

PROMTPRESS PUBLIC REPORT

Channel audit

Dr. Dropov



@dr_dropov

Author channel about TON Projects! NFT Gifts and CRYPTO! Second channel: @Crypto_Dropov Founder: @DrDropov

SUBSCRIBERS

218 195

-73489 per month

ERR (% SEE POSTS)

3.0%

per day 2.8%

REACH/POST

6.6K

ad reach 6.2K/24h

— CONTENT · 2026

What's inside the report

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6 months · monthly

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09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 218 195 —	 SUBSCRIBER REACH 3.01% avg % subs see post	 VIEWS/POST 6.6K median 6.5K · 28 days	 POSTS/WEEK 5.1 over period
 7D TREND -1.6% vs previous week	 REACTIONS/POST 183.3 total 3,849 reactions, 51 reposts, 2,126 comments	 POST LENGTH 393 chars. median 399 · 28 days	 POSTS ANALYZED 21 28 days
 AD REACH 6.2K 24h avg	 CHURN / MONTH -73489 last month	 CITATION RATE 11 citation index · 103 channels mentioned all time	 CHANNEL AGE 2 years 1 month created 23.04.2024

AI EDITOR SUMMARY

Channel «Dr. Dropov» — 218 195 subs. Each post gets avg 6.6K people (3% of subs), reach is low — consider expanding audience. Publishes 5 posts per week (~1/day) — rare posts. Week of Jun 1–7 reach stable (-1.6% 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 21 posts over 28 days.
- 02 Dominant format — Photo (20/21 posts).
- 03 Avg post length — 393 chars (median 399).
- 04 Peak audience activity — Saturday, 18:00 MSK.
- 05 Top posts get 1x more views than the weakest (7K avg for top vs 6.2K for worst) — among 21 posts over 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 16:26 PHOTO 🎮New tournament in MRKT! + Bears from me! 🎮🎮🎮 3 weeks! 🎮50 spots! 🎮Prize pool HUGE! 🎮Top 3 get Push Pepe each🎮🎮Top 4-7 🎮🎮🎮But...	VIEWS 7 307 REACTIONS 202 REPOSTS 4 ER 3.3%
Nº2 30.05 · 15:33 PHOTO 🎮 #Dropov2026Challenge ✓ Purchase #22 - 30.05.2026 🎮 Bitcoin - 0.000679 - 50\$ Price - 73150\$ 🎮Hash...	VIEWS 6 909 REACTIONS 186 REPOSTS 1 ER 3.2%
Nº3 06.06 · 17:54 PHOTO 🔪ATTENTION! CONTEST! READ THE TERMS CAREFULLY! • Hit 7🎮7🎮7🎮 THREE times and get an NFT Gift! • Try - FREE! 🎮The FIRST one to hit...	VIEWS 6 799 REACTIONS 188 REPOSTS 3 ER 3.1%

Nº4 12.06 · 16:58 PHOTO ☒ Recently wrote about Reels project. They have a TG app and also Reels.io site. ☒ Trying to abuse freebie that...	VIEWS 6 742 REPOSTS 1	REACTIONS 183 ER 3.1%
Nº5 22.05 · 19:51 PHOTO ☒ Giveaway continues!	VIEWS 6 705 REPOSTS 4	REACTIONS 175 ER 3.1%

|

WORST 3

↓ 05.06 · 17:07 PHOTO ☒ New project + CONTEST! Found a bot where TG gifts are farmed for free - no market purchase ☒ Logged in, spun for a couple days, mechanics...	VIEWS 6 365 REPOSTS 5	REACTIONS 184 ER 2.9%
↓ 17.05 · 15:04 VIDEO ☒ Pavel Durov paid out evergreens for the figurine contest. Waiting for improvements. It's been over half a year since I bought the gift, for which...	VIEWS 6 285 REPOSTS 3	REACTIONS 158 ER 2.9%
↓ 02.06 · 10:23 PHOTO 34 ☒	VIEWS 5 974 REPOSTS 1	REACTIONS 217 ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

