

# 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

### Market Activity Status



Active Inactive

50% of the market is stagnant, creating a demand for modern alternatives.

# Combot Dominates Groups But Leaves Personal Market Open



 <b>16M</b> Active Users	 <b>190K</b> Active Groups
 <b>40M</b> Daily Messages	 <b>Active</b> Status (Dec '24)
<b>Focus</b>	Group Moderation & Analytics
<b>Pricing</b>	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

Active

Focus

**Group Moderation**

Scale

**16M Users**  
**190K Groups**

Pricing

**\$19.99 - \$79.99/mo**

## ChatKeeperBot

Inactive (2021)

Focus

**Group Automation**

Scale

**4M Audiences**  
**7K Groups**

Pricing

**\$4.99 - \$39.99/mo**

## Redact.dev

Active

Focus

**Privacy Deletion**

Scale

**100K+ Downloads**  
**Multi-platform**

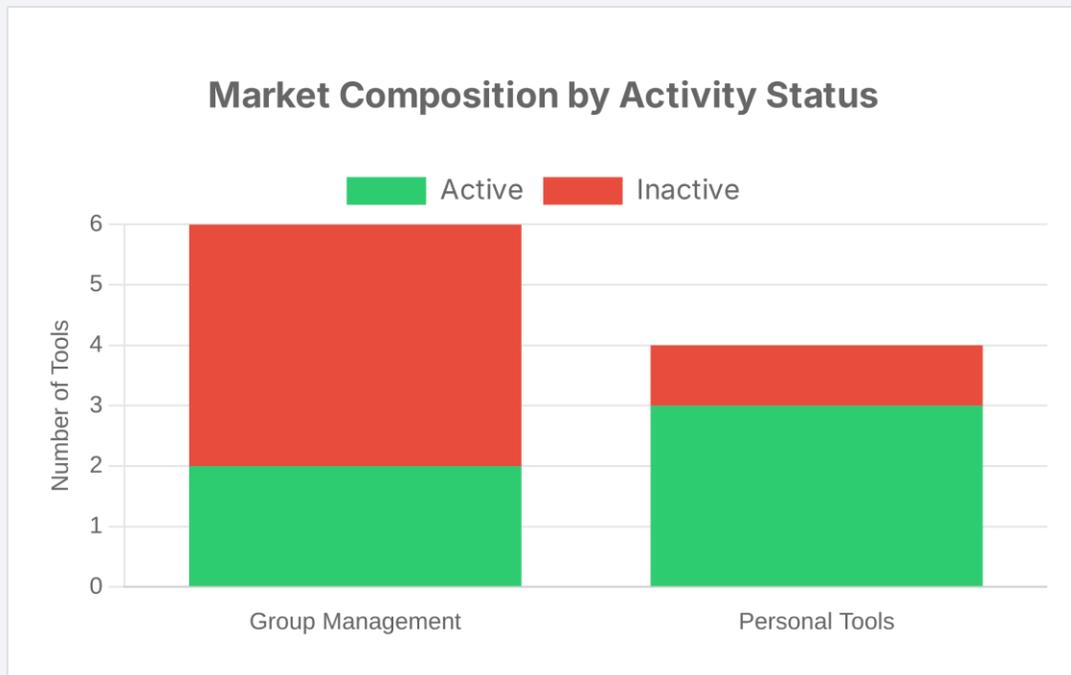
Pricing

**\$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** 60% Share

6 Total Tools • Only 2 Active

**Status: Saturated**

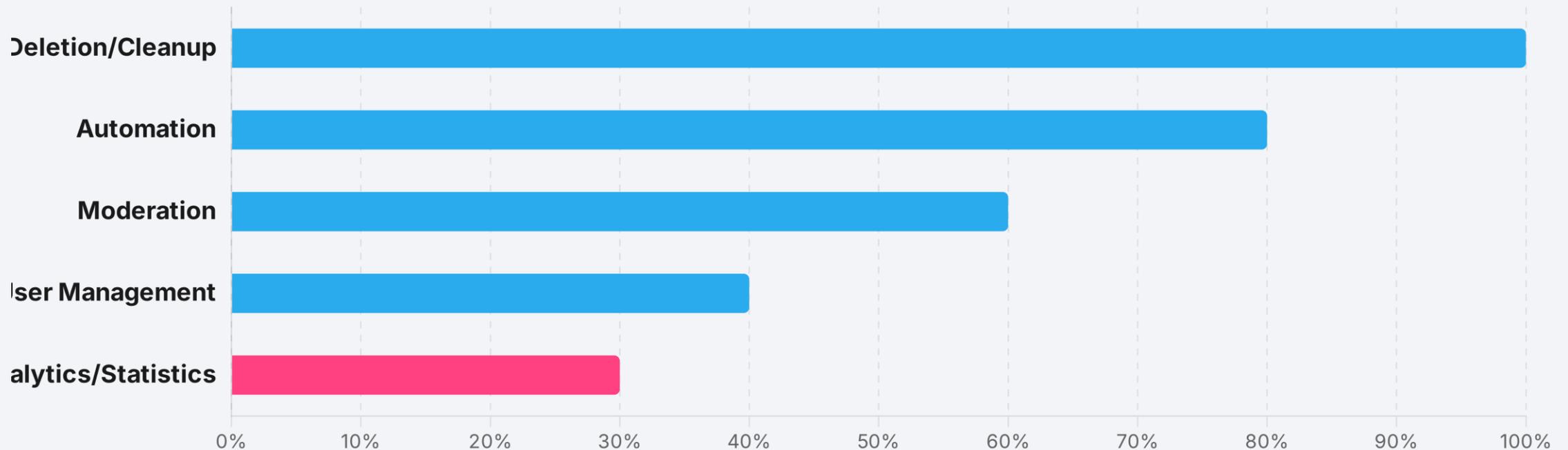
**Personal Tools** 40% Share

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.

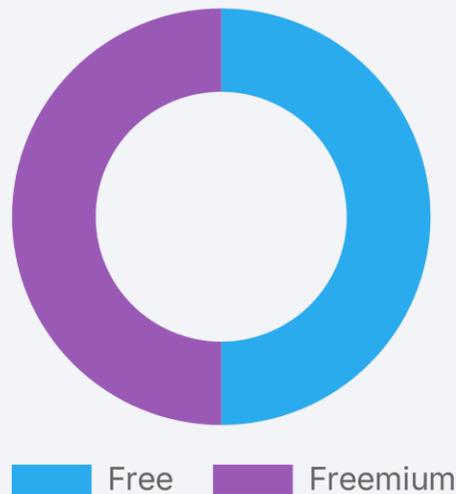
# Feature Frequency Analysis Shows Deletion Dominates



**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

Model Distribution



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

<p><b>No Relationship Management</b> <span>01</span></p> <p>Zero competitors track or nurture personal relationships. This is the primary blue ocean.</p>	<p><b>Technical Barriers</b> <span>02</span></p> <p>40% of tools require coding or self-hosting, excluding non-technical users.</p>	<p><b>Lack of Privacy Focus</b> <span>03</span></p> <p>Only Redact.dev emphasizes local processing; others rely on cloud storage.</p>	<p><b>50% Inactive Competitors</b> <span>04</span></p> <p>Users are actively seeking maintained alternatives to abandoned tools.</p>	<p><b>No AI-Powered Features</b> <span>05</span></p> <p>Competitors rely on manual organization; no smart insights or auto-tagging.</p>
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**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	✓ <b>Unique</b>	✗ None
Personal Inbox	✓ <b>Yes</b>	⚠ Few (Redact only)
AI Features	✓ <b>Yes</b>	✗ None
Active Development	✓ <b>Yes</b>	⚠ 50% Inactive
No Install Required	✓ <b>Mini App</b>	🤖 Bots Only
User-Friendly	✓ <b>Yes</b>	</> Coding Required

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

**COMPETITIVE PROFILE MATRIX**  
Infographic

Success Factors	OUR COMPANY		COMPETITOR A		COMPETITOR B		
	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	0.6	2	0.4
Customer Service	0.2	4	0.8	1	0.2	2	0.4
Price	0.2	3	0.6	3	0.6	3	0.6
Product Quality	0.25	4	0.8	1	0.5	2	0.3
<b>Total Score</b>			<b>3.8</b>		<b>1.65</b>		<b>3.2</b>

# 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**

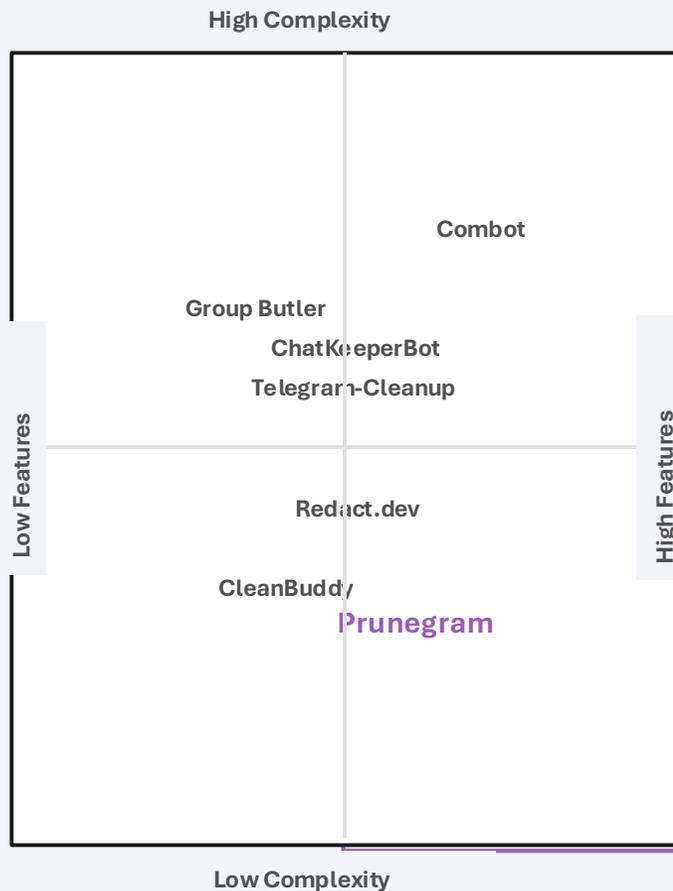
Secondary Message

**Declutter your Telegram inbox**

Tertiary Message

**AI-powered relationship insights**

# Prunegram Occupies Unique Market Position

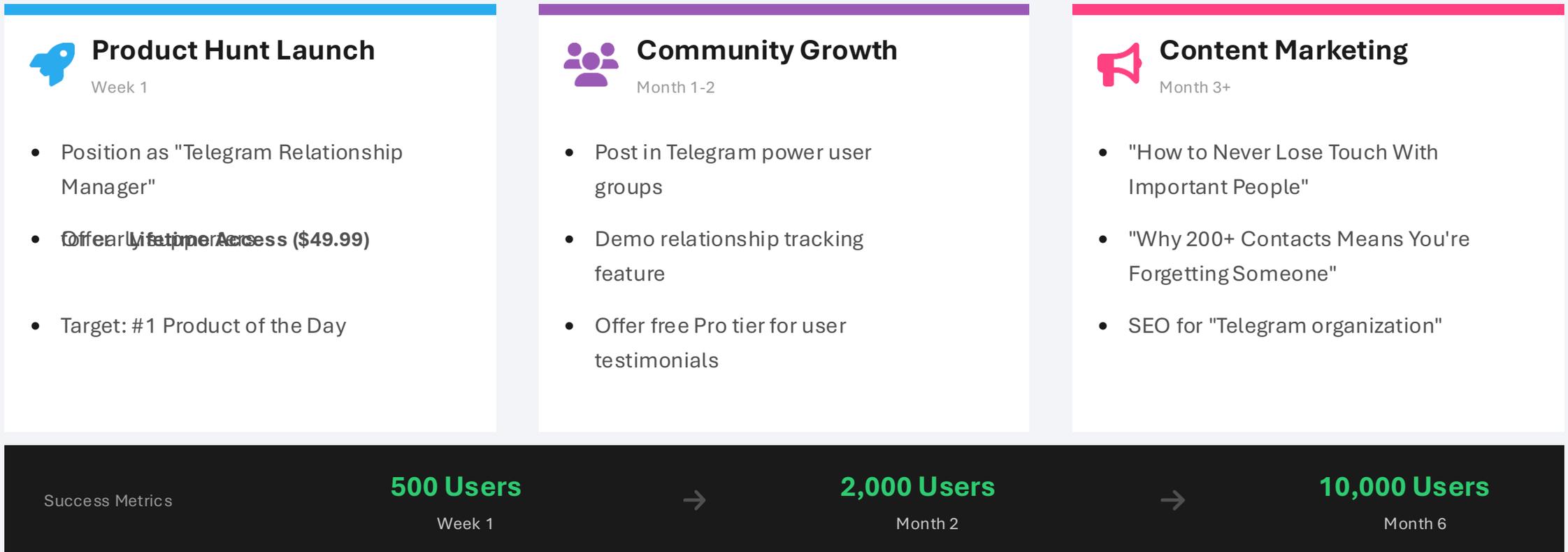


**Strategic Moat**

Prunegram is the **only tool** offering comprehensive features without technical complexity, targeting the underserved "power user who values simplicity" segment.

Market Analysis Context

# Three-Phase Roadmap Targets Early Adopters Then Scales



# Five Strategic Recommendations for Market Entry

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## 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.**