

Telegram Apps Competitive Analysis

Market Intelligence for Prunegram

Date

February 8, 2026

Turnaround

48 hours



Opportunity in 3 Numbers

10

Competitors Analyzed

50%

Inactive or Abandoned

0

Competitors with
Relationship Management

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

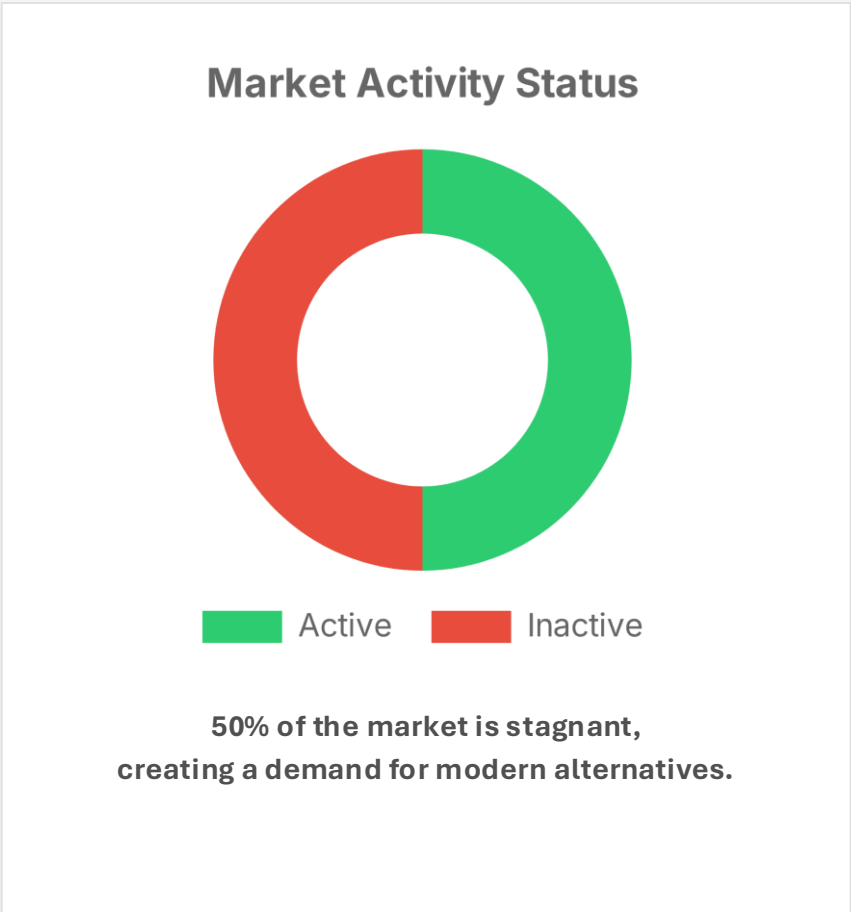
- **Manual Testing**
Verified core features
- **Cross-Referencing**
Checked claims against user reviews
- **Status Check**
Confirmed active development

Data Integrity


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


10 Competitors Analyzed

Active & Maintained	5 Apps
Combot, Group Butler, Redact.dev, Telegram-Cleanup, CleanBuddy	
Inactive / Abandoned	5 Apps
ChatKeeperBot, Telefuel, Nekogram, Plus Messenger, Unigram	




Combot Dominates Groups But Leaves Personal Market Open






16M

Active Users




190K

Active Groups



40M

Daily Messages



Active

Status (Dec '24)

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:

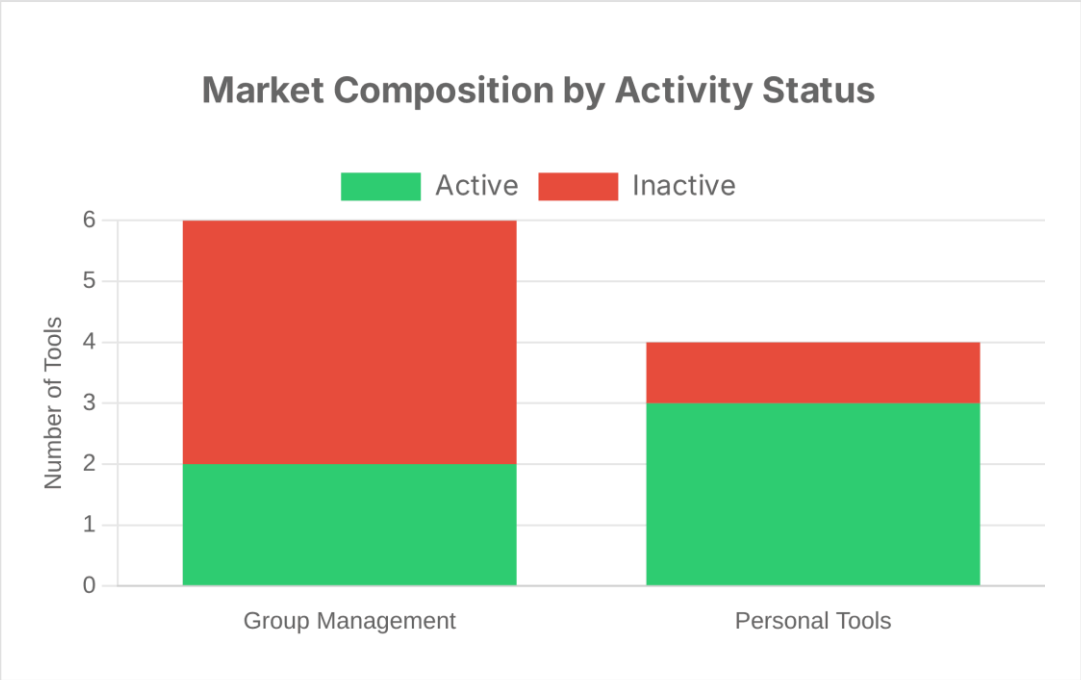
The market leader's exclusive focus on group management creates a clear, unaddressed gap in the personal inbox organization segment.

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Three Main Competitors with Different Market Positions

<div>Combot</div> <div><div>Active</div></div> <div>Focus</div> <div>Group Moderation</div> <div>Scale</div> <div>16M Users 190K Groups</div> <div>Pricing</div> <div>\$19.99 - \$79.99/mo</div>	<div>ChatKeeperBot</div> <div><div>Inactive (2021)</div></div> <div>Focus</div> <div>Group Automation</div> <div>Scale</div> <div>4M Audiences 7K Groups</div> <div>Pricing</div> <div>\$4.99 - \$39.99/mo</div>	<div>Redact.dev</div> <div><div>Active</div></div> <div>Focus</div> <div>Privacy Deletion</div> <div>Scale</div> <div>100K+ Downloads Multi-platform</div> <div>Pricing</div> <div>\$7.99 - \$14.99/mo</div>
<div><div>Strategic Insight:</div>Top competitors either focus on groups or multi-platform deletion—none specialize in personal Telegram relationship management.</div> <div></div>		

Personal Tools Represent 40% of Market But Are Underserved



Group Management

60% Share

6 Total Tools • Only 2 Active

Status: Saturated

Personal Tools

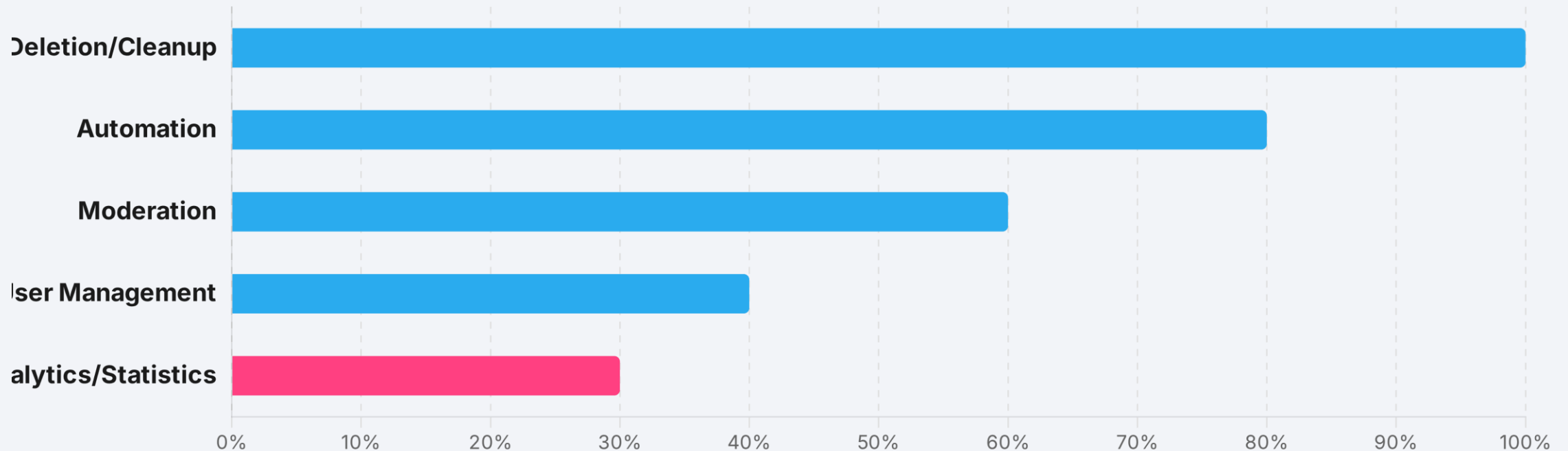
40% Share

4 Total Tools • 3 Active

Status: Underserved & Growing

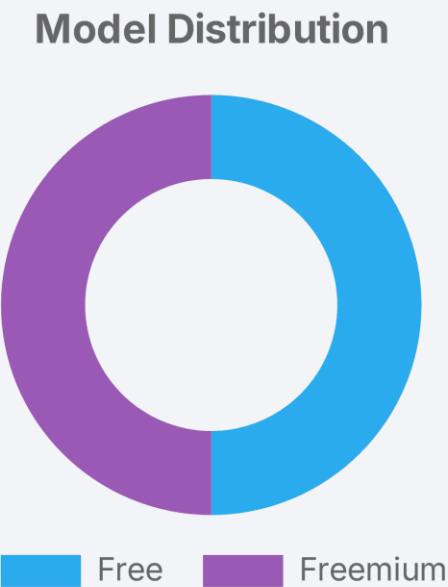
Strategic Insight: While group tools dominate in volume, the personal segment has higher relative activity and less entrenched competition.

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



0% Paid-Only
Free entry is table stakes.

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.

Prunegram 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

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

Six Key Differentiators Position Prunegram as Category Leader

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



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

Primary Message

Never lose touch with important people

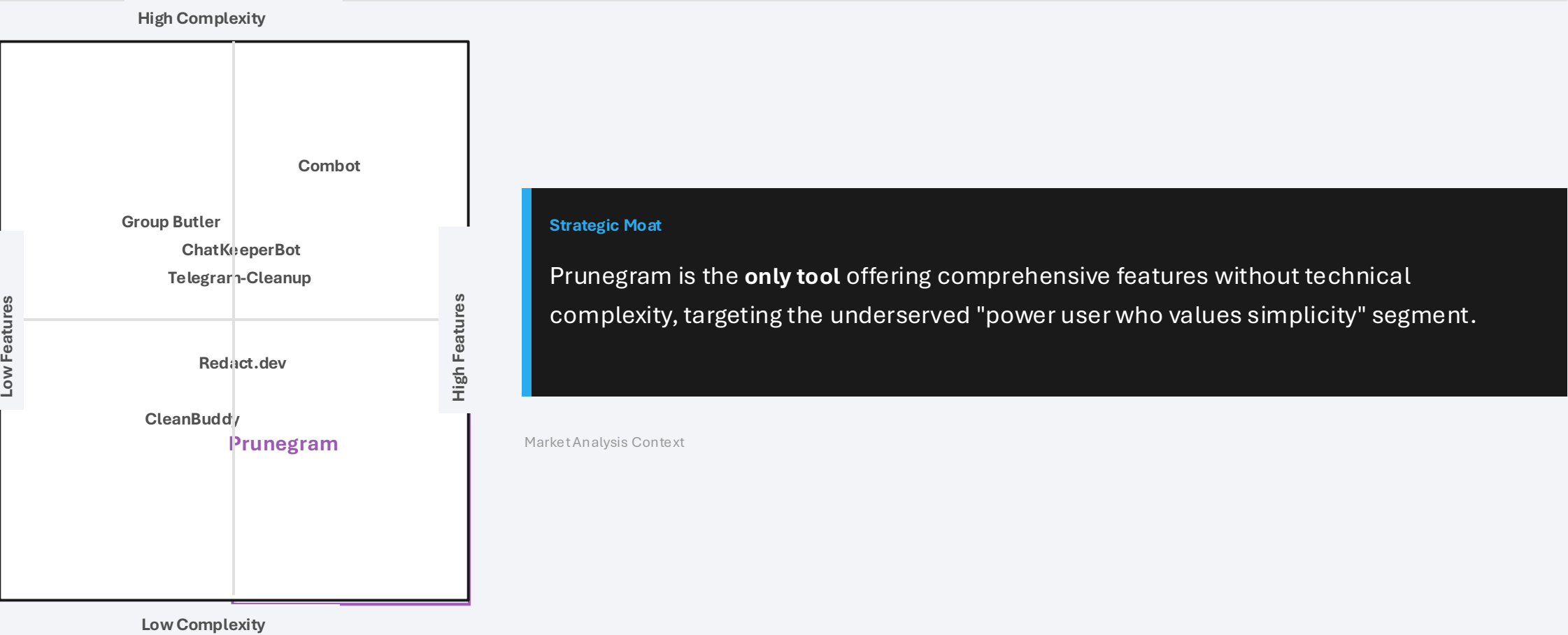
Secondary Message

Declutter your Telegram inbox

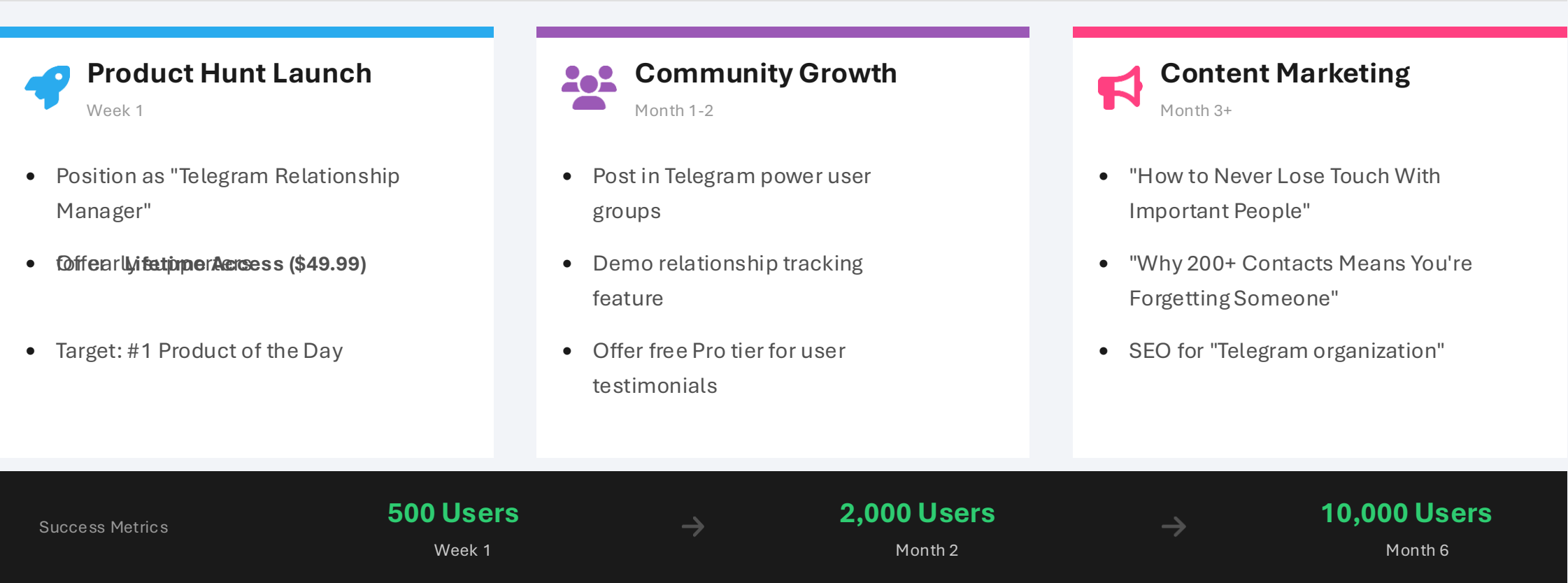
Tertiary Message

AI-powered relationship insights

Prunegram 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.

02 Target Individual Power Users

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

03 Aggressive Freemium Pricing

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

04 Emphasize Active Development

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

05 Lead with Relationship Tracking

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

Implementation Priority

Positioning → Audience Targeting → Pricing & Marketing

The Personal Telegram Market is Wide Open

Prunegram 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.