

TELEGRAM – BIGGEST DEAL SHARING PLATFORM

Telegram Overview:

- **Thousands of Telegrammers** are monetizing shopping recommendations that they share on their channels
- They are driving close to **500Cr clicks & 3000Cr** worth sales for Indian eCommerce sites every year
- These channels have a diverse range of followers starting with few hundreds to **over 5M active followers** for top ones
- They are deal recommenders who have **acquired** followers by different means ranging from direct referrals via family/ friends, running ads on Meta/ Telegram and influencer marketing
- Many Youtubers & Instagrammers have also created their Telegram channel as another traffic source & are actively sharing deals

Why EarnKaro for Telegram?

- EarnKaro works with all legitimate Telegrammers and **controls over 80% of all deals shared** there
- At EarnKaro we drive close to 300Cr clicks to our partners every year – majority coming from Telegram – *these are all organic in nature*
- We've built tools that eases & automates deal sharing on Telegram – this is another reason why we are preferred partner of Telegrammers
- We were the first to deploy relationship managers to help these channels earn more – and hence, their bond with us is strong and built on trust & comfort.

Models that work on Telegram:

- **CPS + Amplification through paid posts:** marketplaces / or their sellers pay for post along with affiliate commission to Telegrammers as it has now become a popular “to be place” for brands

Paid Post Packages:

Plan	Cost	Subscribers	Approximate Views
A	30,000	40L+	1.5L +
B	25,000	30-40L+	1L+
C	20,000	20-30L+	75K-1L

- Cost excludes all taxes
- Cost will increase in case of image, no affiliate commission, multiple links in a post or any exceptional condition

CASE STUDIES

OnePlus (Direct)

Campaign Budget: 25,000

Callout:

OnePlus 13R starting at ₹39,999

= Apply ₹3,000 SBI & HDFC instant discount on EMI transactions

<Link>

+ Upgrade your old phone and get upto ₹7,000 extra cashback with Flexi Exchange and additional benefits for Red Cable Club members.

Date: 13th March 2025

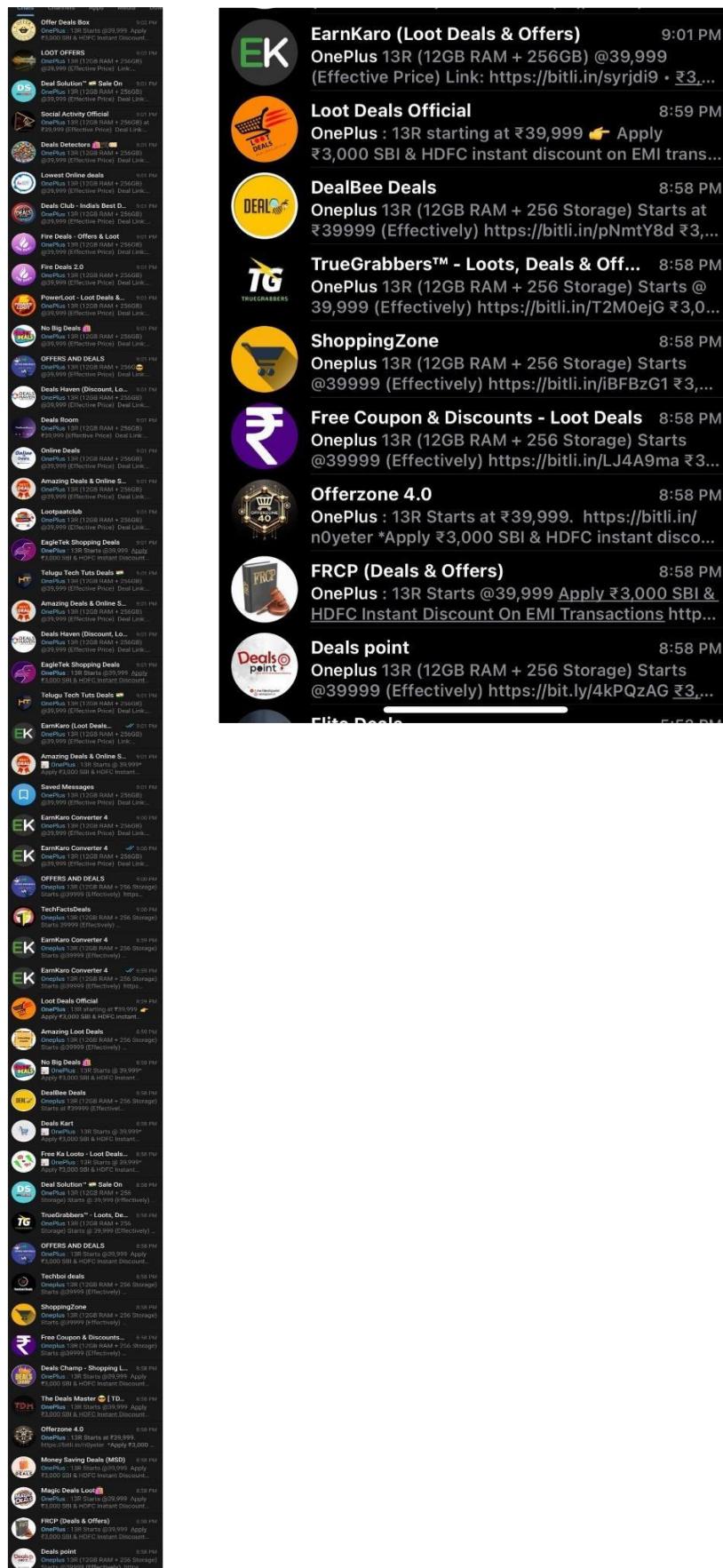
Channel Plan:

Channel Name	Subscribers
Offerzone 4.0	8,97,061
FRCP	7,00,869
Deals Point	8,21,000
Loot Deal Official	13,76,314

Campaign Insights:

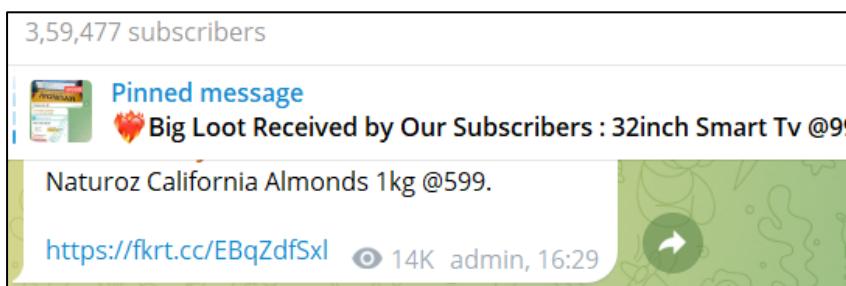
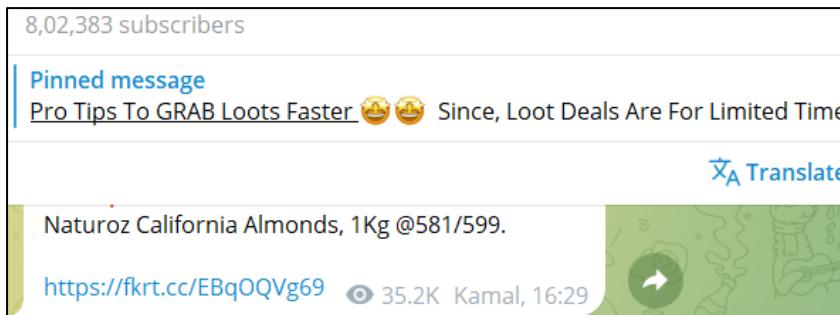
- Channels picked: 4
- Channels pushed: 45
- Total views: 2,08,903
- Total clicks: 14,194
- Total transactions (same day): 6
- Total sales: 1,50,304
- ROAS: 6.02

Viral Screenshot:



Naturoz (via Flipkart)

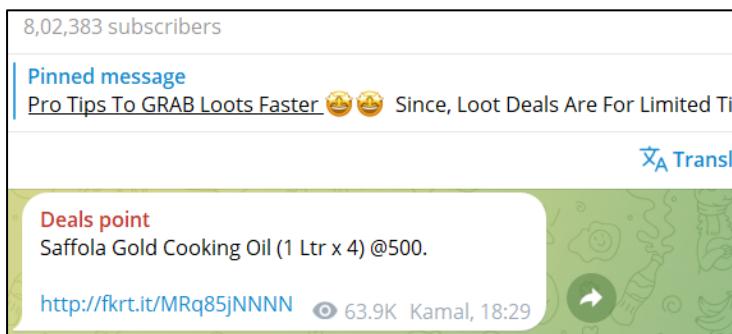
- No. of channels selected: Batch of 7 per post
- Cumulative subscriber base range: 45L+
- No.of posts done per channel: 5 each
- Budget: 160K for 5 posts on batch of 7 channels (selected by us)
- Post screenshots (sample):

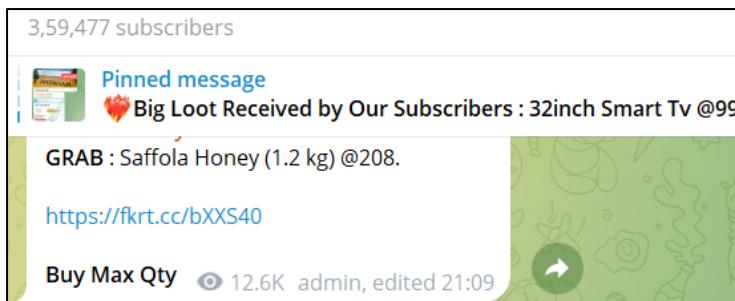


- Total no.of posts (including ripple): 97
- Channels: 36
- Total views: 11,97,762
- Total clicks: 2,39,552
- Sale: 12,55,235
- ROAS: 7.8

Saffola (via Flipkart)

- No. of channels selected: Batch of 6 per post
- Cumulative subscriber base range: 45L+
- No.of posts done per channel: 4 each
- Budget: 120K for 4 posts on batch of 6 channels (selected by us)
- Post screenshots (sample):

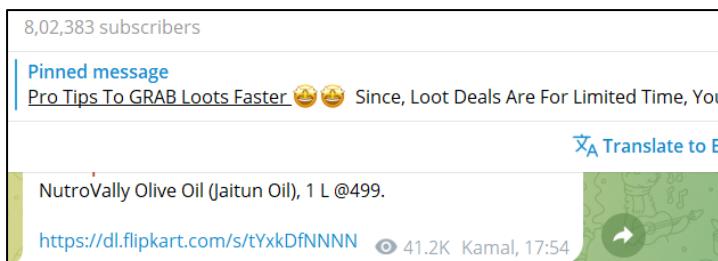




- Total no.of posts (including ripple): 96
- Channels: 33
- Total views: 6,25,368
- Total clicks: 1,25,073
- Sale: 10,13,412
- ROAS: 8.5

NutroVally (via Flipkart)

- No. of channels selected: Batch of 5 per post
- Cumulative subscriber base range: 40L+
- No.of posts done per channel: 2 each
- Budget: 60K for 2 posts on all 5 channels (selected by us)
- Post screenshots (sample):



- Total no.of posts (including ripple): 129
- Channels: 59
- Total views: 5,10,793
- Total clicks: 1,02,158
- Sale: 2,09,905
- ROAS: 3.5