

PROMTPRESS PUBLIC REPORT

# Channel audit

## DeLab Team



@deLab

The innovation-driven development team behind TVM. ■SIM:  
@desimtonbot — — — ■Support: @ndurov ■Community:  
@delabcommunity ■Partnership: @metasalienc

SUBSCRIBERS

**217 182**

-16549 per month

ERR (% SEE POSTS)

**4.0%**

per day 1.6%

REACH/POST

**7.7K**

ad reach 3.6K/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.

|                                                                                                                                                           |                                                                                                                                                                                           |                                                                                                                                                                                            |                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>217 182</div><div>—</div></div>         | <div><div> SUBSCRIBER REACH</div><div>3.54%</div><div>avg % subs see post</div></div>                    | <div><div> VIEWS/POST</div><div>7.7K</div><div>median 7.7K · —</div></div>                                | <div><div> POSTS/WK</div><div>1.0</div><div>over period</div></div>                         |
| <div><div> 7D TREND</div><div>—</div><div>no data for period</div></div> | <div><div> REACTIONS/POST</div><div>45.0</div><div>total 45 reactions, 5 reposts, 2 comments</div></div> | <div><div> POST LENGTH</div><div>435 chars</div><div>median 435 · —</div></div>                           | <div><div> POSTS IN ANALYSIS</div><div>1</div><div>—</div></div>                            |
| <div><div> AD REACH</div><div>3.6K</div><div>24h avg</div></div>        | <div><div> CHURN / MONTH</div><div>-16549</div><div>last month</div></div>                              | <div><div> CITATIONS</div><div>27</div><div>citation index · 312 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>3 years 7 months</div><div>created 27.10.2022</div></div> |

AI EDITOR SUMMARY

Channel «DeLab Team» — 217 182 subs. Each post averages 7.7K people (4% subs), reach is low — need to grow audience. Publishes 1 posts per week (~0 per day) — infrequent.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 1 posts for –.
- 02 Dominant format – **Photo** (1/1 posts).
- 03 Avg post length – **435** chars (median 435).
- 04 Audience activity peak – **Friday, 19:00 MSK**.
- 05 Top posts get **0×** more views than the weakest (2.6K avg for top vs 7.7K for worst) – among 1 posts for –. Worth analyzing what the top has in common – topic, format, timing.

TOP 1 POSTS

|                                                                                                                                                                                                                           |         |           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div><div>Nº1</div><div>29.05 · 16:30</div><div>PHOTO</div></div> <div>Say hi to the new DeSim ☒ We rebuilt the app from the ground up. Everything's in its place now and it's genuinely easier to use. Grabbing...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                           | 7 691   | 45        |
|                                                                                                                                                                                                                           | REPOSTS | ER        |
|                                                                                                                                                                                                                           | 5       | 3.5%      |

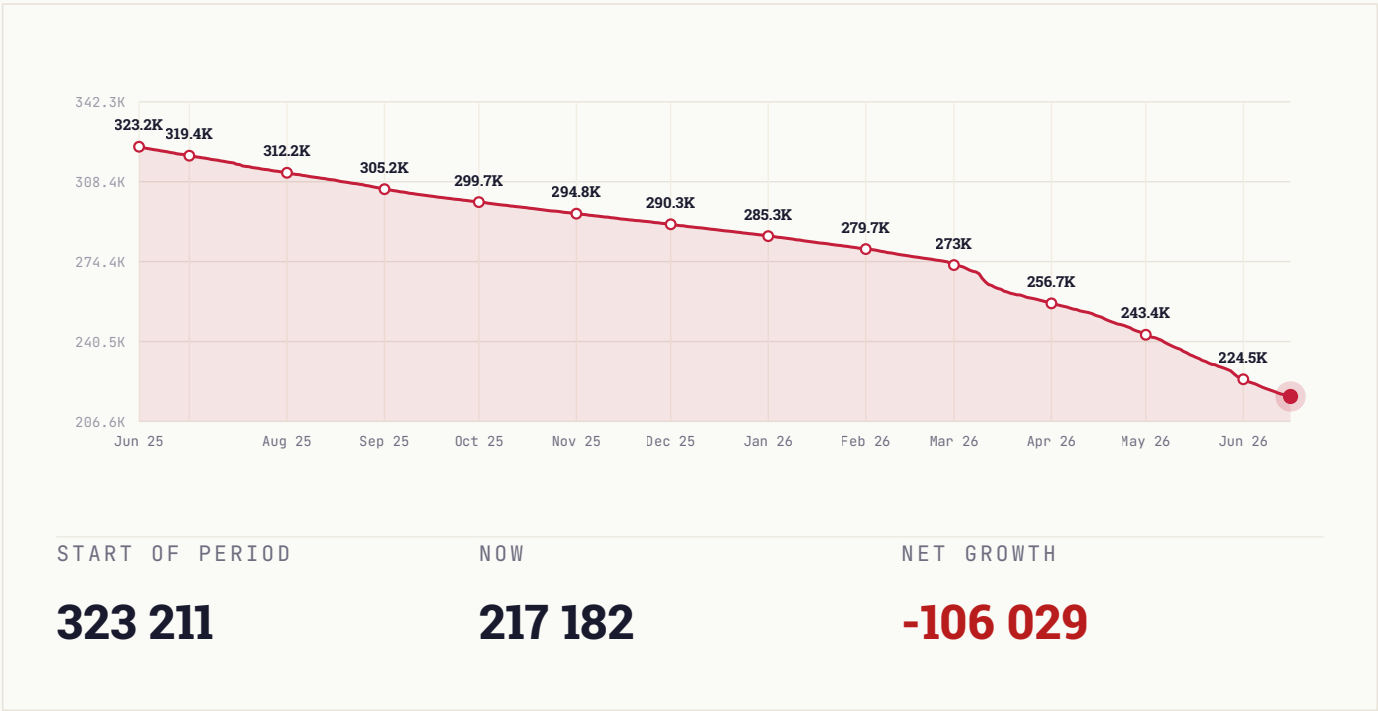
WORST 1

|                                                                                                                                                                                                                         |         |           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div><div>↓</div><div>29.05 · 16:30</div><div>PHOTO</div></div> <div>Say hi to the new DeSim ☒ We rebuilt the app from the ground up. Everything's in its place now and it's genuinely easier to use. Grabbing...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                         | 7 691   | 45        |
|                                                                                                                                                                                                                         | REPOSTS | ER        |
|                                                                                                                                                                                                                         | 5       | 3.5%      |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

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

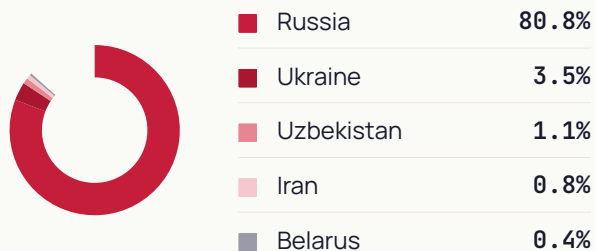


## — SECTION 04 • MENTIONS

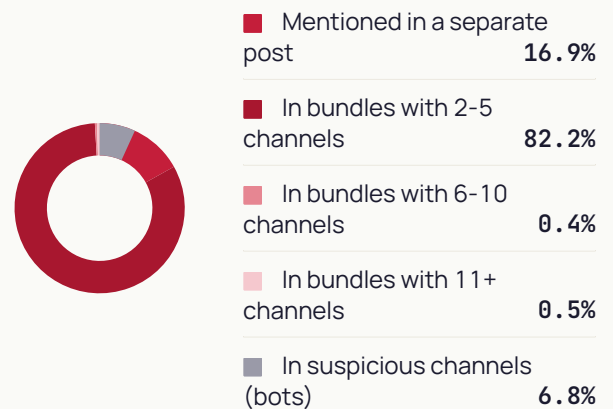
# Who mentions the channel and how

Citation index **27** — 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 a 1K subs channel. All time channel was mentioned **312** different channels.

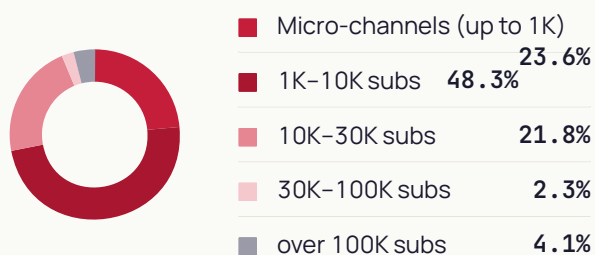
## MENTION COUNTRIES



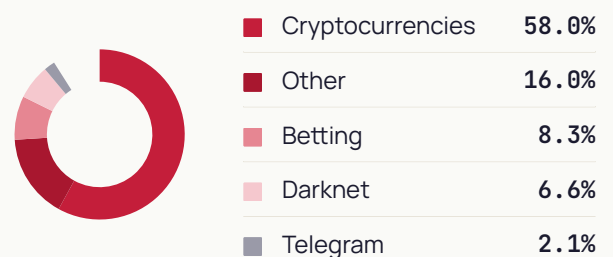
## FORMAT OF MENTIONS



## SIZE OF CHANNELS THAT MENTION



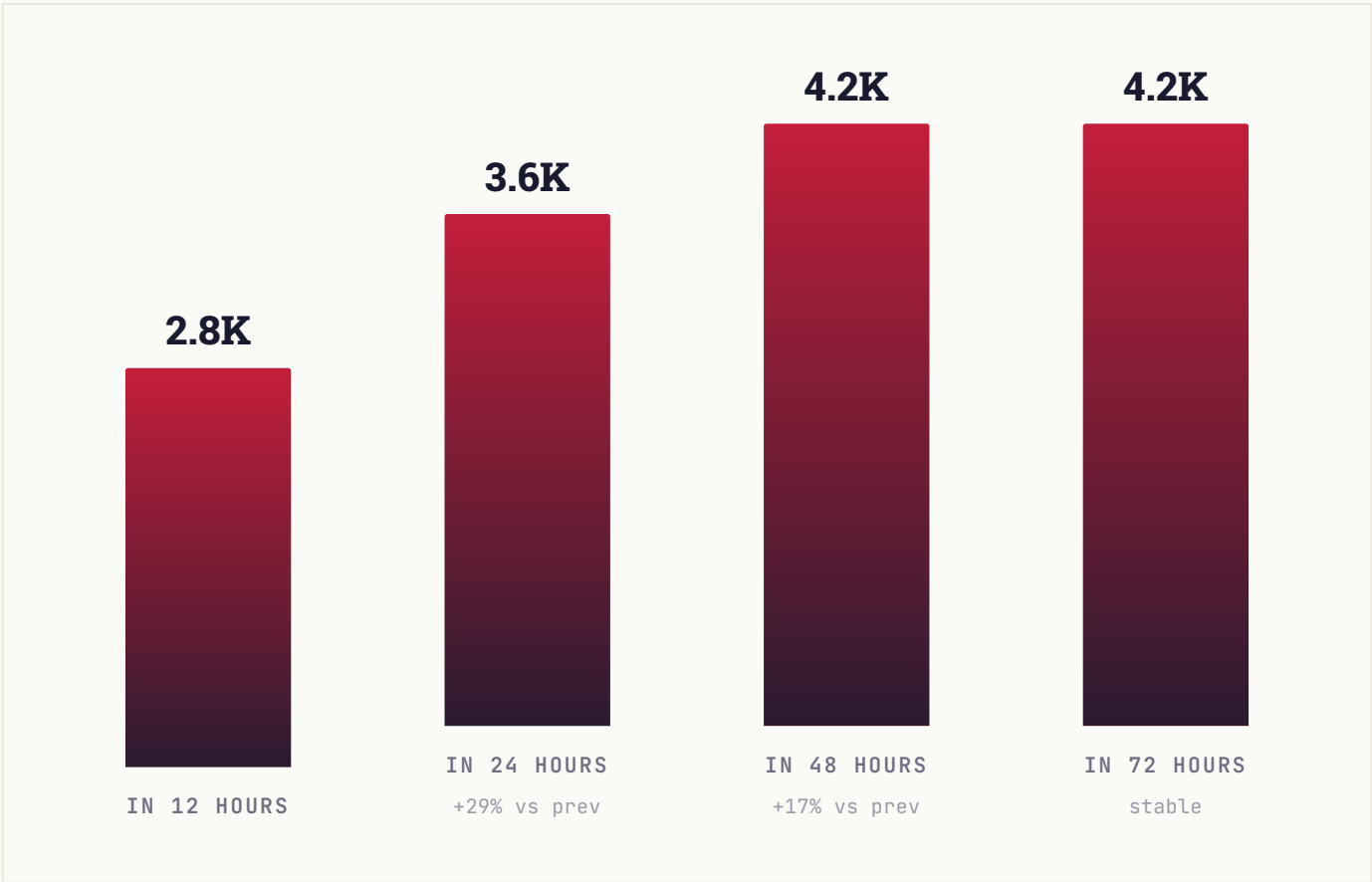
## TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should 'live'.



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 |
|------------------------------------------------|-------------|
| 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        |
| DT DeLab Team YOU                              | 217.2K      |

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#81 of 99). Niche median — 307.7K subs. First growth KPI — reach median. Leader: OKX News (4.8M).



## — SECTION 07 · NICHE COMPARISON

# Where the channel stands in its league

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

## #81/100

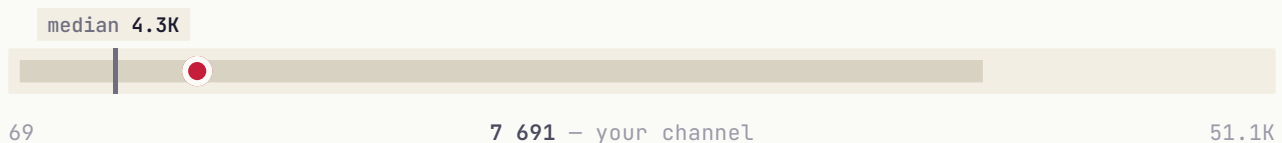
POSITION IN NICHE

**Channel in the bottom half of the ranking**

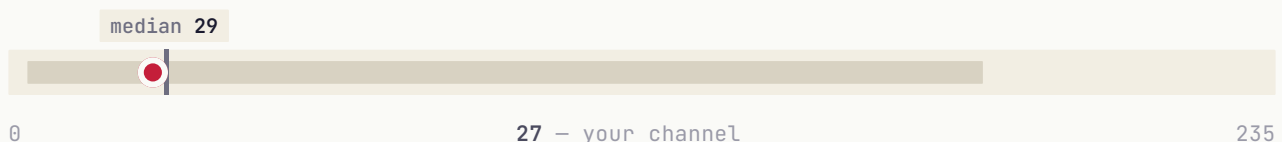
### SUBSCRIBERS

**30% below median**

### AVG REACH / POST

**better than 53% of niche**

### CITATION INDEX

**7% below median**

## — SECTION 08 · STRATEGY

# What to do right now

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

**01****Increase posting frequency**

Now 1.0 posts/wk. Active channels average 7-10.  
Consistency is key to retention.

EFFECT

**Consistency  
beats volume****02****Main post of the week — on Friday**

Audience most active on this day at 19:00 MSK.

EFFECT

**Best window  
for an  
important post****03****Increase video posts**

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

EFFECT

**Video retains  
audience  
better****04****ER below niche benchmark — rethink formats**

Current ER 3.54% vs norm 6.5%. Try polls and  
interactive formats.

EFFECT

**+3.0pp 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 us to do this **PromptPress?**

This audit is what we can do in a few minutes using public data.  
To go further – run ads through us and hit your growth plan in a month.

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

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**02**      **Contact manager**      [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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