

PUBLIC PROMTPRESS REPORT

Channel audit

Director PEPE



@director_pepe

Gifts & crypto channel

SUBSCRIBERS

149 128

+11267 per month

ERR (% SEE POSTS)

7.0%

per day 3.4%

REACH/POST

9.1K

ad reach 5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 149 128 —	 SUBS REACH 6.09% avg % subs see post	 VIEWS/POST 9.1K median 8.9K · 26 days	 POSTS/WEEK 9.9 over period
 7D TREND +42.8% vs previous week	 REACTIONS/POST 53.1 only 1,964 reactions, 314 reposts, 529 comments	 POST LENGTH 84 chars median 58 · 26 days	 POSTS ANALYZED 37 26 days
 AD REACH 5K 24h avg	 CHURN / MONTH +11267 last month	 CITATION RATE 0 citation index · 10 channels mentioned ever	 CHANNEL AGE 10 months 11 days created 11.09.2025

AI EDITOR SUMMARY

Channel «Director PEPE» – 149 128 subs. Avg views per post: 9.1K people (6% from subs), reach is low – consider expanding audience. Publishes 10 posts/week (~1/day) – regular schedule. Week of Jul 6–12 reach grew +42.8% by week of June 29 – July 5 – positive trend.

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 37 posts over 26 days.
- 02 Dominant format – Photo (25/37 posts).
- 03 Avg post length – 84 chars (median 58).
- 04 Peak audience activity – Saturday, 19:00 MSK.
- 05 Top posts get 3x more views than the weakest (16.3K avg for top vs 5.9K for worst) – among 37 posts over 26 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

№111.07 · 16:20VIDEO	🎁 Castle skin leaked! Fake or real?	VIEWS	REACTIONS
		17 384	133
№210.07 · 14:45PHOTO	🎁 Limited cases with new gifts added to Gorilla! Opened a couple and instantly recouped. Try before they're gone.	REPOSTS	ER
		18	11.7%
№312.07 · 08:35PHOTO	🎁 Limited cases added to Frog! Inside: new gifts – figure and board.	VIEWS	REACTIONS
		15 870	42
		REPOSTS	ER
		9	10.6%
		VIEWS	REACTIONS
		15 520	76
		REPOSTS	ER
		3	10.4%

Nº4 12.07 • 15:34 **PHOTO**

 Redo upgrades coming soon! Telegram designer hinted. Who's excited?  Gorilla  Frog

VIEWS
14 533

REACTIONS
89

REPOSTS
11

ER
9.7%

Nº5 07.07 • 16:03 **TEXT**

Workers have nothing to fear: candies, torches and other similar gifts were definitely not stolen. Only the bourgeois probably suffered 

VIEWS
13 127

REACTIONS
44

REPOSTS
2

ER
8.8%

WORST 3

↓ 25.06 • 16:11 **PHOTO**

 Durov spotted in Georgia! Came to donate sperm?

VIEWS
6 811

REACTIONS
55

REPOSTS
12

ER
4.6%

↓ 25.06 • 09:17 **TEXT**

 Immediately deleted the VK app too. Waiting for iPhone ban in Russia?

VIEWS
6 049

REACTIONS
27

REPOSTS
4

ER
4.1%

↓ 19.07 • 10:50 **PHOTO**

 Upgrades for pens coming soon? Moved to completed pack.

VIEWS
4 925

REACTIONS
28

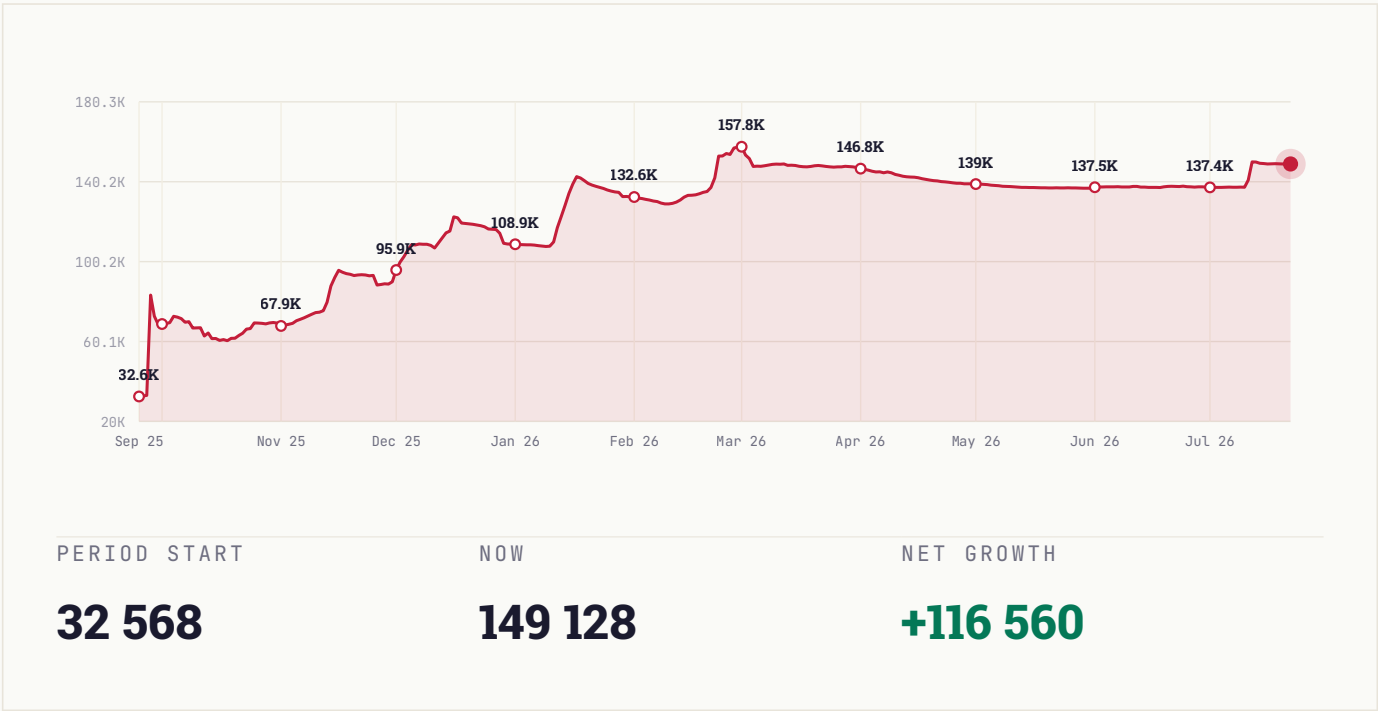
REPOSTS
11

ER
3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

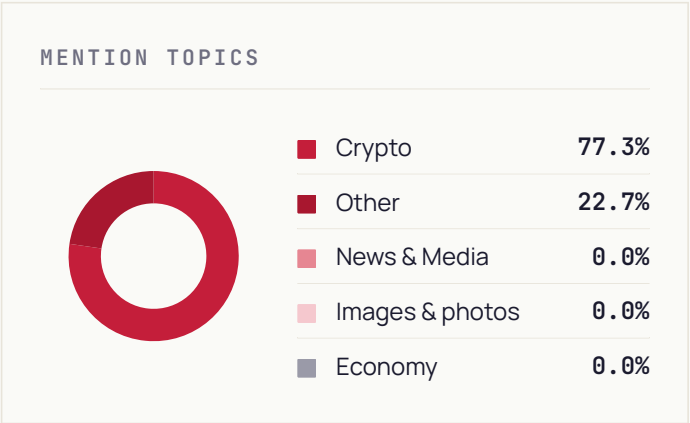
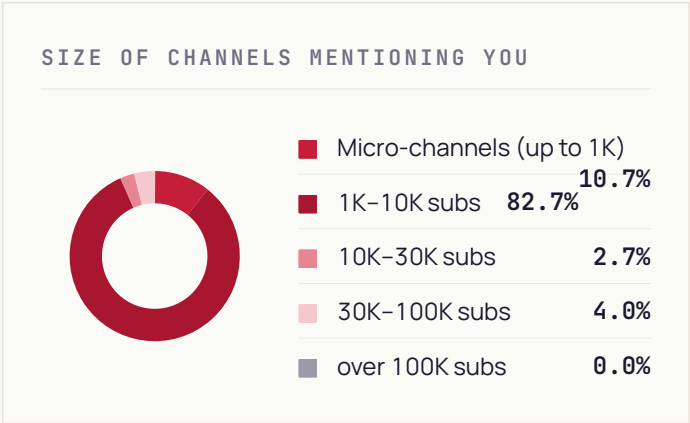
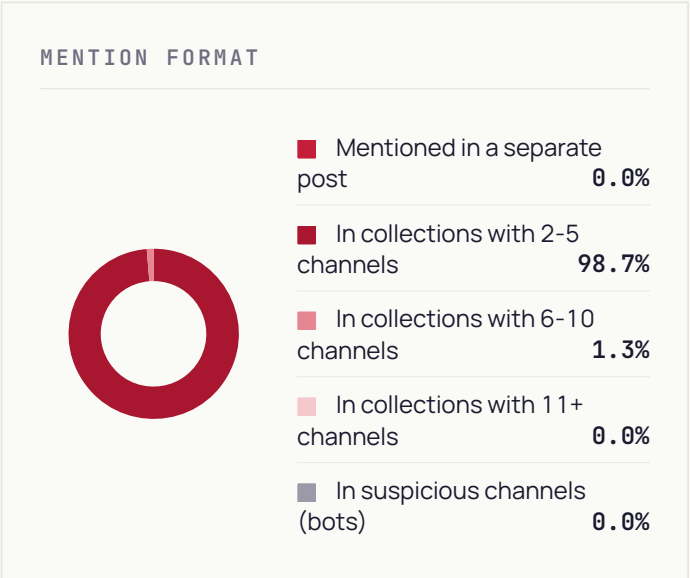
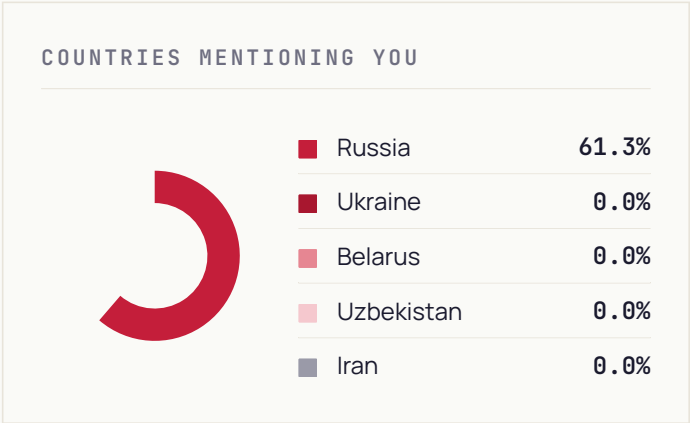
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

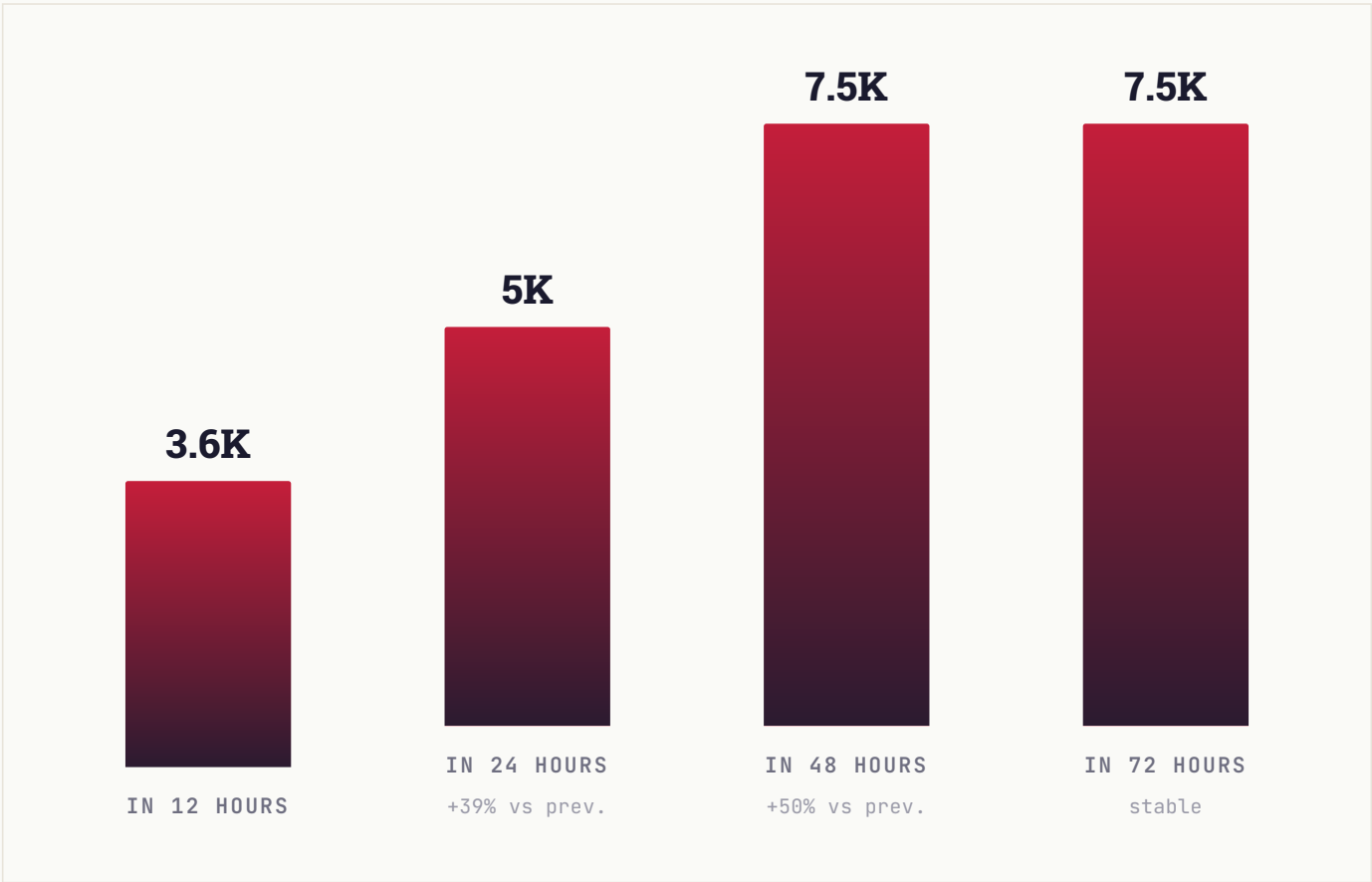
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from 1k. All-time mentions: 10 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Average reach of an 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
BA Blum: All Crypto – One App	16.4M
CE Catapult Extreme	9.7M
DC DOGS Community	7.8M
FH FX Holding Official	6.9M
YE Yescoin	6.5M
TF Time Farm News	6M
\$T \$BAKS TON	5.9M
TT Tofan Trade سیگنال کریپتو	5.4M
TN Tonkeeper News	5.2M
BW Bitget Wallet Announcements	4.5M
DP Director PEPE YOU	149.1K

COMPARATIVE CONCLUSION

Channel is still outside top 100 niche — early growth stage. Niche leader — Blum: All Crypto – One App (16.4M), top-100 median: 2.1M. First goal: enter top-100 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **5 months** such mentions: **69**, they brought **166 890** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	14	4	35 069
December 2025	25	5	34 760
November 2025	13	5	30 245
October 2025	11	5	15 987
September 2025	6	3	50 829
TOTAL MENTIONS			69
MONTHS OF DATA			5
ACQUIRED SUBSCRIBERS			166 890

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Crypto» (Russia) and compared your channel.

Gray band = range for 80% of niche channels (p10-p90). Black vertical = median.

Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Saturday
Audience most active on this day at 19:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%. | EFFECT
Video retains
audience
better |
| 03 | ER below niche benchmark — rethink formats
Current ER 6.09% vs norm 6.5%. Try polls & interactive formats. | EFFECT
+0.4pp ER |
| 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 boost ER by 5-15%. One weekly poll on a hot topic is an easy win. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data. If you want to go further — run ads through 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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