

PUBLIC REPORT BY PROMTPRESS

Channel audit

Cifra Markets



@ciframarkets

First legal crypto broker in CIS 🌐 Site <https://cifra.by> Cifra Markets is licensed as a crypto broker under the laws of the Republic...

SUBSCRIBERS

4 689

+213 per month

ERR (% WHO SEE
POSTS)

59.0%

per day 21.6%

REACH/POST

2.5K

ad reach 1K/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 4 689 —	 SUBS REACH 53.72% avg % of subs see post	 VIEWS/POST 2.5K median 2.8K · 28 days	 POSTS/WEEK 4.5 over period
 7D TREND +15.6% vs previous week	 REACTIONS/POST 28.7 total 516 reactions, 109 reposts, 0 comments	 POST LENGTH 435 chars median 234 · 28 days	 POSTS ANALYZED 18 28 days
 AD REACH 1K 24h avg	 CHURN / MONTH +213 last month	 CITATION RATE 11 citation index · 41 channels mentioned ever	 CHANNEL AGE 1 year 4 months created 12.02.2025

AI EDITOR SUMMARY

Channel «Cifra Markets» — 4 689 subs. Each post averages 2.5K people (54% of subs), this is broad reach for a channel of this size. Publishes 4 posts per week (~1/day) — rare publications. For the week of June 1–7, reach grew +15.6% By week of May 25–31 — positive trend.

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 **18** posts over 28 days.
- 02 Dominant format – **Video** (6/18 posts).
- 03 Avg post length – **435** chars (median 234).
- 04 Peak audience activity – **Monday**, 11:00 MSK.
- 05 Top posts get **2x** more views than the weakest (3.6K avg for top vs 2K for worst) – among 18 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 09:28 VIDEO Week in numbers and signals Weekly market review from Cifra Markets lead analyst Alexander Kraiko @ciframarkets	VIEWS 3 743 REPOSTS 6	REACTIONS 28 ER 79.8%
Nº2 01.06 · 08:58 TEXT 📄 Crypto regulation in Russia: current agenda In an interview with Alexey Korolenko, Executive Director of Cifra Markets @ciframarkets	VIEWS 3 649 REPOSTS 10	REACTIONS 37 ER 77.8%
Nº3 29.05 · 17:14 PHOTO 📷 Alts: sector picture We asked Alexander Kraiko, lead analyst at Cifra Markets 📷At first glance it seems that...	VIEWS 3 327 REPOSTS 14	REACTIONS 23 ER 71.0%

Nº4 23.05 • 13:34 PHOTO ♥ In just a week, BLOCKCHAIN WORLD 3.0 will take place in Minsk Among the speakers, traditionally, 1020: Alexander Kraiko will talk about «Trends...	VIEWS 3 169 REPOSTS 17 REACTIONS 35 ER 67.6%
Nº5 27.05 • 10:40 PHOTO ☒ What's next for BTC? Alexander Kraiko's opinion: «Bitcoin over the past month has essentially remained at the same levels. It was trading around 76k...	VIEWS 3 054 REPOSTS 15 REACTIONS 40 ER 65.1%

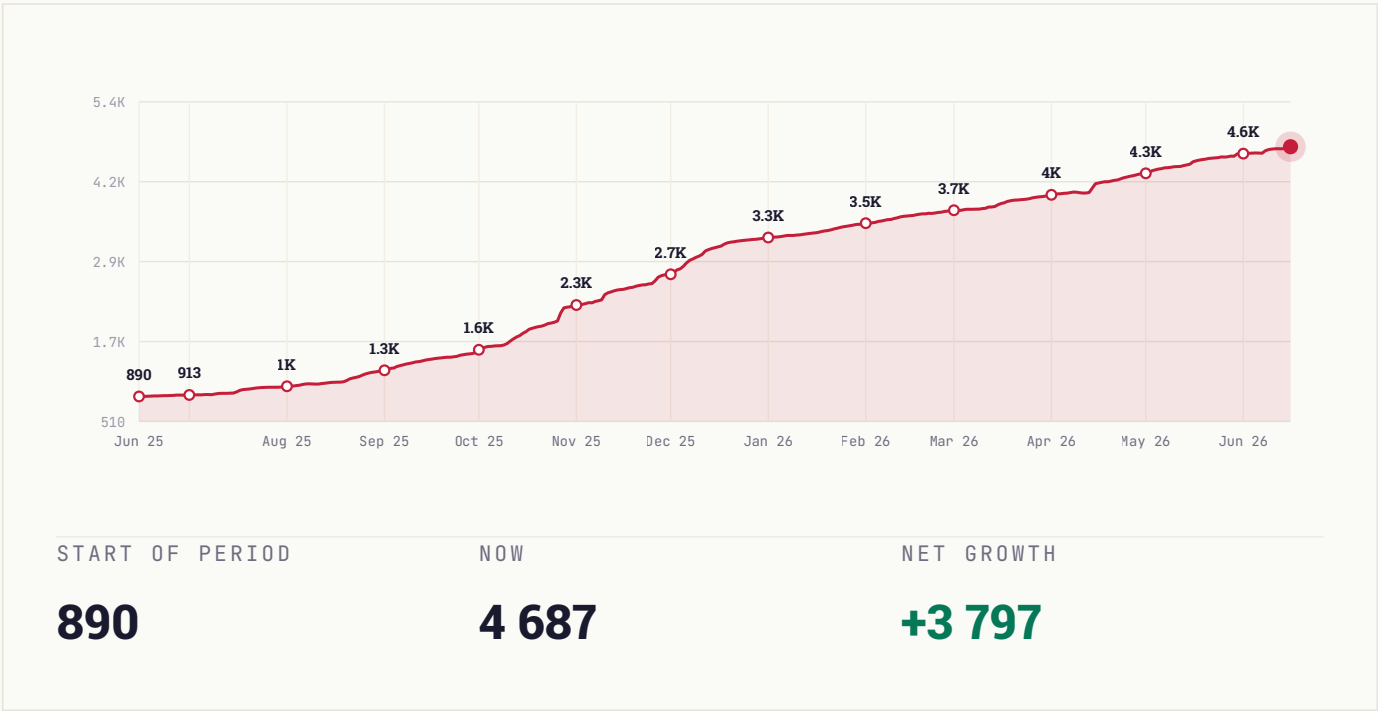
WORST 3

↓ 10.06 • 09:24 TEXT Number of all bitcoins in profit dropped to 50% → Alexander Kraiko: «Bitcoin spends 93% of all days with more than half of its...	VIEWS 2 113 REPOSTS 3 REACTIONS 22 ER 45.1%
↓ 11.06 • 15:45 TEXT ☒☒ Belarus continues to strengthen its position as one of the most progressive crypto hubs in the region The government is taking another step towards...	VIEWS 2 061 REPOSTS 8 REACTIONS 52 ER 44.0%
↓ 12.06 • 07:24 TEXT Long weekends are a good reason to revisit our Minsk guide We've compiled personal recommendations from Cifra Markets employees...	VIEWS 1 936 REPOSTS — REACTIONS 34 ER 41.3%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

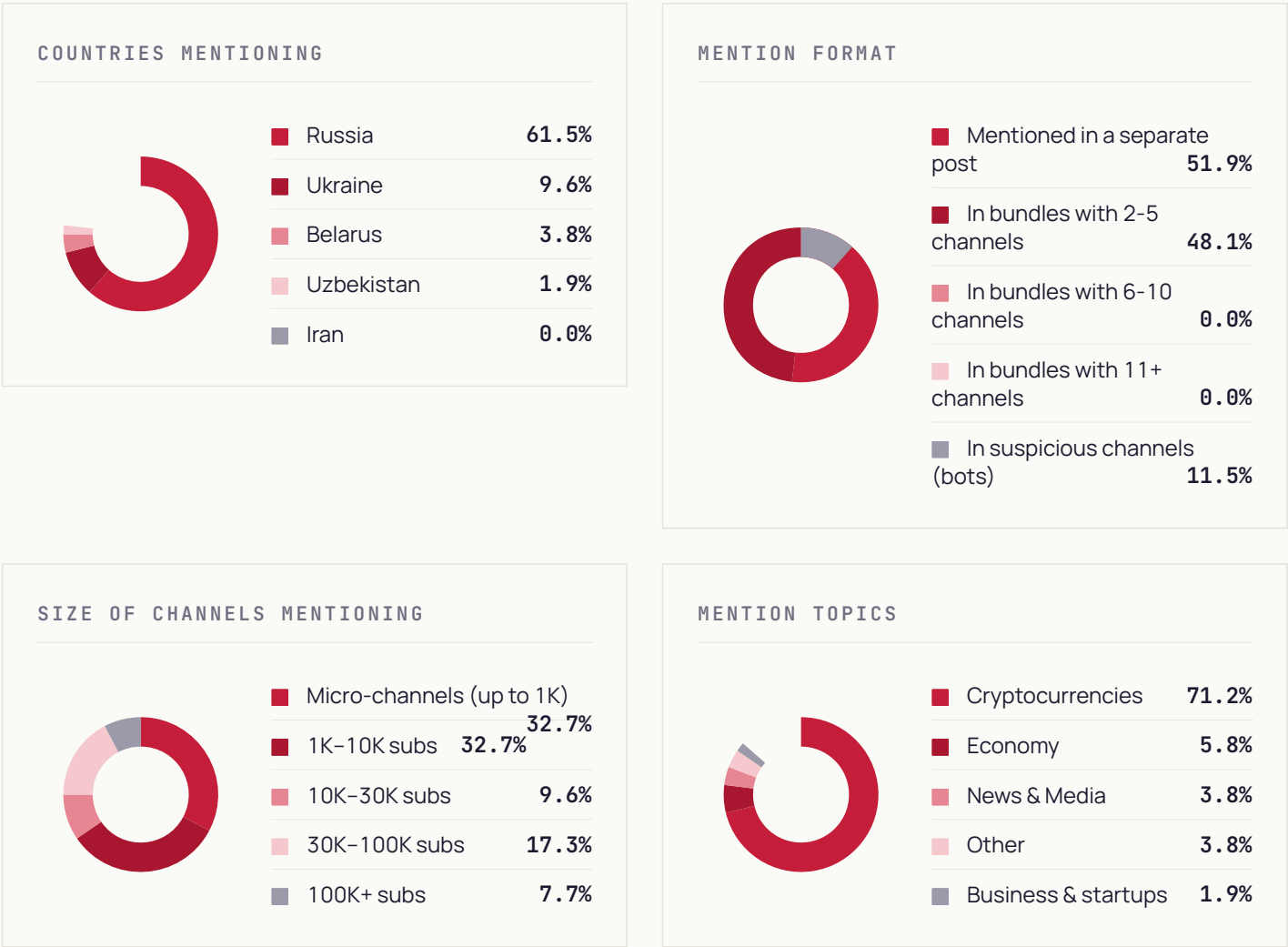
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

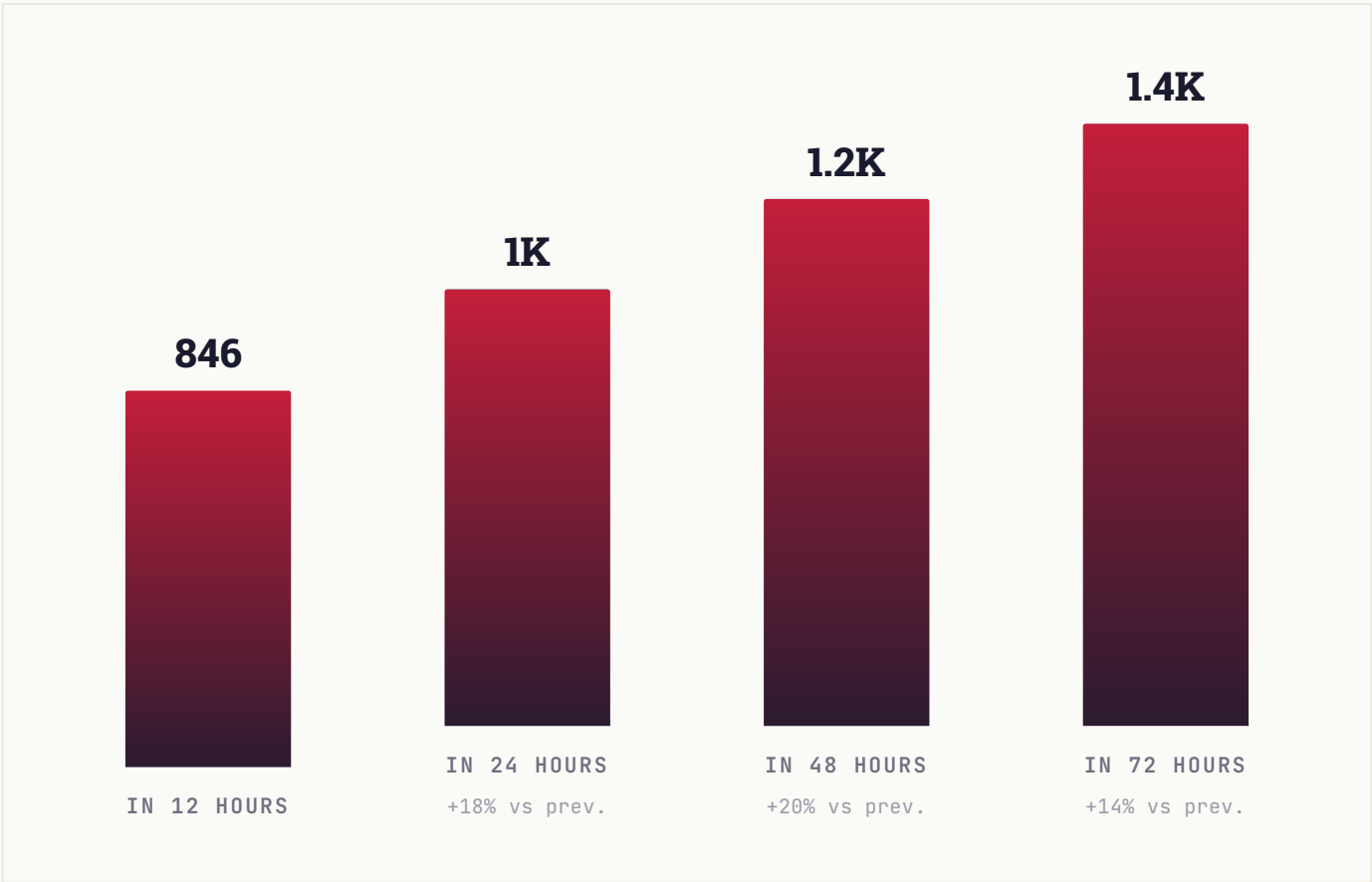
Citation index **11** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time channel was mentioned **41** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ER Penny in the wallet	56.4K
WH WhiteBird.io	43.8K
BL Blessed labs	25.3K
AO AGE OF CRYPTO	16.3K
TC TDM Crypto	14.4K
CH Crypto HITLIST	12.2K
NA Nft Afrom	9.8K
CW Crypto World	7.9K
FU FUTUREBY	7.3K
CM Cifra Markets	4.7K
VI vincerid	4.7K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#10 of 68). Strong position. Niche leader — Penny in the wallet (56.4K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

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 **17**, they brought **2 397** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	555	
November 2025	2	2	478	
October 2025	12	12	711	
September 2025	0	0	280	
August 2025	1	1	243	
July 2025	1	1	130	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
17	6	2 397

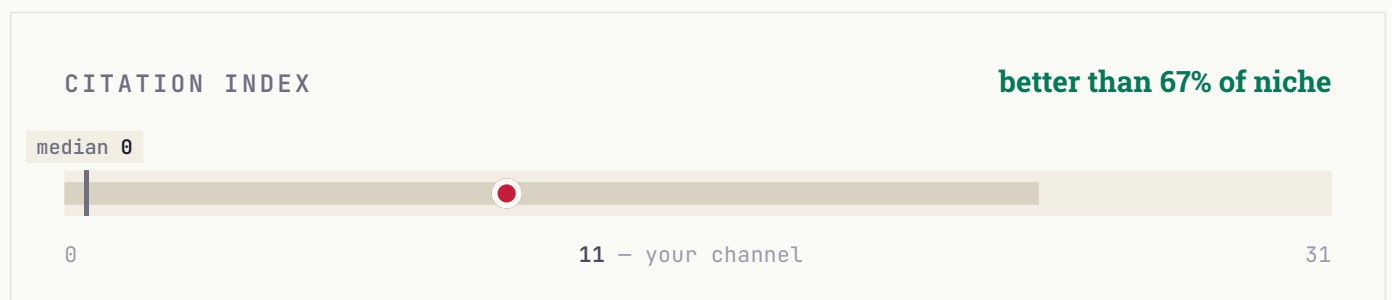
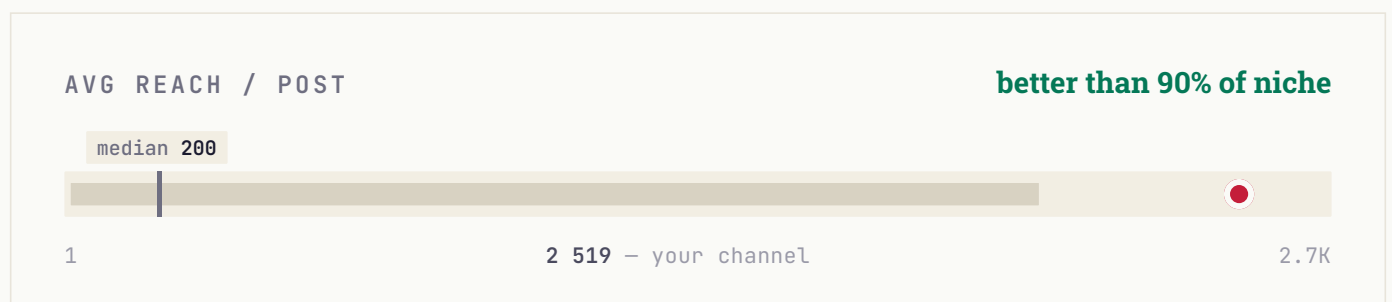
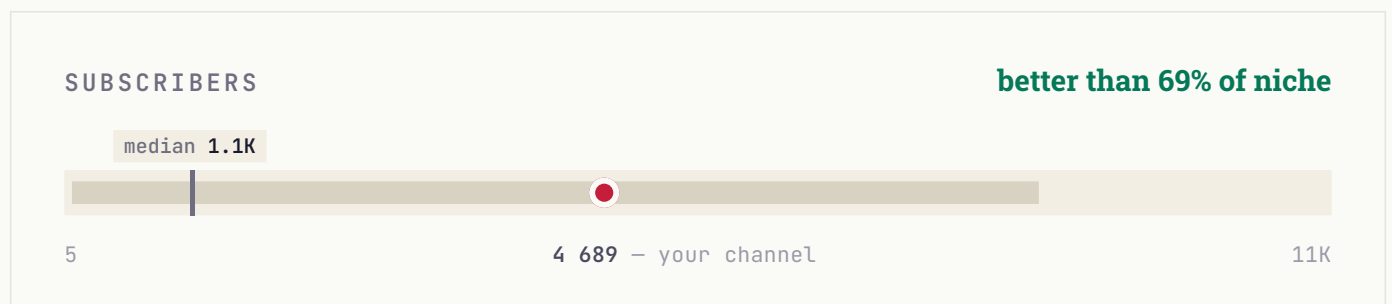
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-68 channels in category "Cryptocurrencies» (Belarus) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#10 /68

RANK IN NICHE
Channel in top 14% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 4.5 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Monday

Audience most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager