

PUBLIC REPORT BY PROMTPRESS

Channel audit

Tone cycle

#FreeDurov



@cicl_tona

Overview of promising crypto projects in TON ecosystem. For ads: -
@cikldm - @Vesnushka_pirate - @TeLeAdsUa

SUBSCRIBERS

268 512

-12353 per month

ERR (% WHO SEE
POSTS)

1.0%

per day 0.0%

REACH/POST

313

ad reach 99/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 268 512 —	SUBSCRIBER REACH 0.12% avg % subs see post	VIEWS/POST 313 median 314 · 19 days	POSTS/WEEK 4.0 over the period
7D TREND -25.1% vs previous week	REACTIONS/POST 0.3 only 3 reactions, 9 reposts, 124 comments	POST LENGTH 725 chars median 889 · 19 days	POSTS ANALYZED 11 19 days
AD REACH 99 24h avg	CHURN / MONTH -12353 over the last month	CITATION RATE 0 citation index · 62 channels mentioned over all time	CHANNEL AGE 2 years 2 months created 23.03.2024

AI EDITOR SUMMARY

Channel «Cycle of Tone #FreeDurov» — 268 512 subs. Avg views per post 313 people (0% from subs), reach is low — need to expand audience. Publishes 4 posts/week (~1/day) — rare. Week Jun 1–7 reach dropped -25.1% to the week of May 25–31 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 11 posts in 19 days.
- 02 Dominant format — Photo (9/11 posts).
- 03 Avg post length — 725 characters (median 889).
- 04 Audience peak activity — Mon, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (380 avg for top vs 240 for worst) — among 11 posts in 19 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 15:38 PHOTO ☒ Friends, a trend went viral and it's hilarious. Not everything has to be useful prompts — sometimes just have fun...	VIEWS 419 REPOSTS 1	REACTIONS 1 ER 0.2%
Nº2 17.05 · 15:01 PHOTO ☒ Boost image quality with one Prompt! ☒ Even on phone we often take great shots but poor quality. So...	VIEWS 363 REPOSTS 1	REACTIONS 1 ER 0.1%
Nº3 28.05 · 15:14 PHOTO ☒ How AI listens to calls and helps you sell more! ☒ In the new podcast. CRM says one thing. Manager tells client another. Owner...	VIEWS 360 REPOSTS 2	REACTIONS — ER 0.1%

Nº4

20.05 · 06:57

PHOTO

☒ Yo, Google dropped Gemini Spark — a personal AI agent. And basically, it's exactly what we've been talking about in the news...

VIEWS

356

REPOSTS

2

REACTIONS

—

ER

0.1%

Nº5

26.05 · 16:09

PHOTO

😏 You're so selfish!!! Or — wish I could customize icons like that on my device.) ☒ Admit it, would you want to do that on yours...

VIEWS

339

REPOSTS

—

REACTIONS

—

ER

0.1%

WORST 3

↓ 04.06 · 08:27 PHOTO

☒ AI is no longer a fun toy for prompts. ☒ Google embeds AI agents into ads & search, OpenAI pushes Codex into...

VIEWS

254

REPOSTS

—

REACTIONS

—

ER

0.1%

↓ 04.06 · 13:42 TEXT

☒ Made a great collection of business use cases for generative AI. ☒ And of course all created here -...

VIEWS

238

REPOSTS

1

REACTIONS

—

ER

0.1%

↓ 05.06 · 16:00 PHOTO

☒ AI is already changing interior design, but not as crudely as 'neural net pushed a button and replaced the designer.' ☒ In the new podcast with...

VIEWS

230

REPOSTS

—

REACTIONS

—

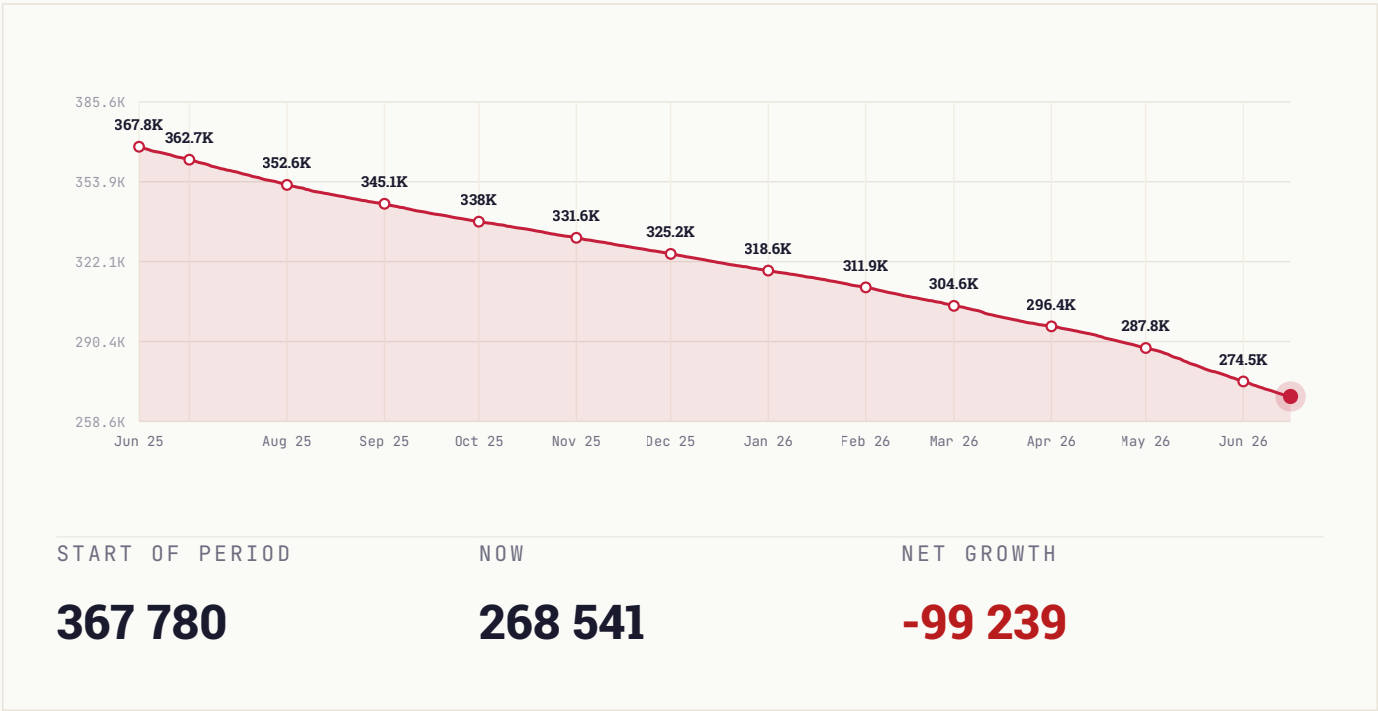
ER

0.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

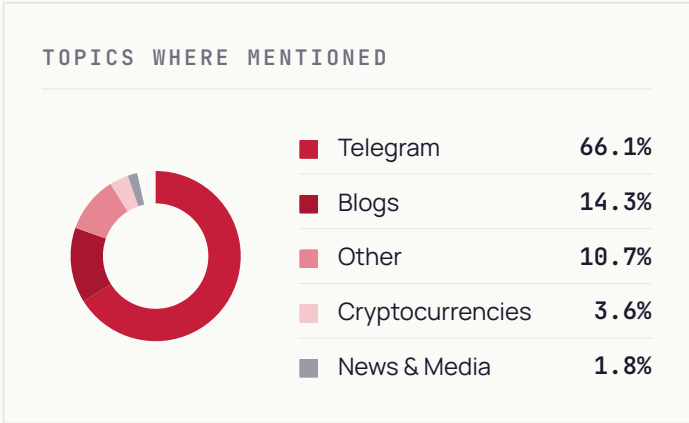
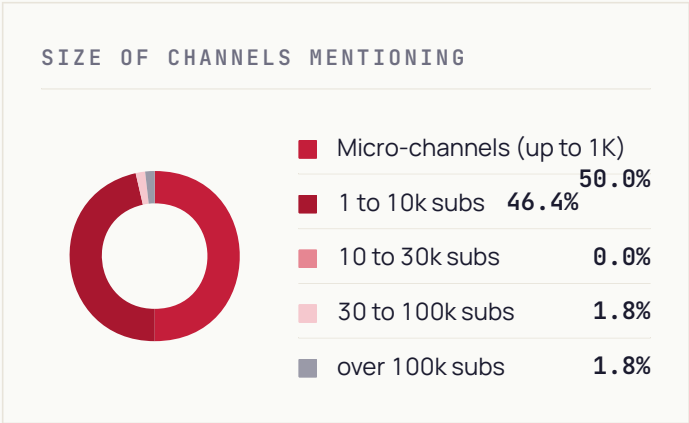
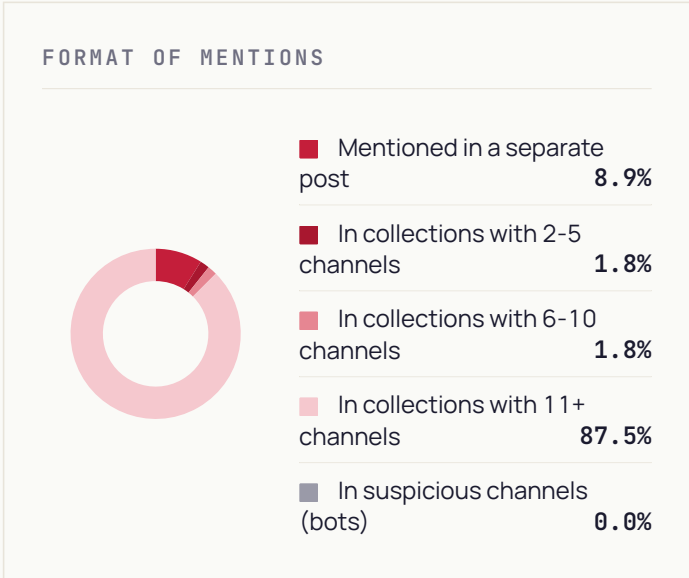
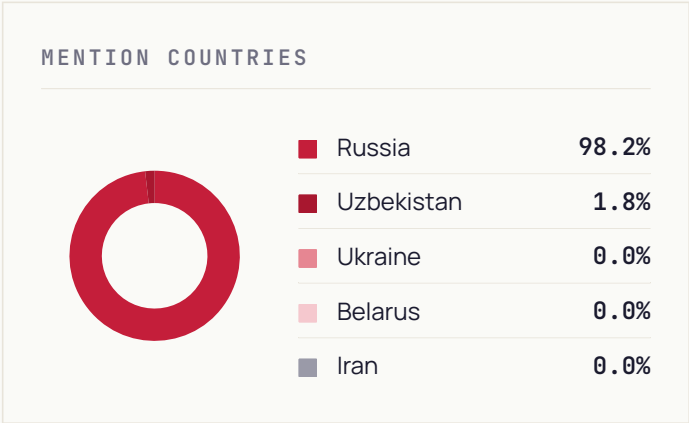
Subscriber growth chart for the year. Key months show exact sub