

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Archer about games | News about gifts and crypto



@archer_games

Channel about Telegram gifts and mini-apps — combos, pools, news, and reviews. Notcoin, Blum, Paws, Not Pixel, Hamster Kombat, Hot, and others. Main channel: @archer_crypto (Archer about crypto) Ads:...

SUBSCRIBERS

ERR (% WHO SEE
POSTS)

REACH/POST

192 608

-6620 per month

1.0%

last 24 hrs 0.5%

1.3K

ad reach 897/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 192 608 —	 SUBS REACH 0.7% avg % subs see post	 VIEWS/POST 1.3K median 1.4K · 29 days	 POSTS/WEEK 26.3 for period
 7D TREND -1.2% vs previous week	 REACTIONS/POST 12.3 total 1,355 reactions, 390 reposts, 0 comments	 POST LENGTH 223 chars median 198 · 29 days	 POSTS ANALYZED 110 29 days
 AD REACH 897 24h avg	 CHURN / MONTH -6620 last month	 CITATION RATE 4 citation index · 97 channels mentioned ever	 CHANNEL AGE 1 year 11 months created 08.07.2024

AI EDITOR SUMMARY

Channel «Archer about games | News about gifts and crypto» – 192 608 subs. Each post avg views 1.3K people (1% from subs), reach low – expand audience. Posts 26 posts/week (~4/day) – active posting. Week Jun 1–7 reach stable (-1.2% vs week 25–31 May).

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 110 posts over 29 days.
- 02 Dominant format – Photo (106/110 posts).
- 03 Avg post length – 223 chars (median 198).
- 04 Peak audience activity – Sunday, 19:00 MSK.
- 05 Top posts get 2x more views than weakest (1.7K avg top vs 1.1K worst) – among 110 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 16:43 PHOTO Combo ⓧ Hrum + ⓧ DONOT + ⓧ Major Hrum: Oscar Wilde Donot: 6 • 15 • 1 • 4 Major: 11 • 1 • 7 • 12 Play: ⓧ Hrum ⓧ Donot ⓧ Major • ...	VIEWS 1 800 REP. 4	REACTIONS 15 ER 0.9%
Nº2 18.05 · 18:53 PHOTO Combo ⓧ Hrum + ⓧ DONOT + ⓧ Major Hrum: Walter Elliot Donot: - Major: 5 • 7 • 8 • 12 Play: ⓧ Hrum ⓧ Donot ⓧ Major • Archer about...	VIEWS 1 621 REP. 3	REACTIONS 14 ER 0.8%
Nº3 31.05 · 19:15 PHOTO Combo ⓧ Hrum + ⓧ DONOT + ⓧ Major Hrum: Muhammad Ali Donot: - Major: 15 • 7 • 4 • 5 Play: ⓧ Hrum ⓧ Donot ⓧ Major • Archer about...	VIEWS 1 533 REP. 2	REACTIONS 15 ER 0.8%

Nº417.05 · 15:20PHOTO Concept pack from enthusiasts for ￼star A couple of days ago it was a year since this gift came out No hints or spoilers from the creative...	VIEWS 1 529 REP. 3	REACTIONS 7 ER 0.8%
Nº520.05 · 20:12PHOTO Cat for \$15,000 Today on Getgems, ￼ Scared Cat Obelisk sold for 7,732♥ / \$15,385. Six months ago it was bought for 1,500♥ / \$2...	VIEWS 1 528 REP. 5	REACTIONS 9 ER 0.8%

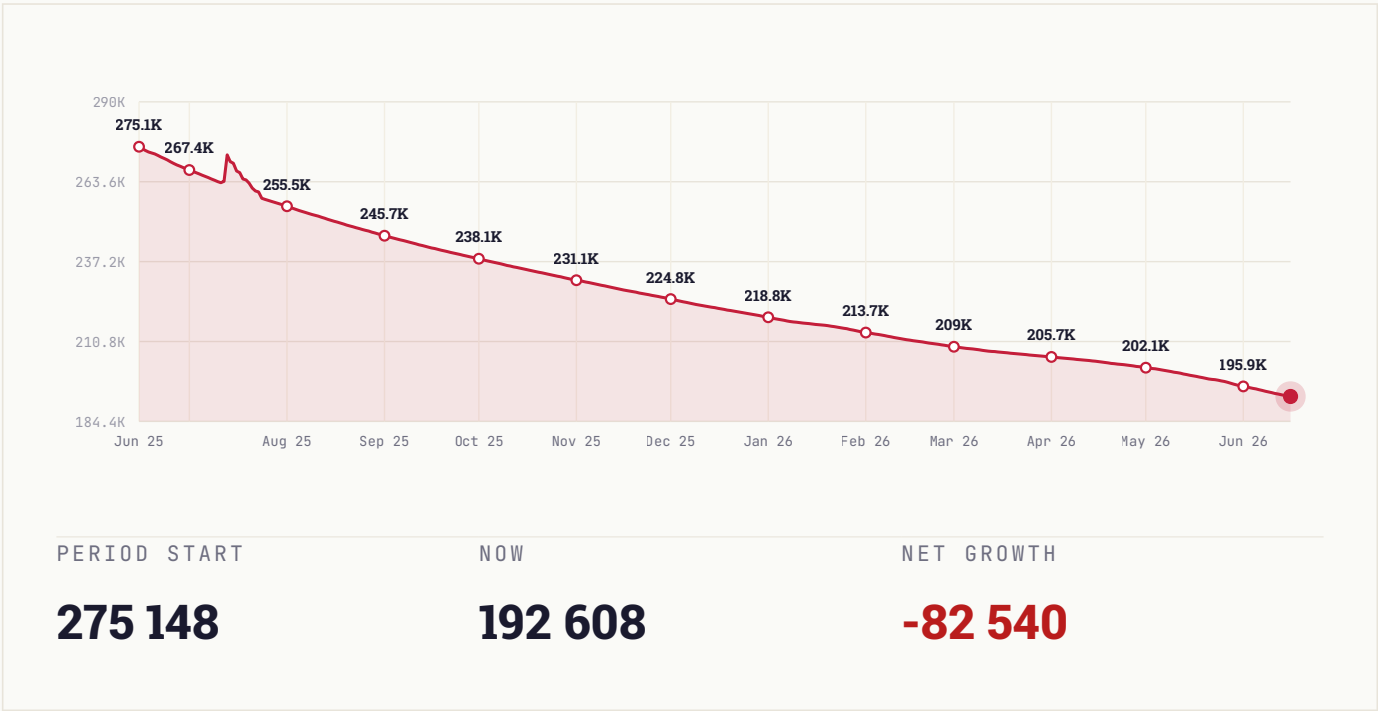
| WORST 3

↓09.06 · 20:00PHOTO ￼Clan Battles in Pixel World Simple: ￼Several clan battles daily for territory capture & control ￼Goal —...	VIEWS 1 099 REP. 4	REACTIONS 6 ER 0.6%
↓11.06 · 15:31PHOTO MRKT — season 2 done ￼Participants should distribute rewards among top-1000 today. Total gifts worth 30...	VIEWS 1 091 REP. 2	REACTIONS 5 ER 0.6%
↓09.06 · 20:34PHOTO ♥New section in Portals ￼Devs announced Portex launch — a sports, games, politics events market ￼Maybe it's even...	VIEWS 976 REP. 1	REACTIONS 3 ER 0.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

