

PUBLIC REPORT BY PROMTPRESS

Channel audit

Binance News



@binance_ru

Official Binance news channel ♦ Instagram [instagram.com/binancerussianspeaking](https://www.instagram.com/binancerussianspeaking) ♦ RU chat @BinanceRussianSpeaking
♦ KZ chat @binance_kz ♦ KG chat @BinanceKyrgyz ♦ AM chat @Binance_Armenian ♦ AZ chat...

SUBSCRIBERS

98 161

-1447 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 3.0%

REACH/POST

4.3K

ad reach 3K/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

Year chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your position

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Crypto» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 98 161 —	 SUBS REACH 4.39% avg % subs see post	 VIEWS/POST 4.3K median 4.3K · 29 days	 POSTS/WEEK 22.7 over period
 7D TREND -8.2% vs previous week	 REACTIONS/POST 23.1 only 2,218 reactions, 775 reposts, 1,681 comments	 POST LENGTH 707 chars median 713 · 29 days	 POSTS ANALYZED 96 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH -1447 last month	 CITATION RATE 358 citation index · 1,630 channels mentioned ever	 CHANNEL AGE 7 years 10 months created 07.09.2018

AI EDITOR SUMMARY

Channel «Binance News» – 98 161 subs. Each post averages 4.3K people (4% of subs), reach is low – consider expanding audience. Publishes 23 posts/week (~3/day) – active posting. For the week Jun 29 – Jul 5, reach dropped -8.2% to week Jun 22–28 – analyze reasons.

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 **96** posts in 29 days.
- 02 Dominant format — **Photo** (82/96 posts).
- 03 Avg post length — **707** chars (median 713).
- 04 Peak audience activity — **Saturday**, 21:00 MSK.
- 05 Top posts get **2x** more views than weakest (6.7K avg top vs 3.1K worst) — among 96 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 17:02 PHOTO Summer Earn Fiesta: Share \$1,000,000 in BNB with Binance Earn Binance Earn launched a summer campaign with Newton Protocol (NEWT)...		VIEWS 6 862	REACTIONS 19
		REPOSTS 10	ER 7.0%
Nº2 20.06 · 18:18 PHOTO Predict XAUT price — win part of 150 USDT prize pool! Continuing prediction activity — this time guess XAUT price How...		VIEWS 6 697	REACTIONS 80
		REPOSTS 39	ER 6.8%
Nº3 24.06 · 18:20 PHOTO Last chance to predict XAUT! How to join: — React to this post, subscribe to channel + chat — Predict XAUT/USDT price...		VIEWS 6 521	REACTIONS 63
		REPOSTS 15	ER 6.6%

Nº4 14.06 • 17:38 PHOTO  Weekly News Digest Events & Launches – Binance Futures: new perpetual contracts on stocks – Netflix, Costco, eBay, HIMS...	VIEWS 5 699 REPOSTS 2 REACTIONS 15 ER 5.8%
Nº5 24.06 • 14:53 PHOTO  How to Make Crypto Assets Work: Binance Earn AMA in Armenian June 26 at 19:00 (UTC+3) join us live where we...	VIEWS 5 518 REPOSTS 12 REACTIONS 16 ER 5.6%

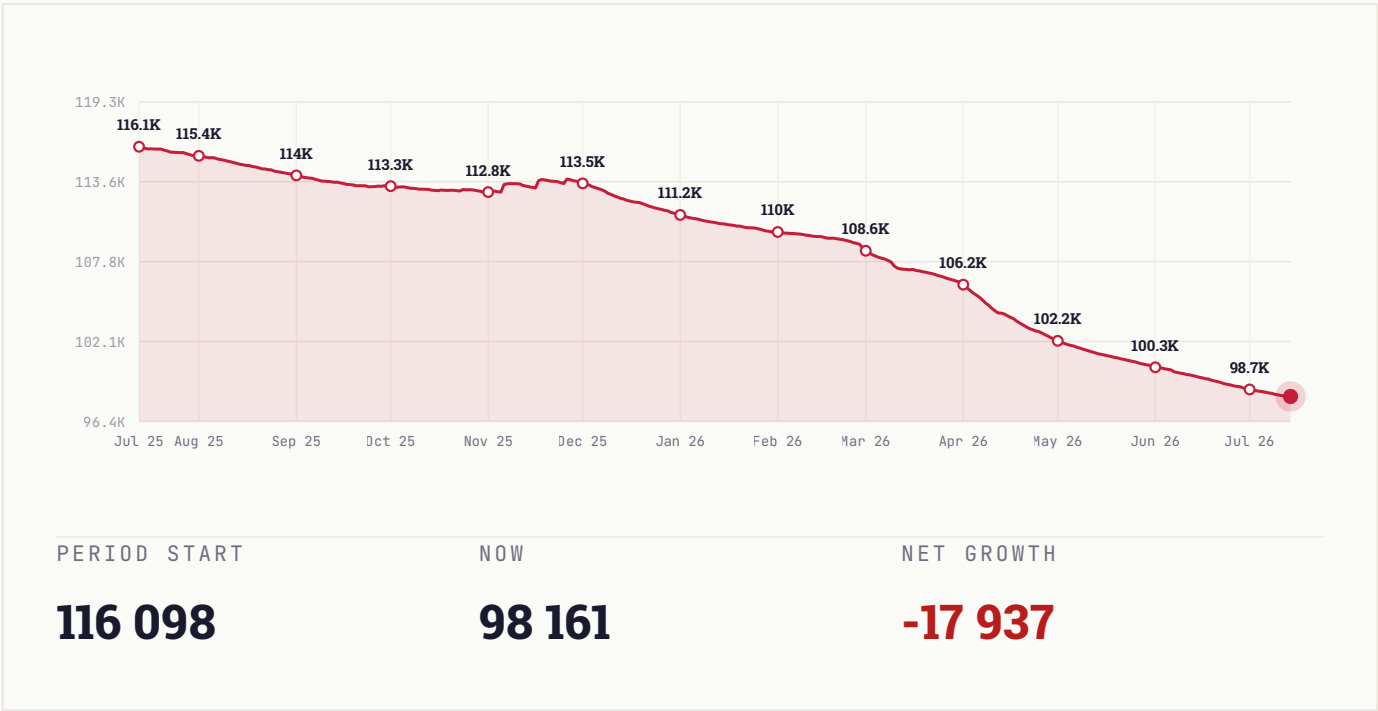
WORST 3

↓ 10.07 • 11:10 PHOTO  Promo code for Yandex Go ride + 1,000 KGST for newbies Great news for crypto beginners: we're launching...	VIEWS 3 264 REPOSTS 15 REACTIONS 15 ER 3.3%
↓ 10.07 • 15:39 PHOTO  #BinanceFridayMeme Results This week's winner is 6807632567 with the meme chosen by our Binance Angels 🏆 Want to win too...	VIEWS 3 089 REPOSTS 9 REACTIONS 43 ER 3.1%
↓ 10.07 • 13:03 PHOTO  BTC or alts? Pick just one for the year If you could hold only one asset class for the next 12 months – which do you choose? 🗳️ 1...	VIEWS 3 037 REPOSTS 3 REACTIONS 27 ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

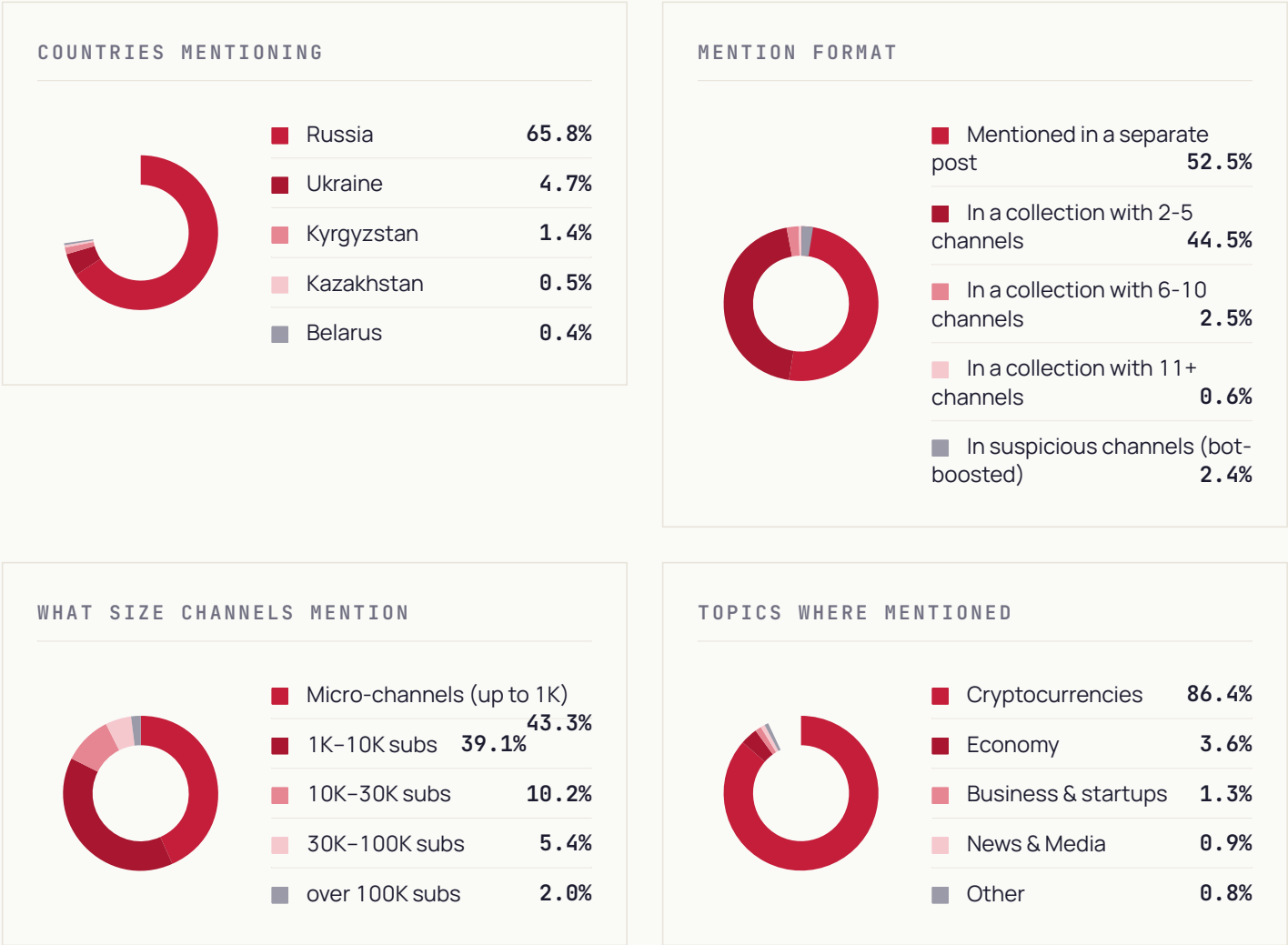
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

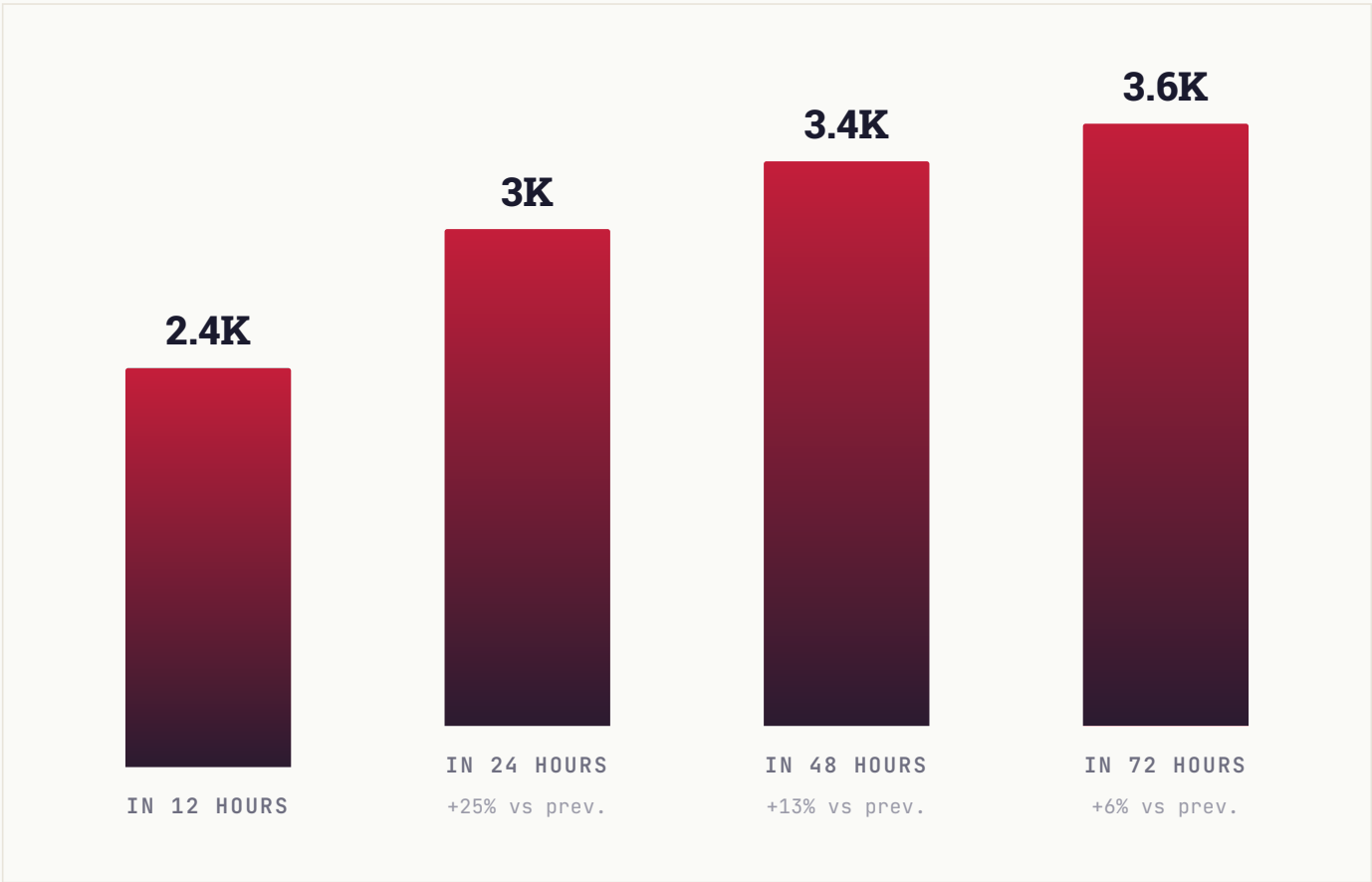
Citation index **358** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **1 630** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BA Blum: All Crypto – One App	16.7M
MC Major Community	12.9M
CE Catapult Extreme	9.9M
RO Roxman	8.7M
DC DOGS Community	7.9M
GO Gram of TON	7.3M
FH FX Holding Official	7M
YE Yescoin	6.5M
TF Time Farm News	6.1M
\$T \$BAKS TON	6.1M
BN Binance News YOU	98.2K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche – early growth stage. Niche leader – **Blum: All Crypto – One App** (16.7M), 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

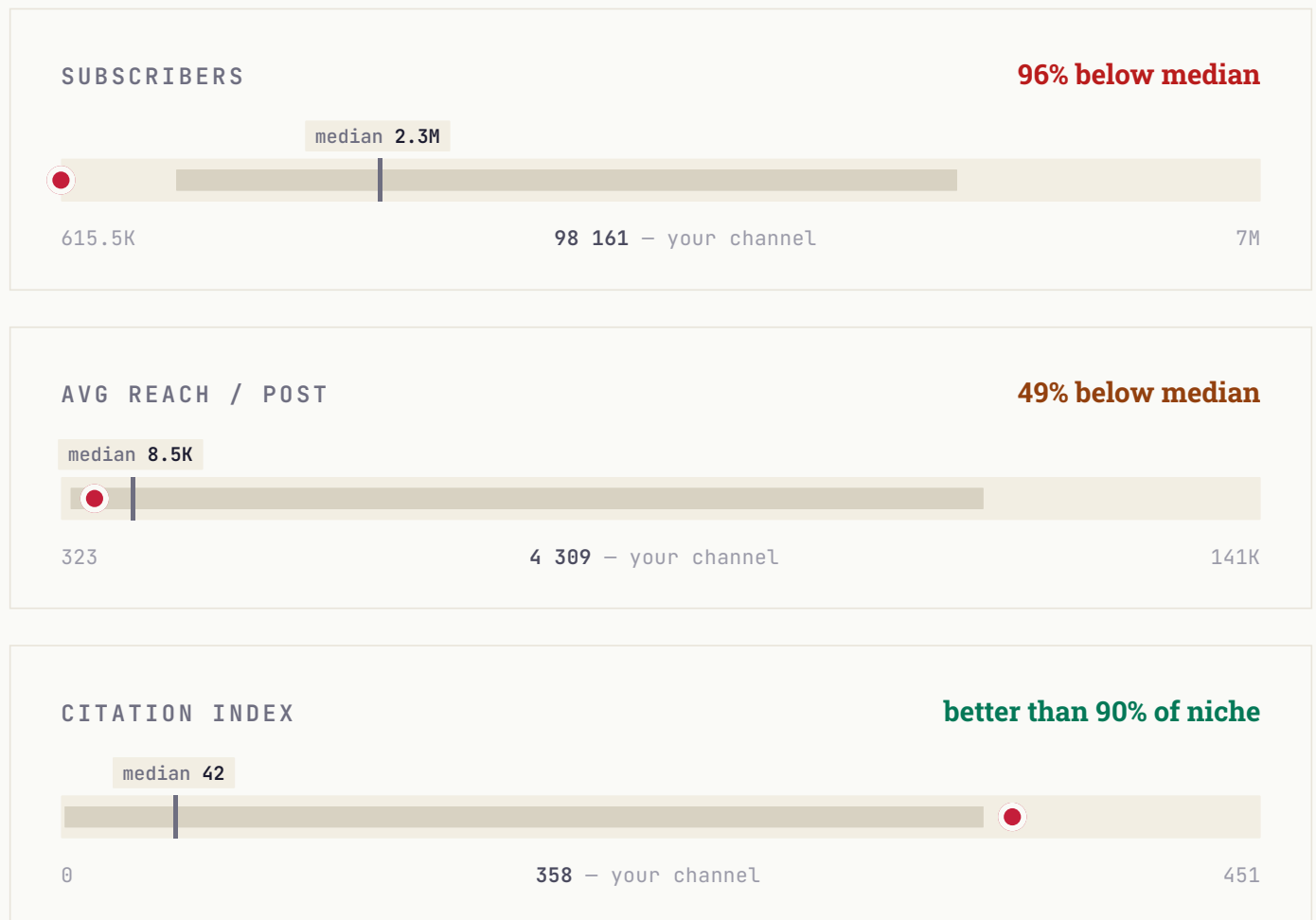
Every month we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **216**, they brought **1 938** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	18	2	0	
December 2025	18	3	0	
November 2025	30	6	1 612	
October 2025	60	13	212	
September 2025	54	7	103	
August 2025	36	3	11	
TOTAL MENTIONS	216	MONTHS OF DATA	6	ATTRACTED SUBSCRIBERS
			1 938	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Cryptocurrencies» (Russia) and compared your channel. Gray band = range where 80% of niche channels fall (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 in a month.

- 01

Main post of the week — on Saturday
On this day at 21:00 MSK audience is most active.

EFFECT
Best window for an important post
- 02

Increase video posts share
Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%.

EFFECT
Video holds audience better
- 03

ER below niche benchmark — rethink formats
Current ER 4.39% vs norm 6.5%. Try polls & interactive formats.

EFFECT
+2.1pp ER
- 04

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 weekly poll on a hot topic is an 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