count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

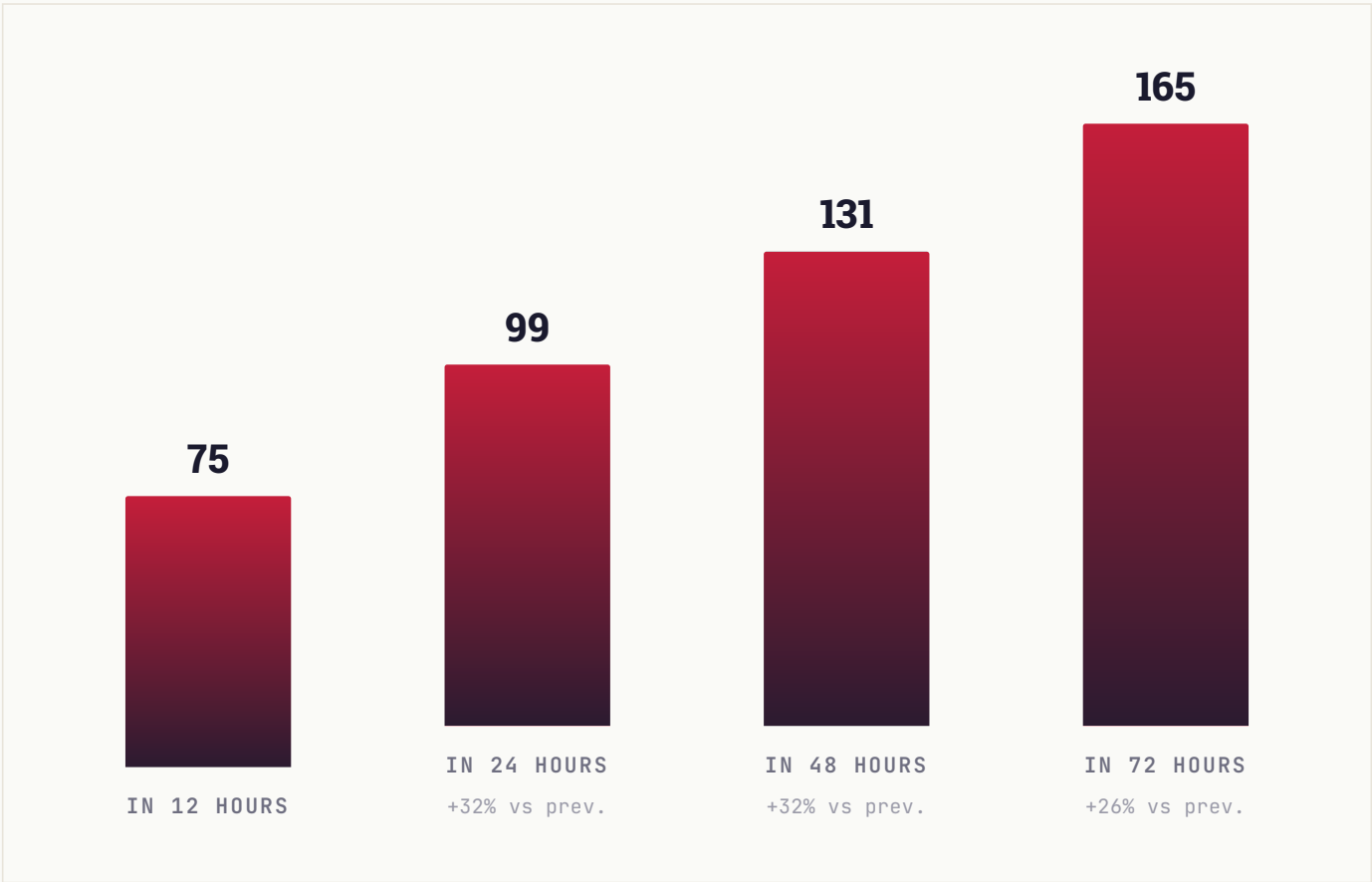
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned 62 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps gauge how long placement 'lives'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. We highlighted your channel — you can see its place among niche peers.

CHANNEL	SUBSCRIBERS
ON OKX News	4.8M
NS 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
MS Semenchuk's thoughts	1.4M
LC Ladesov Crypto	1.3M
CT Tone cycle #FreeDurov YOU	268.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#59 of 99). Niche median — 307.7K subs. First growth KPI — reach median. Leader: OKX News (4.8M).

SECTION 07 • NICHE COMPARISON

Where channel ranks in its league

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

#59

/100

RANK IN NICHE

Channel in bottom half of ranking

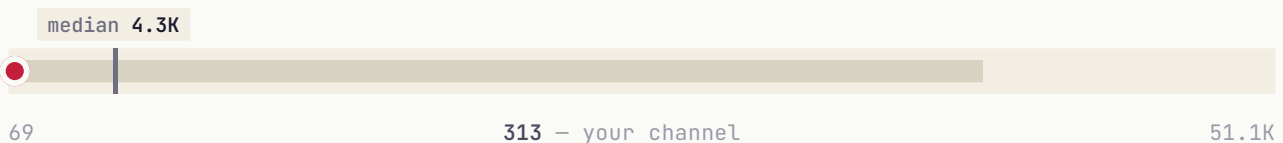
SUBSCRIBERS

14% below median



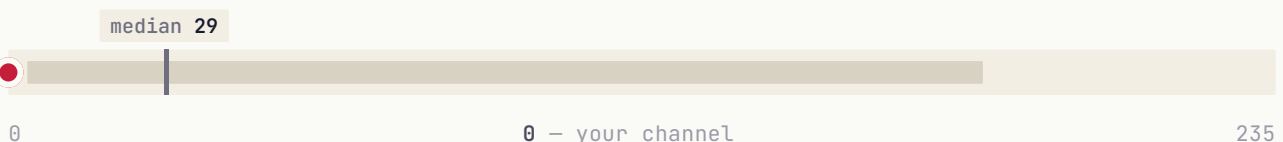
AVG REACH / POST

93% below median



CITATION INDEX

99% below median



— 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

Increase posting frequency

Now 4.0 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Monday

Audience most active on this day at 18:00 MSK.

EFFECT

**Best window
for important
post**

03

Increase video posts share

Video in Telegram retains audience longer and is
favored by algorithm. Recommend increasing share to
15-25%.

EFFECT

**Video retains
audience
better**

04

ER below niche benchmark — rethink formats

Current ER 0.12% vs norm 6.5%. Try polls and
interactive formats.

EFFECT

+6.4pp ER

05

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
