

PROMTPRESS PUBLIC REPORT

Channel audit

Dzengi — Belarusian crypto platform



@dzengi_official

Platform for informed decisions Crypto & investment tools Official
site: <https://currencycom.onelink.me/i7BW/3n2pqbnl> Mobile app:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
4 574	53.0%	2.3K
+99 per month 16.06.2026	per day 22.0%	ad reach 1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 4 574 —	 SUBS REACH 50.8% avg % subs see post	 VIEWS/POST 2.3K median 2.2K · 28 days	 POSTS/WEEK 3.7 for the period
 7D TREND -25.1% vs prev week	 REACTIONS/POST 37.6 total 564 reactions, 96 reposts, 123 comments	 POST LENGTH 500 chars median 386 · 28 days	 POSTS ANALYZED 15 28 days
 AD REACH 1K 24h avg	 CHURN / MONTH +99 for the last month	 CITATION RATE 98 citation index · 83 channels mentioned all time	 CHANNEL AGE 6 years 5 months created 19.12.2019

AI EDITOR SUMMARY

Channel «Dzengi – Belarusian crypto platform» – 4 574 subs. Each post averages 2.3K people (51% from subs), wide reach for a channel this size. Publishes 4 posts per week (~1/day) – rare posts. For week Jun 1–7 reach dropped -25.1% by week of May 25–31 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts over 28 days.
- 02 Dominant format – Text (12/15 posts).
- 03 Avg post length – 500 chars (median 386).
- 04 Peak audience activity – Wed, 14:00 MSK.
- 05 Top posts get 2× more views than the weakest (3.4K avg for top vs 1.8K for worst) – among 15 posts in 28 days. Worth analyzing what the top have in common – topic, format, time.

TOP 5 POSTS

Nº1 21.05 · 15:23 TEXT Notice of technical maintenance Following up on our post, here are the exact dates for infrastructure update maintenance on our...	VIEWS	REACTIONS
	3 837	39
	REPOSTS	ER
	23	83.9%
Nº2 27.05 · 11:28 TEXT We moved to a new data center ✓ Dzengi.com infrastructure migration to the new data center is complete. The main phase went successfully...	VIEWS	REACTIONS
	3 307	82
	REPOSTS	ER
	8	72.3%
Nº3 26.05 · 16:26 TEXT Good evening! Technical work is not yet fully complete. Our specialists are doing their best to...	VIEWS	REACTIONS
	2 914	56
	REPOSTS	ER
	6	63.7%

Nº4 01.06 · 10:17 PHOTO Dzengi — new stage of our platform From June 1, Dzengi.com becomes simply Dzengi. Not just a new logo and visual style...	VIEWS 2 749 REPOSTS 13	REACTIONS 115 ER 60.1%
Nº5 20.05 · 14:30 PHOTO Dzengi.com participates in Blockchain World Summit 2026 On May 30, Minsk will host Blockchain World Summit 2026, an international conference on...	VIEWS 2 692 REPOSTS 9	REACTIONS 24 ER 58.9%

|

WORST 3

↓ 20.05 · 10:01 PHOTO Dear customers! In the near future, technical maintenance related to infrastructure updates is planned on the Dzengi.com platform. This...	VIEWS 1 895 REPOSTS 15	REACTIONS 41 ER 41.4%
↓ 08.06 · 15:04 TEXT Weekly market review. In volatile markets, understanding structure matters more than speed. Today we analyze...	VIEWS 1 879 REPOSTS 1	REACTIONS 16 ER 41.1%
↓ 19.05 · 12:57 TEXT UPD: platform maintenance completed. All services are back and running normally. Thank you for your patience and...	VIEWS 1 615 REPOSTS —	REACTIONS 20 ER 35.3%

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.



PERIOD START	NOW	NET GROWTH
3 741	4 574	+833

SECTION 04 • MENTIONS

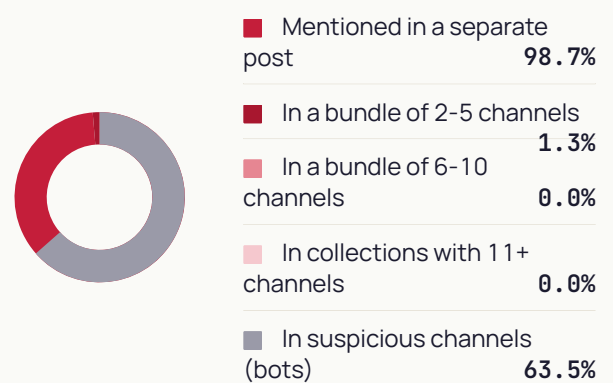
Who mentions the channel and how

Citation index **98** — 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 **83** different channels.

MENTIONING COUNTRIES



FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



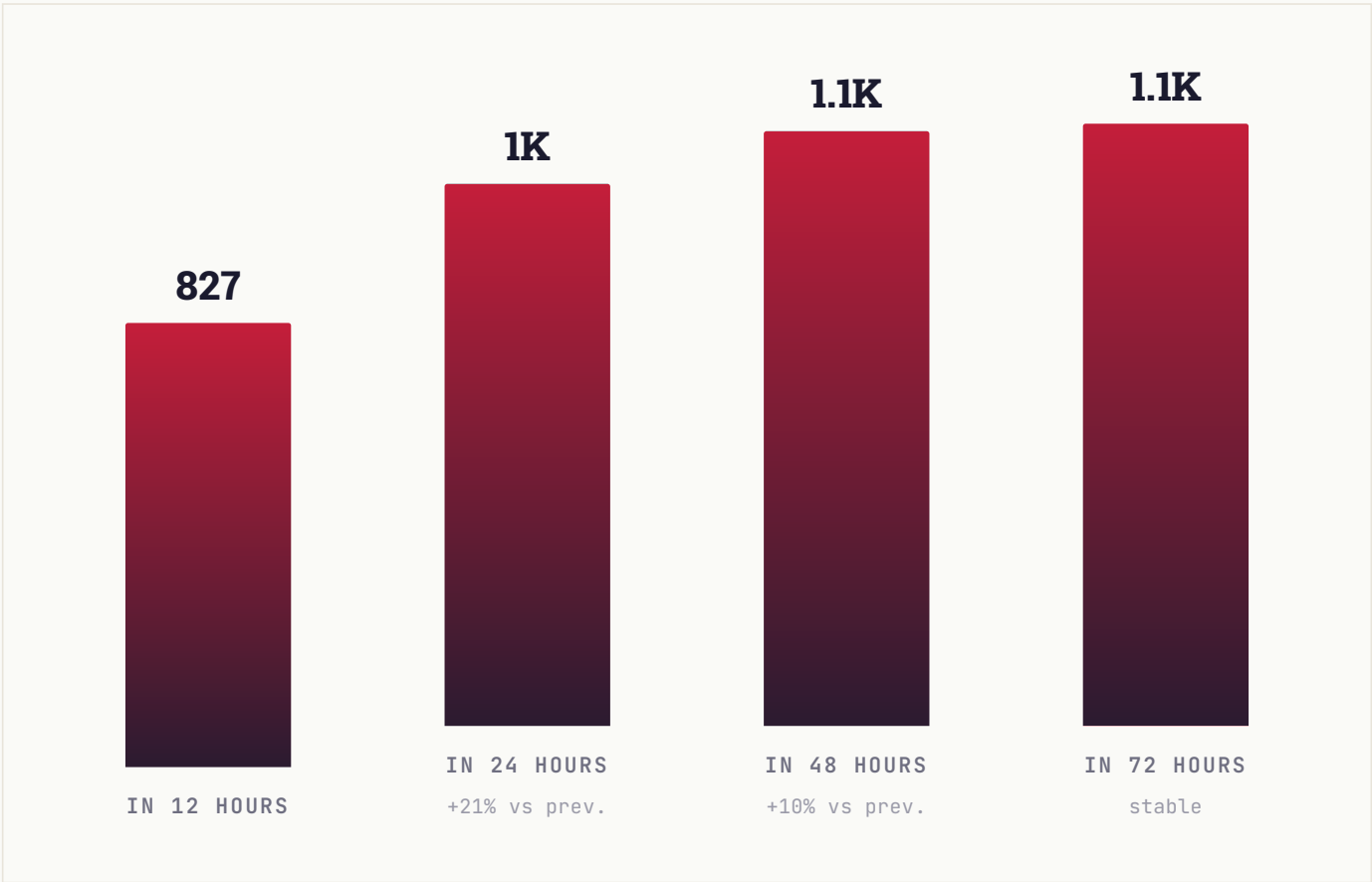
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
KV Penny in the wallet	56.4K
WH WhiteBird.io	43.8K
BL Blessed labs	25.3K
AO AGE OF CRYPTO	16.3K
TC TDM Crypto	14.4K
CH Crypto HITLIST	12.2K
NA Nft Afrom	9.8K
CW Crypto World	7.9K
FU FUTUREBY	7.3K
CM Cifra Markets	4.7K
D- Dzengi — Belarusian crypto platform YOU	4.6K

COMPARATIVE CONCLUSION

Channel in top 25% of niche (#12 of 68). Leader — Penny in the wallet (56.4K). Goal for coming months: enter niche top 10 via systematic traffic work.

SECTION 07 · MENTION TRENDS

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 **1**, they brought **603** new subs.

PERIOD	MENTIONS	CHANNELS	NEW SUBS	
December 2025	0	0	184	
Nov 2025	1	1	75	
Oct 2025	0	0	81	
Sep 2025	0	0	69	
August 2025	0	0	119	
July 2025	0	0	75	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
1	6	603

SECTION 08 · NICHE COMPARISON

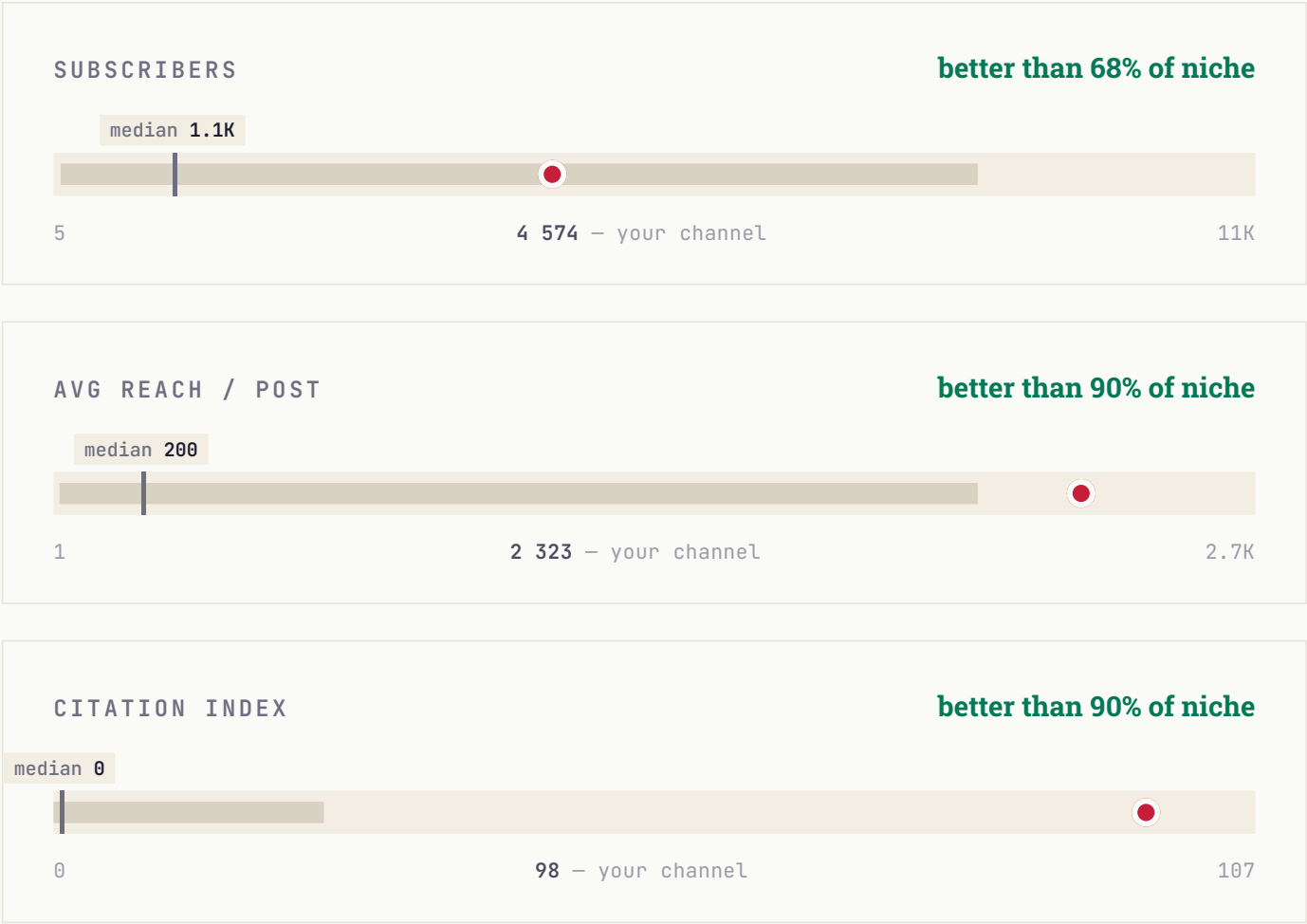
Where the channel stands in its league

Took top-68 channels in category "Cryptocurrencies» (Belarus) and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#12/68

RANK IN NICHE

Channel in top 17% – strong position



— 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 3.7 posts/week. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Wednesday
On this day at 14:00 MSK audience is most active. | EFFECT
Best window for an important post |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%. | EFFECT
Video retains audience better |
| 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 give +5-15% to ER.
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 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 ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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