

PROMTPRESS PUBLIC REPORT

# Channel audit

## BYBIT News



@bybitrussian\_news

Official news channel of the Russian-speaking crypto derivatives exchange Bybit.com Stay up to date with the latest news, promos, and giveaways! Weekly bonuses and training...

SUBSCRIBERS

**119 628**

-73 per month

ERR (% SEE POSTS)

**13.0%**

per day 10.9%

REACH/POST

**14.6K**

ad reach 13K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                        |                                                                                                                                 |                                                                                                                         |                                                                                                        |
|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>119 628</div> <div>—</div>           | <div><div></div><div>SUBSCRIBER REACH</div></div> <div>12.17%</div> <div>avg % of subs who see a post</div>                     | <div><div></div><div>VIEWS/POST</div></div> <div>14.6K</div> <div>median 14.6K · 28 days</div>                          | <div><div></div><div>POSTS/WEEK</div></div> <div>20.0</div> <div>for the period</div>                  |
| <div><div></div><div>7D TREND</div></div> <div>-2.5%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>87.8</div> <div>total 7,284 reactions, 1,235 reposts, 1,381 comments</div> | <div><div></div><div>POST LENGTH</div></div> <div>615 chars</div> <div>median 614 · 28 days</div>                       | <div><div></div><div>POSTS ANALYZED</div></div> <div>83</div> <div>28 days</div>                       |
| <div><div></div><div>AD REACH</div></div> <div>13K</div> <div>24h avg</div>            | <div><div></div><div>CHURN / MONTH</div></div> <div>-73</div> <div>last month</div>                                             | <div><div></div><div>CITATION RATE</div></div> <div>89</div> <div>citation index · 434 channels mentioned it ever</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>6 years 4 months</div> <div>created 11.03.2020</div> |

AI EDITOR SUMMARY

Channel «BYBIT News» – 119 628 subs. Each post gets on average 14.6K people (12% from subs), reach is low – consider expanding audience. Publishes 20 posts per week (~3/day) – consistent schedule. For the week of June 29 – July 5, reach stable (-2.5% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **83** posts in 28 days.
- 02 Dominant format — **Photo** (64/83 posts).
- 03 Avg post length — **615** chars (median 614).
- 04 Audience peak activity — **Sat**, 16:00 MSK.
- 05 Top posts gather **1x** more views than the weakest (16.2K avg for top vs 13.4K for worst) — among 83 posts in 28 days. Worth analyzing what the top posts have in common — topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                  |                                                                     |                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>12.06 · 15:47</div><div>PHOTO</div></div> <div>Important announcement on SpaceX allocation on Bybit Provider xStocks couldn't deliver base assets. As a result, Bybit didn't receive the volume...</div> | <div>VIEWS</div> <div>16 441</div> <div>REPOSTS</div> <div>49</div> | <div>REACTIONS</div> <div>113</div> <div>ER</div> <div>13.7%</div> |
| <div><div>Nº2</div><div>13.06 · 13:18</div><div>PHOTO</div></div> <div>👁👁👁 Become a VIP on Bybit and trade differently! Want trading to pay off even when the market is sideways? Get VIP status...</div>                        | <div>VIEWS</div> <div>16 075</div> <div>REPOSTS</div> <div>10</div> | <div>REACTIONS</div> <div>74</div> <div>ER</div> <div>13.4%</div>  |
| <div><div>Nº3</div><div>19.06 · 10:30</div><div>PHOTO</div></div> <div>👁👁👁 Market Overview: Spot Follow our socials to stay updated on the latest! 🔥📈 Bybit   Community...</div>                                                 | <div>VIEWS</div> <div>15 995</div> <div>REPOSTS</div> <div>12</div> | <div>REACTIONS</div> <div>193</div> <div>ER</div> <div>13.4%</div> |

|                                                                                                                                                                                                                                                    |                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 26.06 • 12:00 <b>PHOTO</b><br> Deal closed, profit taken. USDT sitting on spot. What now? In trading, logic is simple: money must work even between... | <div>VIEWS</div> <b>15 974</b><br><div>REPOSTS</div> <b>12</b><br><div>REACTIONS</div> <b>85</b><br><div>ER</div> <b>13.4%</b> |
| <b>Nº5</b> 19.06 • 12:01 <b>POLL</b><br>(post without caption – poll)                                                                                                                                                                              | <div>VIEWS</div> <b>15 675</b><br><div>REPOSTS</div> <b>8</b><br><div>REACTIONS</div> <b>87</b><br><div>ER</div> <b>13.1%</b>  |

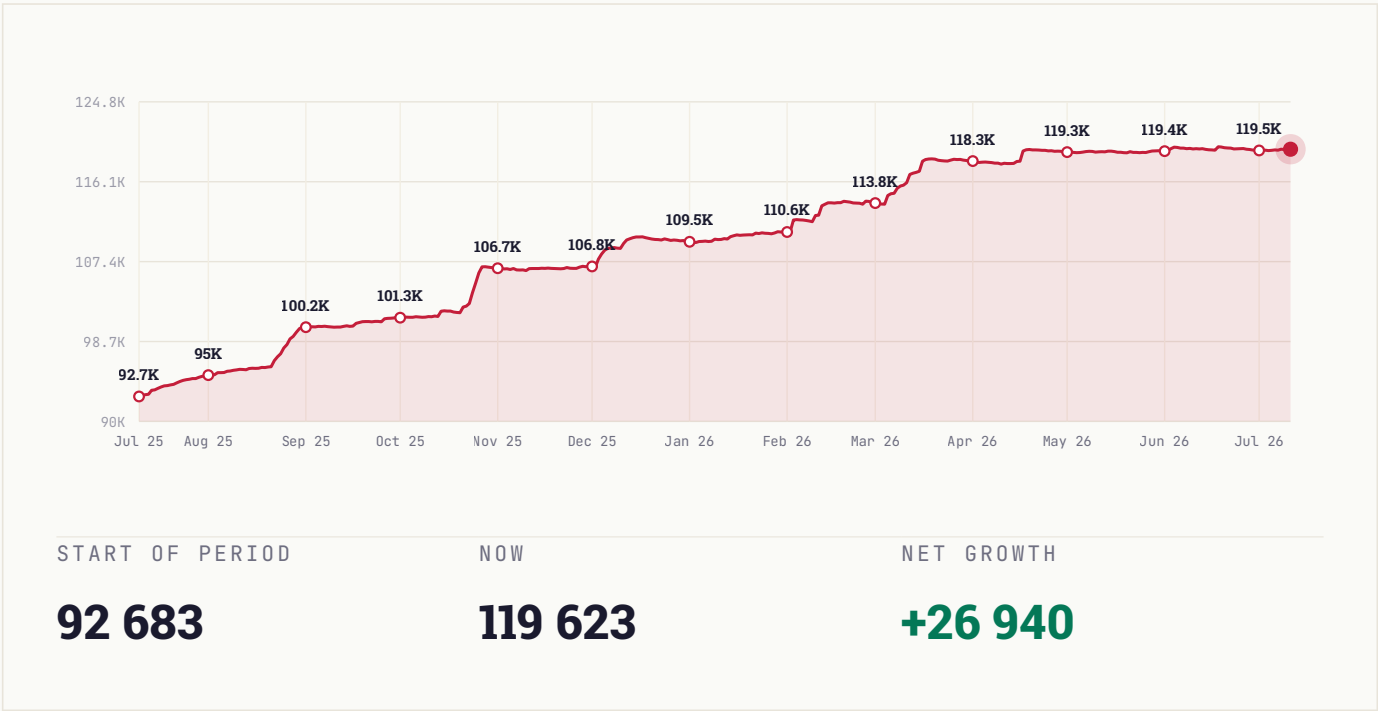
## WORST 3

|                                                                                                                                                                                                                                 |                                                                                                                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| ↓ 07.07 • 13:11 <b>TEXT</b><br> MNT Forecast: Community & Charts Aligned At poll launch, MNT was \$0.433. Platform metrics...                  | <div>VIEWS</div> <b>13 595</b><br><div>REPOSTS</div> <b>9</b><br><div>REACTIONS</div> <b>65</b><br><div>ER</div> <b>11.4%</b>  |
| ↓ 02.07 • 11:03 <b>PHOTO</b><br> Bybit TradFi gets another boost! 4 more popular CFD stocks & ETFs now available. Expand your traditional... | <div>VIEWS</div> <b>13 391</b><br><div>REPOSTS</div> <b>10</b><br><div>REACTIONS</div> <b>64</b><br><div>ER</div> <b>11.2%</b> |
| ↓ 02.07 • 10:00 <b>PHOTO</b><br> Wild Thursday on Bybit! Every week we pick a new top token and offer the best staking terms. This week...   | <div>VIEWS</div> <b>13 365</b><br><div>REPOSTS</div> <b>9</b><br><div>REACTIONS</div> <b>66</b><br><div>ER</div> <b>11.2%</b>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

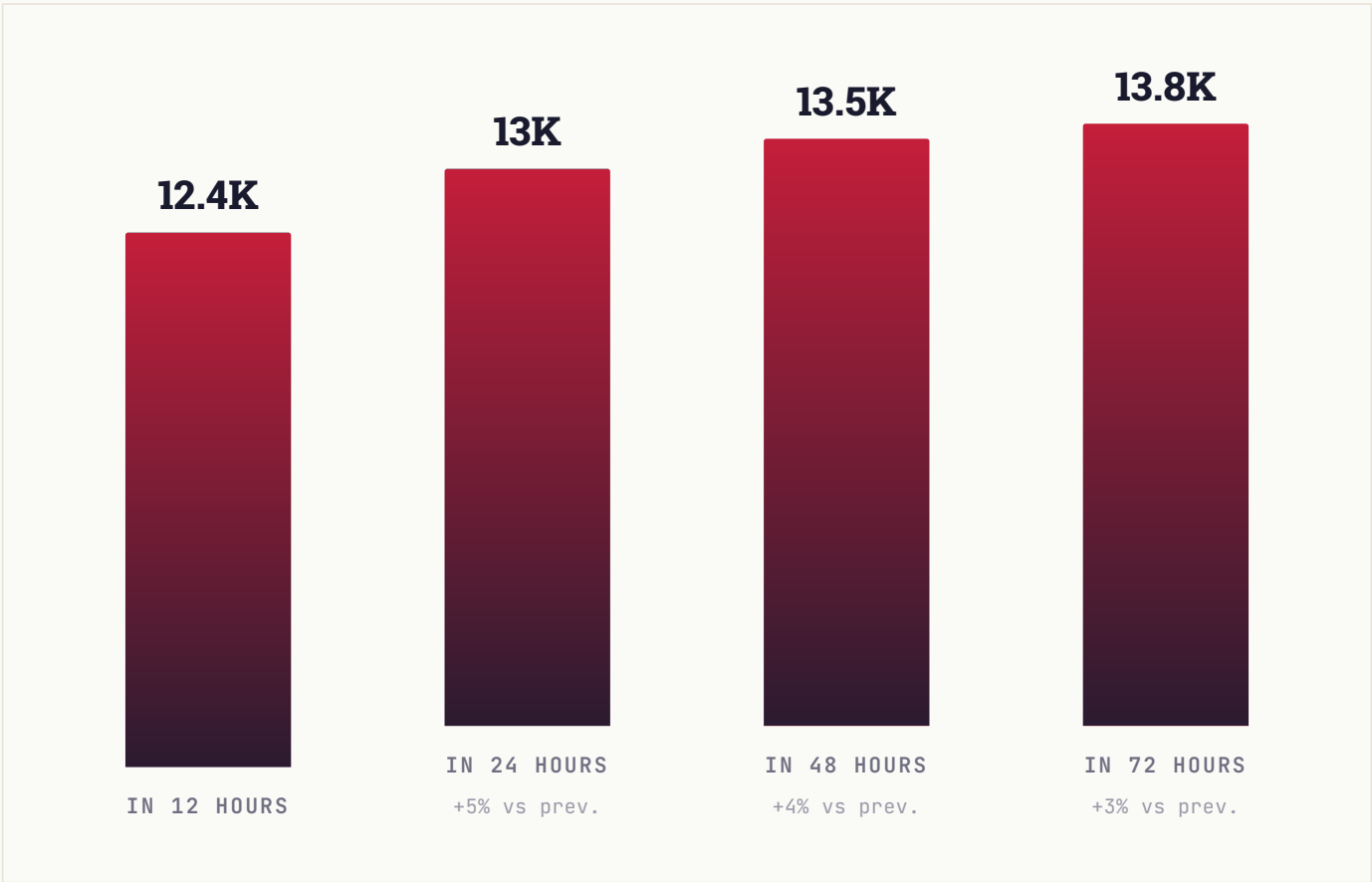
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 05 · COMPETITORS

# Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

| CHANNEL                        | SUBSCRIBERS |
|--------------------------------|-------------|
| 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   سیگنال کریپتو | 5.3M        |
| TN Tonkeeper News              | 5.3M        |
| BN BYBIT News YOU              | 119.6K      |

COMPARATIVE INSIGHT

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

SECTION 06 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **101**, they brought **18 660** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|----------------|----------|----------|---------------------|
| Jan 2026       | 24       | 2        | 1 541               |
| Dec 2025       | 49       | 4        | 3 599               |
| Nov 2025       | 6        | 3        | 867                 |
| Oct 2025       | 14       | 4        | 5 911               |
| September 2025 | 0        | 0        | 1 340               |
| August 2025    | 8        | 8        | 5 402               |

|                |                |             |
|----------------|----------------|-------------|
| TOTAL MENTIONS | MONTHS OF DATA | GAINED SUBS |
| 101            | 6              | 18 660      |

SECTION 07 · 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 08 · STRATEGY

# What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01

## Top post of the week — on Saturday

Audience most active on this day at 16:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## Increase video posts share

Video in Telegram holds audience longer and is algorithm-friendly. Recommend increasing share to 15-25%.

EFFECT

**Video better  
retains  
audience**

03

## 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**

04

## 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**

05

## Cross-promo with neighboring channels

Exchange posts with channels in the same segment quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from  
relevant  
audience**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. Want to go further — run ads with us and hit your growth target in a month.

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**01 Launch Telegram ad** <https://panel.promptpress.com/register>

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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