

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Crypto Bot News



@cryptobotru

Official channel @CryptoBot. Mini App: [t.me/send/app](https://t.me/send/app) Bot features:  
@CryptoBotTips Support: @CryptoSupportBot Our chat:  
@CryptoBotRussian X: [x.com/CryptoBotHQ](https://x.com/CryptoBotHQ)

SUBSCRIBERS

**2 580 786**

-134737 per month

ERR (% SEE POSTS)

**4.0%**

per day 1.9%

REACH/POST

**87.5K**

ad reach 48.1K/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**

Yearly chart · growth

**04 Citation rate**

Who mentions the channel and how

**05 Ad potential**

How long a post brings reach

**06 Competitors**

Niche Neighbors · Your Place

**07 Mention dynamics**

6 months · monthly

**08 Niche Comparison**

Position in «Crypto» category

**09 Strategy**

5 priority actions

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> SUBSCRIBERS</div> <div>2 580 786</div> <div>—</div>       | <div> SUBSCRIBER REACH</div> <div>3.39%</div> <div>avg % subs see post</div>                           | <div> VIEWS/POST</div> <div>87.5K</div> <div>median 93.6K · 21 days</div>                                   | <div> POSTS/WEEK</div> <div>1.3</div> <div>over period</div>                  |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>281.0</div> <div>total 1,124 reactions, 701 reposts, 65 comments</div> | <div> POST LENGTH</div> <div>468 chars</div> <div>median 472 · 21 days</div>                                | <div> POSTS ANALYZED</div> <div>4</div> <div>21 days</div>                    |
| <div> AD REACH</div> <div>48.1K</div> <div>avg over 24h</div> | <div> CHURN / MONTH</div> <div>-134737</div> <div>last month</div>                                   | <div> CITATION RATE</div> <div>1 054</div> <div>citation index · 21,495 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>5 yrs 4 mo</div> <div>created 06.02.2021</div> |

AI EDITOR SUMMARY

Channel «News Crypto Bot» — 2 580 786 subs. Each post averages 87.5K people (3% from subs), reach is low — consider expanding audience. Publishes 1 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts over 21 days.
- 02 Dominant format – Photo (4/4 posts).
- 03 Avg post length – 468 chars (median 472).
- 04 Peak audience activity – Friday, 12:00 MSK.
- 05 Top posts get 1x more views than the weakest (103.5K avg for top vs 75.6K for worst) – among 4 posts in 21 days. Analyze what the top has in common: topic, format, timing.

TOP 4 POSTS

|                                                                                                                                                                                                                                           |                                                                      |                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>12.06 · 09:34</div><div>PHOTO</div></div> <div><div>📍</div><div>Summer Festival in 🦋 Crypto Bot Spring festival is over and we continue the seasonal tradition: welcome summer...</div></div>                     | <div>VIEWS</div> <div>123 242</div> <div>REPOSTS</div> <div>39</div> | <div>REACTIONS</div> <div>265</div> <div>ER</div> <div>4.8%</div> |
| <div><div>Nº2</div><div>23.06 · 18:27</div><div>PHOTO</div></div> <div><div>💡</div><div>Toncoin is now called Gram. Its ticker changed from TON to GRAM. In 🛒 wallet and other sections of 🦋 Crypto Bot you'll see the new...</div></div> | <div>VIEWS</div> <div>97 365</div> <div>REPOSTS</div> <div>401</div> | <div>REACTIONS</div> <div>377</div> <div>ER</div> <div>3.8%</div> |
| <div><div>Nº3</div><div>24.06 · 17:27</div><div>PHOTO</div></div> <div><div>🔗</div><div>Introducing P2P Market in the app 🦋 Crypto Bot. Now you can buy and sell coins using bank cards and electronic...</div></div>                     | <div>VIEWS</div> <div>89 926</div> <div>REPOSTS</div> <div>213</div> | <div>REACTIONS</div> <div>342</div> <div>ER</div> <div>3.5%</div> |

|                                                                                                                                                                                                                        |         |           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div><div>Nº4</div><div>03.07 · 10:30</div><div>PHOTO</div></div> <div><div>🎨</div><div>New Wallpaper Collection Adding 8 background wallpapers for the wallet main page. Choose and set new wallpapers...</div></div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                        | 39 416  | 140       |
|                                                                                                                                                                                                                        | REPOSTS | ER        |
|                                                                                                                                                                                                                        | 48      | 1.5%      |

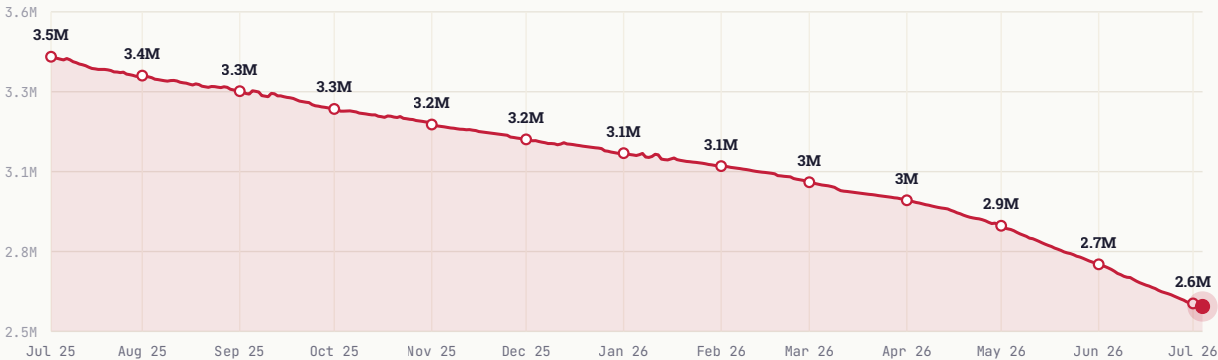
WORST 3

|                                                                                                                                                                                                                                         |         |           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div><div>↓</div><div>23.06 · 18:27</div><div>PHOTO</div></div> <div><div>💡</div><div>Toncoin is now called Gram. Its ticker changed from TON to GRAM. In 📁 wallet and other sections of 🦋 Crypto Bot you'll see the new...</div></div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                                         | 97 365  | 377       |
|                                                                                                                                                                                                                                         | REPOSTS | ER        |
|                                                                                                                                                                                                                                         | 401     | 3.8%      |
| <div><div>↓</div><div>24.06 · 17:27</div><div>PHOTO</div></div> <div><div>🔗</div><div>Introducing P2P Market in the app 🦋 Crypto Bot. Now you can buy and sell coins using bank cards and electronic...</div></div>                     | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                                         | 89 926  | 342       |
|                                                                                                                                                                                                                                         | REPOSTS | ER        |
|                                                                                                                                                                                                                                         | 213     | 3.5%      |
| <div><div>↓</div><div>03.07 · 10:30</div><div>PHOTO</div></div> <div><div>🎨</div><div>New Wallpaper Collection Adding 8 background wallpapers for the wallet main page. Choose and set new wallpapers...</div></div>                    | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                                         | 39 416  | 140       |
|                                                                                                                                                                                                                                         | REPOSTS | ER        |
|                                                                                                                                                                                                                                         | 48      | 1.5%      |

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 or lost subs.

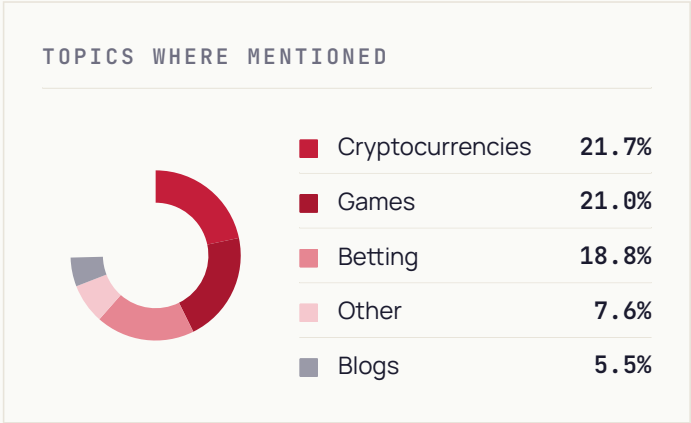
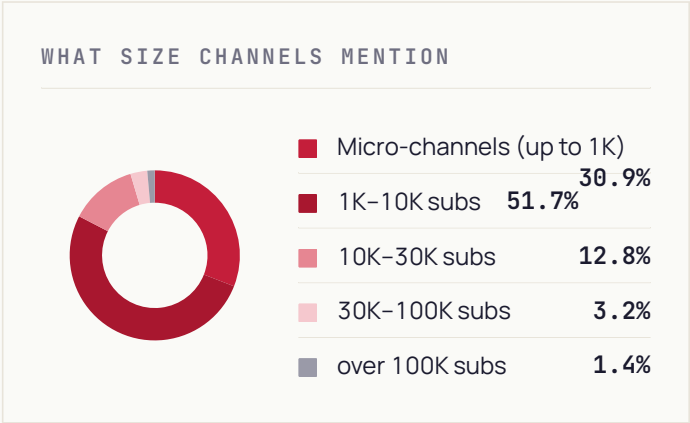
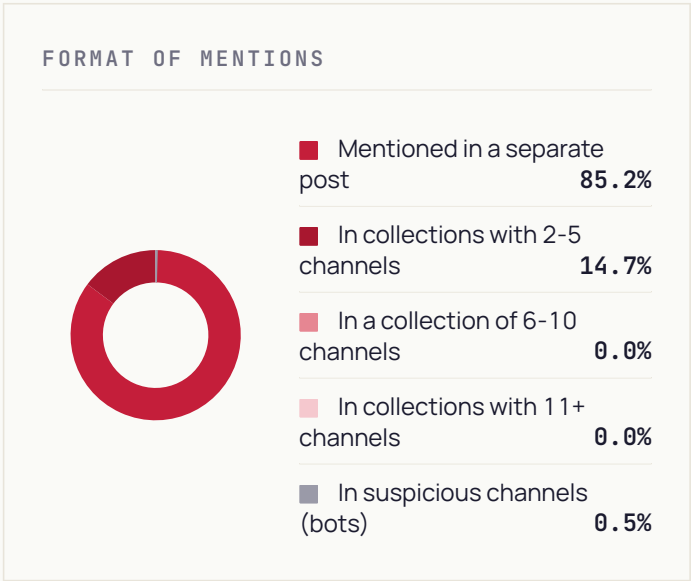
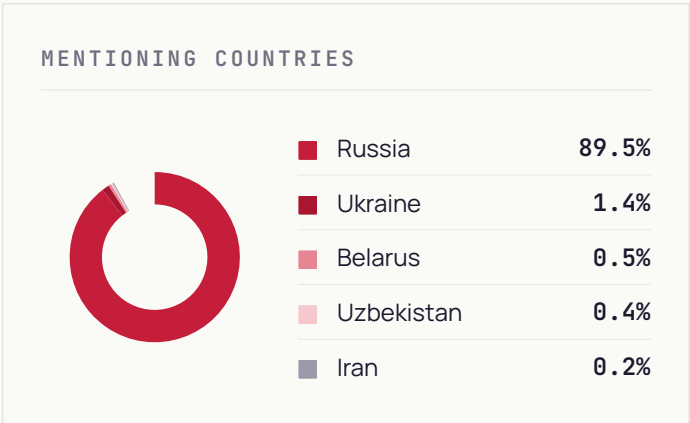


| PERIOD START | NOW       | NET GROWTH |
|--------------|-----------|------------|
| 3 453 372    | 2 580 973 | -872 399   |

SECTION 04 · MENTIONS

# Who mentions the channel and how

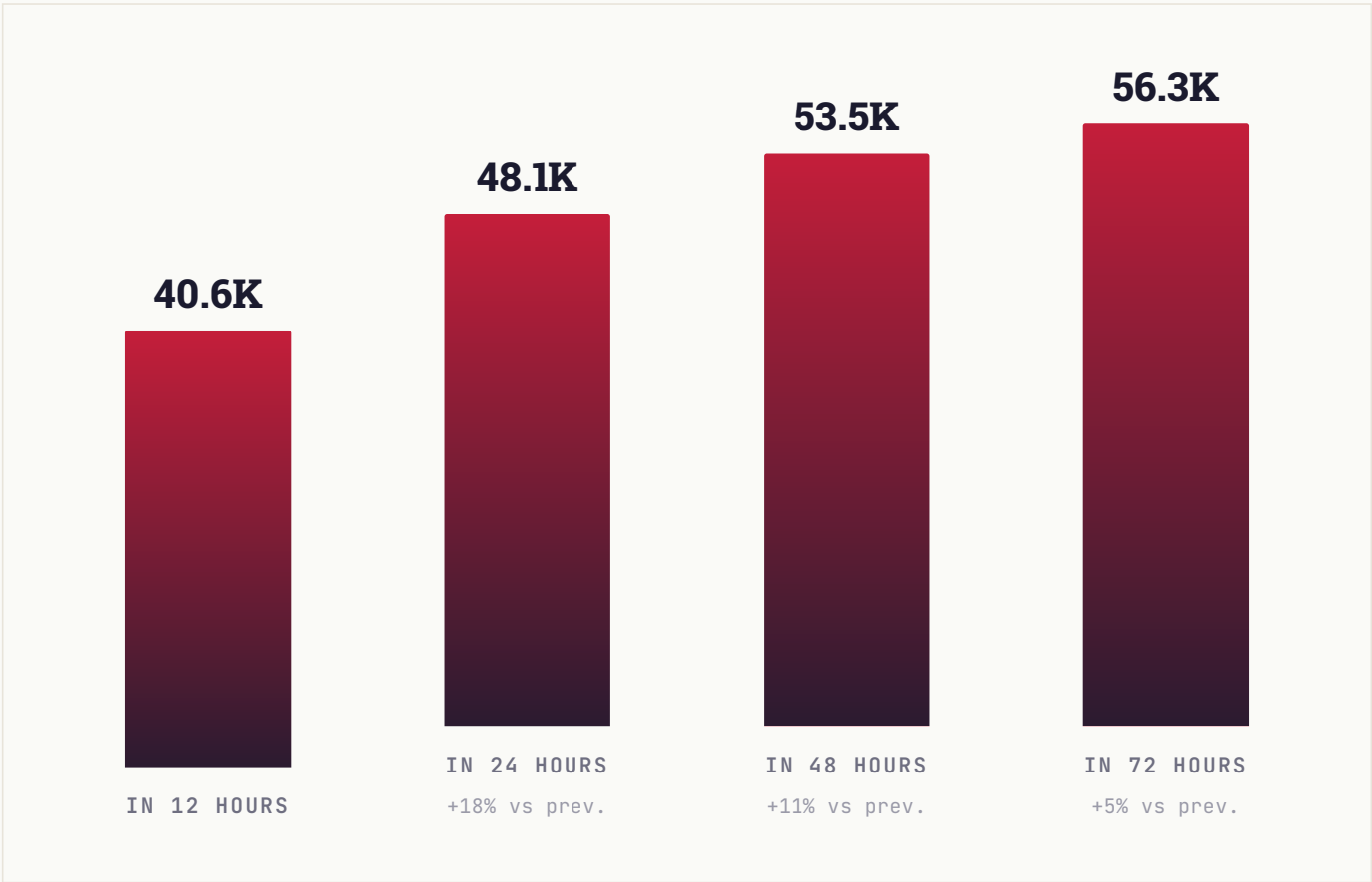
Citation index **1 054** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from one with 1k. All-time channel was mentioned **21 495** different channels.



— SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg ad post reach by time since publication. Helps estimate how long a placement stays effective.





SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                        | SUBSCRIBERS |
|------------------------------------------------|-------------|
| ON OKX News                                    | 4.6M        |
| NC Crypto Bot News YOU                         | 2.6M        |
| CW Crypto Wolf                                 | 2.5M        |
| DT Give TON!                                   | 2.5M        |
| D- DeCenter — blockchain, bitcoin, investments | 2.1M        |
| IK Investment kingyru 💎                        | 2M          |
| RB growth won't last forever                   | 1.8M        |
| MI MILLIARDOM                                  | 1.4M        |
| MS Semenchuk's thoughts                        | 1.4M        |
| TA TON AirDrop (RU) 💎                          | 1.3M        |
| LC Ladesov Crypto                              | 1.3M        |

COMPARATIVE CONCLUSION

Channel in top-2 niches (#2 of 99 category channels). One of the leaders — client partners can go for cross-promo with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **21 974**, they brought **81 548** new subs.

| PERIOD         | MENTIONS | CHANNELS       | BROUGHT SUBSCRIBERS |             |
|----------------|----------|----------------|---------------------|-------------|
| Jan 2026       | 3 053    | 590            | 26 787              | <div></div> |
| December 2025  | 3 479    | 645            | 7 433               | <div></div> |
| Nov 2025       | 3 239    | 545            | 341                 | <div></div> |
| Oct 2025       | 4 134    | 622            | 8 961               | <div></div> |
| Sep 2025       | 3 109    | 613            | 22 947              | <div></div> |
| August 2025    | 4 960    | 756            | 15 079              | <div></div> |
| TOTAL MENTIONS |          | MONTHS OF DATA | GAINED SUBSCRIBERS  |             |
| 21 974         |          | 6              | 81 548              |             |

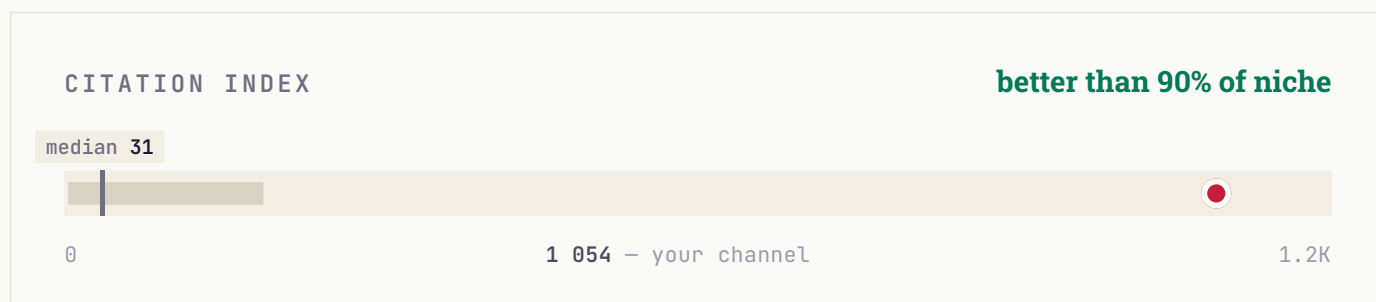
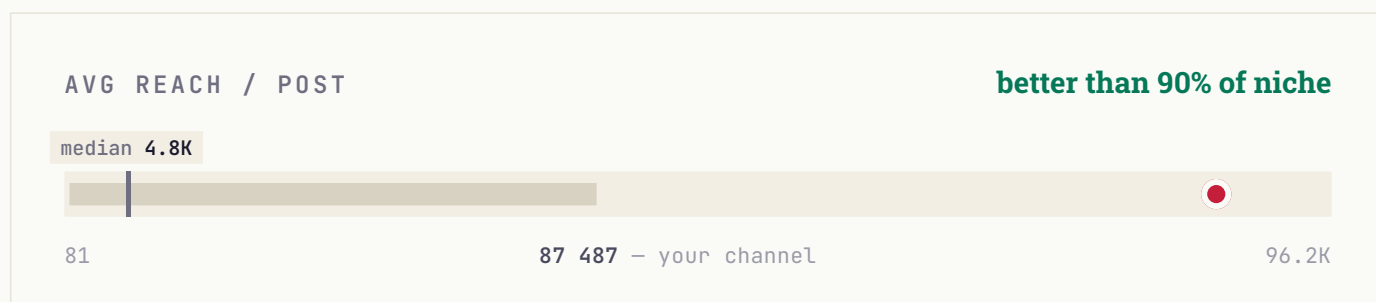
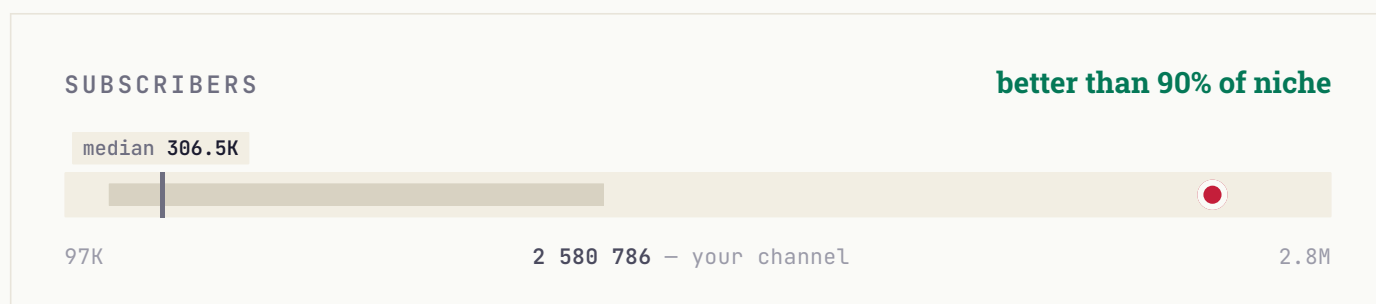
## SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

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

#2 /100

POSITION IN NICHE  
Channel in top 2% crypto Russia



— SECTION 09 · STRATEGY

# What to do right now

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

- |           |                                                                                                                                                                                                                       |                                                    |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| <b>01</b> | <b>Increase posting frequency</b><br>Now 1.3 posts/week. Active channels average 7-10.<br>Consistency is key to audience retention.                                                                                   | EFFECT<br><b>Consistency beats volume</b>          |
| <b>02</b> | <b>Main post of the week — on Friday</b><br>Audience is most active on this day at 12:00 MSK.                                                                                                                         | EFFECT<br><b>Best window for an important post</b> |
| <b>03</b> | <b>Increase video posts share</b><br>Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.                                                     | EFFECT<br><b>Video retains audience better</b>     |
| <b>04</b> | <b>ER below niche benchmark — rethink formats</b><br>Current ER 3.39% vs norm 6.5%. Try polls & interactive formats.                                                                                                  | EFFECT<br><b>+3.1pp ER</b>                         |
| <b>05</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress picks sources for your niche. | EFFECT<br><b>+1000-3000 subs</b>                   |

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01

## Launch ads in Telegram

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

02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)