

PUBLIC PROMTPRESS REPORT

Channel audit

Digitality /

Диджиталити



@digitality

■ I don't know why I created this channel, but it's supposedly about crypto and Trump ■ Our chat - @digitality_chat ■ Collab/ads - @hlfblood ■ Managers - @egor_unique #MTONGA

SUBSCRIBERS

224 267

-7085 per month

ERR (% WHO SEE POSTS)

4.0%

per day **3.4%**

REACH/POST

8.2K

ad reach **7.7K/24h**

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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 224 267 —	 SUBS REACH 3.64% avg % subs see post	 VIEWS/POST 8.2K median 8.2K · 29 days	 POSTS/WEEK 9.1 for the period
 7D TREND -1.1% vs previous week	 REACTS/POST 108.6 total 4,128 reactions, 198 reposts, 5,047 comments	 POST LENGTH 505 chars median 452 · 29 days	 POSTS ANALYZED 38 29 days
 AD REACH 7.7K 24h avg	 CHURN / MONTH -7085 for the last month	 CITATION RATE 72 citation index · 355 channels mentioned all time	 CHANNEL AGE 2 years 12 days created 04.06.2024

AI EDITOR SUMMARY

Channel «Digitality / Диджиталити» — 224 267 subs. Each post averages 8.2K people (4% from subs), reach is low — should grow audience. Publishes 9 posts per week (~1/day) — regular schedule. Week of June 1–7 reach stable (-1.1% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **38** posts over 29 days.
- 02 Dominant format — **Photo** (34/38 posts).
- 03 Avg post length — **505** chars (median 452).
- 04 Peak audience activity — **Friday, 19:00 MSK**.
- 05 Top posts get **×1** more views than the weakest (8.5K avg for top vs 7.5K for worst) — among 38 posts over 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 16:33 **VIDEO**
(no caption post — video)

VIEWS	REACTS
8 512	42
REPOSTS	ER
2	3.8%

Nº2 05.06 · 09:06 **PHOTO**
📌 Back to basics. GRAM is \$1.5 again Black Friday hit the market. Everyone suffered, but the hardest hit was...

VIEWS	REACTS
8 505	83
REPOSTS	ER
4	3.8%

Nº3 29.05 · 07:59 **PHOTO**
📌 TON is no longer the top dog Today Fragment added new ways to buy stars and premiums: ❤️ For \$USDT, ETH networks are now available...

VIEWS	REACTS
8 495	101
REPOSTS	ER
1	3.8%

Nº4 19.05 · 10:10 PHOTO ☹️ As they say, BREAKING. Dollar at 70 already The US currency crashed today, leaving even less money in our pockets Bring back...	VIEWS 8 477 REPOSTS 5	REACTS 89 ER 3.8%
Nº5 27.05 · 16:44 PHOTO 🗑️ No news at all. So let's talk music Saw today that ElevenLabs upgraded their music generator. Tried it myself...	VIEWS 8 459 REPOSTS 2	REACTS 60 ER 3.8%

|

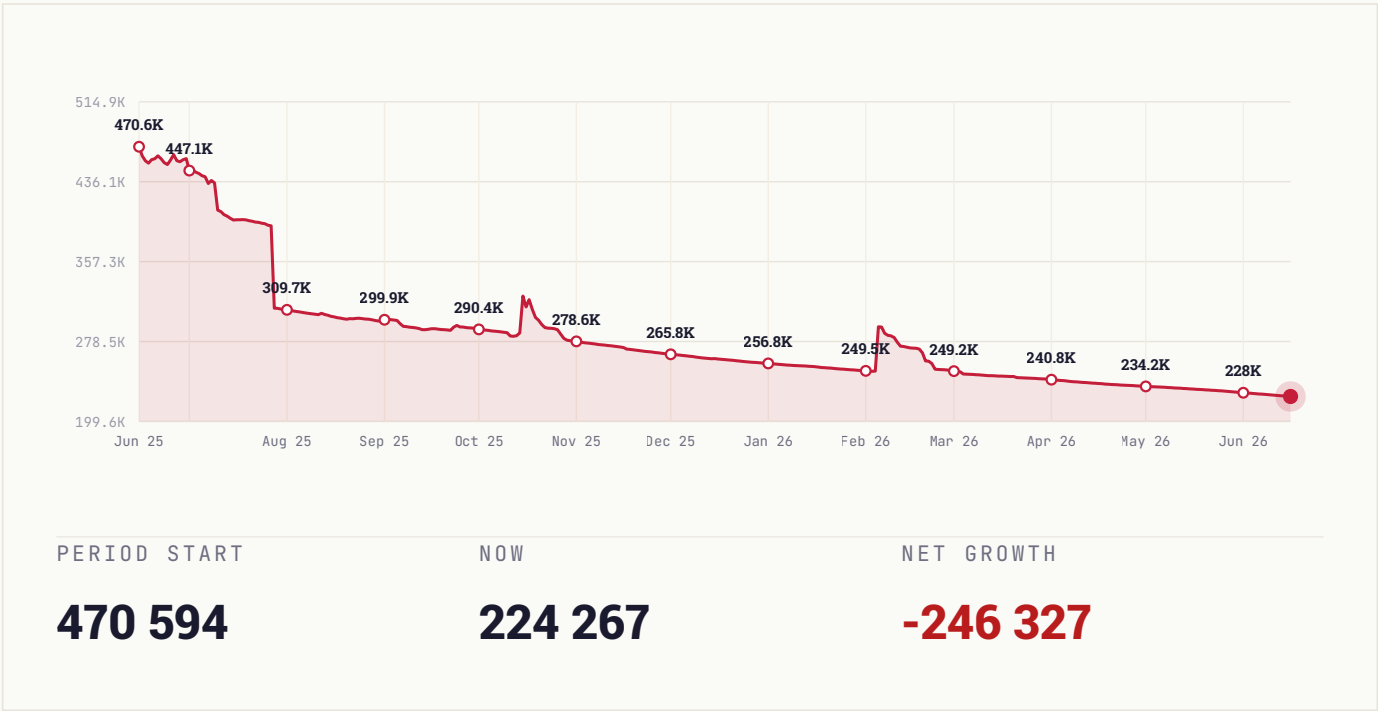
WORST 3

↓ 22.05 · 07:51 PHOTO 🗑️ Happy Bitcoin Pizza Day! Exactly 16 years ago a Florida programmer bought 2 pizzas at Papa John's for 10,000 \$BTC At that time it was \$41. a...	VIEWS 7 710 REPOSTS 10	REACTS 95 ER 3.4%
↓ 23.05 · 08:25 PHOTO 🗑️ Will we see \$TON at \$1 again? Amid the market-wide downturn, our favorite coin is also sliding down today 🗑️ The rate has already dropped to...	VIEWS 7 428 REPOSTS 2	REACTS 112 ER 3.3%
↓ 21.05 · 08:30 PHOTO 🗑️ REDO UPDATES ARE HERE I prepped this post a couple weeks ago and scheduled it to notify you on time Ohuenko 29...	VIEWS 7 380 REPOSTS 6	REACTS 105 ER 3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

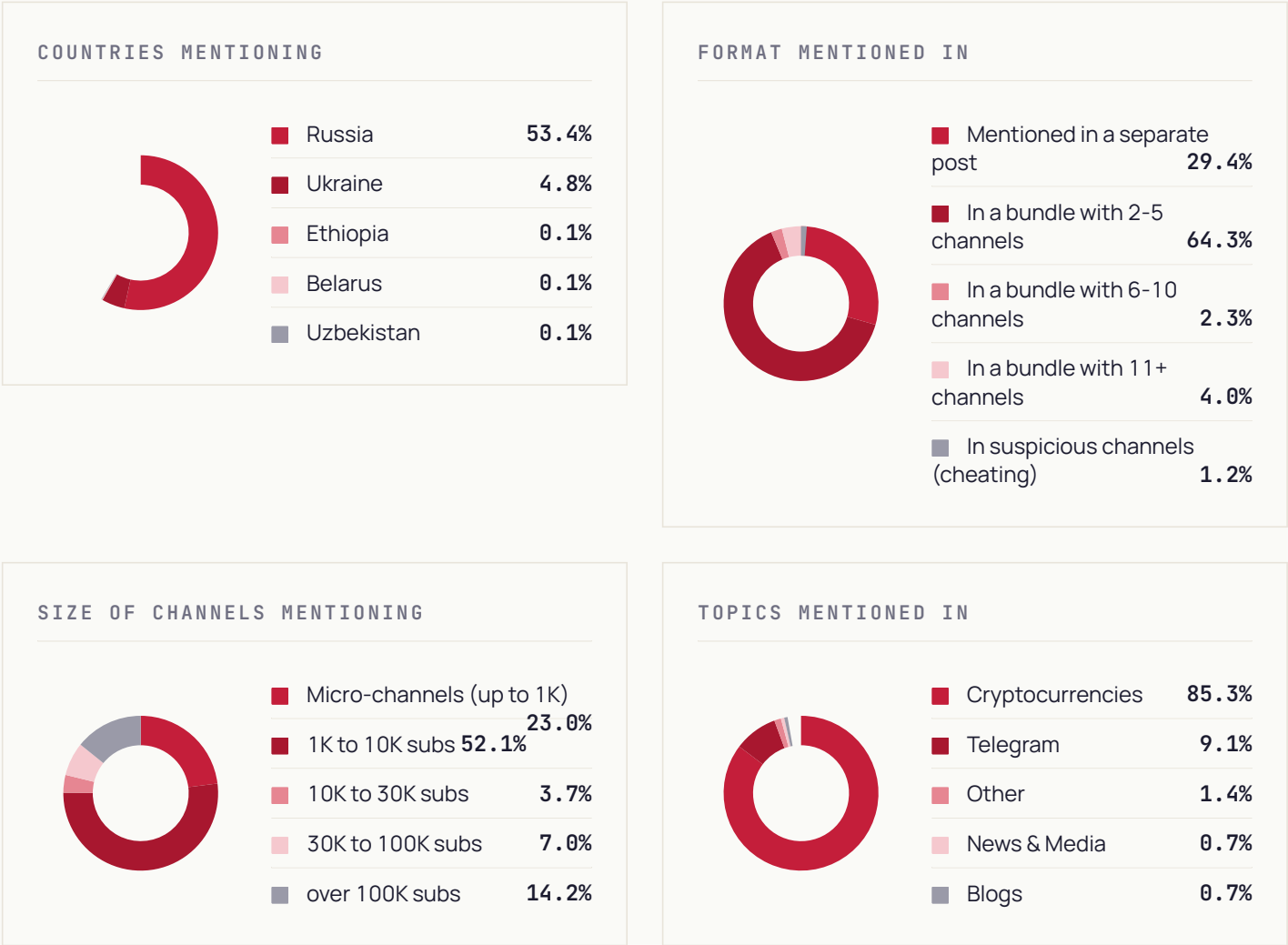
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

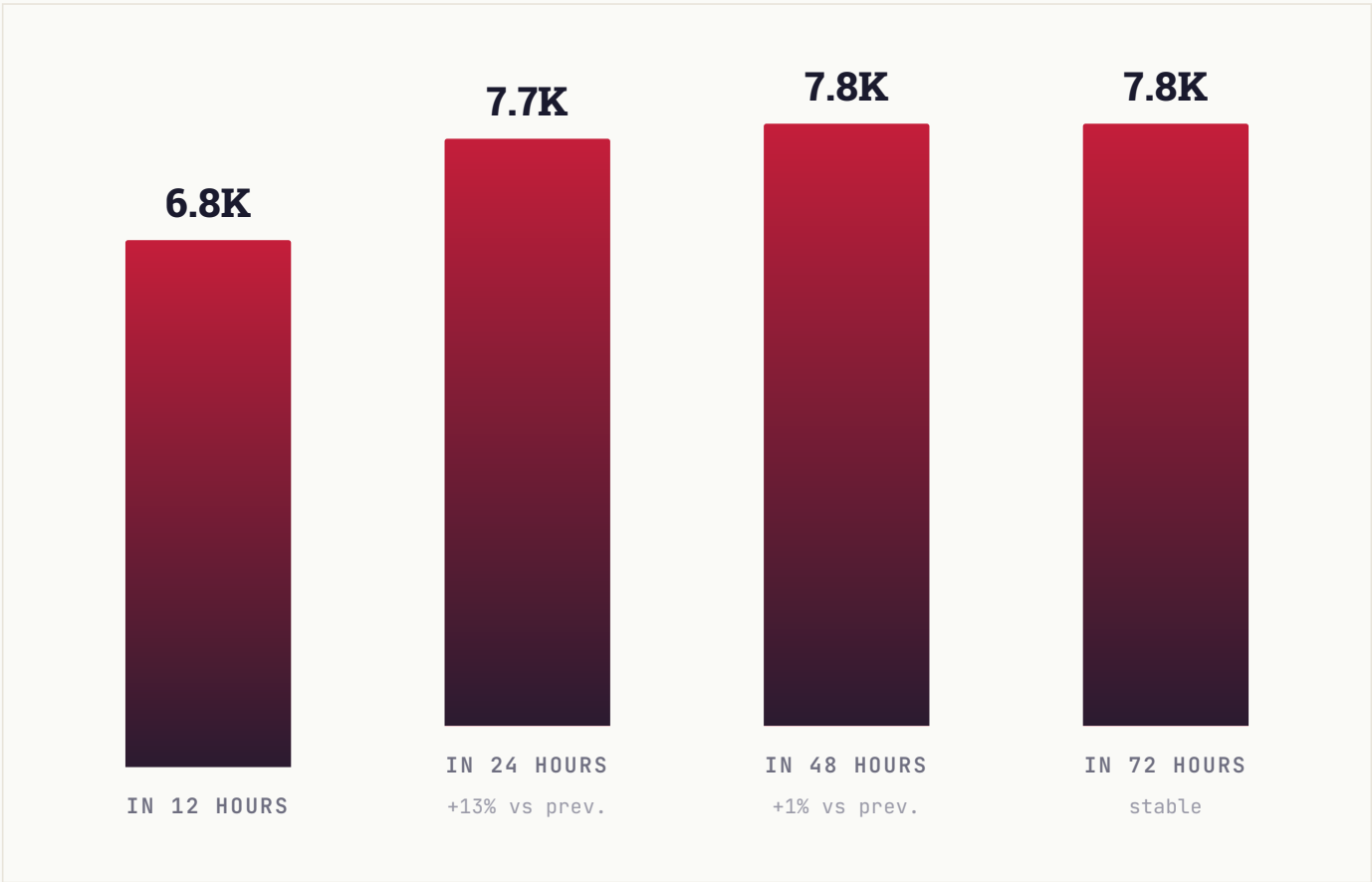
Citation index **72** – channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **355** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post 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 your niche rank.

CHANNEL	SUBSCRIBERS
OH OKX News	4.8M
NC 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 be infinite	1.9M
MI MILLIARDOM	1.5M
MS Semenchuk's Thoughts	1.4M
LC Ladesov Crypto	1.3M
D/ Digitality / Диджиталити YOU	224.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#75 of 99). Niche median — 307.7K subs. First growth KPI — reach median. Leader: OKX News (4.8M).

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 **120**, they brought **61 380** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	14	12	93	
Nov 2025	22	22	0	
Oct 2025	47	27	46 887	
Sep 2025	14	8	7 741	
August 2025	9	7	2 335	
July 2025	14	3	4 324	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
120	6	61 380

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.

#75/100

RANK IN NICHE

Channel in the bottom half of the ranking

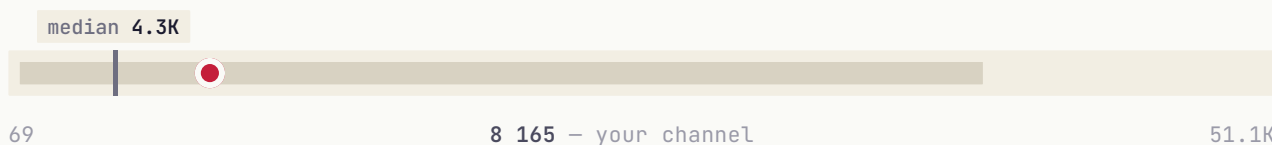
SUBSCRIBERS

28% below median



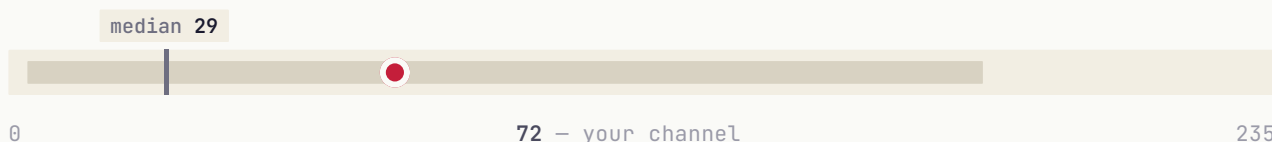
AVG REACH / POST

better than 54% of niche



CITATION INDEX

better than 61% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

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

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 3.64% vs norm 6.5%. Try polls and interactive formats.

EFFECT

+2.9pp ER

04

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**

05

Test polls and interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads with 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
