

PROMTPRESS PUBLIC REPORT

Channel audit

DUCK × MY × DUCK | News



@duckmyduck_official_ru

Dive into the first meme-NFT game where Ducks do all the work for you! 🍴Feed Ducks 🥚Breed Ducks 🔄Trade Ducks, earn \$DMD tokens
Join the fun, invite friends, and collect as many...

SUBSCRIBERS

275 248

-5017 per month

ERR (% SEE POSTS)

20.0%

last day 7.2%

REACH/POST

52K

ad reach 20K/24h

— CONTENT · 2026

What's inside the report

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Top-5 posts · worst 3 · insights

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Yearly chart · growth

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6 months · monthly

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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 275 248 —	 SUBSCRIBER REACH 18.9% avg % subs see post	 VIEWS/POST 52K median 55.9K · 26 days	 POSTS/WEEK 3.5 for period
 7D TREND -24.4% vs previous week	 REACTIONS/POST 307.8 total 4,002 reactions, 746 reposts, 16,015 comments	 POST LENGTH 851 chars median 1000 · 26 days	 POSTS ANALYZED 13 26 days
 AD REACH 20K 24h avg	 CHURN / MONTH -5017 last month	 QUOTE RATE 10 citation index · 73 channels mentioned all time	 CHANNEL AGE 1 year 11 months created 15.07.2024

AI EDITOR SUMMARY

Channel «DUCK × MY × DUCK | News» — 275 248 subs. Each post gets avg 52K people (19% of subs), average reach — room to grow. Publishes 4 posts per week (~0/day) — rare. Week Jun 1–7 reach **dropped -24.4%** to week May 25–31 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 13 posts over 26 days.
- 02 Dominant format – Photo (9/13 posts).
- 03 Avg post length – 851 chars (median 1000).
- 04 Peak audience activity – Friday, 21:00 MSK.
- 05 Top posts get 2× more views than the weakest (70.8K avg for top vs 38.3K for worst) – among 13 posts in 26 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 18:14 PHOTO Welcome back, duck herders! 🦆 Team DUCK × MY × DUCK here 🦆🦆 First, thanks to everyone who shared their...	VIEWS 78 072 REP. 71	REACTIONS 542 ER 28.4%
Nº2 21.05 · 22:07 VIDEO ANCIENT GIFTS ARE NOW IN THE GAME - YOUR PATH TO NFT DUCK GODS, TON, DUCKS & RESOURCES 🦆 Get them at a discount until June 1 - 199🦆Stars...	VIEWS 68 846 REP. 100	REACTIONS 362 ER 25.0%
Nº3 26.05 · 16:03 PHOTO Utkovod, we have one important question for you - what duck are you today? 🦆 Write in comments or send your version! Reminder that you...	VIEWS 65 554 REP. 20	REACTIONS 362 ER 23.8%

Nº4 22.05 • 10:04 **POLL**
(captionless post – poll)

VIEWS
63 245

REACTIONS
382

REP.
47

ER
23.0%

Nº5 29.05 • 16:16 **PHOTO**
A NEW ERA IN THE GAME STARTS NOW ☑ The Duck Gods have arrived! Getting an NFT collection is the pinnacle of duck mastery. Because...

VIEWS
61 540

REACTIONS
368

REP.
127

ER
22.4%

WORST 3

↓ 03.06 • 16:42 **PHOTO**
Congratulations to all duck farmers on the successful end of the fourth Gold Rush! ☑ Many players managed to take part in this celebration...

VIEWS
39 212

REACTIONS
303

REP.
48

ER
14.2%

↓ 10.06 • 15:31 **PHOTO**
Looks like the time has come... ☑ 3 more Unique ducks are ready to find their homes in flocks! As planned, they will be raffled based on...

VIEWS
39 131

REACTIONS
217

REP.
43

ER
14.2%

↓ 12.06 • 08:00 **PHOTO**
Corn is king!☑ We often get asked: how to get Corn? But recently we got the opposite question – where to spend it?...

VIEWS
36 595

REACTIONS
300

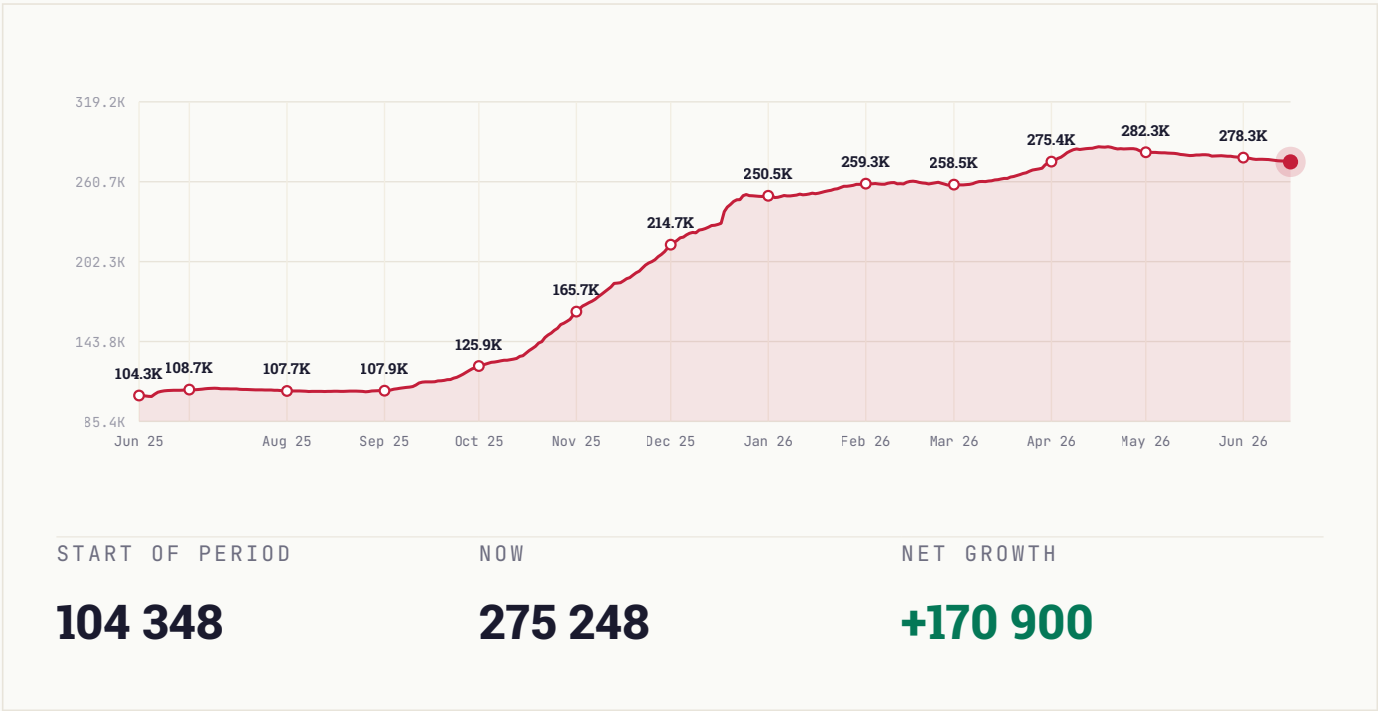
REP.
35

ER
13.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

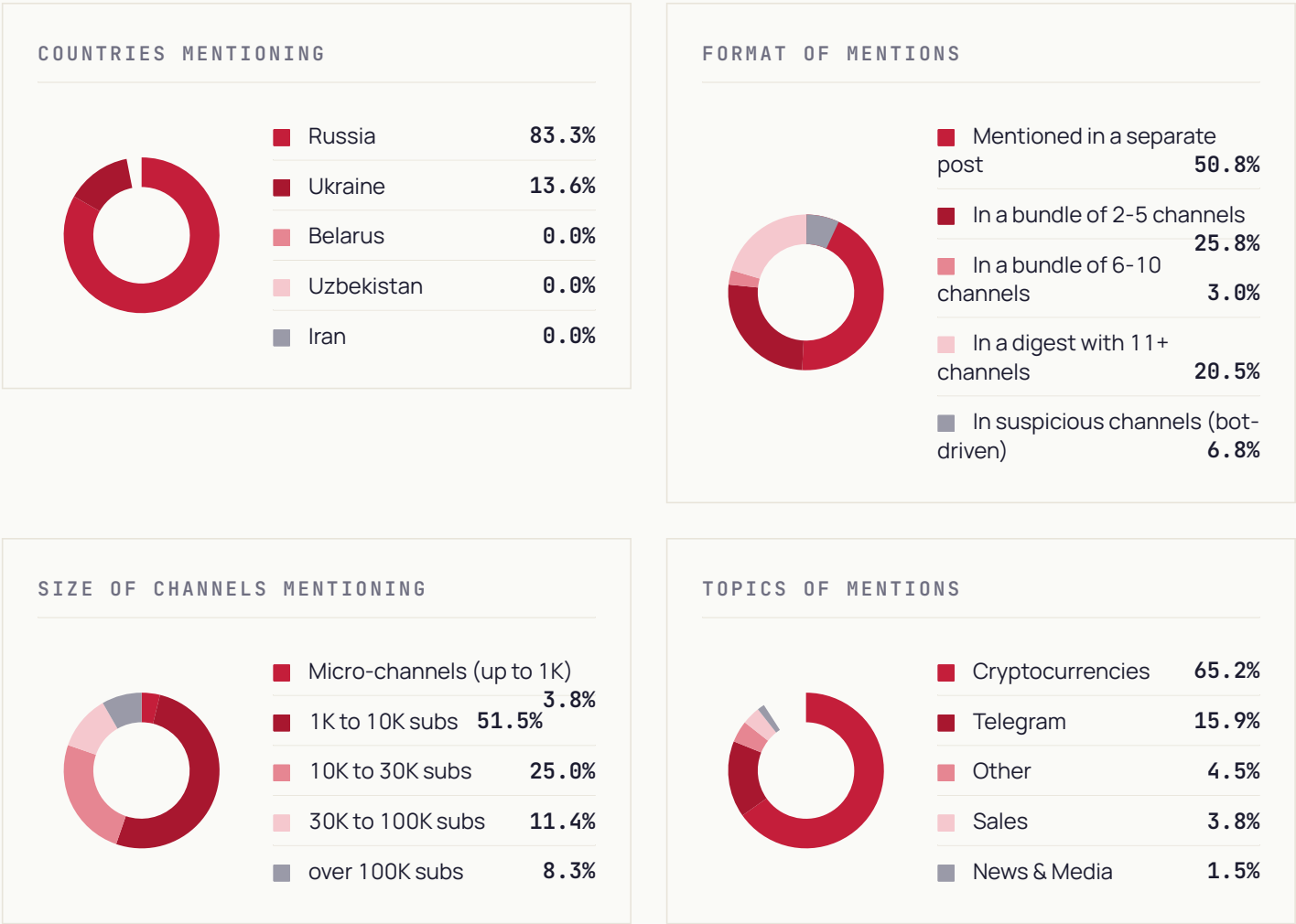
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

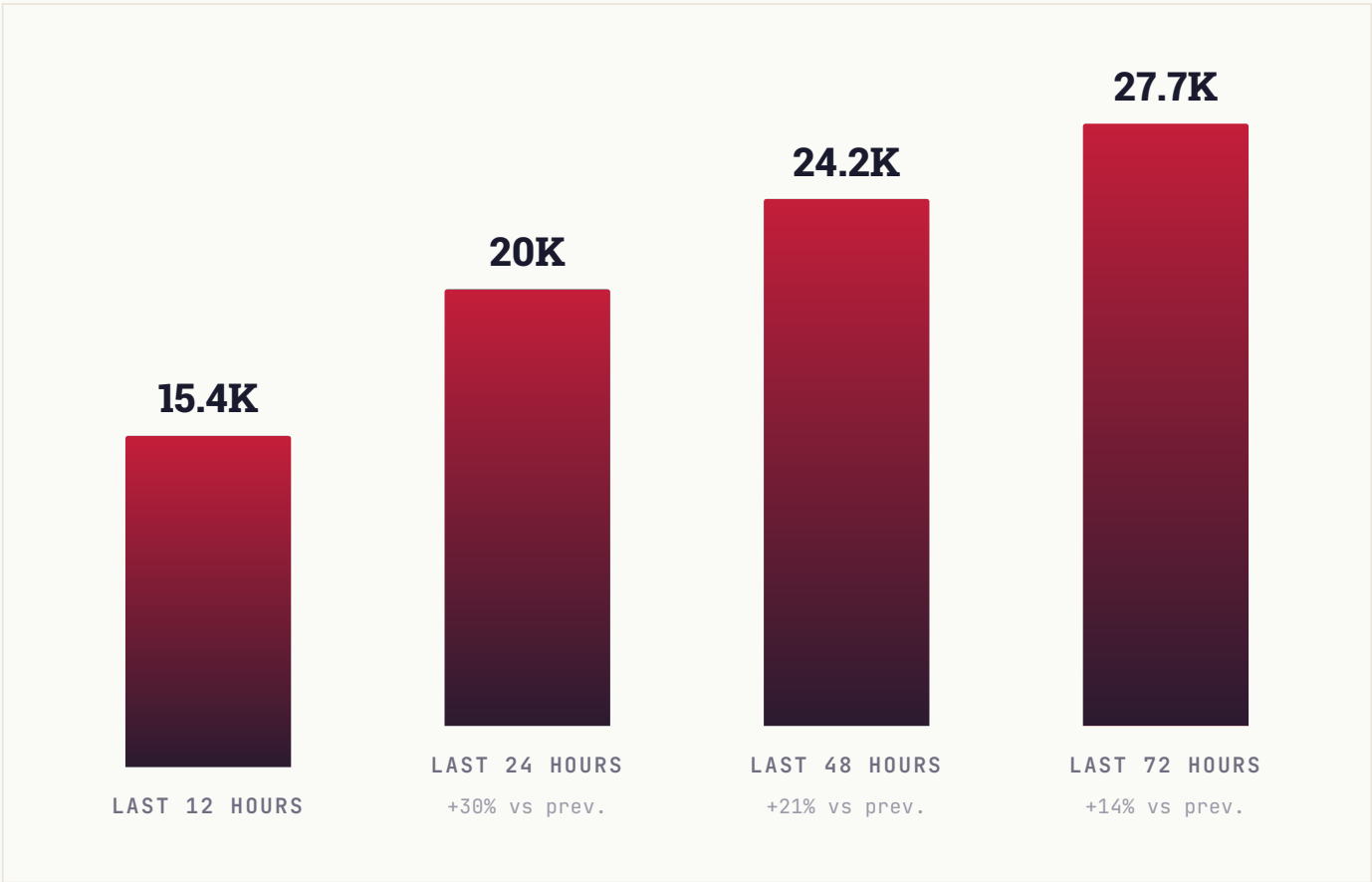
Citation index **10** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **73** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ON 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
D× DUCK × MY × DUCK News YOU	275.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#58 of 99). Niche median — 307.7K subs. First growth KPI — reach the 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 mentioned yours. Over the last **6 months** such mentions were **77**, they brought **146 659** new subs.

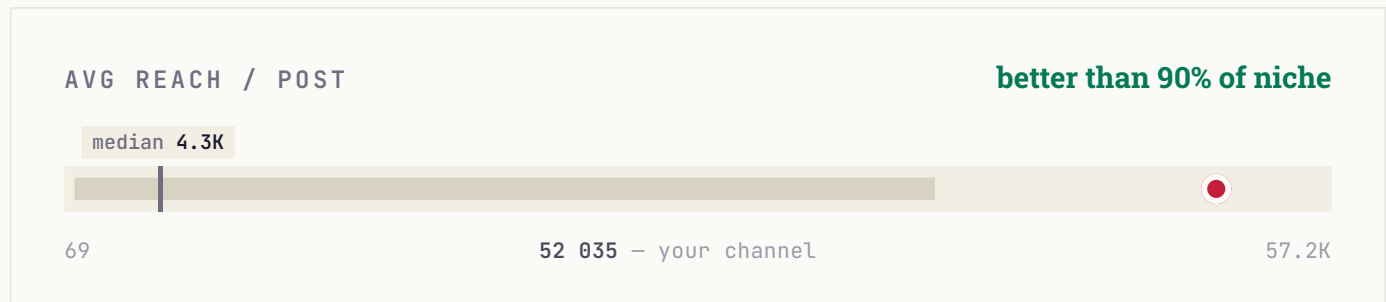
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	14	13	39 439	
November 2025	4	4	49 135	
October 2025	26	11	38 448	
September 2025	1	1	16 845	
August 2025	7	7	1 421	
July 2025	25	20	1 371	
TOTAL MENTIONS		MONTHS IN DATA	GAINED SUBSCRIBERS	
77		6	146 659	

Where the channel stands in its league

#58 /100

POSITION 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 revisit this report in a month.

01

Increase posting frequency

Now 3.5 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume**

02

Main post of the week — on Friday

On this day at 21:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

03

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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

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

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

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