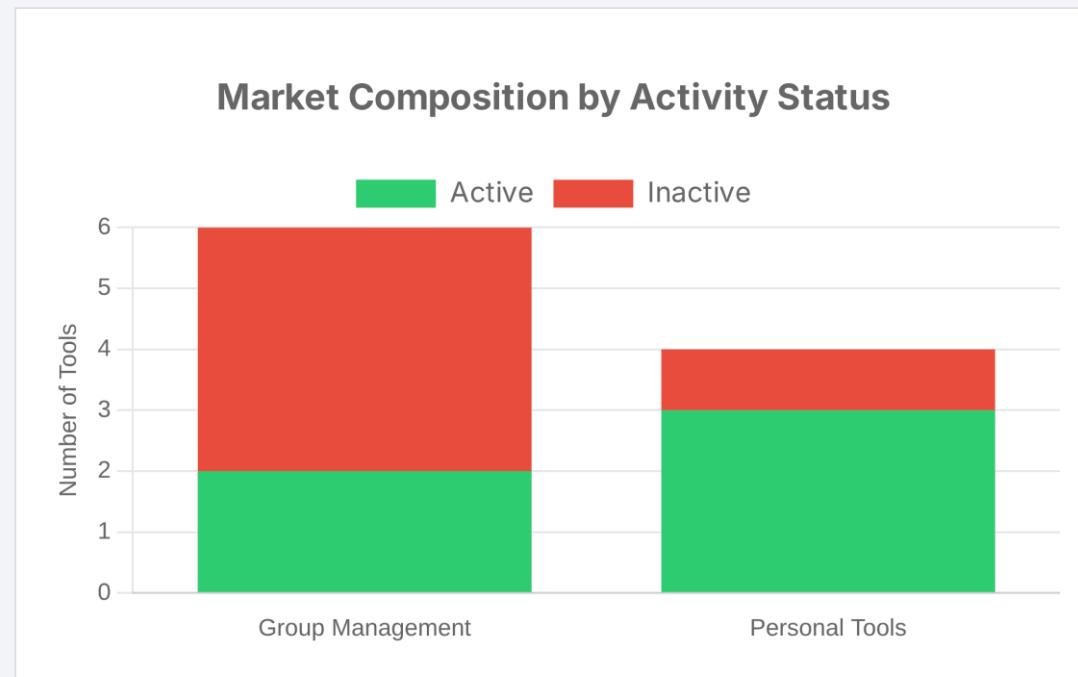
Pricing

\$7.99 - \$14.99/mo

Strategic Insight: Top competitors either focus on groups or multi-platform deletion—none specialize in personal Telegram relationship management.



Personal Tools Represent 40% of Market But Are Underserved



Group Management

6 Total Tools • Only 2 Active

Status: Saturated

60% Share

Personal Tools

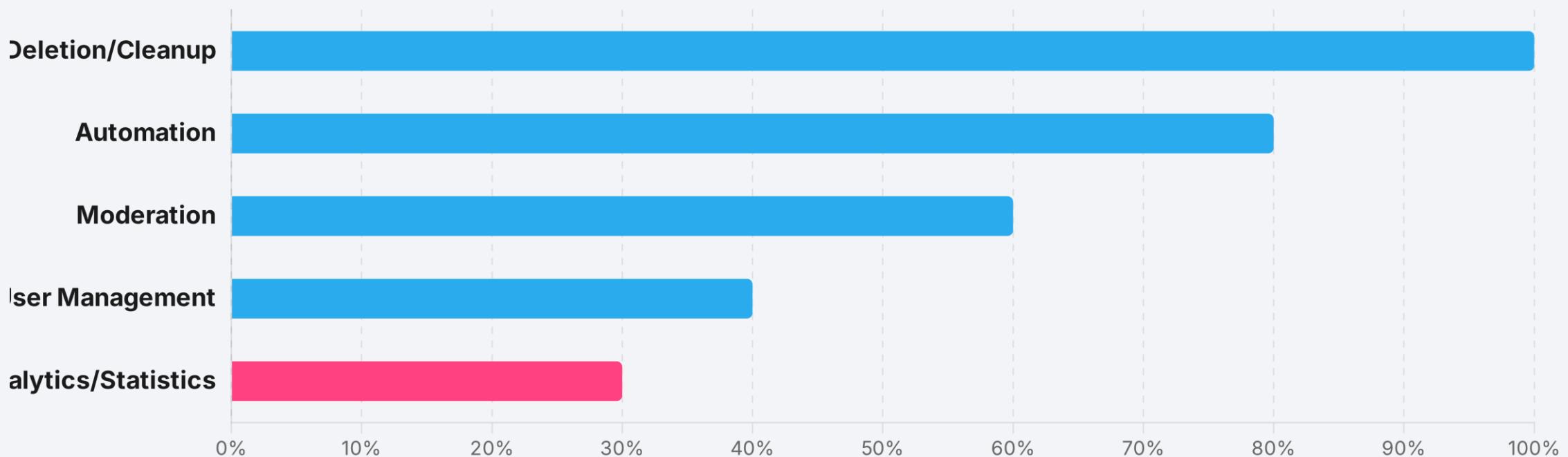
4 Total Tools • 3 Active

40% Share

Status: Underserved & Growing

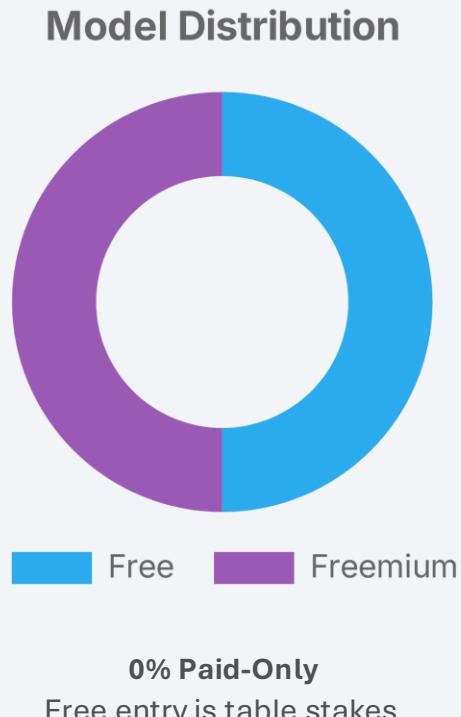
Strategic Insight: While group tools dominate in volume, the personal segment has higher relative activity and less entrenched competition.

Feature Frequency Analysis Shows Deletion Dominates



Key Insight: The market is saturated with basic deletion tools (100%) but severely lacks data-driven insights and relationship analytics (30%)—a clear opportunity for differentiation.

Free Entry Point is Essential, Premium Ranges \$5-80/Month



Enterprise	\$79+/mo
Professional	\$28-40/mo
Mid-tier	\$10-20/mo
Entry / Personal	\$2-5/mo
Strategic Recommendation	
\$4.99/mo Pro + \$49.99 Lifetime	
Undercuts Telefuel (\$5) & matches ChatKeeperBot entry.	

Prunogram Can Fill Multiple Unmet Needs

No Relationship Management 01

Zero competitors track or nurture personal relationships. This is the primary blue ocean.

Technical Barriers 02

40% of tools require coding or self-hosting, excluding non-technical users.

Lack of Privacy Focus 03

Only Redact.dev emphasizes local processing; others rely on cloud storage.

50% Inactive Competitors 04

Users are actively seeking maintained alternatives to abandoned tools.

No AI-Powered Features 05

Competitors rely on manual organization; no smart insights or auto-tagging.

The Opportunity

Prunogram addresses all five gaps simultaneously with its unique feature set.

Six Key Differentiators Position Prunogram as Category Leader

Feature	Prunogram	Competitors
Relationship Focus	✓ Unique	✗ None
Personal Inbox	✓ Yes	⚠ Few (Redact only)
AI Features	✓ Yes	✗ None
Active Development	✓ Yes	⚠ 50% Inactive
No Install Required	✓ Mini App	🤖 Bots Only
User-Friendly	✓ Yes	✗/✗ Coding Required

Strategic Advantage: Prunogram is the only tool combining relationship management, AI features, and user-friendly design in one package.

COMPETITIVE PROFILE MATRIX							
OUR COMPANY				COMPETITOR A		COMPETITOR B	
Success Factors	Weight	Rating	Score	Rating	Score	Rating	Score
Brand Reputation	0.25	4	1	2	0.5	2	0.5
Advertising	0.2	3	0.6	3	0.8	2	0.4
Customer Service	0.2	4	1	0.2	0.2	2	0.6
Price	0.2	3	0.6	3	0.8	3	0.6
Product Quality	0.25	4	1	0.85	2	0.3	
Total Score			3.8		1.65		2.2

Position as Relationship Manager, Not Just Cleaner

Competitors Say

- “Clean your Telegram chats”
- “Delete old messages”
- “Manage your groups”

Prunegram Says

“Never lose touch with the people who matter.”

New Category: Relationship Manager



Telegram

Primary Message

Never lose touch with important people

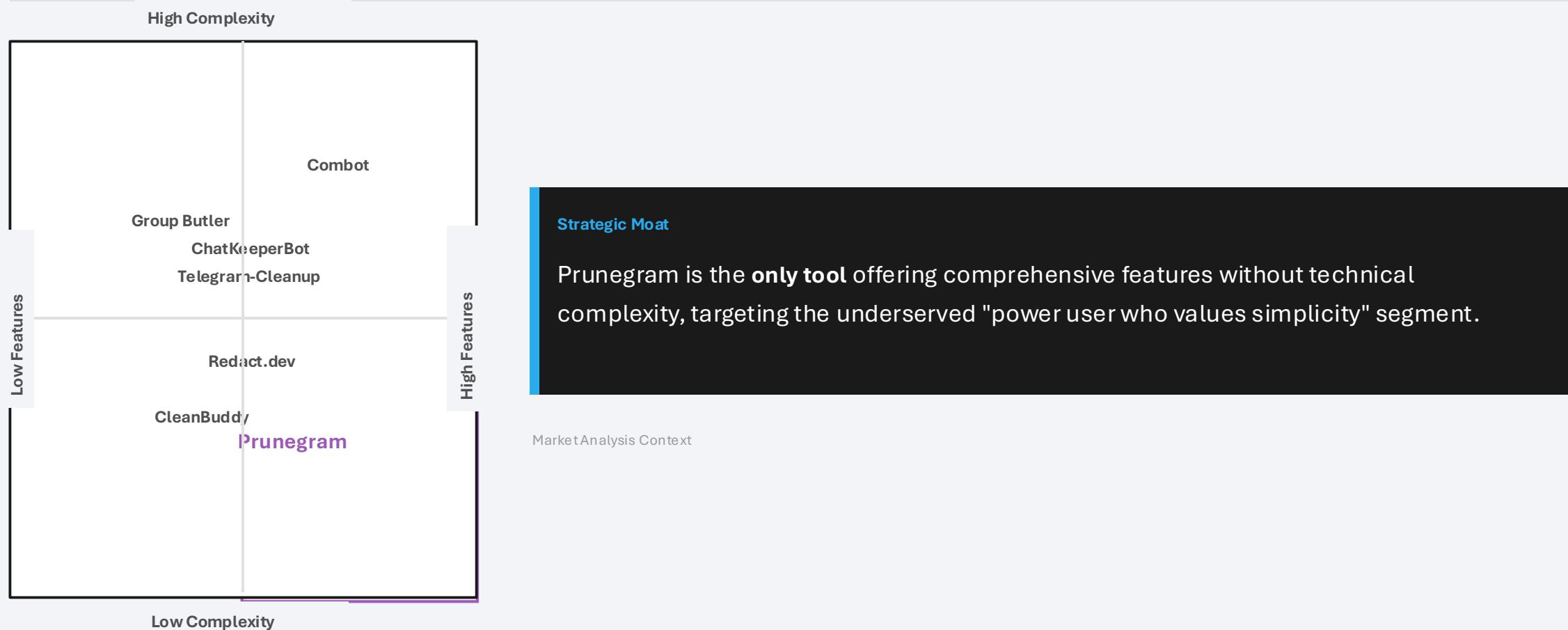
Secondary Message

Declutter your Telegram inbox

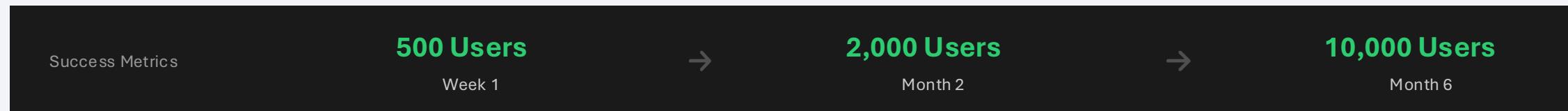
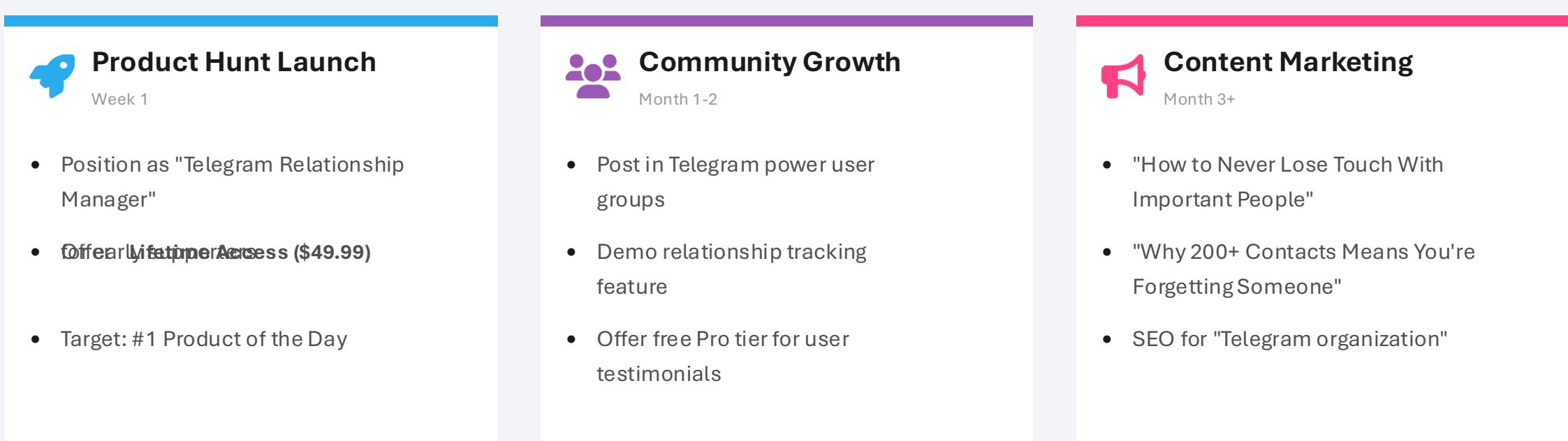
Tertiary Message

AI-powered relationship insights

Prunogram Occupies Unique Market Position



Three-Phase Roadmap Targets Early Adopters Then Scales



Five Strategic Recommendations for Market Entry

01 Position as "Relationship Manager"

Create a new category to avoid direct competition with commodity deletion tools.

04 Emphasize Active Development

Highlight ongoing updates and support to contrast with the 50% inactive competitors.

02 Target Individual Power Users

Focus on users with 200-500 contacts who feel overwhelmed but value their network.

05 Lead with Relationship Tracking

Showcase the unique "Lifecycle Insights" feature in all top-of-funnel marketing.

03 Aggressive Freemium Pricing

Launch at \$4.99/mo to undercut market, plus \$49.99 lifetime to drive early cash flow.

Implementation Priority

Positioning → Audience Targeting → Pricing & Marketing

The Personal Telegram Market is Wide Open

Prunogram has a clear path to market leadership by pivoting from "just another cleaner" to the first true Relationship Manager for Telegram.

Market Gap

Personal tools are underserved (40% share) with weak competition.

Unique Value

Moving beyond deletion to relationship insights creates a defensive moat.

Perfect Timing

With 50% of competitors inactive, users are actively seeking a modern solution.

Let's Define the Category.