

PUBLIC REPORT BY PROMTPRESS

Channel audit

Cryptogram



@cryptogram_web3

Analytically - news resource about crypto  Ads: @prague_biz

SUBSCRIBERS

440 520

-15255 per month

ERR (% SEE POSTS)

1.0%

in 24 hrs **0.4%**

REACH/POST

3.2K

ad reach **1.7K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

SUBSCRIBERS 440 520 —	SUBS REACH 0.72% avg % of subs see a post	VIEWS/POST 3.2K median 3.3K · 29 days	POSTS/WEEK 14.5 over period
7D TREND -16.2% vs previous week	REACTIONS/POST 12.7 total 775 reactions, 533 reposts, 0 comments	POST LENGTH 232 chars median 218 · 29 days	POSTS ANALYZED 61 29 days
AD REACH 1.7K 24h avg	CHURN / MONTH -15255 last month	CITATION RATE 166 citation index · 535 channels mentioned all time	CHANNEL AGE 3 years 10 months created 12.08.2022

AI EDITOR SUMMARY

Channel «Cryptogram 𐄂» – 440 520 subs. Each post averages 3.2K people (1% of subs), reach is low – consider expanding audience. Publishes 14 posts per week (~2/day) – consistent schedule. For week 1–7 June reach dropped -16.2% to week 25–31 May – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 61 posts in 29 days.
- 02 Dominant format – Photo (59/61 posts).
- 03 Avg post length – 232 chars (median 218).
- 04 Peak audience activity – Saturday, 09:00 MSK.
- 05 Top posts get 2× more views than the weakest (4.1K avg for top vs 2.5K for worst) – among 61 posts over 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 08:39 PHOTO ☒MoonPay integrates crypto buying via ChatGPT MoonPay launched an app inside ChatGPT Apps to buy Bitcoin...	VIEWS 4 161 REPOSTS 8	REACTIONS 8 ER 0.9%
Nº2 26.05 · 14:16 PHOTO !!Media report Ivan Insider missing According to media, the streamer went off the grid after a meeting in Moscow, his disappearance may...	VIEWS 4 126 REPOSTS 6	REACTIONS 12 ER 0.9%
Nº3 23.05 · 06:31 PHOTO ☒88-year-old trader builds fortune day trading A Japanese investor turned ~\$387 into a fortune over decades of day trading...	VIEWS 4 087 REPOSTS 26	REACTIONS 24 ER 0.9%

Nº4 22.05 · 05:51 PHOTO ☒☒ Russia opens case over crypto taxes In Astrakhan, a local resident is suspected of tax evasion after...	VIEWS 4 035 REPOSTS 22	REACTIONS 32 ER 0.9%
Nº5 27.05 · 06:27 PHOTO ☒☒ Mastercard & Chainlink simplify on-chain crypto buys Mastercard and Chainlink are developing a solution to buy...	VIEWS 3 945 REPOSTS 7	REACTIONS 9 ER 0.9%

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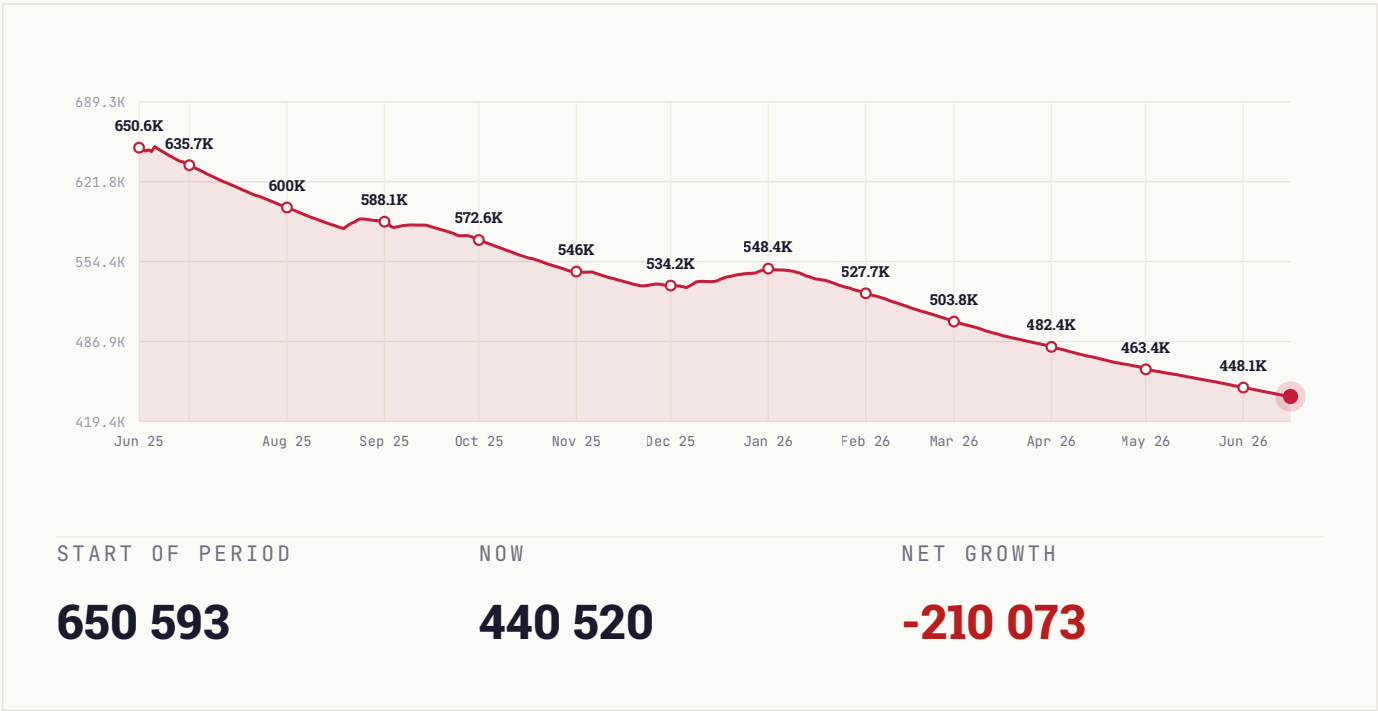
WORST 3

↓ 11.06 · 14:33 PHOTO ☒☒ Investors stash cash for biggest IPO Jim Cramer says capital is moving out of crypto, precious metals, and...	VIEWS 2 546 REPOSTS 6	REACTIONS 10 ER 0.6%
↓ 12.06 · 07:29 PHOTO ☒ Tether bets on robots Tether led the Series C funding round of German NEURA Robotics for \$1.4...	VIEWS 2 433 REPOSTS 6	REACTIONS 9 ER 0.6%
↓ 12.06 · 14:08 PHOTO ☒ Crypto community buzzes about \$TRUMP again On Trump's birthday, X sees growing speculation about a possible rise...	VIEWS 2 402 REPOSTS 7	REACTIONS 14 ER 0.5%

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 and which lost subs.

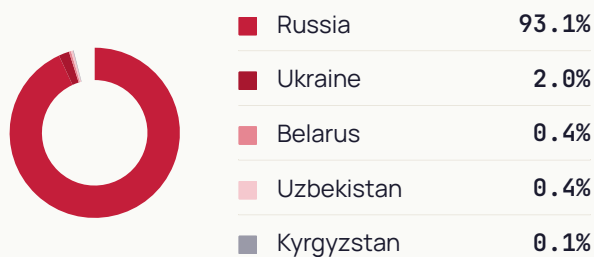


SECTION 04 • MENTIONS

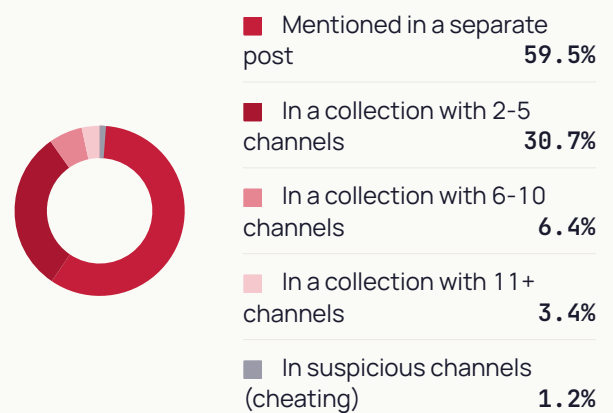
Who and how mentions the channel

Citation index **166** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **535** different channels.

COUNTRIES MENTIONING



MENTION FORMAT



WHAT SIZE CHANNELS MENTION



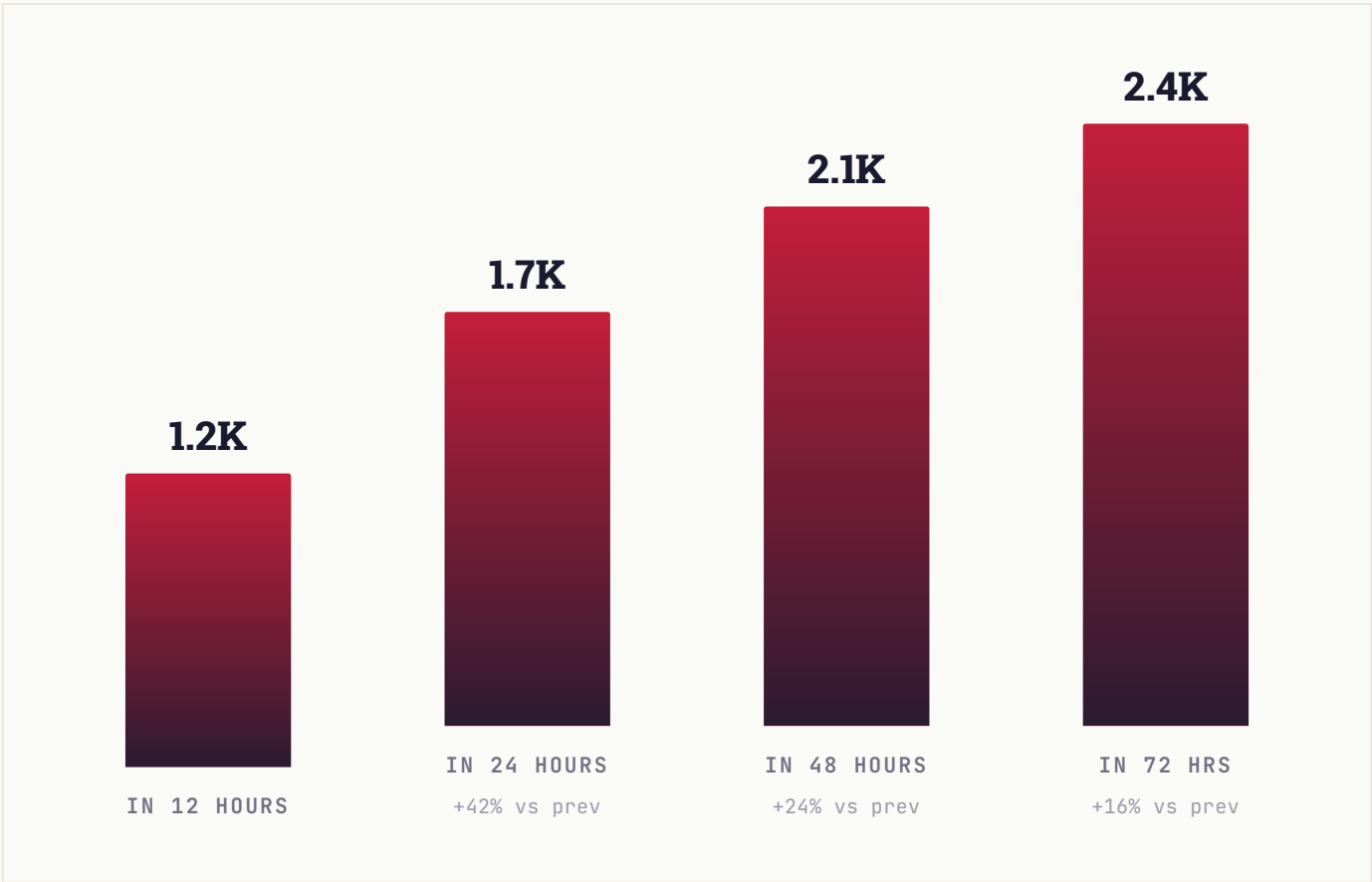
MENTION TOPICS



— 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 relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
OH 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
C Cryptogram YOU	440.5K

COMPARATIVE INSIGHT

Channel in top half of niche (#40 of 99). Niche leader: OKX News (4.8M), median subs 307.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **194**, they brought **27 877** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	12	2	15 743
Nov 2025	38	24	1 721
Oct 2025	56	20	0
Sep 2025	29	11	2 243
August 2025	18	4	8 170
July 2025	41	6	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
194	6	27 877

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Cryptocurrencies» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#40/100

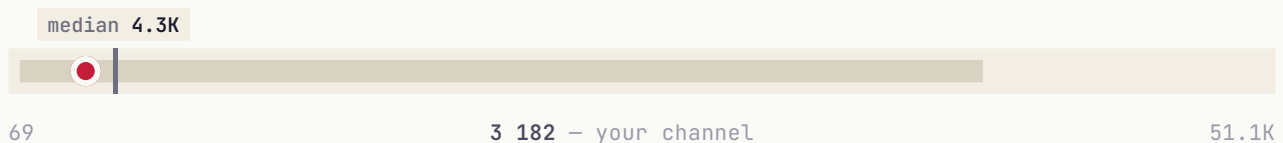
RANK IN NICHE

Channel in top half of rating

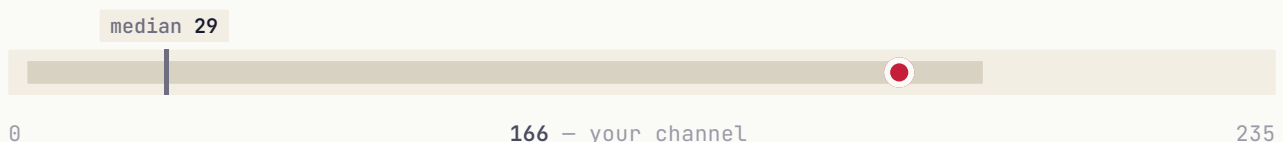
SUBSCRIBERS

better than 55% of niche


AVG REACH / POST

26% below median


CITATION INDEX

better than 85% of niche


— 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 09:00 MSK audience is most active.

EFFECT
Best window for an important post
- 02

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

EFFECT
Video retains audience better
- 03

ER below niche benchmark — rethink formats
Current ER 0.72% vs norm 6.5%. Try polls and interactive formats.

EFFECT
+5.8pp ER
- 04

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

EFFECT
+1000-3000 subs
- 05

Test polls and 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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data.

To go further — run ads with us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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