

PROMTPRESS PUBLIC REPORT

Channel audit

Montana NEWS



@alteragenews

Latest news about gifts in Telegram and TON (GRAM) Owner -
@alterage

SUBS

25 703

+13594 per month

ERR (% SEE POSTS)

59.0%

in a day **21.3%**

REACH / POST

17K

ad reach **5.7K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Cryptocurrencies»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBS 25 703 —	 SUB REACH 66.01% avg % subs see post	 VIEWS / POST 17K median 14.3K · 13 days	 POSTS / WK 4.2 over period
 7D TREND -12.8% vs previous (week still ongoing)	 REACTS / POST — MTPROTO only	 POST LENGTH 197 chars median 172 · 13 days	 POSTS ANALYZED 8 13 days
 AD REACH 5.7K 24h avg	 CHURN / MONTH +13594 last month	 CITATION RATE 17 citation index · 278 channels mentioned ever	 CHANNEL AGE 1 year 1 month created 06.06.2025

AI EDITOR SUMMARY

Channel «*Montana NEWS*» — 25 703 subs. Each post averages 17K people (66% of subs), wide reach for a channel this size. Publishes 4 posts/week (~1/day) — rare. For the week Jun 29 – Jul 5, reach shows -12.8% vs week Jun 22–28 (short sample).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 8 posts over 13 days.
- 02 Dominant format — Photo (7/8 posts).
- 03 Avg post length — 197 chars (median 172).
- 04 Peak audience activity — Tuesday, 03:00 MSK.
- 05 Top posts get 2x more views than weakest (22.4K avg top vs 13.4K worst) — among 8 posts in 13 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 00:24 PHOTO !! IMPROVEMENTS RELEASED! NFT upgrades available 🎁 2500 ⭐ — upgrade for 1000000 ⭐	VIEWS 25 974 REPOSTS 2	REACTS — ER 101.1%
Nº2 21.06 · 00:53 PHOTO 💎 TON-branded gifts didn't react to the rename to GRAM Half dropped, half rose. And there are already models like...	VIEWS 23 652 REPOSTS 1	REACTS — ER 92.0%
Nº3 04.07 · 11:50 VIDEO Leaked future statue skin 🎁 Creative director showed one of the upcoming statue models. He also hinted that one of the improvements on...	VIEWS 17 437 REPOSTS 1	REACTS — ER 67.8%

Nº4 26.06 · 16:42 PHOTO 🤖🤖 WHAT IMPROVEMENTS ARE READY? One of Telegram's designers answered whether some gift improvements are fully ready: 📺 Redo —...	VIEWS 14 716 REPOSTS 2	REACTS — ER 57.3%
Nº5 29.06 · 20:28 PHOTO WhatsApp made a tech breakthrough, promising to add usernames to the messenger According to leaks, in 5 years they will introduce anonymous numbers...	VIEWS 13 873 REPOSTS 4	REACTS — ER 54.0%

|

WORST 3

↓ 25.06 · 14:27 PHOTO Sneak peek of the new Redo model Coming soon...	VIEWS 13 705 REPOSTS —	REACTS — ER 53.3%
↓ 27.06 · 21:55 PHOTO 🚩 Durov entered the gift chat pepe 🍵	VIEWS 13 364 REPOSTS —	REACTS — ER 52.0%
↓ 01.07 · 23:31 PHOTO WAITING FOR TWO GIFT UPDATES? 🤖 Adler Toberg HINTED: two gifts from last summer are ready to drop! (instead of...	VIEWS 13 020 REPOSTS 4	REACTS — ER 50.7%

SECTION 03 · SUB GROWTH

How the channel grew over the year

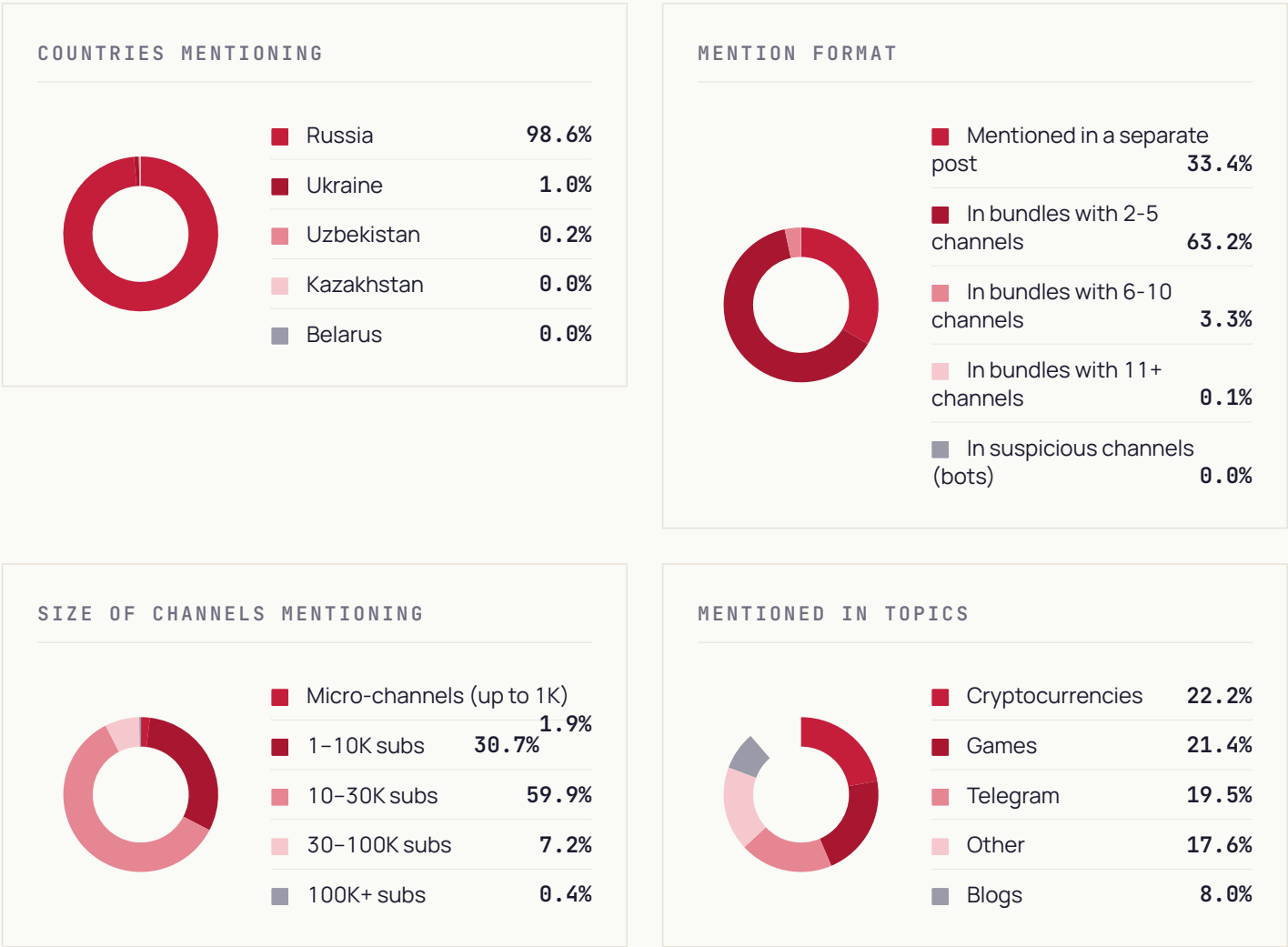
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

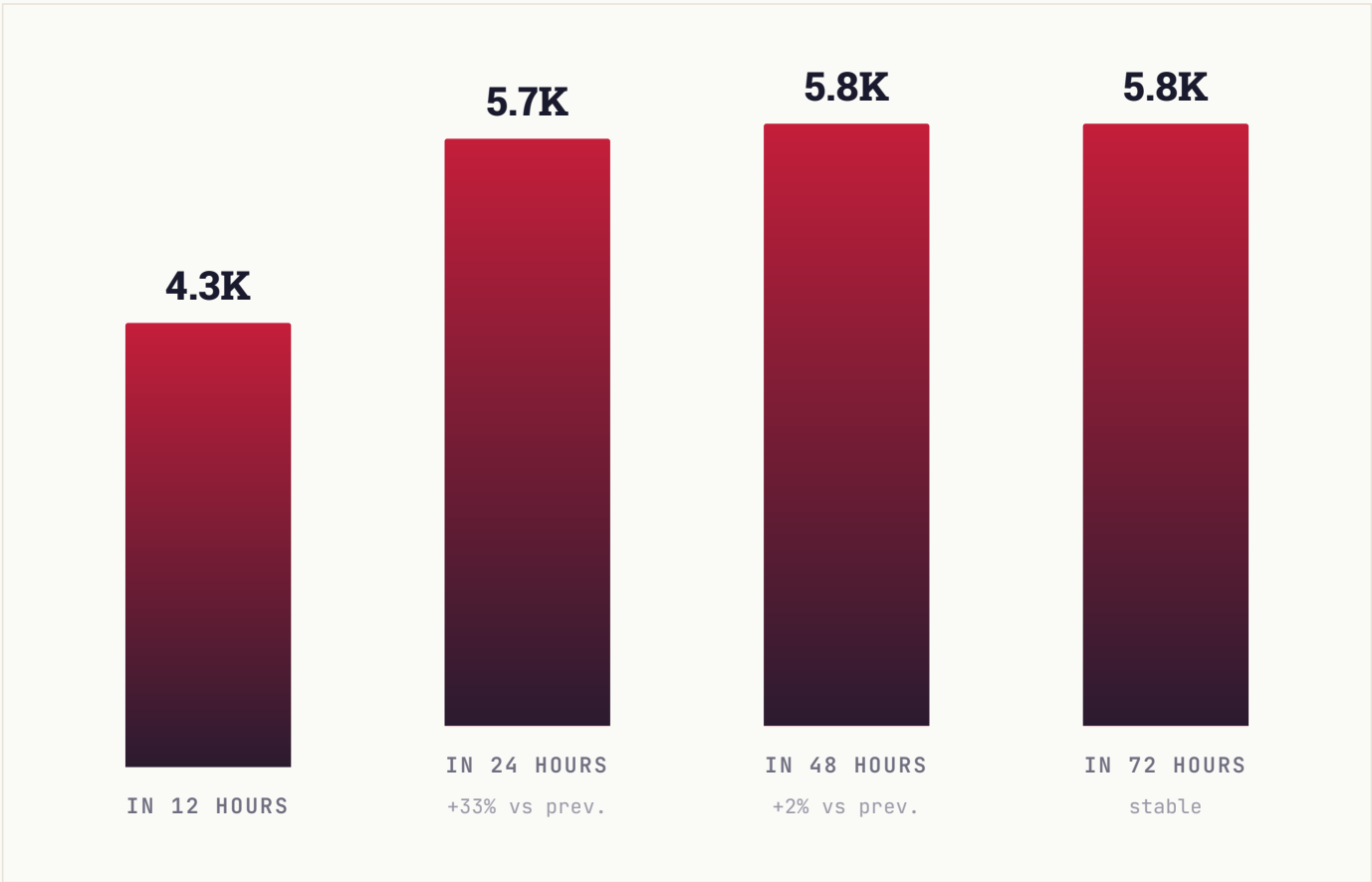
Citation index **17** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel 'weighs' more than from a 1k subs channel. All-time channel mentions: **278** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted – see its rank among niche peers.

CHANNEL	SUBS
BA Blum: All Crypto – One App	16.8M
MC Major Community	13M
CE Catapult Extreme	9.9M
RO Roxman	8.8M
DC DOGS Community	7.9M
GO Gram of TON	7.4M
FH FX Holding Official	7.1M
TF Time Farm News	6.1M
TT Tofan Trade ԳՆԱԿԱՆ	5.3M
TN Tonkeeper News	5.3M
MN Montana NEWS YOU	25.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 – early growth stage. Niche leader – Blum: All Crypto – One App (16.8M), top-100 median: 2.2M. First goal – enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2 134**, they brought **22 353** new subs.

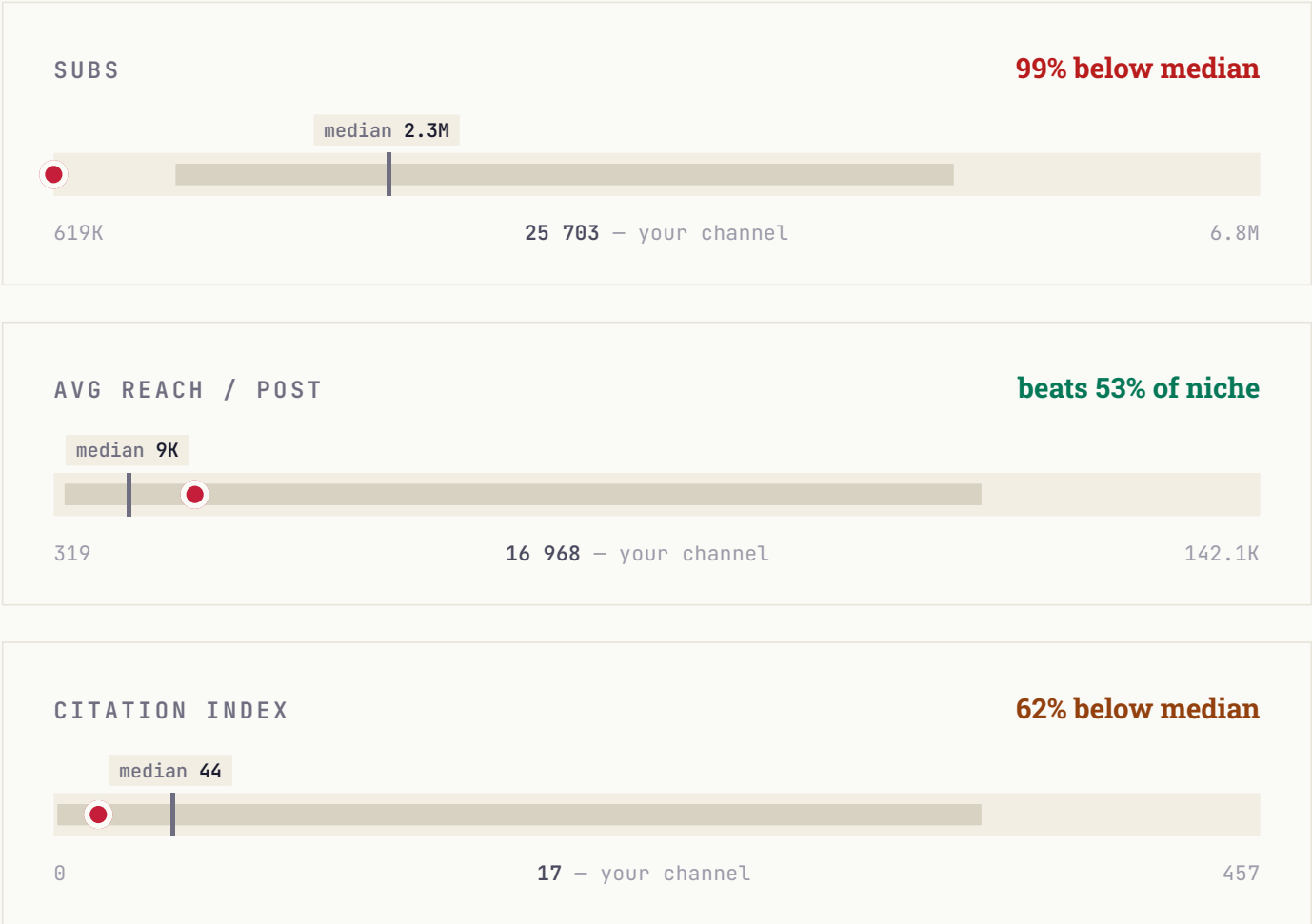
PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	521	64	4 567
December 2025	848	50	5 366
November 2025	172	55	3 989
October 2025	218	54	1 753
September 2025	246	59	4 417
August 2025	129	36	2 261

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2 134	6	22 353

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Cryptocurrencies» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- | | | |
|----|---|--|
| 01 | Post more often
Now 4.2 posts/wk. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Tuesday
Audience most active on this day at 03:00 MSK. | EFFECT
Best time for an important post |
| 03 | Increase video posts share
Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25%. | EFFECT
Video retains audience better |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000 subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads through us & hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager