



Fox Deal is a Telegram-native advertising marketplace where advertisers and channel owners create, secure, and execute ad campaigns through an automated escrow system.

Advertisers browse verified channels, fund campaigns through escrow, and track real-time performance.

Channel owners receive structured deal requests, publish ads automatically, and access full payment and click history, all inside Telegram.

The Problem



Telegram advertising deals currently happen in private messages. There is no escrow protection, no verification of delivery, and no structured workflow. Advertisers risk losing funds. Channel owners risk non-payment. Everything is manual, fragmented, and trust-based which does not scale.

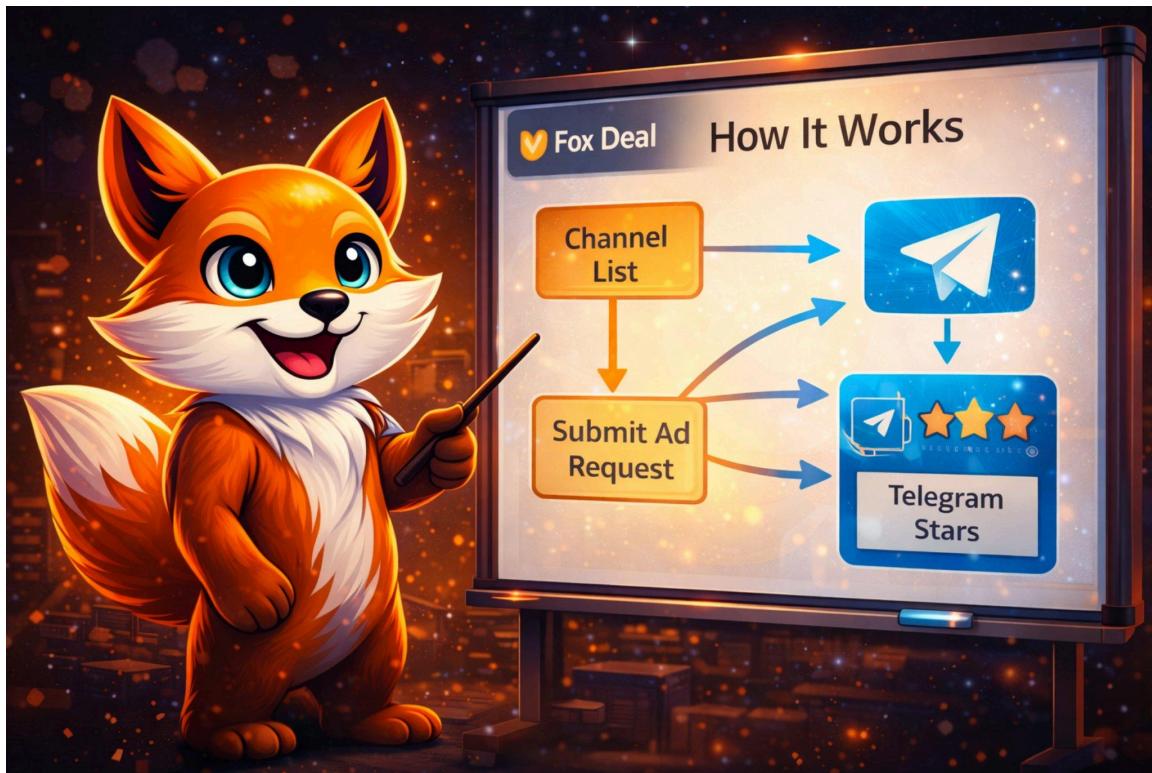
The Solution



Escrow-first. Data-backed. Telegram-native.

- Advertisers lock funds before posting
- Once funded, campaigns are executed automatically without manual coordination
- Automated confirmation triggers secure payout
- Both sides see verified metrics and performance data
- Schedule post to channel

How It Works



Multi-Channel Campaigns



FoxDeal now supports **Multi-Channel Campaigns**: advertisers create **one ad creative** and target **multiple Telegram channels** in a single flow.

Behind the scenes, FoxDeal generates **one independent escrow deal per channel**, so approvals, payments, posting, and tracking stay **per-channel and transparent**.

Why it matters

- **Faster launch:** submit once, publish across many channels
- **Less friction:** no repeating the same steps channel by channel
- **Full control:** each channel owner approves/rejects individually
- **Clear results:** status + performance tracked per channel in one dashboard

Status tracking

Each channel deal moves through: **Waiting Approval** → **Approved** → **Paid** → **Posted** (or Rejected/Expired).

Advertisers get a unified campaign view while each channel keeps its normal workflow.

What Makes Fox Deal Different



- Admin-reviewed channel and ads onboarding to maintain quality and trust
- Secure escrow with milestone-based release
- Transparent deal tracking inside Telegram
- **Full payment history** & transaction dashboard for channel owners
- **Real-time click tracking** visible to both advertiser and channel owner
- **Optional CPC model (pay-per-click campaigns)** with verified click tracking
- Verified channel metrics via Telegram
- Dispute resolution mechanism
- Performance-based channel scoring system
- One-tap, **no complexity**: escrow + posting + tracking inside Telegram
- Advertiser **favorites** & smart catalog filters for faster repeat campaigns

Rating & Reputation System



To build trust and reduce disputes, Fox Deal includes a **two-sided rating system** that activates only after a deal is successfully completed.

- **Advertiser → Channel Owner:** rates the ad placement quality (1-5 stars)
- **Channel Owner → Advertiser:** rates the advertiser's reliability (1-5 stars)
- Each side can rate **only once per completed deal** to prevent spam and manipulation
- Ratings are aggregated into **public reputation scores:**
 - Channel profile: `rating_avg`, `rating_count`
 - Advertiser profile: `advertiser_rating_avg`,
`advertiser_rating_count`
- When a channel owner receives a new deal request, they see the advertiser's **current rating summary** upfront—helping them decide faster and avoid risky deals.

This reputation layer improves marketplace quality over time and supports safer scaling with less manual moderation.

Business Model

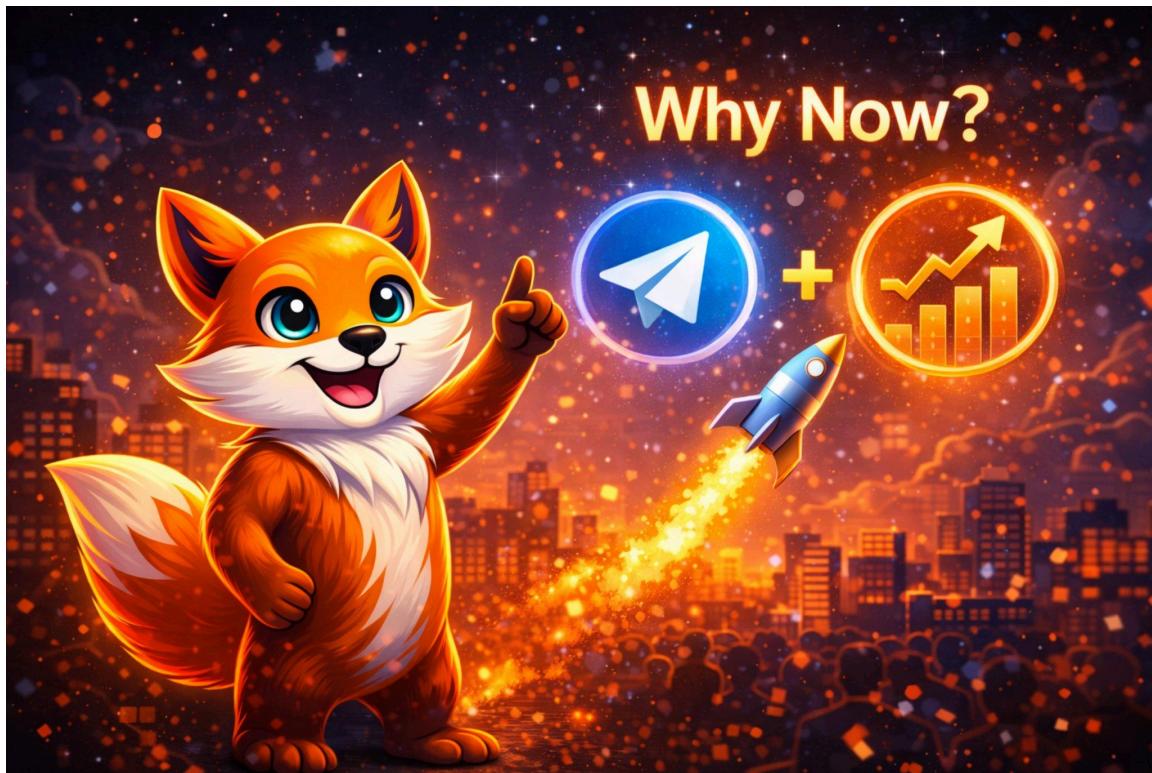


Revenue Streams:

- **Dynamic transaction fee** on every successful fixed-price escrow deal (*tiered by deal size: 15% at 5 TON → down to 3% for large deals*)
- **Dynamic fee on CPC campaign spend** (*same tiered model applied to total campaign spend*)
- Premium tools for channel owners (*e.g., scheduled ad publishing, boosted visibility, campaign bundles*)
- Advanced analytics & performance dashboards (*future upsell*)
- **Sponsored Recommendations** (Ads Discovery): Channel owners can pay to appear in "Recommended Channels" during campaign creation (clearly labeled as Sponsored).

A tiered-fee, high-volume marketplace model designed for scalable creator monetization with FoxDeal covering network transaction costs for a smoother user experience.

Why Now



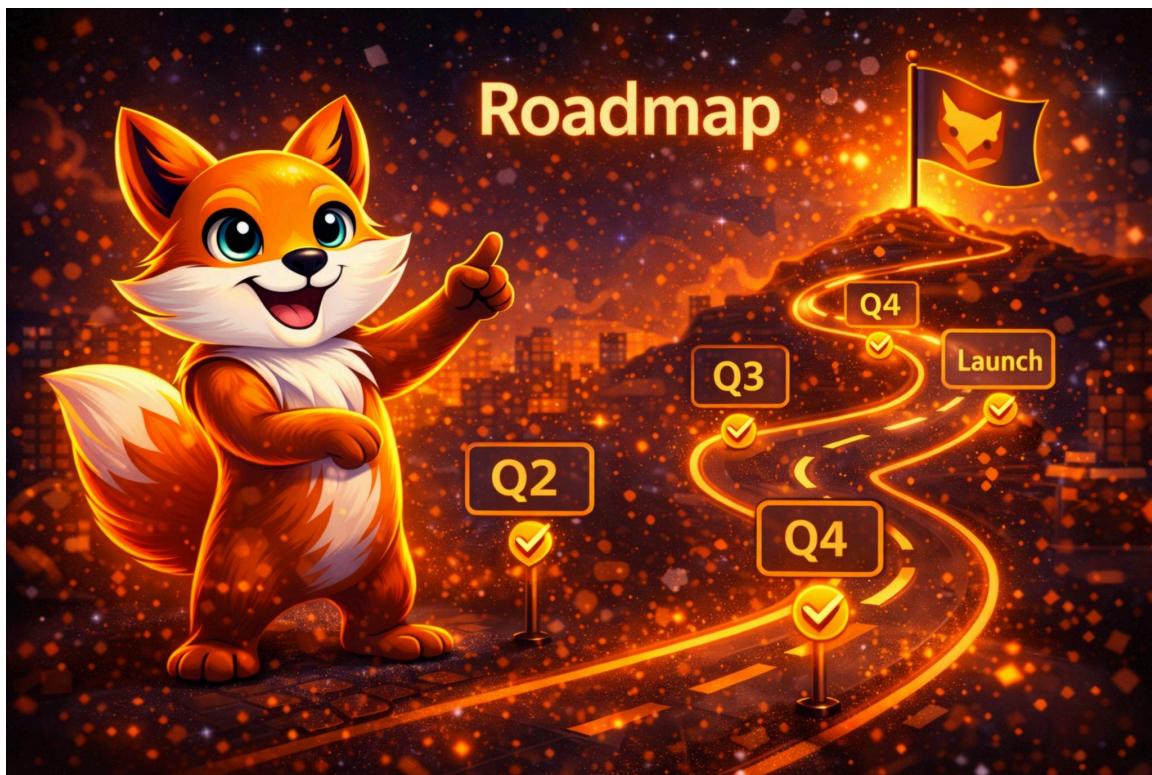
Telegram growth is accelerating. Ad budgets are shifting toward community platforms. Trust and fraud prevention are critical needs. Timing aligns perfectly for escrow infrastructure.

Competitive Landscape



Existing solutions rely on manual coordination or simple directories. They lack escrow automation, verification, and structured workflows. Fox Deal differentiates through security and automation.

Roadmap



Q2: MVP Launch

Q3: Escrow Automation + Verified Metrics

Q4: Performance-based ranking

Q5: Scale & Strategic Partnerships

Next: Analytics Suite & API integrations.

Thank You



Fox Deal is building trust in Telegram advertising.

Secure. Transparent. Scalable.

Join us in redefining Telegram ads.