

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Gifts for Mom

**@giftyrush**

You've found the kindest channel about gifts What's here? 🤔
Insights & dirt on the gift market in Telegram 📺 Giveaways & drops
🤔 Sometimes inaccurate analytics Chat:...

SUBSCRIBERS

24 112

+20649 per month

ERR (% WHO SEE
POSTS)**3.0%**

per day 9.2%

REACH/POST

769

ad reach 309/24h

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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 24 112 —	 SUBS REACH 3.19% avg % of subs see post	 VIEWS/POST 769 median 600 · 29 days	 POSTS/WEEK 9.0 over period
 7D TREND +6.4% vs previous week	 REACTIONS/POST 12.5 total 476 reactions, 302 reposts, 123 comments	 POST LENGTH 640 chars median 646 · 29 days	 POSTS ANALYZED 38 29 days
 AD REACH 309 24h avg	 CHURN / MONTH +20649 last month	 CITATION RATE 0 citation index · 45 channels mentioned all time	 CHANNEL AGE 1 year 4 months created 15.03.2025

AI EDITOR SUMMARY

Channel «Gifts for Mom» — 24 112 subs. Each post averages 769 people (3% of subs), reach is low — consider expanding audience. Publishes 9 posts per week (~1/day) — regular schedule. Week of Jul 6–12 reach grew +6.4% to week Jun 29 – Jul 5 — positive trend.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **38** posts over 29 days.
- 02 Dominant format — **Photo** (15/38 posts).
- 03 Avg post length — **640** chars (median 646).
- 04 Audience peak — **Monday, 22:00 MSK**.
- 05 Top posts get **1x** more views than the weakest (698 avg top vs 479 worst) — among 38 posts in 29 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 06:29 PHOTO ! In the upcoming Telegram update, a new entity Communities will appear 😊 Communities will allow adding channels and chats, and all subscribers...	VIEWS 725 REPOSTS 3	REACTIONS 67 ER 3.0%
Nº2 16.07 · 06:29 PHOTO Meanwhile Plush Pepe 🎁 price dipped below unupgraded plane 🎁🎁 A designer teased an upgrade spoiler...	VIEWS 709 REPOSTS 1	REACTIONS 8 ER 2.9%
Nº3 25.06 · 06:29 PHOTO Besides the statue, they also showed a bit of doge 🎁 A nod to football fans? And the galactic Pepe on black Plush Pepe 🎁 sold for 126...	VIEWS 660 REPOSTS 2	REACTIONS 7 ER 2.7%

Nº4 24.06 · 18:29 VIDEO  Another statue skin arrived from the creative director Waiting for July 4 -----  Football giveaway  Predict outcomes...	VIEWS 658 REPOSTS 3	REACTIONS 4 ER 2.7%
Nº5 08.07 · 06:29 VIDEO  Maximum hype for Redo and a bug on mrkt  Yesterday, Durov's associates and Andrey continued to heavily hype Redo improvements...	VIEWS 645 REPOSTS 9	REACTIONS 10 ER 2.7%

|

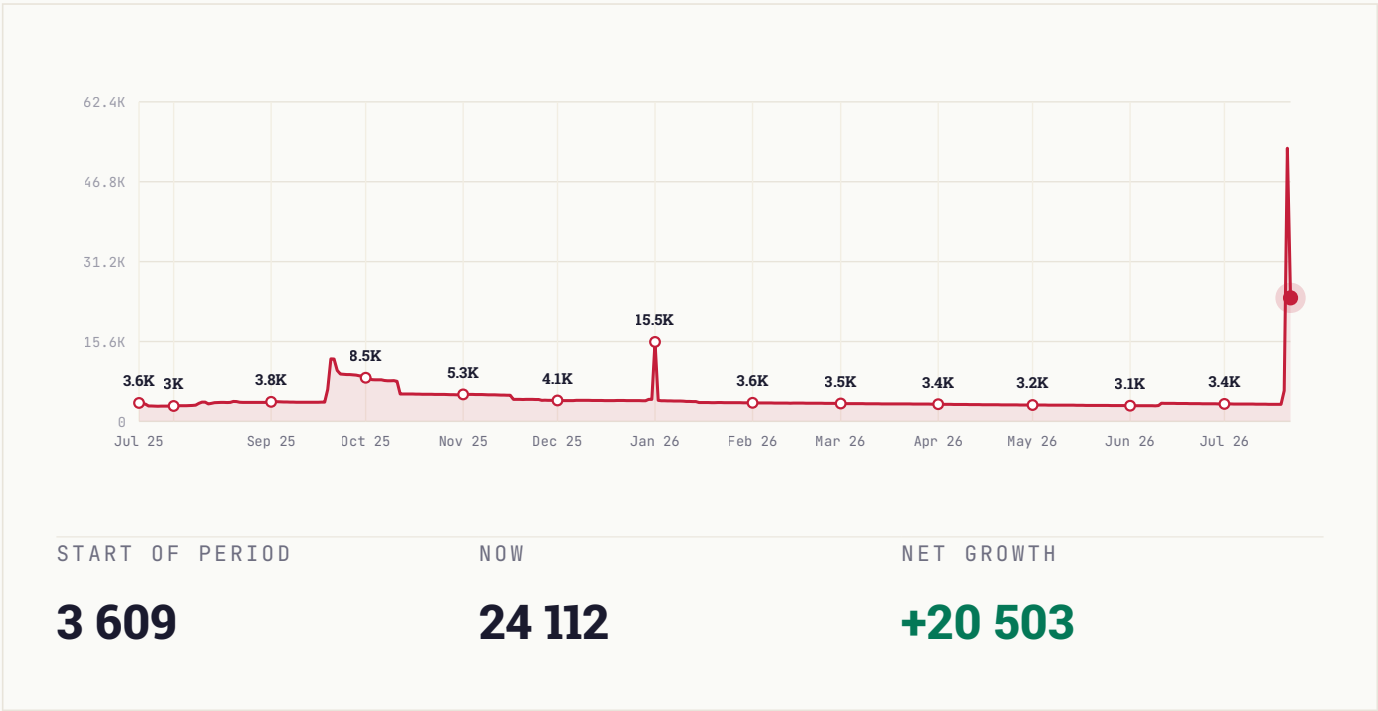
WORST 3

↓ 09.07 · 06:29 VIDEO  Portal surged to the lead In daily trading volume and number of gifts uploaded to the market July 7 trading volume on the platform...	VIEWS 487 REPOSTS 1	REACTIONS 9 ER 2.0%
↓ 03.07 · 06:32 PHOTO  Pulp Fiction. Briefly There was a game called BattleRoll. In February it was hacked and a large sum was withdrawn. The creator started patching holes...	VIEWS 481 REPOSTS 2	REACTIONS 11 ER 2.0%
↓ 30.06 · 06:29 PHOTO  Gift staking continues on the portal Last week was the poorest with my limit, didn't even cover the star costs I...	VIEWS 470 REPOSTS 1	REACTIONS 5 ER 1.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

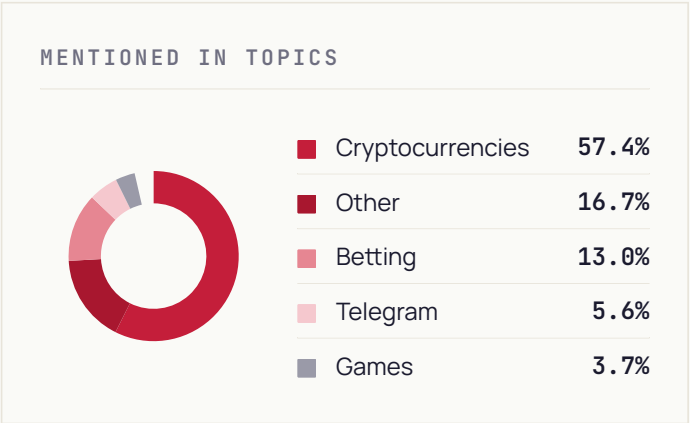
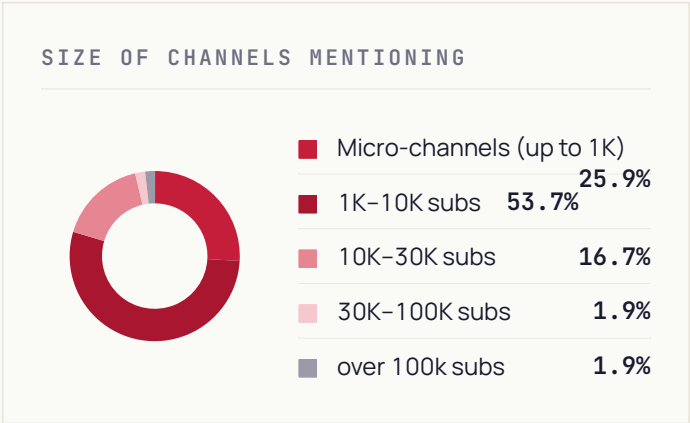
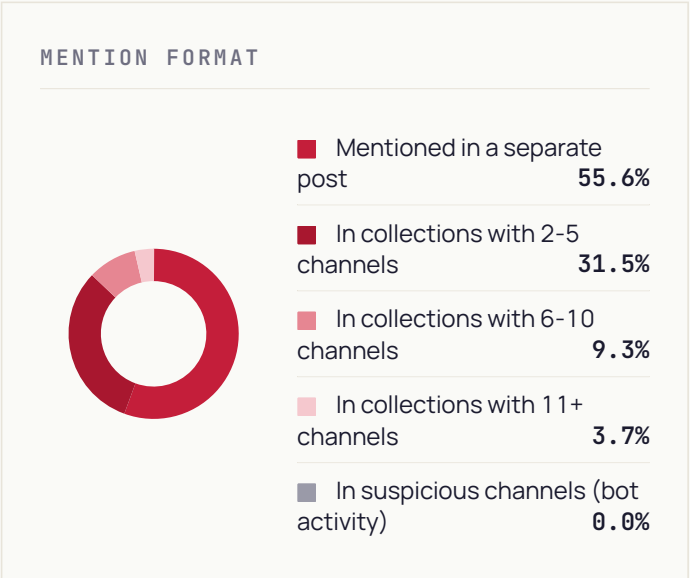
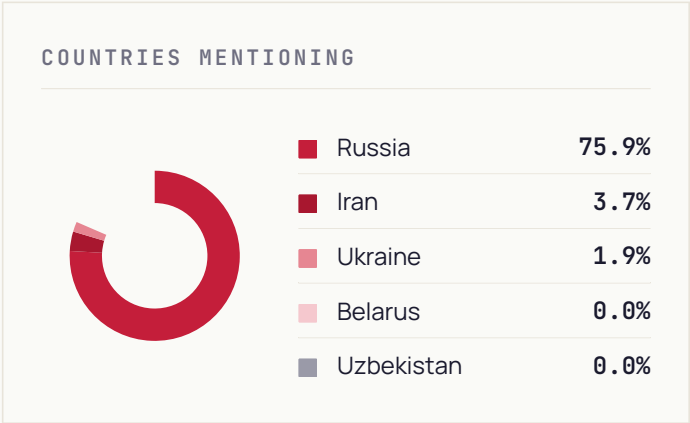
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

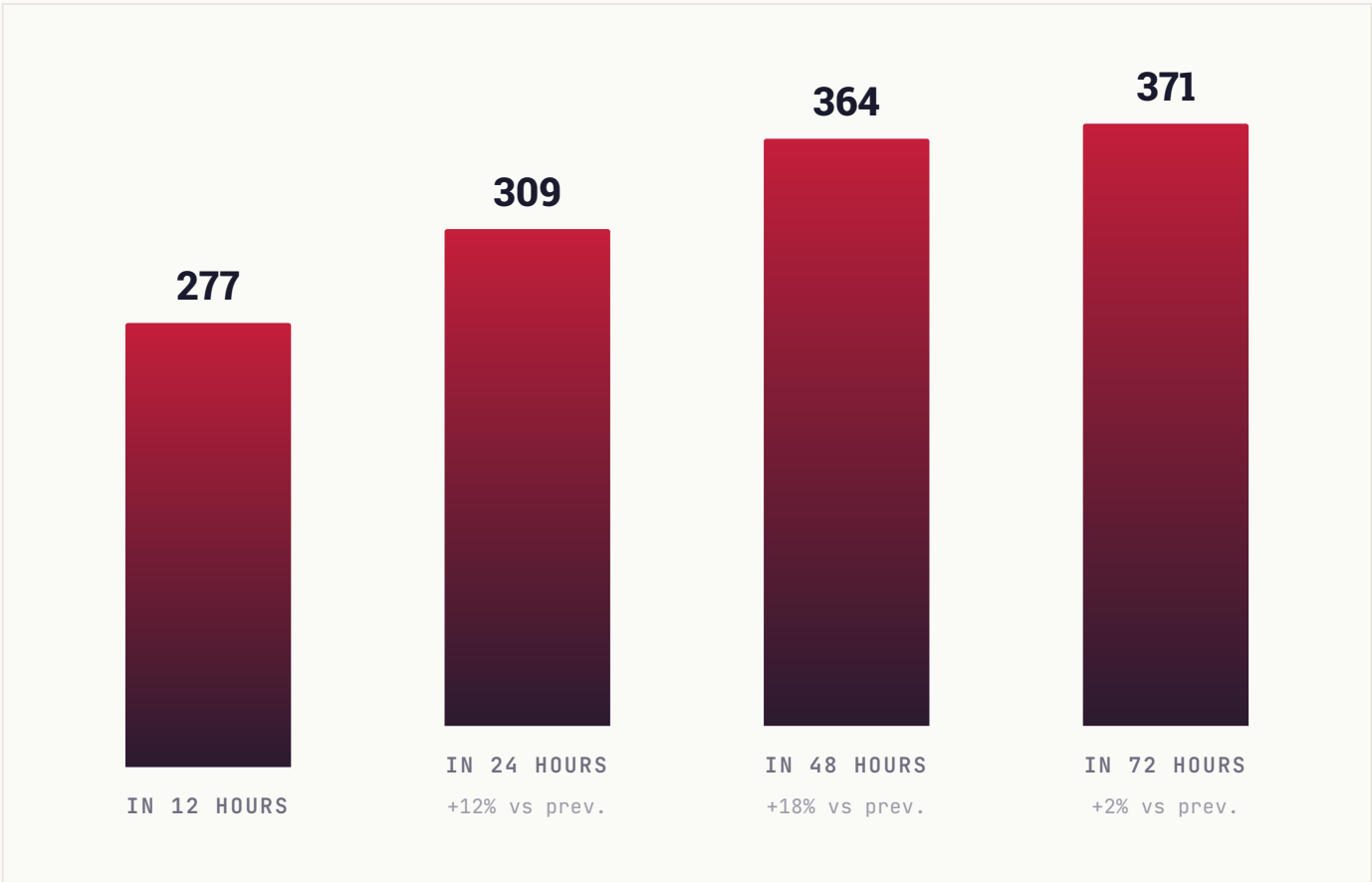
Citation index 0 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: 45 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BA Blum: All Crypto – One App	16.4M
CE Catapult Extreme	9.7M
DC DOGS Community	7.8M
FH FX Holding Official	6.9M
YE Yescoin	6.5M
TF Time Farm News	6M
\$T \$BAKS TON	5.9M
TT Tofan Trade سیگنال کریپتو	5.4M
TN Tonkeeper News	5.2M
BW Bitget Wallet Announcements	4.5M
PD Gifts for Mom YOU	24.1K

COMPARATIVE INSIGHT

Channel not yet outside top 100 niche — early growth stage. Niche leader — Blum: All Crypto – One App (16.4M), top-100 median: 2.1M. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

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 **17**, they brought **21 542** new subs.

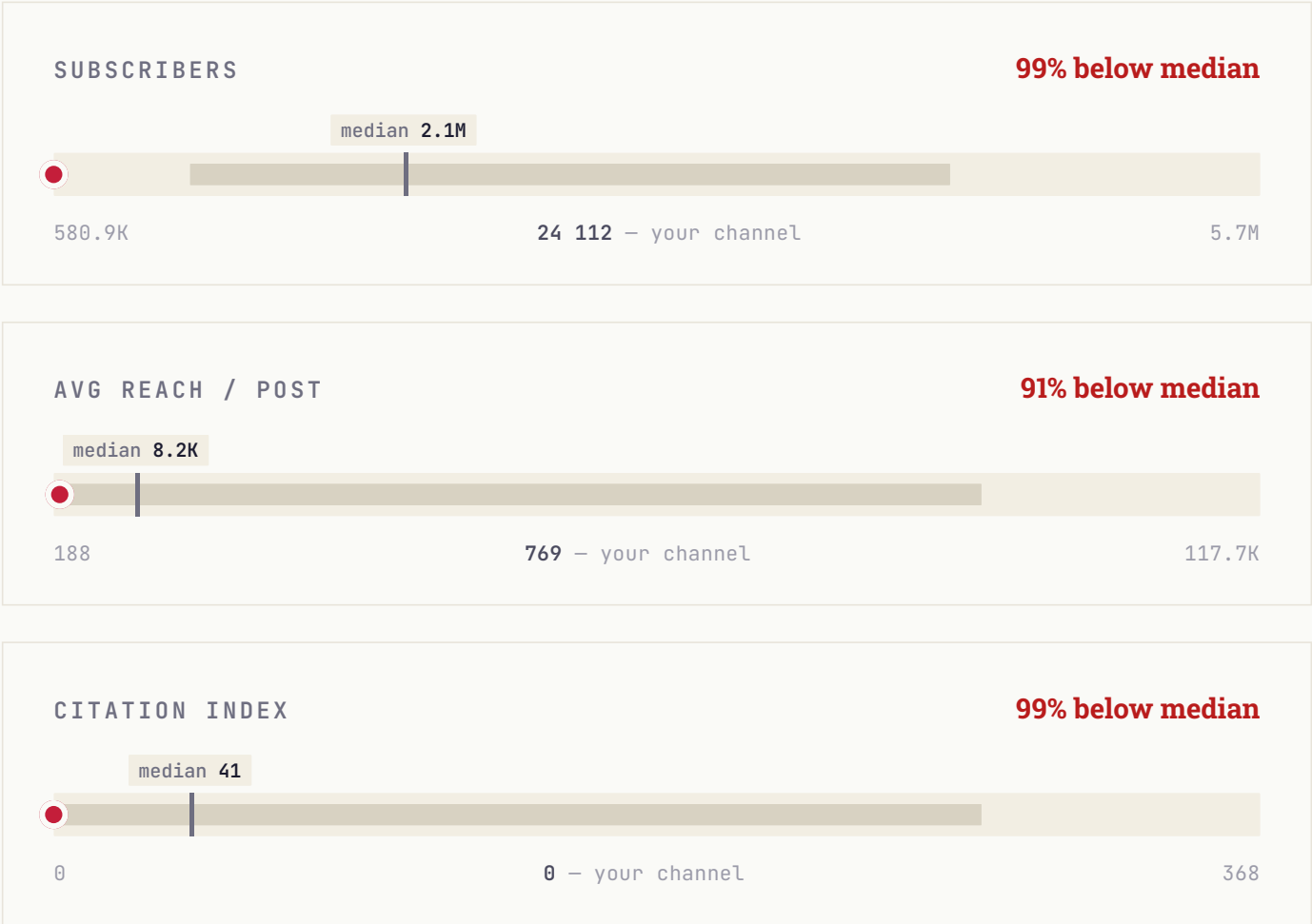
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	8	5	11 237
December 2025	1	1	366
November 2025	0	0	79
October 2025	0	0	18
September 2025	2	2	8 568
August 2025	6	4	1 274

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
17	6	21 542

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Cryptocurrencies» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Monday**

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 3.19% vs norm 6.5%. Try polls & interactive formats.

EFFECT

+3.3pp ER**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 typically boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with same-niche channels once a quarter.
No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with 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
