RealStat.
Connect and launch

RealStat shows which creative brought every subscriber to your Telegram channel or bot, and sends the join to Meta Ads and TikTok Ads as a conversion. Ads start looking for people who subscribe rather than people who click, and you see the cost per subscriber for every ad.

- 14 days free, no card
- Official Bot API, no userbots
- Data stored in the EU

1 What to prepare

before you sign up

A private channel

With join requests on: channel → Channel type → Approve new members. In a public channel a person can't be tied to a creative.

★ Channel rights

You own the channel or are an admin who can add admins. The bot needs one right: "Invite users".

M Meta: Pixel ID and token

Events Manager → pixel → Settings → Conversions API → "Generate access token". Starts with `EAA`.

T TikTok: Pixel code and token

Ads Manager → Assets → Events → Web Events → pixel → Settings → Events API → Generate Access Token.

✓ Your Telegram

KEY

The one you run the channel from. You'll tap Start in our bot with it, otherwise we can't tell whose channel it is.

2 Setup

two paths, picked in the wizard

PATH A · CHANNEL, NO CODE

Our bot in your channel

```
› real-stat.net → Sign up
› Account → Open the bot → Start
› Projects → New project → Our bot
› Channel → Admins → + bot
› right "Invite users"
› Project → Ad account → pixel and token
› Send a test event
› Copy the link → into the ad
```

The channel is picked up on its own, no ID to type. If something is off with rights or the channel type, the project page says exactly what in red. Want welcomes and broadcasts under your own name — pick "Your bot" in the wizard and paste the token of a fresh **@BotFather** bot.

PATH B · YOUR OWN BOT WITH LOGIC

One request from your bot

```
POST https://real-stat.net/api/v1/events
Authorization: Bearer rs_live_…

{
  "event": "join",
  "token": "the /start payload",
  "test": true
}
# answer: {"ok": true, "status": "test_ok"}
```

Ads point to `t.me/your_bot?start=TAG`. The webhook stays yours, we never ask for the token. In the **/start** handler the bot sends this request. First with `"test": true`: it runs every check and changes nothing. Once you see `test_ok`, drop the flag.

The key and ready code for aiogram, PHP · Laravel and Telegraf are on the project page. A payment or funnel step is the same request with `"event": "purchase"` and `"value"`.

3 How it works

EVERY CLICK: REMEMBERED → ROBOTS FILTERED → INVITE ISSUED → REQUEST APPROVED → EVENT SENT

Click campaign and creative › **Filter** crawlers don't count › **Invite** one per click › **Request** approved in a second › **Event** Meta · TikTok

The link holds because of a **personal invite**: every click gets its own link into the channel, so when someone requests to join through it we know exactly which ad they came from. The event travels to Meta and TikTok **server to server**, with no browser pixel, so blockers can't cut it. In practice we match **85–95%** of subscribers, and that share is shown in the dashboard. Meta and Telegram robots that fetch the link for a preview are filtered before the report.

4 Which events to send

each switched on separately

01 ON
Joined
The person joined
Sent at once. The main signal the algorithm learns from.

02 OPTIONAL
Stayed
Still there after N days
Slower but cleaner. 7 days is a sensible start.

03 API
Funnel step
Quiz, form, booking
Your bot reports that the person passed a key step.

04 API
Payment
How much was paid
With amount and currency, so the ad account counts ROAS.

EVENT	META, DEFAULT	TIKTOK, DEFAULT	WHEN TO USE
Joined	Subscribe	Subscribe	Always. Can be renamed to Lead or CompleteRegistration.
Stayed	Lead	Lead	When joins are cheap but many leave.
Funnel step	Lead	SubmitForm	Quiz bots, booking bots, forms.
Payment	Purchase	CompletePayment	Shop bots, paid access.

Don't map a join to Purchase if the same ad account has real sales: joins will mix with purchases and ruin ROAS. Each event is sent once, even if your bot repeats the request several times.

5 The report

the Overview tab

The main table is creatives: spend, joins, **CPS** (cost per subscriber) and how many stayed to **day 7**. The one to cut isn't the priciest creative, but the one where the price is high and people leave.

Spend is pulled from a Google Sheet or entered under "Spend". Filters combine: country, campaign, creative, platform, project.

In "Contacts" every subscriber shows a campaign and creative, and the CSV export holds exactly what the filter shows.

A slice in a second — one number for the intersection, not four reports:

Poland + "Summer" campaign + Meta →

402 joins · $0.76

Joins are counted as three separate numbers: **from your link**, **untagged** and **other sources** (reposts, pins, search). That's why Telegram always shows a few more than the report, and cost is counted only over the people you paid for.

6 Check before launch

5 minutes that save a week

- "Account": Telegram is **linked**
- Project page: channel **connected, invite right present**
- The test event **went through** and the platform accepted it
- Test event code **cleared** after the check
- The ad uses the dashboard link **with its tags**
- Your own tap from a phone: request approved, you appear in "Contacts"

```
# link for Meta
https://domain/t/k7m2xq9fvd?utm_campaign=
{{campaign.name}}&utm_content={{ad.name}}

# link for TikTok
https://domain/t/k7m2xq9fvd?
utm_campaign=__CAMPAIGN_NAME__&utm_content=__CID_NAME__

# the ready link with tags is on the project page;
# the ad platform fills the tags in, which is how
# campaign and creative names reach the report
```

7 Common mistakes

and what to do

The channel is public

People join without a request, so they can't be tied to a creative. Channel → Channel type → Private, turn requests on → "Check again".

The bot lacks a right

Without "Invite users" we can't issue a link and the person sees an error page. Turn the right on and press "Check again".

Another bot approves requests

Then the join bypasses us. Turn auto-approve off in the other bot: we approve the request, your bot runs the rest of the funnel as before.

Meta token from the wrong account

The test event fails with an access error. Pixel ID and token must come from one data source in the business you advertise from.

Bot token reissued

If your own bot runs the channel and you reissued its token in @BotFather, reconnect it on the project page, or tracking stops.

Fewer joins than in Telegram

Nothing is lost: the gap is organic from reposts, pins and search. Check the "from link / untagged / other sources" split.

! How to start without risk

Run one small-budget campaign on our link and look at the first 20–30 joins: people in "Contacts" carry a creative, and events show up in Events Manager. Switch optimization to the join event once you reach about **50 events per ad set per week**, as with any conversion. We count new subscribers from the day you connect: Telegram doesn't show bots the people already in the channel.

8 Dashboard cheat sheet

`Projects → New`	setup wizard	`Overview`	CPS and day 7 by creative
`Check again`	bot rights in the channel	`Clicks`	every click and its fate
`Test event`	does the ad account accept it	`Contacts`	list with source, CSV
`What the project does`	approvals, welcome, broadcasts	`Spend`	from a sheet or by hand
`Account`	Telegram, plan, time zone	`Help`	step by step, with Telegram paths