

CASE STUDY • TELEGRAM OUTREACH • DIGITAL PRODUCTS

Selling Accounts to Realtors

Story mentions in Telegram: delivering the offer to sell verified Авито, Циан, Дом.Клик accounts to the target audience — realtors and agency owners

2,137 touchpoints in 14 days, 8.2% conversion, 6,790₽ spend, all 5 accounts survived

Telegram Outreach

Story Mentions

Chat Parsing

AI Avatars

Residential Proxies

RevShare

2,137

People mentioned in 14 days

8.2%

Conversion to offer interest

6,790₽

Total spend for the entire campaign

5/5

Accounts survived after completion

Campaign Overview

| | |
|-----------------|--------------------------------|
| Objective | Selling accounts to realtors |
| Offer | Авито, Циан, Дом.Клик accounts |
| Channel | Telegram — story mentions |
| Target audience | Realtors, agency owners |
| Period | 14 days (Feb 18 – Mar 9, 2025) |
| Result | 137 interested out of 2,137 |

Approach Summary

We have warmed-up accounts on Авито, Циан, Дом.Клик. Using the "Story Mentions" method, we needed to deliver the information to the target audience — realtors.

Parsing real estate chats → story mentions → profile visit → channel with the offer → manager in Telegram.

Campaign Budget

| EXPENSE ITEM | QUANTITY | COST |
|------------------------------|-------------------------|---------------------|
| Service plan (Guru) | 1 month | 3,290 ₺ |
| Residential proxies (Russia) | IP rotation per request | 1,000 ₺ |
| Telegram accounts | 5 pcs. | 1,000 ₺ (200₺ each) |
| Telegram Premium | 5 pcs. | 1,500 ₺ (300₺ each) |
| Total | | 6,790 ₺ |

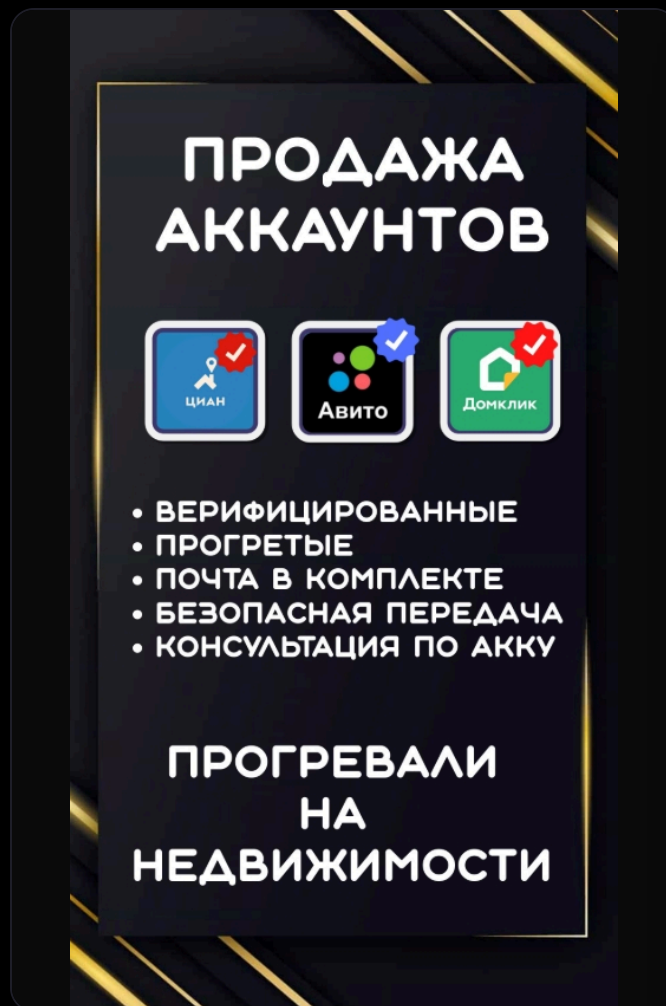
Important: After the campaign ended, all 5 accounts remained active. Going forward, costs will be lower — only the service and proxies need to be paid (4,290₺ instead of 6,790₺).

3 Variants of Story Creatives

For simplicity and speed, we chose a simple image format without video. We prepared 3 creatives:



Variant 1: light background, red accents



Variant 2: dark background, gold frames




Variant 3: photo background, business style

Infrastructure Preparation

| АВАТАР | ИМЯ/ТЕЛЕФОН | ЛИМИТЫ | АКТИВНОСТЬ |
|--------|------------------------|-------------------|--|
| | Даниил 79999653104 | 0 0 0 25 | 0 из 0 0 из 0 0 из 0 25 из 25 |
| | Дмитрий 79992086680 | 0 0 0 25 | 0 из 0 0 из 0 0 из 0 25 из 25 |
| | Максим 79992352767 | 0 0 0 25 | 0 из 0 0 из 0 0 из 0 25 из 25 |
| | Илья 79969979500 | 0 0 0 25 | 0 из 0 0 из 0 0 из 0 25 из 25 |
| | Николай 79992128423 | 0 0 0 25 | 0 из 0 0 из 0 0 из 0 25 из 25 |

5 accounts, limit of 25 mentions/day, all active

Назад Изм.



Илья 🤖
был(а) сегодня в 02:42

чат


звонок

видео

звук

ещё

КАНАЛ 1 подписчик



Информационный канал ❤️ ср

➔ Качественные аккаунты под любые цели для вас и вашего бизнеса 🏠 СЕЙЧА...

ИМЯ ПОЛЬЗОВАТЕЛЯ 🔗

[@ereamsrese](#)

о себе

💕 весь креатив [@creative_omg](#)

Profile with AI avatar and linked channel

Ban avoidance: Links were not placed in stories or profile descriptions — Telegram bans for that. Instead, each account had a linked channel with the offer. An interested person visits the profile → sees the channel → goes to the offer.

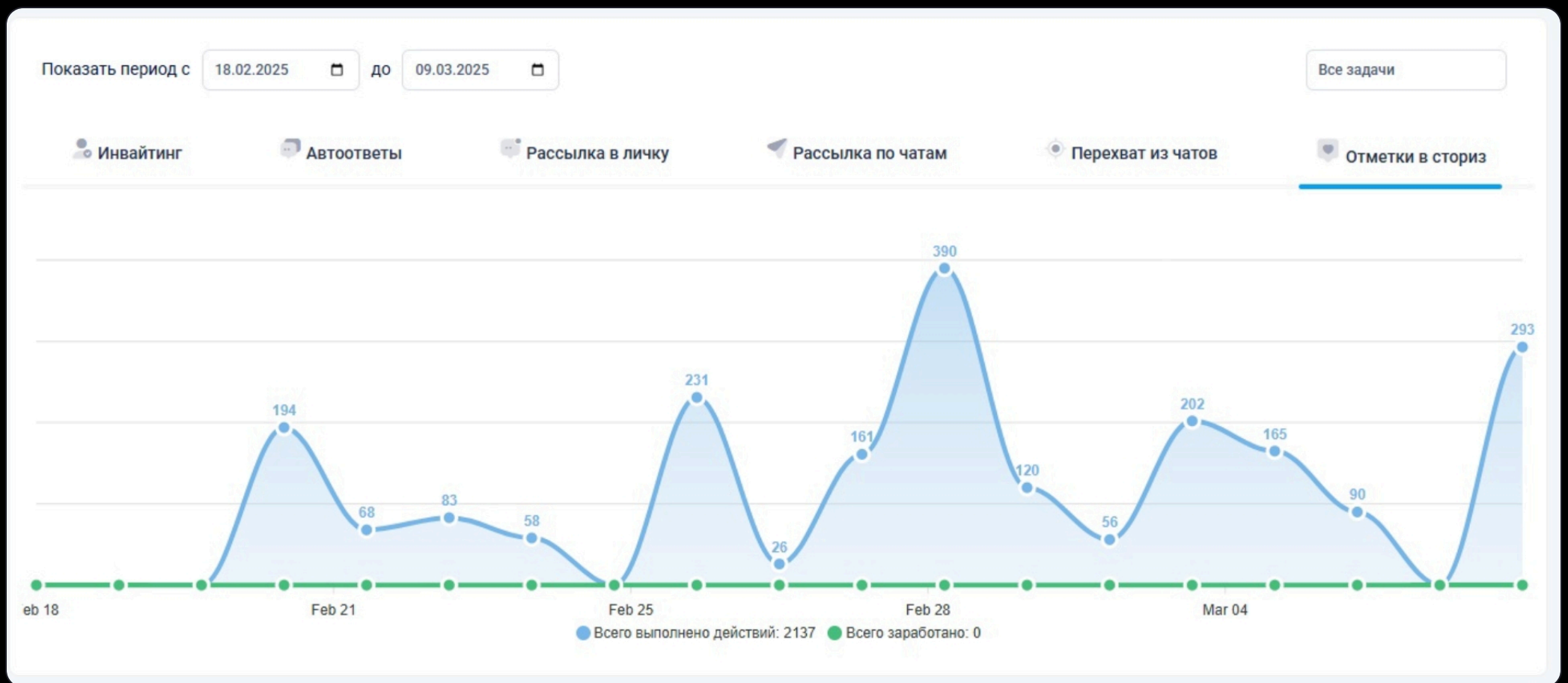
FUNNEL

The Path from Mention to Offer

- 1 Target Audience Parsing**
We found real estate chat directories via Yandex search. Parsed all of them. From large chats, we collected people who had posted within the last 24 hours
- 2 Story Mentions**
5 accounts at 25 mentions/day = up to 125 touchpoints per day. Over 14 days — 2,137 mentions
- 3 Profile Visit**
A person sees the story mention → visits the account profile → sees the linked channel
- 4 Channel with Offer**
The channel contains a post describing the product (verified Авито, Циан, Дом.Клик accounts) and a link to the manager
- 5 Contact with Manager**
An interested person messages the manager on Telegram → deal

STATISTICS

Campaign Results



Story Mentions task chart: 2,137 actions during Feb 18 – Mar 9, 2025

2,137

Mentions
in 14 days

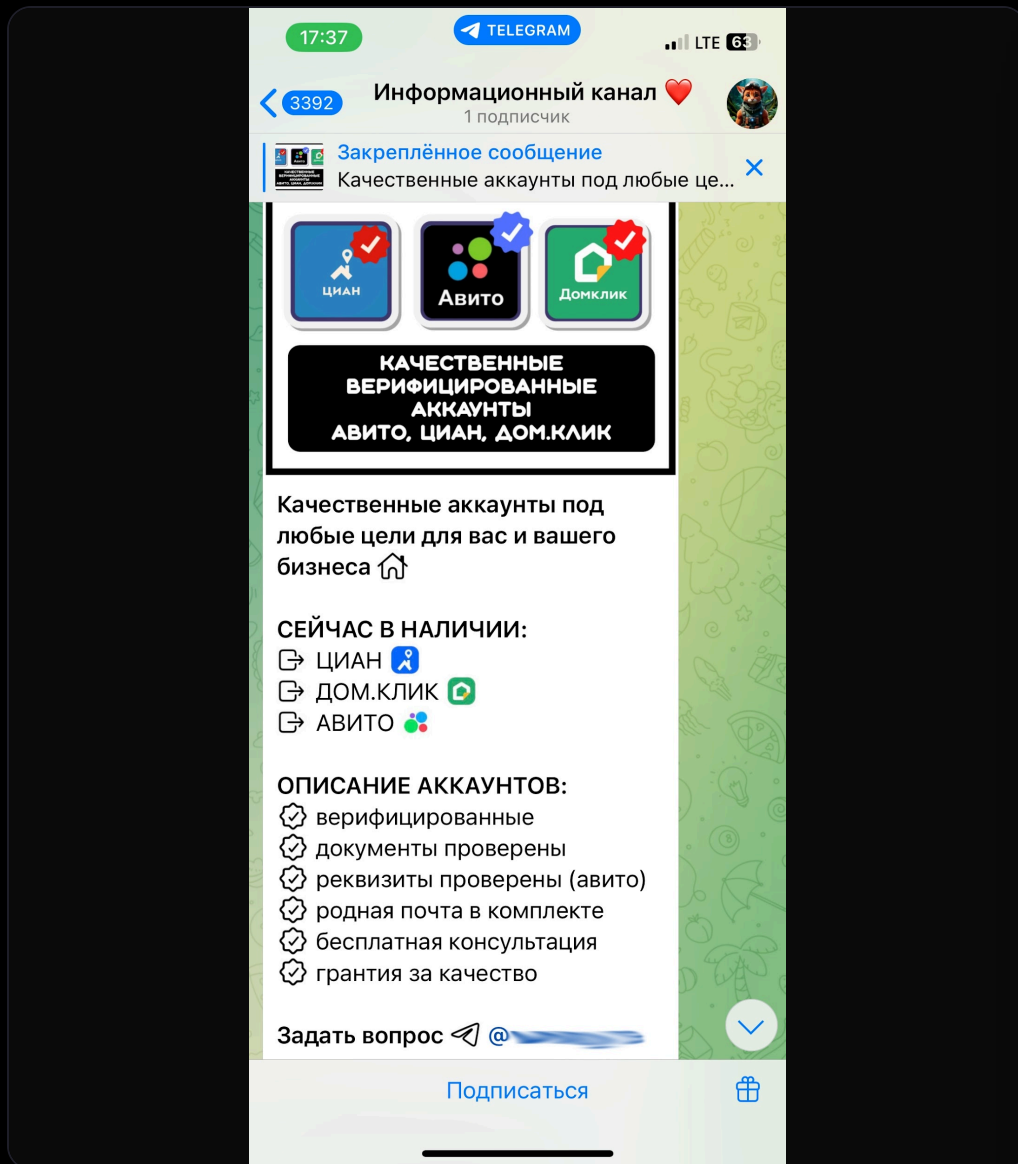
175

Offer post views
in the technical channel

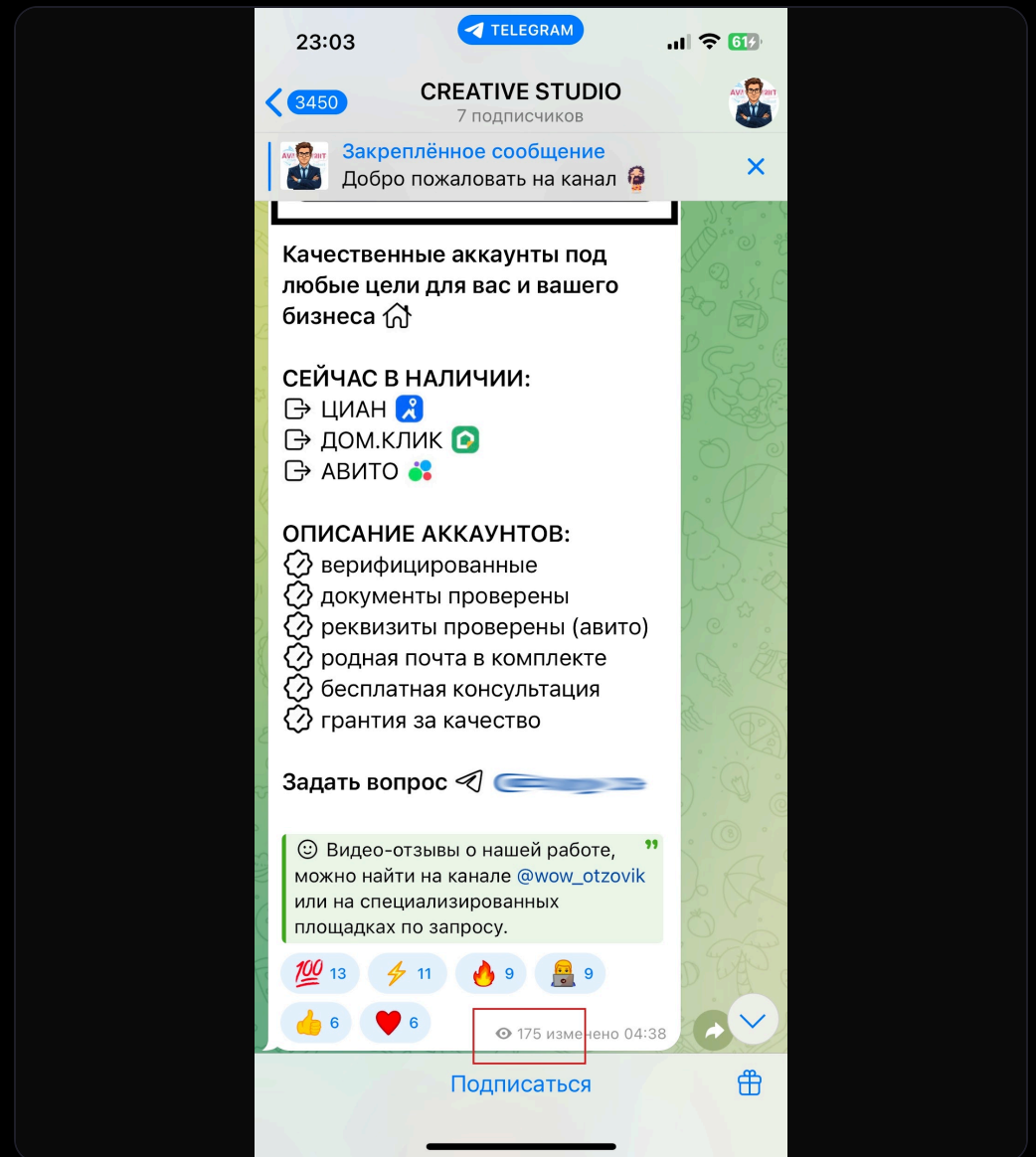
8.2%

Conversion
mention → offer view

Technical Channel and Offer Post



Info channel: account descriptions + link to manager



Offer post: 175 views, 13 reactions

SUMMARY

Results

2,137

Touchpoints
in 14 days

8.2%

Conversion
to interest

6,790₽

Budget
entire campaign

5/5

Accounts
remained active

Cost per Touchpoint

3.2₽

6,790₽ / 2,137 mentions

Cost per Lead

39₽

6,790₽ / 175 offer views

Relaunch Cost

4,290₽

Without purchasing accounts
and Premium

Key takeaway: An indirect offer delivery method without direct links (channel in profile instead of links in stories). 8.2% conversion at 3.2₽ per touchpoint. All accounts survived — the infrastructure is reusable for future campaigns.