

PROMTPRESS PUBLIC REPORT

Channel audit

DEFI Scam Check



@defiscamcheck

DeFi news and Alpha every day. Ru-channel for deep research of fresh defi projects.

SUBSCRIBERS

49 165

-267 per month

ERR (% SEE POSTS)

36.0%

per day **19.1%**

REACH/POST

17.2K

ad reach **9.4K/24h**

— TABLE OF 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 generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Position in «Cryptocurrencies» category

09 Strategy

5 priority actions

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 49 165 —	 SUBS REACH 34.94% avg % of subs see post	 VIEWS/POST 17.2K median 16.4K · 12 days	 POSTS/WEEK 4.4 over period
 7D TREND -35.7% vs previous (week still ongoing)	 REACTIONS/POST — MTPROTO only	 POST LENGTH 659 chars median 689 · 12 days	 POSTS ANALYZED 8 12 days
 AD REACH 9.4K 24h avg	 CHURN / MONTH -267 last month	 CITATION RATE 177 citation index · 962 channels mentioned all time	 CHANNEL AGE 5 years 8 months created 20.10.2020

AI EDITOR SUMMARY

Channel «DEFI Scam Check» — 49 165 subs. Each post averages 17.2K people (35% of subs), good reach. Publishes 4 posts per week (~1/day) — rare posts. For week Jun 29 – Jul 5, reach shows -35.7% to week Jun 22–28 (short sample).

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 8 posts over 12 days.
- 02 Dominant format – Photo (4/8 posts).
- 03 Avg post length – 659 chars (median 689).
- 04 Peak audience activity – Thursday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (21.5K avg for top vs 13.4K for worst) – among 8 posts in 12 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 25.06 · 13:47 TEXT 76\$ for STRC, 60200\$ UPD 58500\$ for BTC, 89\$ for MSTR Feels like a targeted attack on Saylor Dumping shares so he can't...	VIEWS 26 349 REPOSTS 386	REACTIONS — ER 53.6%
Nº2 25.06 · 16:06 TEXT Multicoïn spread hopium on HYPE In 2025 Hyperliquid generated ~\$873M revenue with \$2.9T trading volume. Major...	VIEWS 19 755 REPOSTS 194	REACTIONS — ER 40.2%
Nº3 18.06 · 16:44 PHOTO Царство паспера Financial instrument STRC by Michael Saylor trades 14% below parity The reason is quite simple - since February...	VIEWS 18 538 REPOSTS 277	REACTIONS — ER 37.7%

Nº4 24.06 • 17:56 PHOTO STRC Saylor -20% from par (\$80 price vs \$100 obligation) \$10B+ bonds trade 20% below par, even though...	VIEWS 17 571 REACTIONS — REPOSTS 187 ER 35.7%
Nº5 21.06 • 06:33 TEXT How sandwich bot Jared got scammed for ~\$14M If you've been in this space long enough, you've probably been squeezed...	VIEWS 15 139 REACTIONS — REPOSTS 452 ER 30.8%

WORST 3

↓ 24.06 • 05:21 PHOTO Roundhill launches a new monster — RAM fund, 2X exposure to ticker DRAM What is DRAM known for? Outperformed Blackrock...	VIEWS 14 819 REACTIONS — REPOSTS 104 ER 30.1%
↓ 30.06 • 09:33 TEXT Garrett, is that you again? Second largest BTC liquidation in the last cycle 🤖🤖🤖🔴🔴🔴 #BTCUSD_PERP Liquidated Long...	VIEWS 14 365 REACTIONS — REPOSTS 120 ER 29.2%
↓ 01.07 • 10:27 PHOTO POTUS made money. You didn't Mr. Trump filed his annual financial report (for 2025) yesterday — 927 pages. Not a poor man...	VIEWS 10 884 REACTIONS — REPOSTS 445 ER 22.1%

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 grew and which it lost subs.

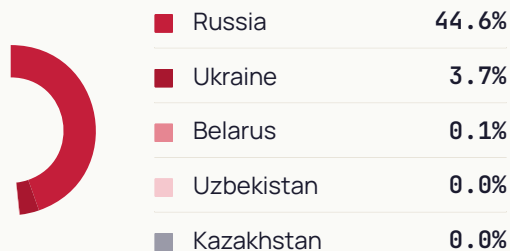


SECTION 04 • MENTIONS

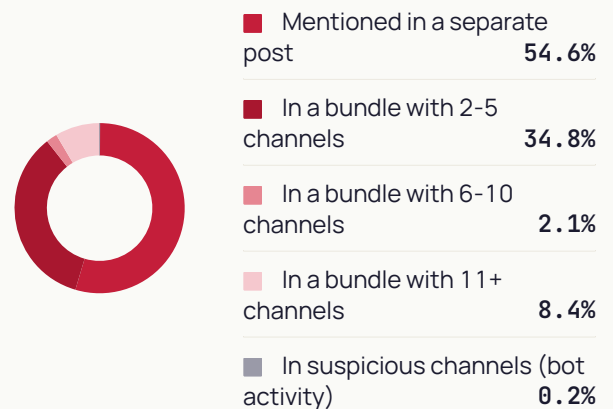
Who mentions the channel and how

Citation index **177** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **962** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



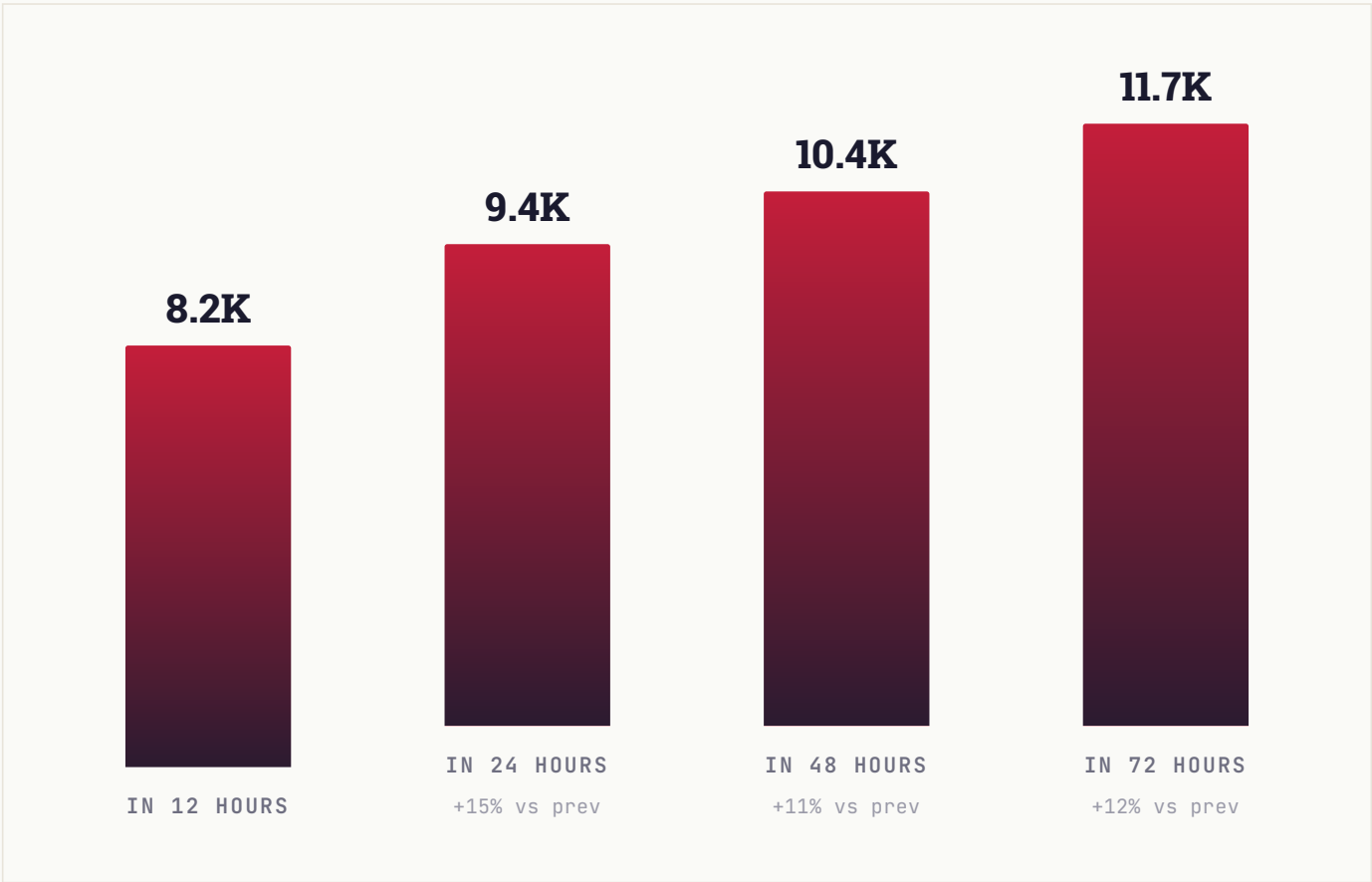
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BA Blum: All Crypto – One App	16.8M
MC Major Community	13M
CE Catapult Extreme	9.9M
RO Roxman	8.8M
DC DOGS Community	7.9M
GO Gram of TON	7.4M
FH FX Holding Official	7.1M
TF Time Farm News	6.1M
TT Tofan Trade سیگنال کریپتو	5.3M
TN Tonkeeper News	5.3M
DS DEFI Scam Check YOU	49.2K

COMPARATIVE CONCLUSION

Channel yet outside top 100 niche — early growth stage. Niche leader — Blum: All Crypto – One App (16.8M), top-100 median: 2.2M. First goal — enter top-100 through systematic work on traffic and content.

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 **683**, they brought **1 804** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	153	12	74
December 2025	64	8	19
Nov 2025	63	9	67
Oct 2025	145	21	1 085
Sep 2025	128	21	184
August 2025	130	24	375

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
683	6	1 804

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 4.4 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Best post day of the week — Thursday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video post share

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

EFFECT

**Video retains
audience
better**

04

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**

05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

★ 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 hit your growth target in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
----	-------------------------------	---

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