

PROMTPRESS PUBLIC REPORT

Channel audit

Goi Durova



@durovgoyda

Discussing everything happening on this platform we all love. Chat goev https://t.me/chat_goev Manager: @bsuir

SUBSCRIBERS

306 528

-2819 per month

ERR (% SEE POSTS)

7.0%

last day 2.3%

REACH/POST

19.4K

ad reach 7.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Comparison with niche

Position in «Crypto» 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 306 528 —	SUBSCRIBER REACH 6.34% avg % subs see post	VIEWS/POST 19.4K median 20.7K · 29 days	POSTS/WEEK 10.0 for period
7D TREND -5.3% vs previous week	REACTIONS/POST 142.7 total 5,992 reactions, 1,734 reposts, 649 comments	POST LENGTH 148 chars median 115 · 29 days	POSTS ANALYZED 42 29 days
AD REACH 7.2K avg 24h	CHURN / MONTH -2819 last month	CITATION RATE 4 citation index · 126 channels mentioned all time	CHANNEL AGE 1 year 1 month created Apr 22, 2025

AI EDITOR SUMMARY

Channel «Goi Durova» — 306 528 subs. Each post averages 19.4K people (6% from subs), reach low — expand audience. Publishes 10 posts per week (~1/day) — regular. Week Jun 1–7 reach dropped -5.3% by week May 25–31 — worth analyzing.

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 42 posts over 29 days.
- 02 Dominant format – Photo (40/42 posts).
- 03 Avg post length – 148 chars (median 115).
- 04 Audience peak activity – Sunday, 10:00 MSK.
- 05 Strongest posts get 3x more views than the weakest (30.7K avg for top vs 9.8K for worst) – among 42 posts over 29 days. Worth analyzing what the top has in common: topic, format, posting time.

TOP 5 POSTS

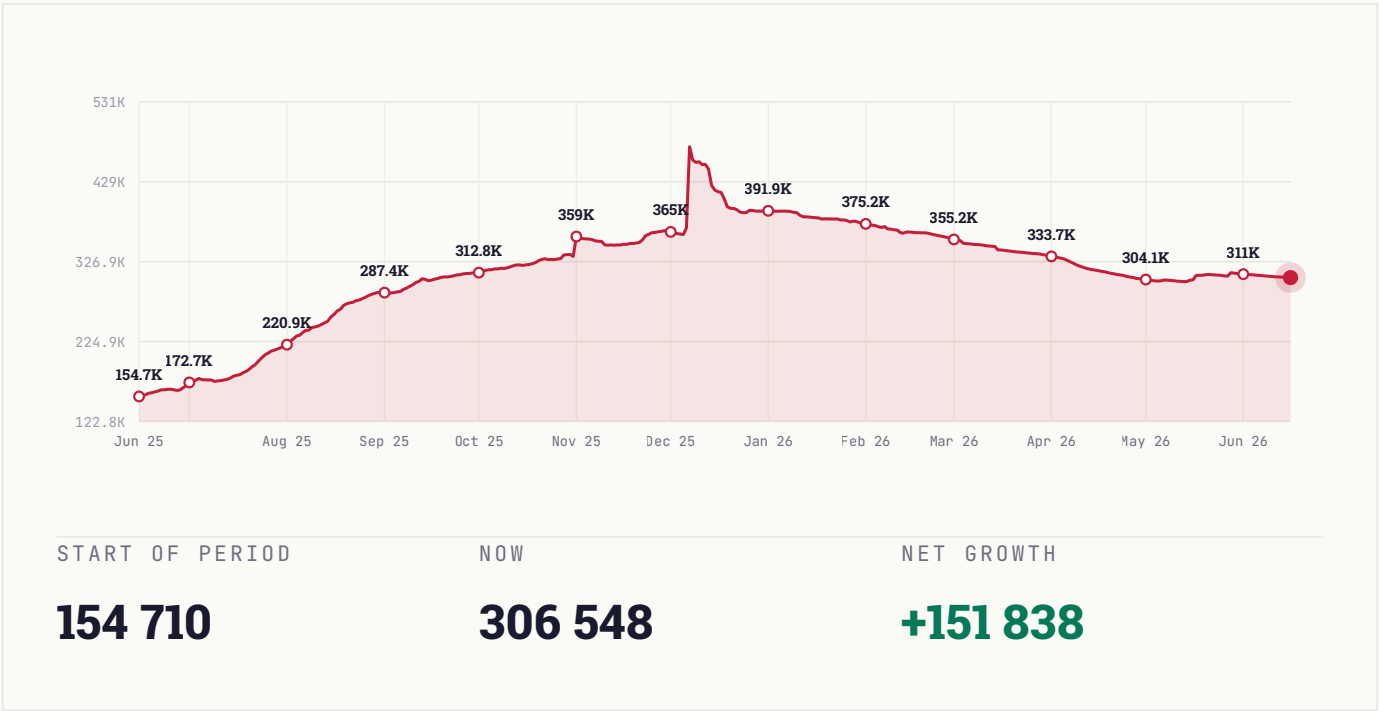
Nº1 17.05 · 07:56 PHOTO You received 0.1–5 TON in @trade	VIEWS 33 377 REP. 37	REACTIONS 215 ER 10.9%
Nº2 19.05 · 19:51 PHOTO Tone site turned on, new interface impressed	VIEWS 29 901 REP. 53	REACTIONS 286 ER 9.8%
Nº3 19.05 · 11:23 PHOTO Just now a dude in @trade sent 34 gifts and got 2,283 TON (~\$4.5k).	VIEWS 28 862 REP. 20	REACTIONS 146 ER 9.4%

Nº4 22.05 • 18:23 PHOTO The top Telegram media suddenly claimed messenger reach dropped 30% in a month, ending its lead in Russia.. Even considering...	VIEWS 27 607 REP. 31 REACTIONS 223 ER 9.0%
Nº5 18.05 • 12:08 PHOTO Workers apparently got really bored, so they started tracking Pavel Durov's online status Next they'll predict when he writes...	VIEWS 27 413 REP. 55 REACTIONS 88 ER 8.9%
WORST 3	
↓ 12.06 • 19:06 PHOTO Someone dumped their work portfolio to put it in 🥕carrot and get a better deal	VIEWS 12 461 REP. 7 REACTIONS 53 ER 4.1%
↓ 11.06 • 18:50 TEXT Giving 🥕 VintageCigar to random donators within 24 hours. Hurry 🥕DEPOSIT Every 150 🥕 = 1 chance	VIEWS 8 939 REP. 5 REACTIONS 43 ER 2.9%
↓ 11.06 • 16:20 PHOTO @trade lowest gift prices among all marketplaces. Over a month straight.	VIEWS 7 920 REP. 3 REACTIONS 15 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

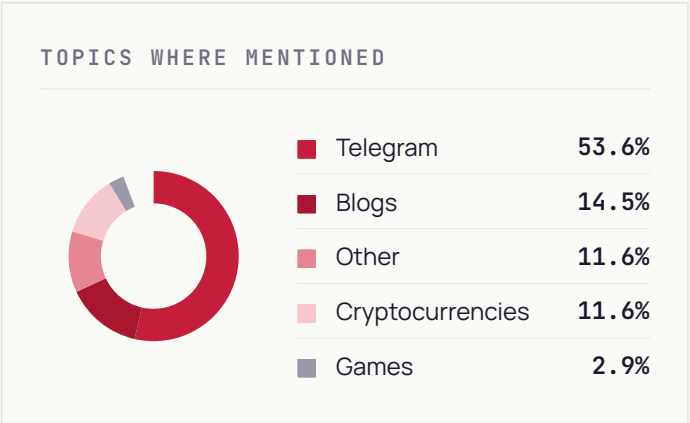
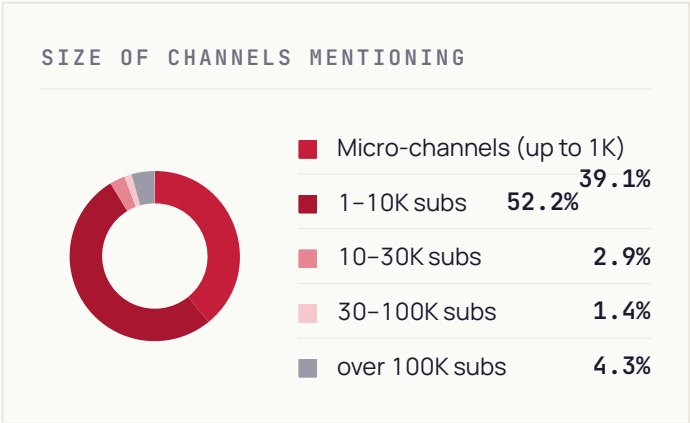
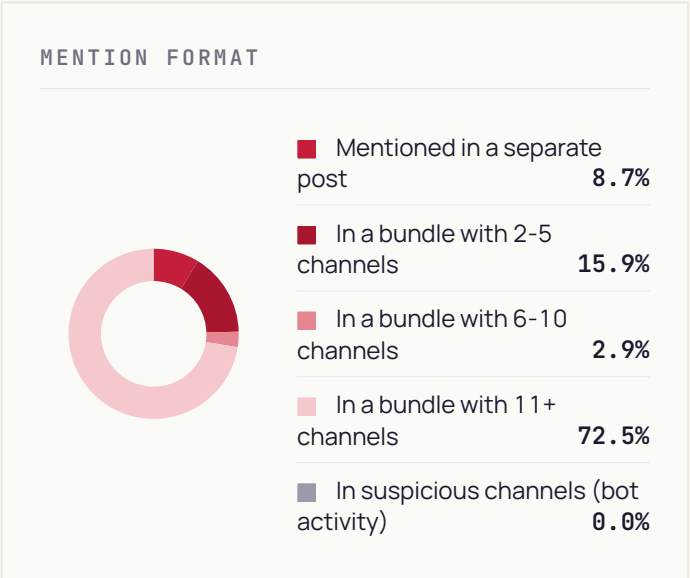
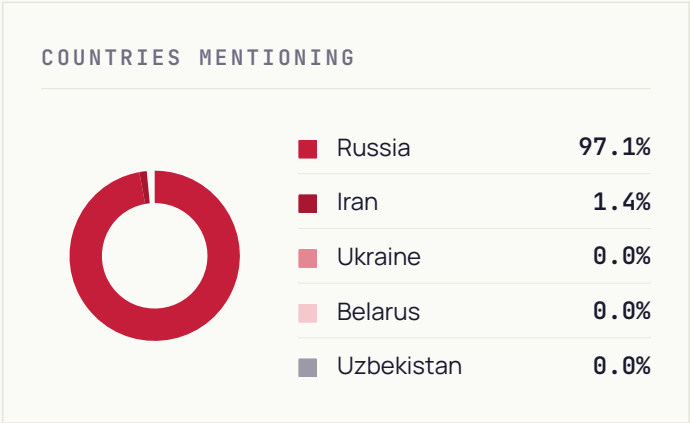
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

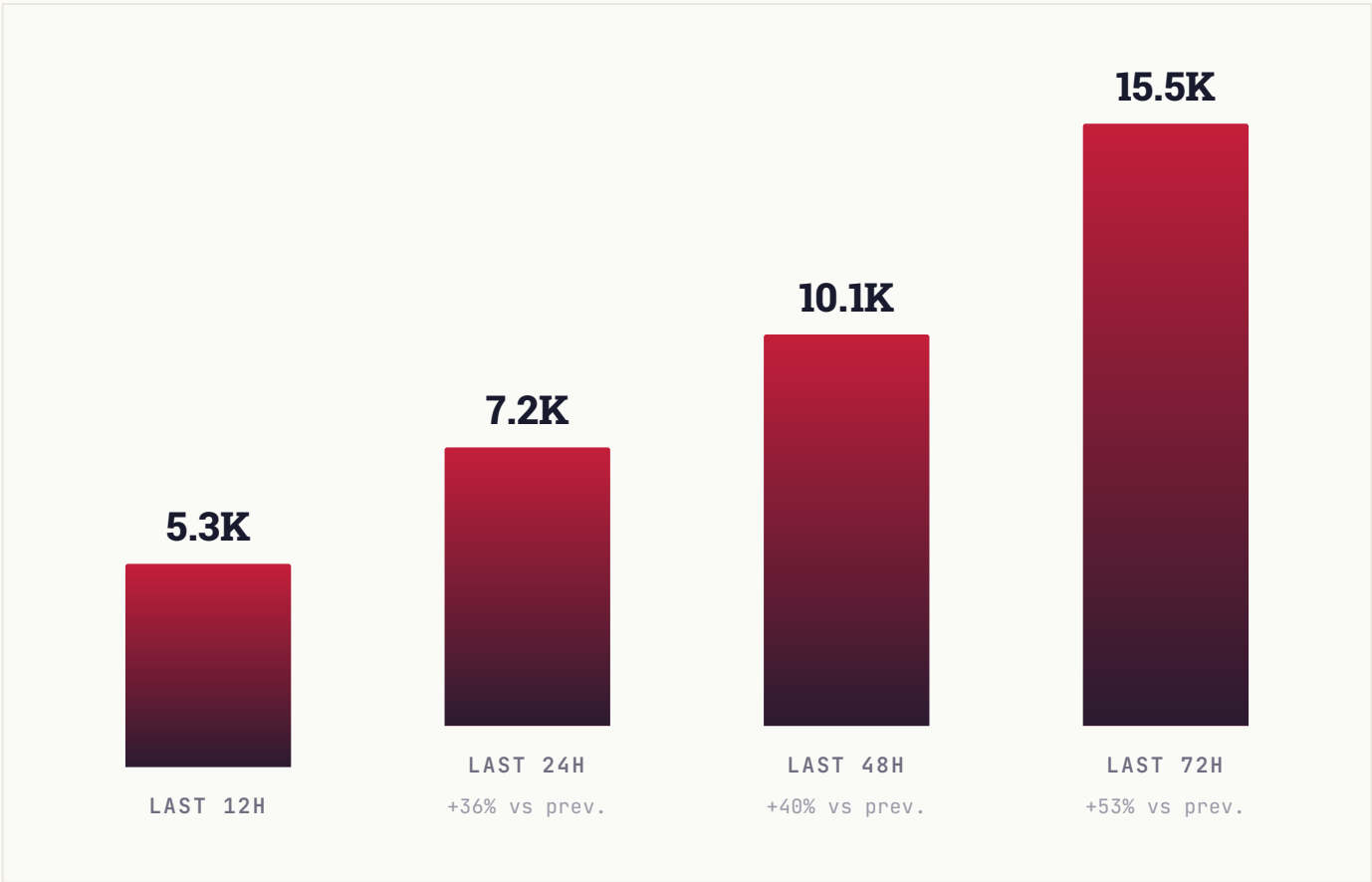
Citation index 4 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 126 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its place among niche neighbors.

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
MC Semenchuk's thoughts	1.4M
LC Ladesov Crypto	1.3M
GD Goi Durova YOU	306.5K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#53 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 yours. Over the last **6 months** such mentions were **53**, they brought **338 640** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	2	2	117 115
Nov 2025	16	16	44 770
Oct 2025	26	11	25 846
September 2025	4	3	28 137
August 2025	2	2	68 140
July 2025	3	3	54 632

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
53	6	338 640

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

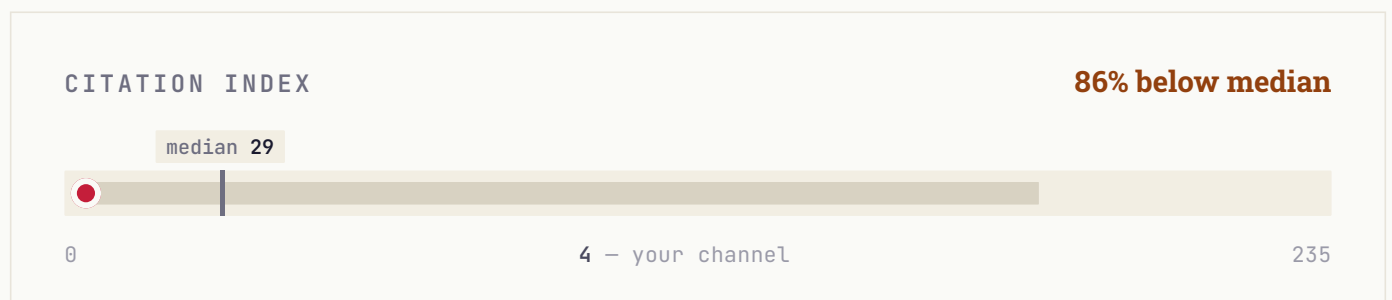
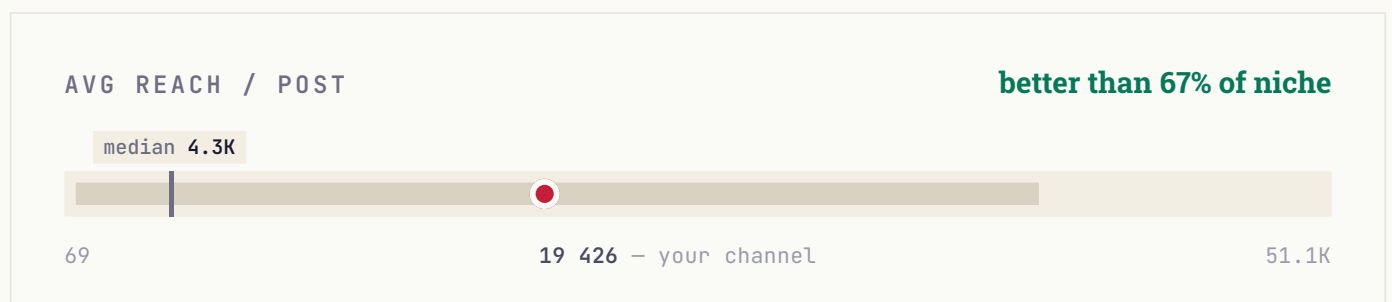
Took top-100 channels in category «Cryptocurrencies» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#53

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Sunday

Audience is most active on this day at 10:00 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% share.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 6.34% vs norm 6.5%. Try polls and interactive formats.

EFFECT

+0.2pp ER

04

System 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 boost ER by 5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes based on public data.
Want to go further? Run ads through us and hit your growth plan
in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager