

PROMTPRESS PUBLIC REPORT

Channel audit

Gatto | Official Channel (18+)



@gatto_game

Game based on TON. Raise pets, compete and win! Game
@gatto_gamebot Chat @chat_gatto Support @playtsupport

SUBSCRIBERS

261 348

-7705 per month

ERR (% SEE POSTS)

7.0%

per day 1.7%

REACH/POST

17.6K

ad reach 4.4K/24h

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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 261 348 —	SUBSCRIBER REACH 6.72% avg % of subs see post	VIEWS/POST 17.6K median 18K · 28 days	POSTS/WEEK 8.0 for the period
7D TREND -39.6% vs previous week	REACTIONS/POST 32.9 total 1,085 reactions, 224 reposts, 0 comments	POST LENGTH 890 chars median 1000 · 28 days	POSTS ANALYZED 33 28 days
AD REACH 4.4K 24h average	CHURN / MONTH -7705 last month	CITATIONS 38 citation index · 274 channels mentioned it ever	CHANNEL AGE 2 years 9 months created 22.08.2023

AI EDITOR SUMMARY

Channel «Gatto | Official Channel (18+)» – 261 348 subs. Each post averages 17.6K people (7% from subs), reach is low – need to grow audience. Publishes 8 posts per week (~1/day) – regular schedule. For the week of June 1–7, reach dropped by -39.6% vs week of May 25–31 – worth analyzing why.

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 **33** posts in 28 days.
- 02 Dominant format — **Photo** (32/33 posts).
- 03 Avg post length — **890** characters (median 1000).
- 04 Audience activity peak — **Monday**, 11:00 MSK.
- 05 Top posts get **4x** more views than the weakest (28.7K avg for top vs 7.9K for worst) — among 33 posts in 28 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 08:49 PHOTO Battle against Team Gatto and earn a reward for it ✕ Can you outsmart the project’s developers with your strategies and skills? Only a...	VIEWS 28 810 REPOSTS 5	REACTIONS 28 ER 11.0%
Nº2 21.05 · 08:32 PHOTO Event Results ✕ Let’s wrap things up and congratulate the winners: ✕ Results of the “Weekend Tournament” on May 10 ✕ Results of “PvP...	VIEWS 28 721 REPOSTS 6	REACTIONS 19 ER 11.0%
Nº3 26.05 · 11:30 PHOTO The Gold Mine is ready to welcome your expeditions ✕✕ Your chances of capturing a monster won’t increase, but you’ll build up a huge...	VIEWS 28 528 REPOSTS 6	REACTIONS 22 ER 10.9%

Nº4 22.05 · 14:30 PHOTO The diamond mine awaits invaders ☒☒ Go on expeditions and win big prizes. This time, your chances of a successful capture won't increase...	VIEWS 26 808 REPOSTS 5	REACTIONS 20 ER 10.3%
Nº5 24.05 · 09:09 PHOTO A magical storm has erupted across the vast expanse of the GattoVerse ☒ The amount of maximum gold awarded for victory in all PvPE mode...	VIEWS 26 029 REPOSTS 6	REACTIONS 29 ER 10.0%

|

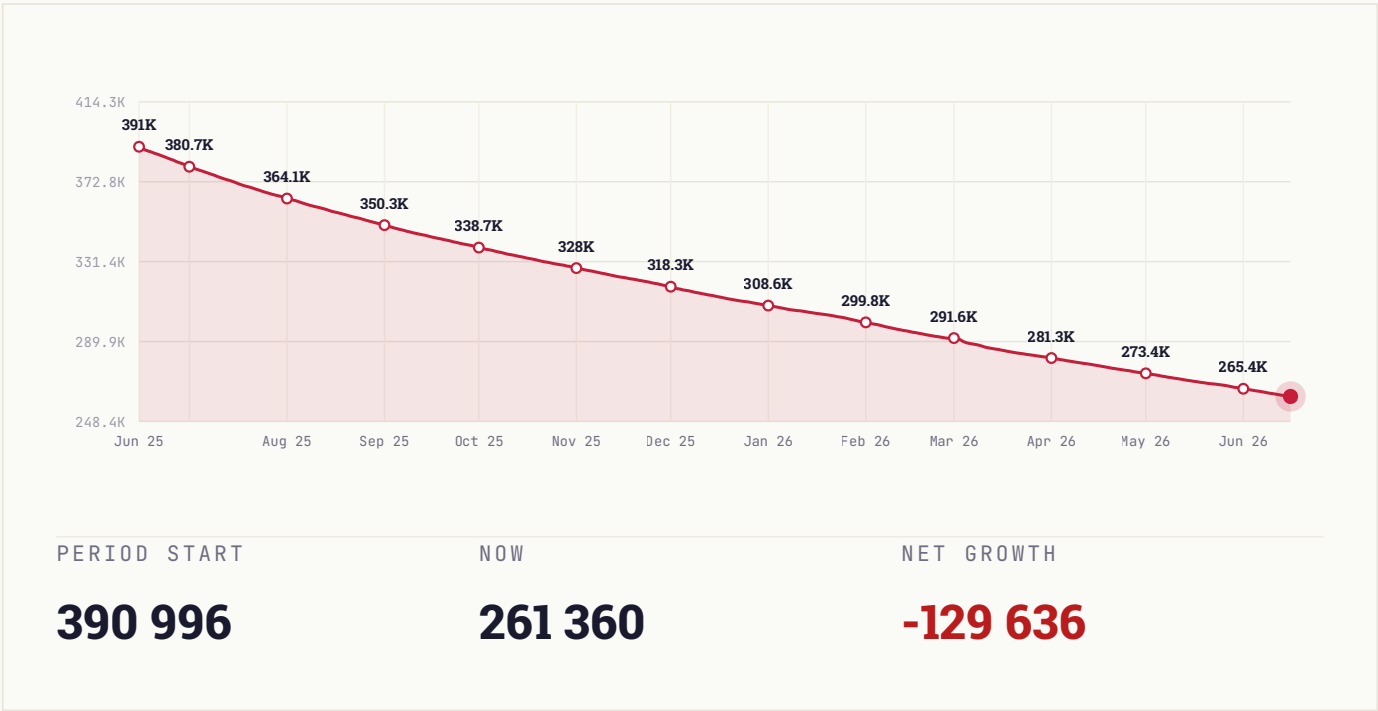
WORST 3

↓ 08.06 · 09:22 PHOTO 6. Changes to the Legendary Egg Distribution System ☒ Starting July 1, 2026, the Gatto team will stop issuing new Legendary Eggs. This...	VIEWS 8 885 REPOSTS 11	REACTIONS 55 ER 3.4%
↓ 07.06 · 15:06 PHOTO New food items are now available in the store ☒☒☒ We've updated the in-game food selection so you can customize your pets and battle...	VIEWS 7 984 REPOSTS 5	REACTIONS 30 ER 3.1%
↓ 07.06 · 13:34 PHOTO Hello, chosen ones ☒ This is the first part of the news regarding the \$GTON token, which will soon lead to significant changes. This...	VIEWS 6 910 REPOSTS 5	REACTIONS 46 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

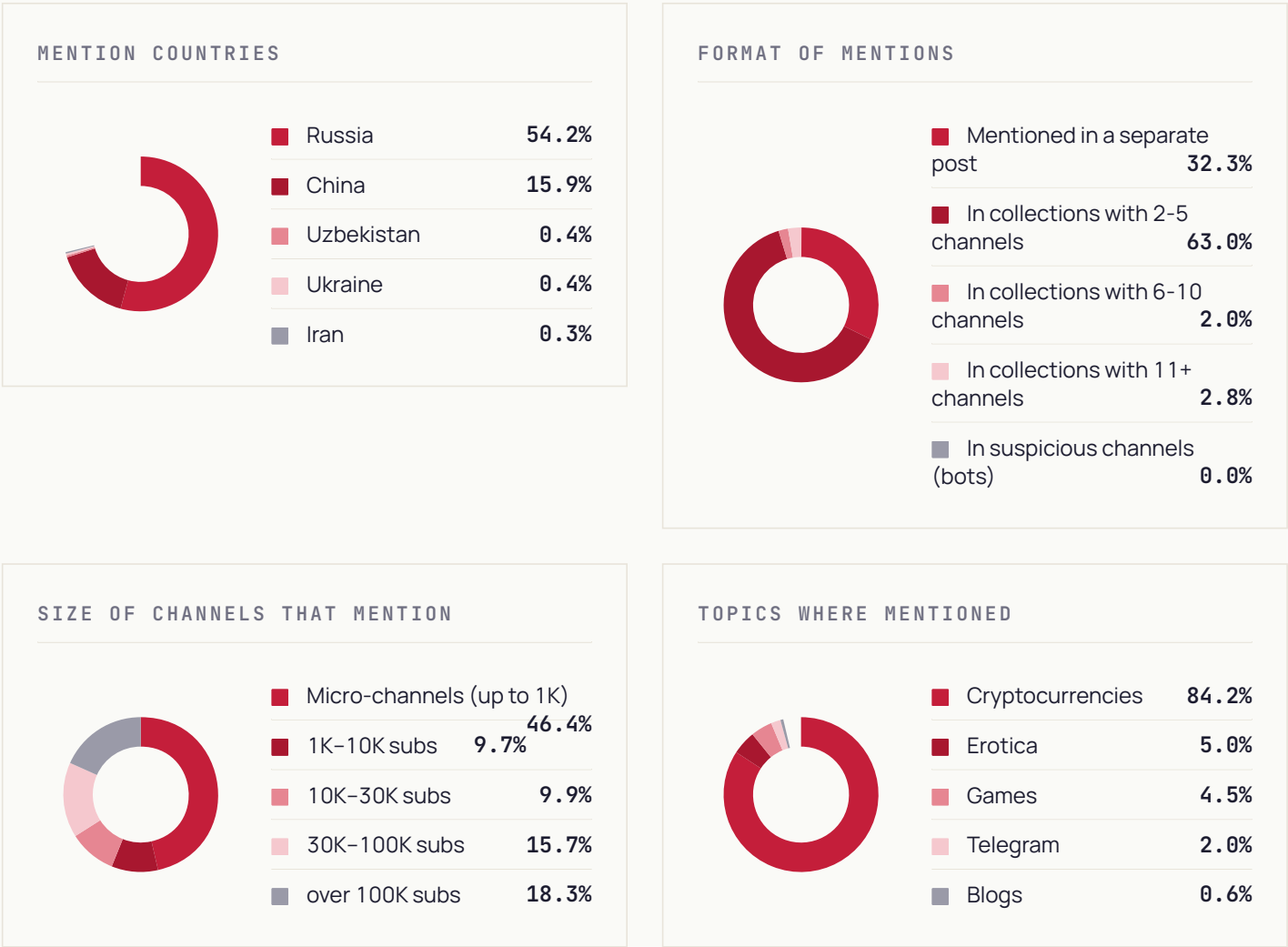
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

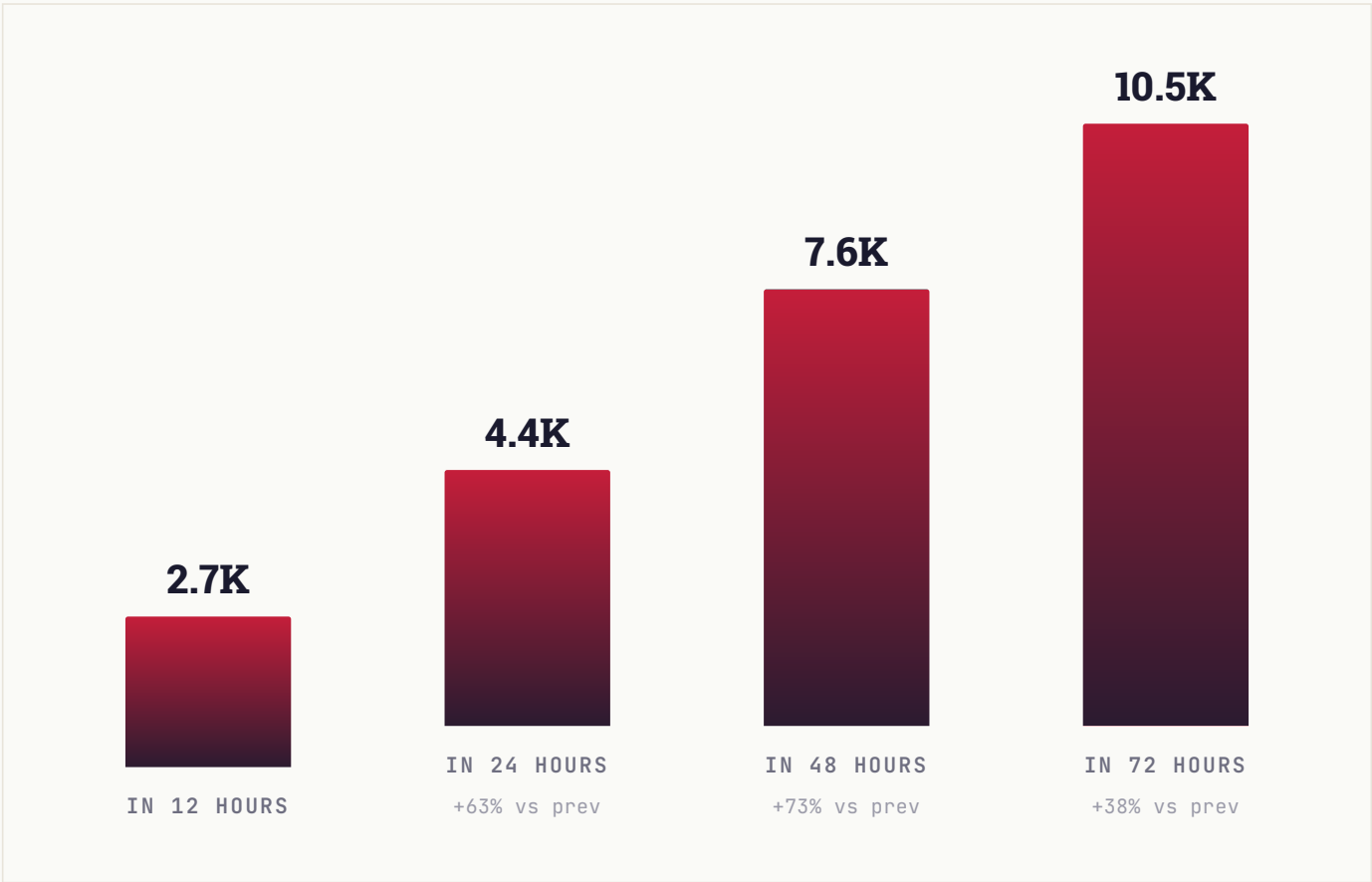
Citation index **38** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **274** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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.

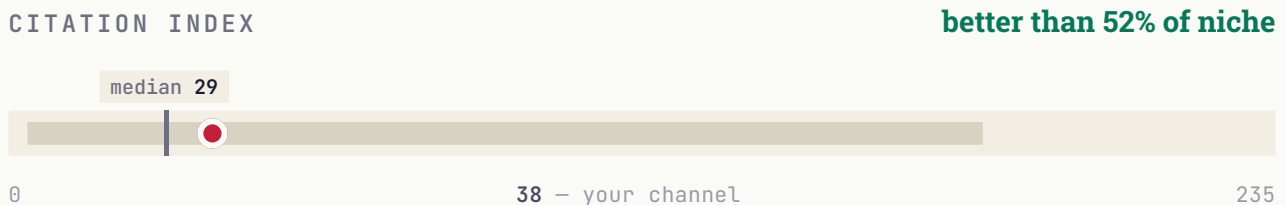
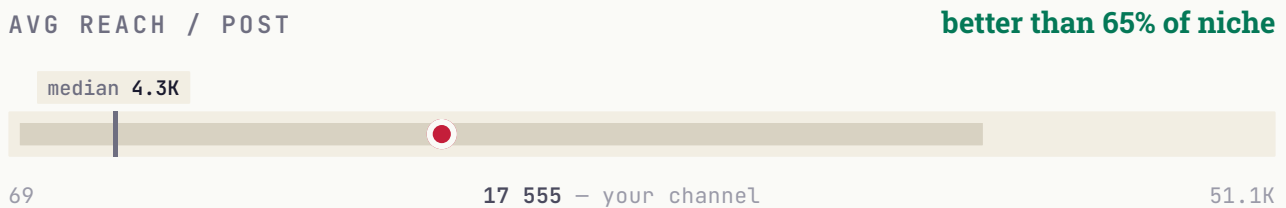
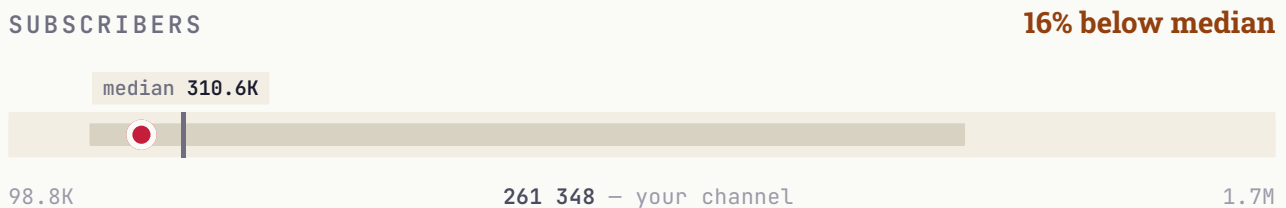
CHANNEL	SUBSCRIBERS
OH OKX News	4.8M
NS Crypto Bot News	2.7M
CW Crypto Wolf	2.6M
DT Give TON!	2.6M
D- DeCenter — blockchain, bitcoin, investments	2.2M
IK Investment kingyru	2.1M
RB growth won't last forever	1.9M
MI MILLIARDOM	1.5M
MS Semenchuk's thoughts	1.4M
LC Ladesov Crypto	1.3M
GJ Gatto Official Channel (18+) YOU	261.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#64 of 99). Niche median — 307.7K subs. First growth KPI — reach median. Leader: OKX News (4.8M).

Where channel stands in its league

Black vertical – median. Red dot – your channel.



— SECTION 08 · STRATEGY

What to do now

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

01

Main post of the week — on Monday

Audience most active at this time and 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic 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**

04

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

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with 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