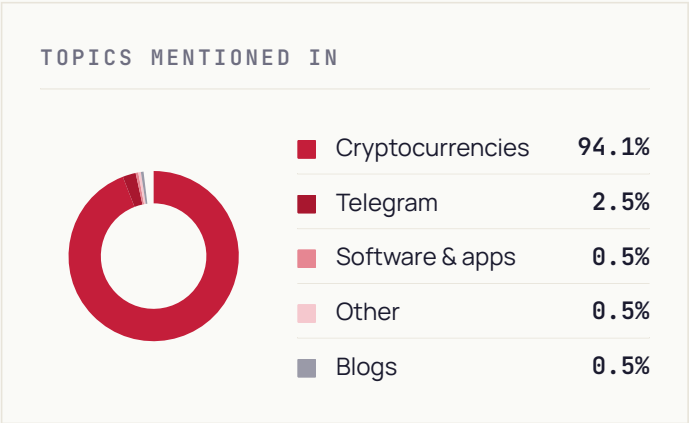
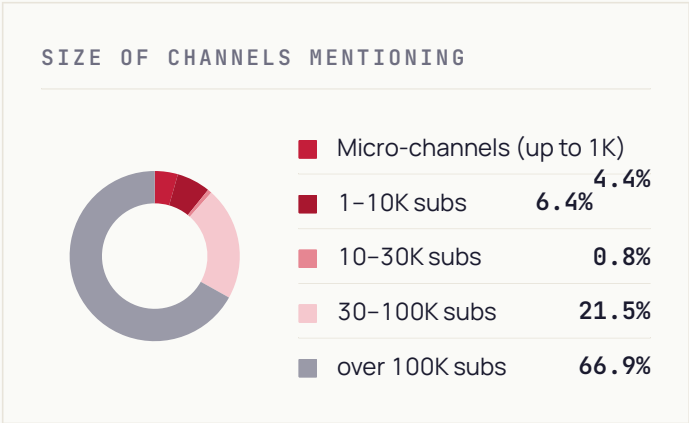
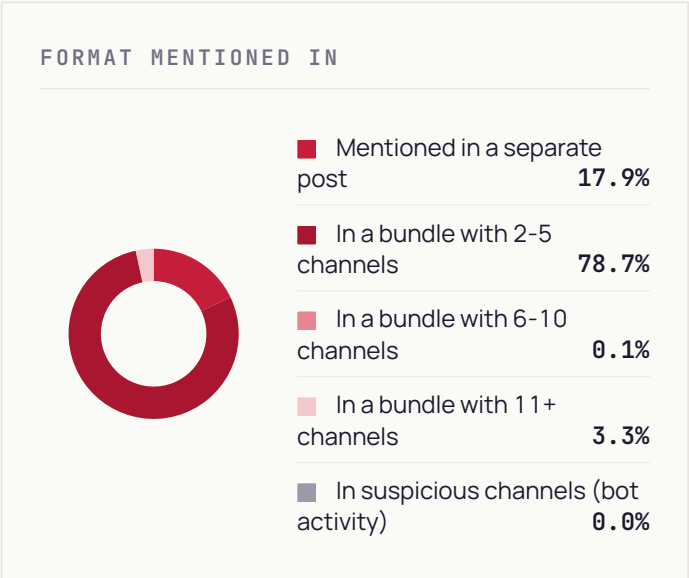
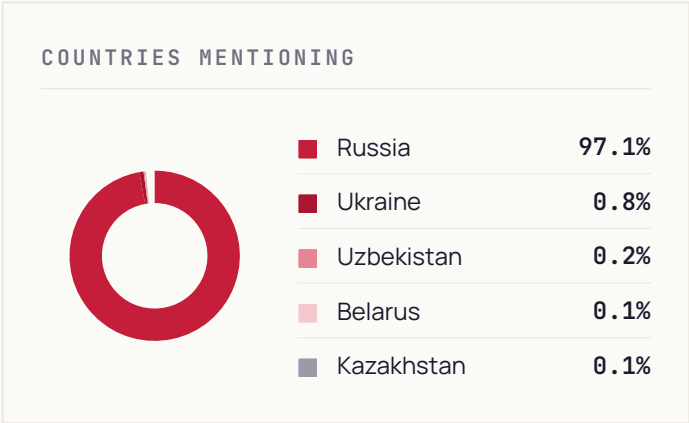
Yearly subscriber growth chart. Key months show exact subscriber count.
Highlights months of growth vs. loss.



SECTION 04 · CITATIONS

Who & how mentions the channel

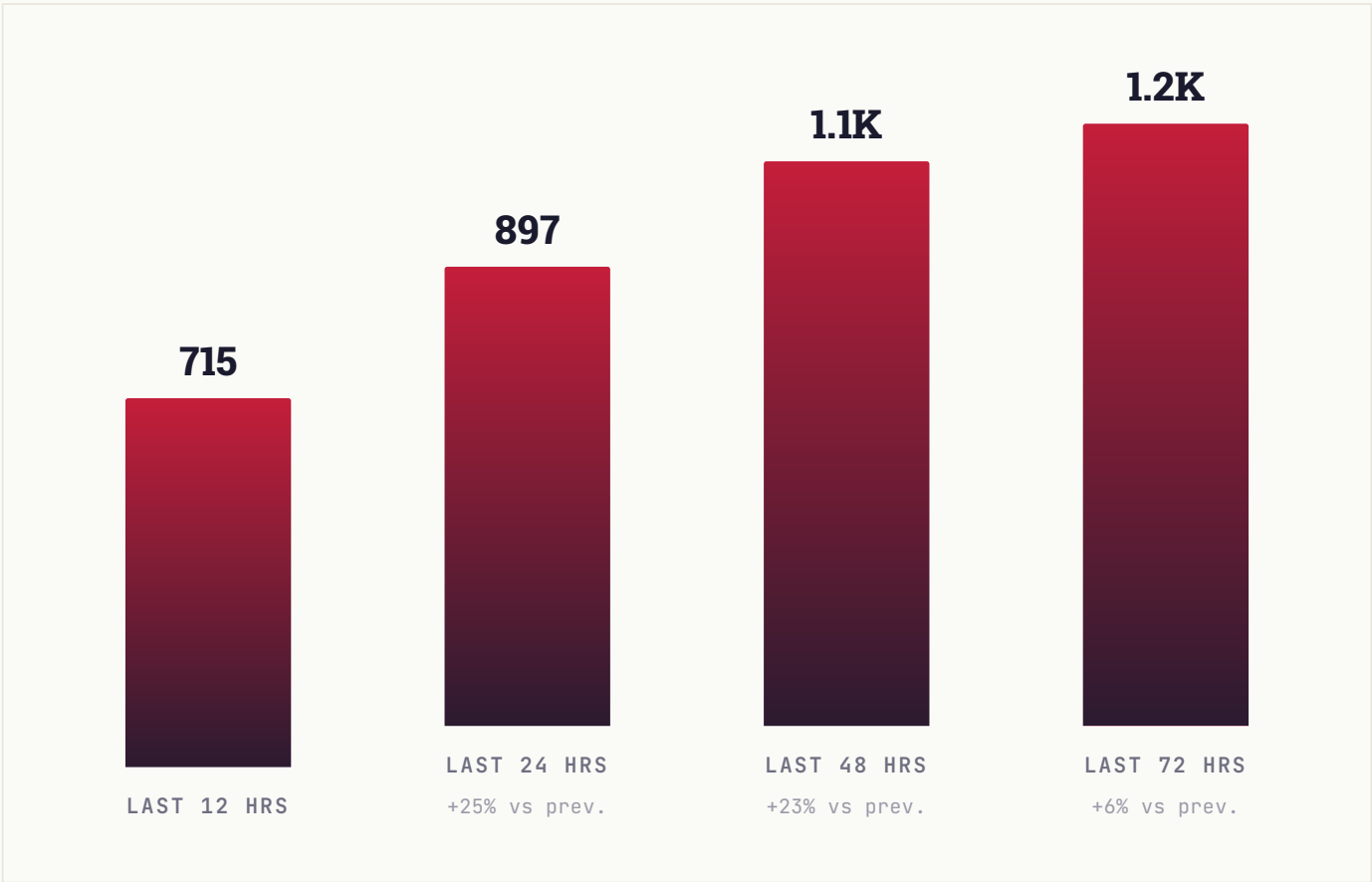
Citation index 4 – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: 97 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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	SUBSCRIBERS
ON OKX News	4.8M
HC Crypto Bot News	2.7M
CW Crypto Wolf	2.6M
DT Give TON!	2.6M
D- DeCenter — blockchain, bitcoin, investments	2.2M
IK Investment kingyru	2.1M
RB growth won't last forever	1.9M
MI MILLIARDOM	1.5M
MC Semenchuk's Thoughts	1.4M
LC Ladesov Crypto	1.3M
AP Archer about games News about gifts and crypto	192.6K

COMPARATIVE SUMMARY

Channel inbottom half of niche top-100 (#92 of 99). Niche median — 307.7K subs. First growth KPI — reach median. Leader: OKX News (4.8M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **220**, they brought **9 204** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	29	1	0
November 2025	29	17	0
October 2025	51	14	0
Sep 2025	20	2	0
August 2025	32	2	0
July 2025	59	3	9 204

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
220	6	9 204

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Cryptocurrencies» (Russia) and compared your channel. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#92

/100

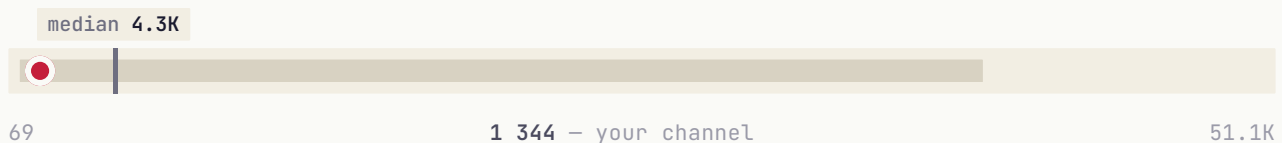
POSITION IN NICHE

Channel in the bottom half of the ranking

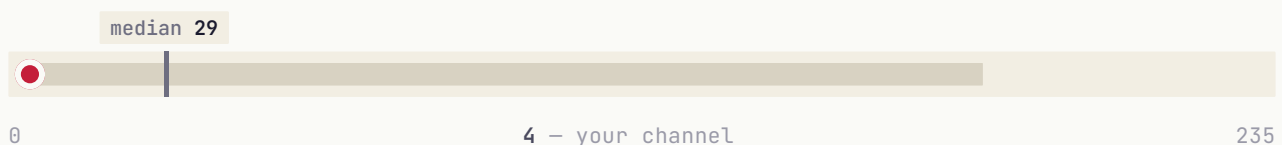
SUBSCRIBERS

38% below median

AVG REACH / POST

69% below median

CITATION INDEX

86% below median

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best time for
an important
post**

02

Increase video posts share

Video in Telegram retains audience longer and is favored by the algorithm. We recommend increasing its share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 0.7% vs norm 6.5%. Try polls & interactive formats.

EFFECT

+5.8pp ER

04

System traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager