

— PROMTPRESS PUBLIC REPORT

Channel audit

DeCenter — blockchain, bitcoin, investments



@decenter

#1 channel on blockchain, crypto & DeFi. 📺Ads — @DCTeam

SUBSCRIBERS

2 230 972

ERR (% WHO SEE
POSTS)

REACH/POST

46.2K

-159349 per month

3.0%
per day 1.8%

ad reach 40.9K/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.

 SUBSCRIBERS 2 230 972 —	 SUBS REACH 2.07% avg % subs see post	 VIEWS/POST 46.2K median 46.2K · 29 days	 POSTS/DAY 10.0 ~70 per week
 7D TREND -5.8% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 328 chars median 271 · 29 days	 POSTS ANALYZED 294 29 days
 AD REACH 40.9K 24h avg	 CHURN / MONTH -159349 last month	 CITATION RATE 791 citation index · 3,987 channels mentioned ever	 CHANNEL AGE 10 years 5 months created 11.01.2016

AI EDITOR SUMMARY

Channel «DeCenter — blockchain, bitcoin, investments» — 2 230 972 subs. Each post averages 46.2K people (2% of subs), reach is low — consider expanding audience. Publishes 70 posts per week (~10/day) — active posting. For week 1–7 June reach dropped -5.8% to week 25–31 May — worth analyzing reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **294** posts over 29 days.
- 02 Dominant format – **Text** (165/294 posts).
- 03 Avg post length – **328** chars (median 271).
- 04 Peak audience activity – **Saturday**, 14:00 MSK.
- 05 Top posts get **3×** more views than the weakest (93.8K avg for top vs 27.9K for worst) – among 294 posts over 29 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 11:00 PHOTO 🔗 FBI seized over \$8B in crypto – the largest crypto asset confiscation in US history. The operation targeted...	VIEWS 113 310 REPOSTS 552	REACTIONS — ER 5.1%
Nº2 21.05 · 15:43 TEXT 🔗 Russian decided to declare crypto income but ended up with a criminal case – investigators claim he earned from selling crypto...	VIEWS 109 638 REPOSTS 1 505	REACTIONS — ER 4.9%
Nº3 19.05 · 07:06 PHOTO 🔗 Fear & Greed Index has again dropped to extreme fear (25). @DeCenter	VIEWS 58 319 REPOSTS 61	REACTIONS — ER 2.6%

Nº4 29.05 · 19:18 TEXT 🔗🔗 As of today, the US has seized \$1B in crypto from Iran — said US Treasury Secretary Scott Bessent. @DeCenter	VIEWS 56 212 REPOSTS 106	REACTIONS — ER 2.5%
Nº5 31.05 · 10:00 PHOTO FundX announces prediction contest: — June 1-30 — Prizes in USDT — Winners: top 10 users with at least 30...	VIEWS 55 471 REPOSTS 26	REACTIONS — ER 2.5%

|

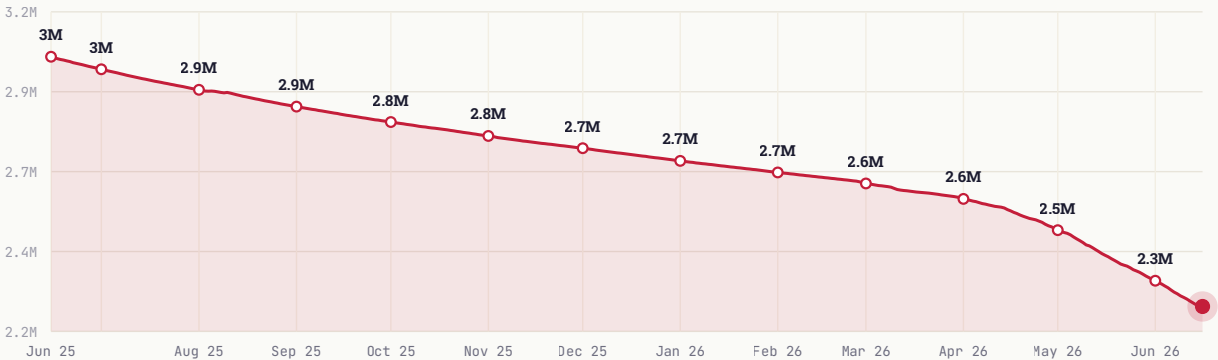
WORST 3

↓ 29.05 · 11:17 TEXT 🔗 Claude Opus 4.8 was hacked just 7 minutes after release — and it was done by the previous version Claude Opus 4.7. The old model managed to...	VIEWS 29 393 REPOSTS 242	REACTIONS — ER 1.3%
↓ 09.06 · 17:03 PHOTO 🔗 Anthropic released public model Fable — a lightweight AI model based on Claude Mythos, but with severely limited capabilities. 🔗 LIVE	VIEWS 28 656 REPOSTS 113	REACTIONS — ER 1.3%
↓ 04.06 · 06:12 PHOTO 🔗 TON showed the strongest growth in transaction count among major blockchains over the last 30 days, beating Sui, Base, Aptos, and Tron. 🔗...	VIEWS 25 661 REPOSTS 58	REACTIONS — ER 1.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

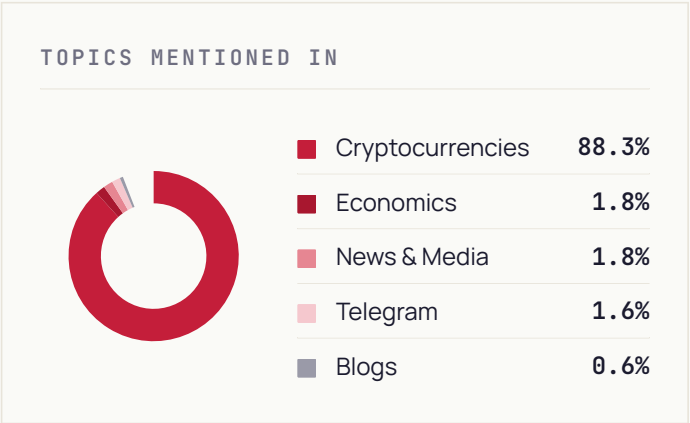
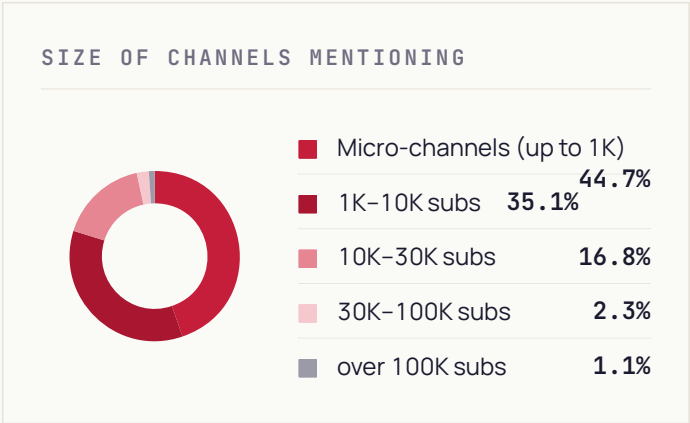
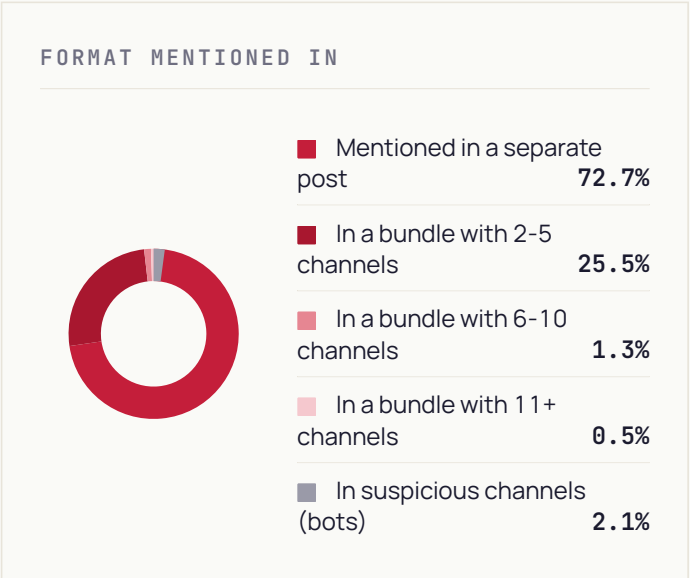
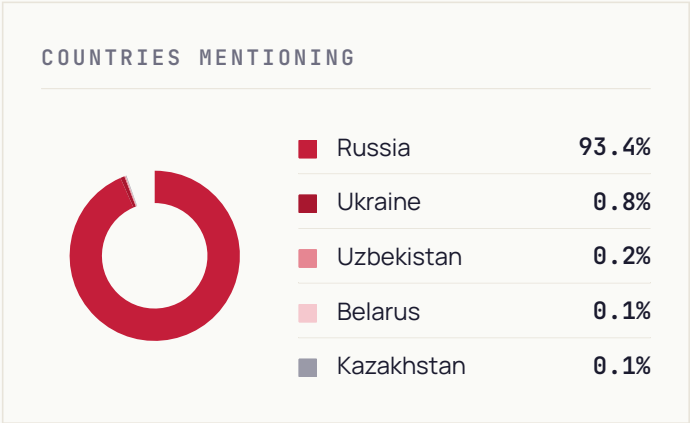


START OF PERIOD	NOW	NET GROWTH
3 031 900	2 231 217	-800 683

SECTION 04 · MENTIONS

Who mentions the channel and how

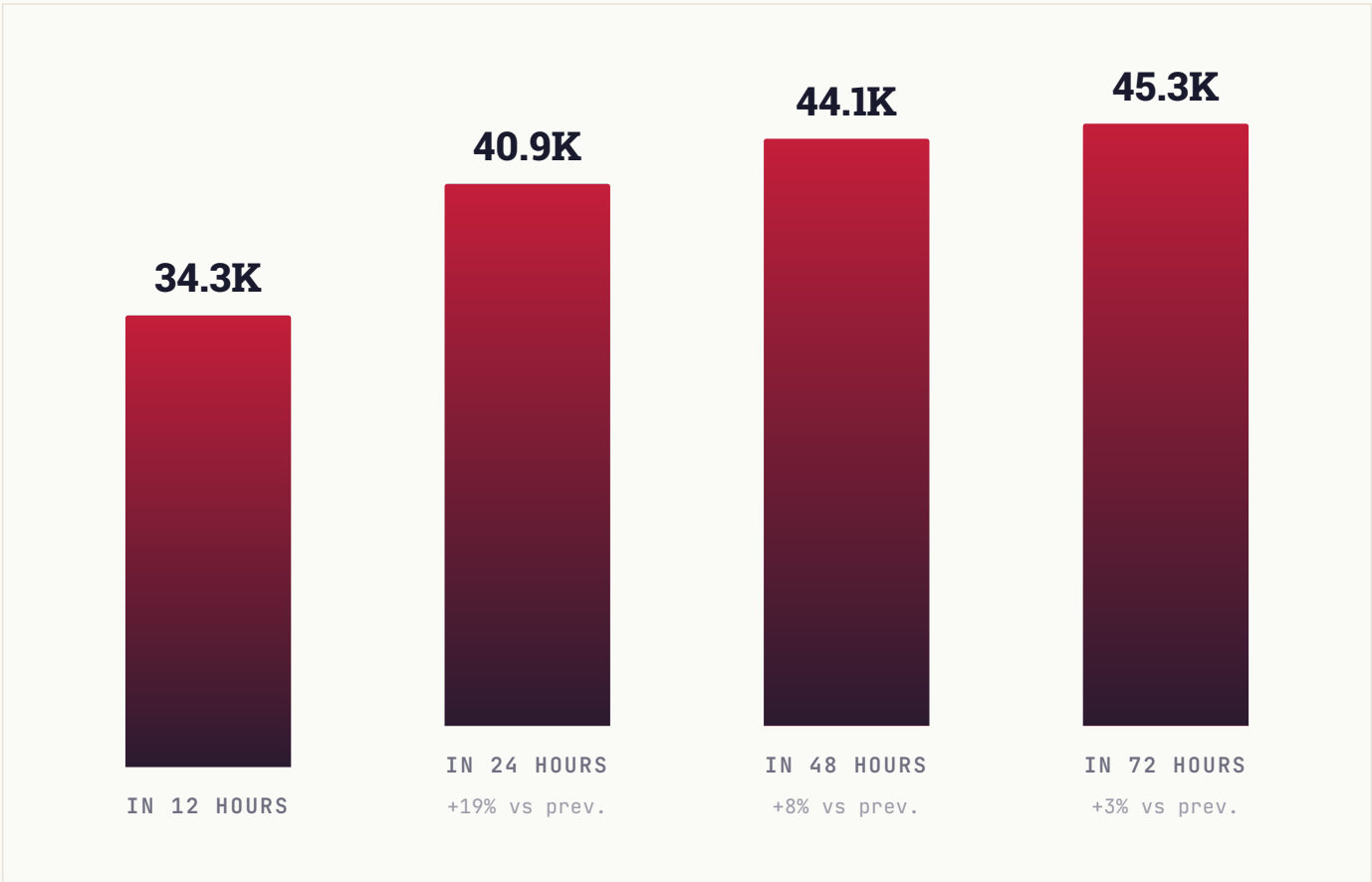
Citation index **791** — channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **3 987** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge 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 rank among niche peers.

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 YOU	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
TA TON AirDrop (RU) 🇷🇺	1.3M

COMPARATIVE CONCLUSION

Channel intop 10 of niche (#5 of 99). Strong position. Niche leader — OKX News (4.8M), 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 record posts in other channels that mention your channel. Over the last **6 months** such mentions were **7 308**, they brought **1 775** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	1 320	131	0	
Nov 2025	1 096	130	0	
Oct 2025	1 361	159	0	
Sep 2025	1 187	143	0	
August 2025	1 064	112	1 775	
July 2025	1 280	142	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
7 308	6	1 775

SECTION 08 · NICHE COMPARISON

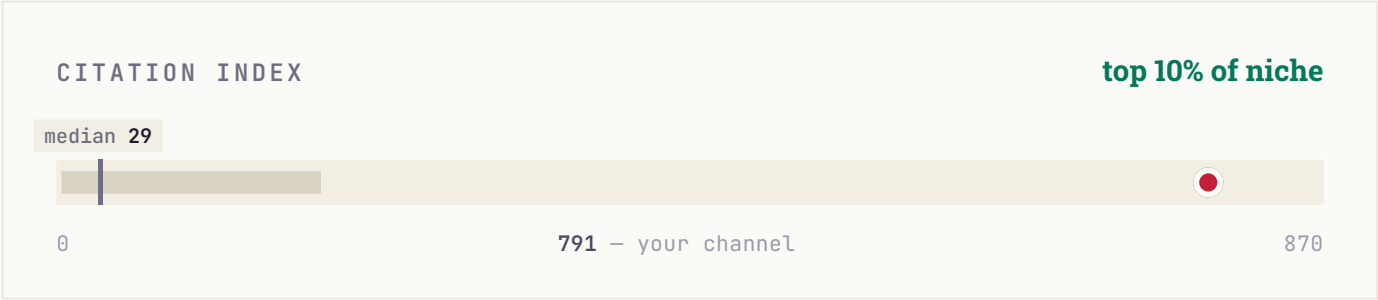
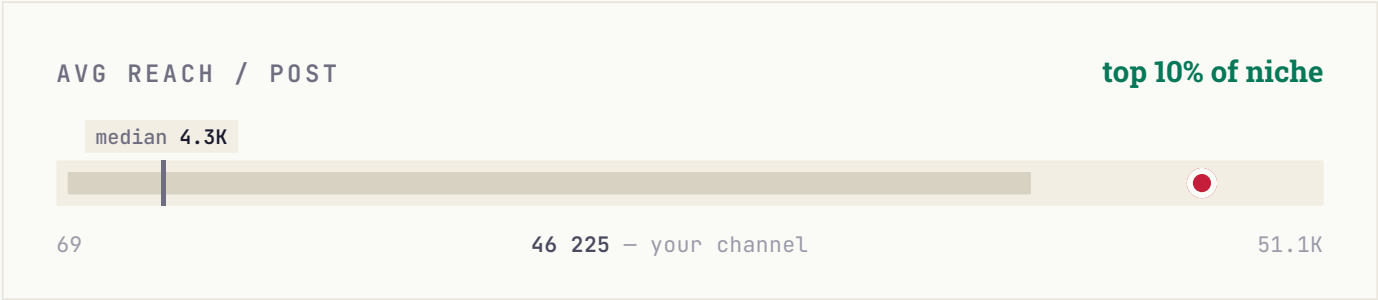
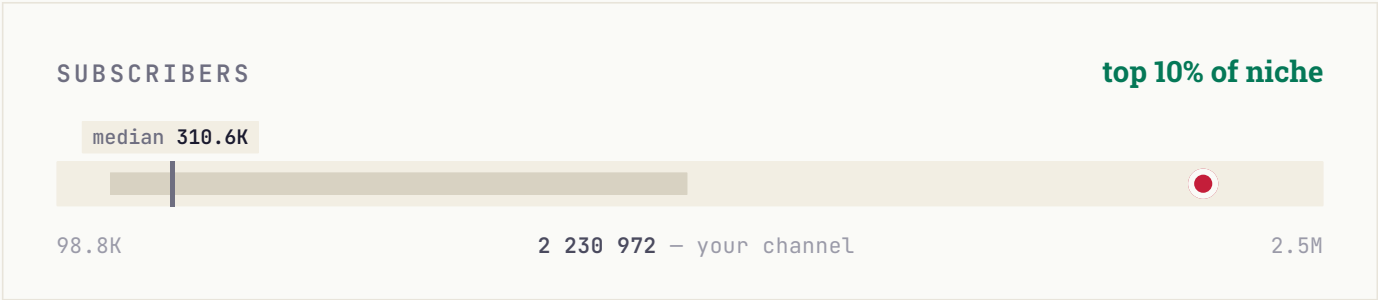
Where the channel stands in its league

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

#5/100

RANK IN NICHE

Channel in top 5% crypto Russia



— 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

Audience is most active on this day at 14:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

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

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 2.07% vs norm 6.5%. Try polls and interactive formats.

EFFECT

+4.4pp ER
- 04

System 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
- 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 minutes using public data. To go further — run ads through us and hit your growth target in a month.

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

02 **Contact manager** t.me/PromptPress_manager