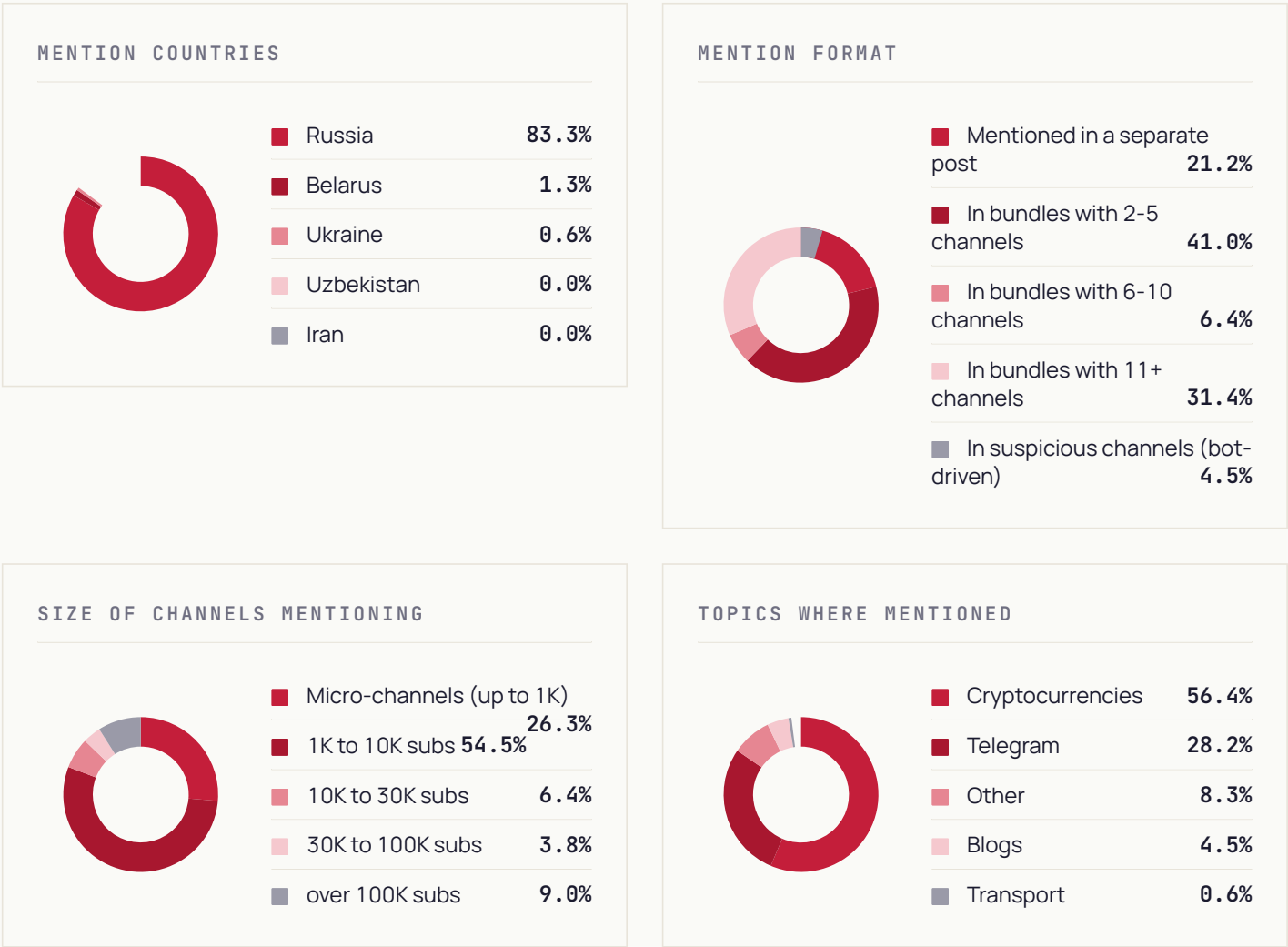
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

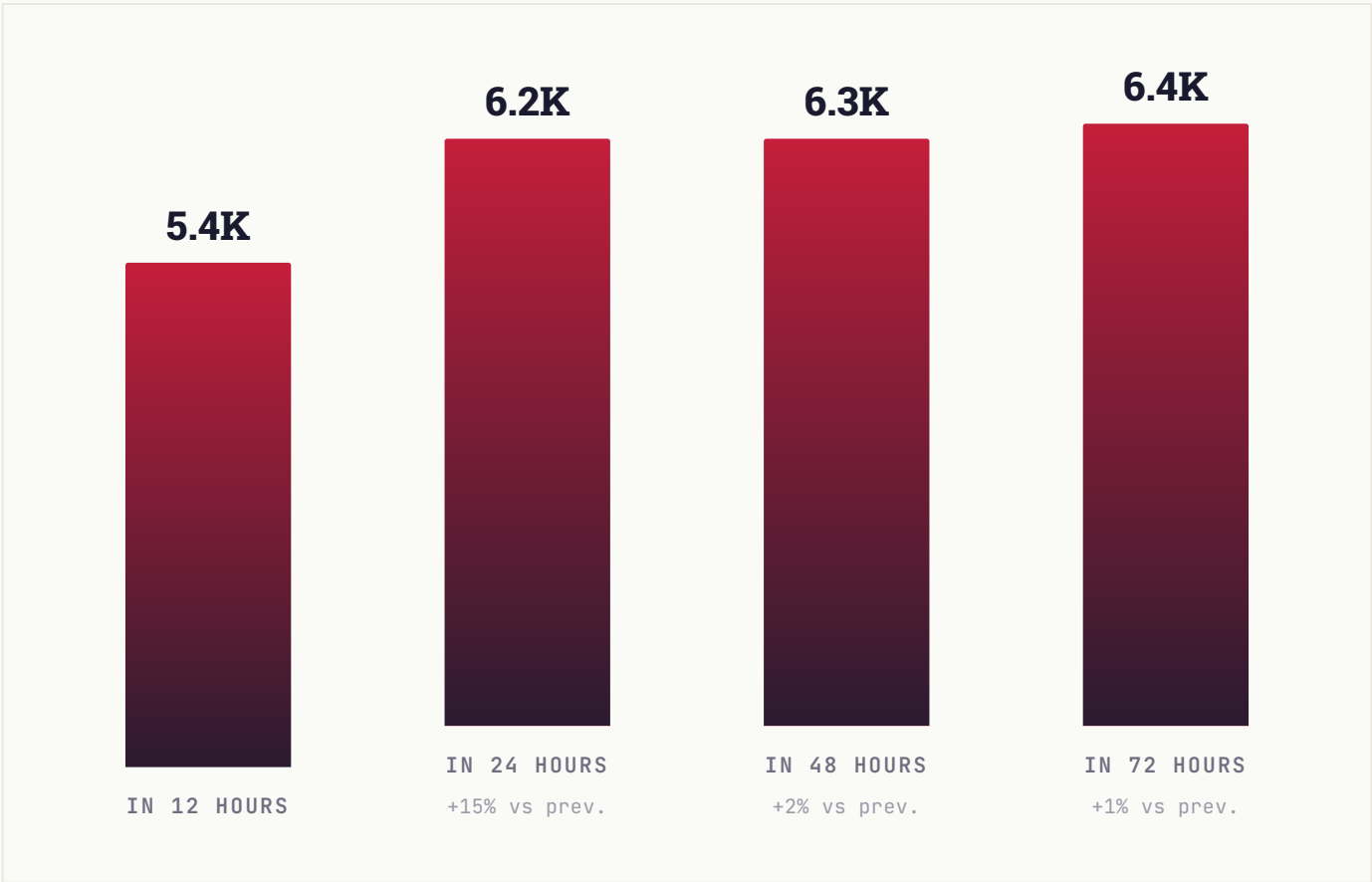
Citation index **11** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned **103** different channels.



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

CHANNEL	SUBSCRIBERS
OH OKX News	4.8M
HC 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
DD Dr. Dropov YOU	218.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#80 of 99). Niche median — 307.7K subs. First growth KPI — reach the median. Leader: OKX News (4.8M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **70**, they brought **277 481** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	6	2	142 443
Nov 2025	20	19	42 991
Oct 2025	29	14	27 491
Sep 2025	3	3	6
August 2025	7	6	16 966
July 2025	5	3	47 584
TOTAL MENTIONS	70	MONTHS IN DATA	6
		ACQUIRED SUBSCRIBERS	277 481

SECTION 08 · NICHE COMPARISON

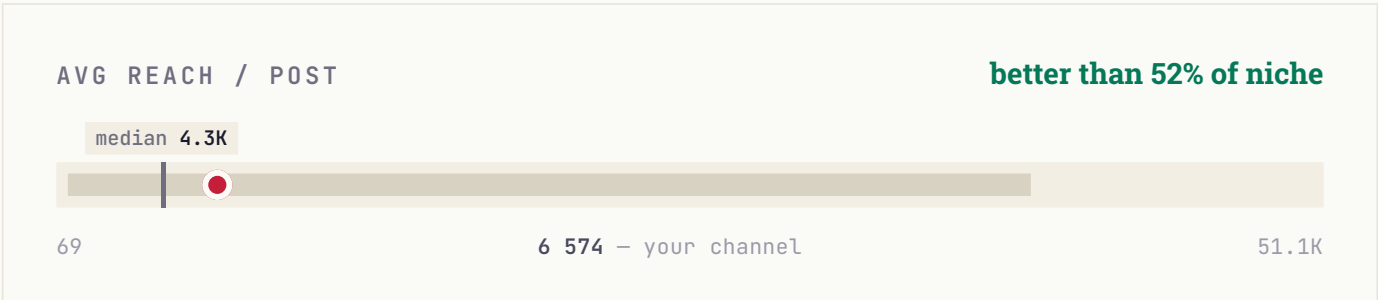
Where the channel ranks in its league

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

#80/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and come back in a month.

01**Best post day — Saturday**

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for important
posts****02****Increase share of video posts**

Video in Telegram retains 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 3.01% vs norm 6.5%. Try polls and interactive formats.

EFFECT

+3.5pp 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 and interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
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 is what we can do in minutes using public data. To go further, run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager