

PROMTPRESS PUBLIC REPORT

Channel audit

Give TON!



@givemetonru

Channel about TON and everything related: 1. Analytics 2. Insights
3. Author's opinion Spam bucket: @ton_telegrambot Crypto rates
bot: @TonometerBot Chat: @chaTON_ru

SUBSCRIBERS

2 589 612

-187400 per month

ERR (% SEE POSTS)

1.0%

in 24h 0.1%

REACH/POST

4.5K

ad reach 2.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly 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 rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank 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 under the number shows the period it covers.

 SUBSCRIBERS 2 589 612 —	 SUBS REACH 0.17% avg % of subs see post	 VIEWS/POST 4.5K median 3.4K · 29 days	 POSTS/DAY 7.9 ~55 per week
 7D TREND -30.2% vs previous week	 REACTIONS/POST 55.2 total 12,978 reactions, 3,643 reposts, 1,222 comments	 POST LENGTH 197 chars median 101 · 29 days	 POSTS ANALYZED 235 29 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH -187400 last month	 CITATION RATE 167 citation index · 990 channels mentioned ever	 CHANNEL AGE 7 years 3 months created 28.02.2019

AI EDITOR SUMMARY

Channel «Give TON!» – 2 589 612 subs. Each post averages 4.5K people (0% of subs), reach is low – consider expanding audience. Publishes 55 posts per week (~8/day) – active posting. Week of Jun 1–7 reach dropped -30.2% to 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 & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 235 posts in 29 days.
- 02 Dominant format – Text (119/235 posts).
- 03 Avg post length – 197 chars (median 101).
- 04 Audience peak – Friday, 09:00 MSK.
- 05 Top posts get 30x more views than the weakest (65.9K avg top vs 2.2K worst) – among 235 posts in 29 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 05:51 TEXT By the way, the first TON whales were Usmanov, Abramovich, Kirill Dmitriev and a bunch of smaller fish like Qiwi owners. Spirit of Pavlinidzh	VIEWS 68 016 REPOSTS 242	REACTIONS 43 ER 2.6%
Nº2 26.05 · 05:41 TEXT TON as a phenomenon is 9 years old, not 5. 5-year version is for crypto plankton.	VIEWS 65 229 REPOSTS 133	REACTIONS 26 ER 2.5%
Nº3 05.06 · 06:29 TEXT We've entered a zone where Trump likely has nothing left to lose. Impeachment and criminal charges await him at year-end. At his age, any term is a...	VIEWS 64 410 REPOSTS 167	REACTIONS 46 ER 2.5%

Nº4 09.06 • 21:27 **VIDEO**

Now you can see info-gypsy ads on your watch too PAVLINGA

VIEWS
7 395

REACTIONS
300

REPOSTS
10

ER
0.3%

Nº5 02.06 • 04:17 **PHOTO**

Interesting business Rahmun has Wonder what percentage of Pavlin comes from these topics

VIEWS
7 135

REACTIONS
72

REPOSTS
138

ER
0.3%

WORST 3

↓ 20.05 • 16:13 **PHOTO**

Pasha always joked on Twitter)

VIEWS
2 261

REACTIONS
8

REPOSTS
17

ER
0.1%

↓ 20.05 • 16:09 **PHOTO**

Already! And unfortunately ☹️

VIEWS
2 209

REACTIONS
47

REPOSTS
13

ER
0.1%

↓ 22.05 • 01:23 **TEXT**

And I also enjoy every time they write all this on Twitter. How much they don't give a damn about Telegram. Those for whom they write this on Telegram don't...

VIEWS
2 196

REACTIONS
14

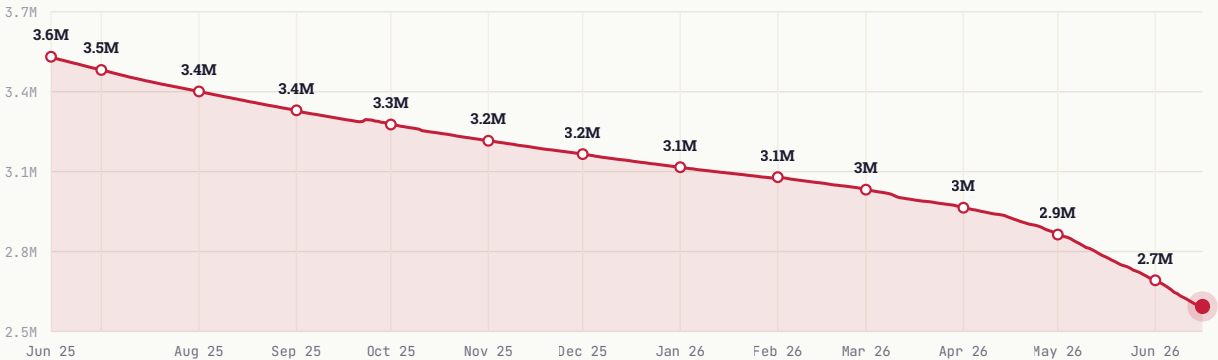
REPOSTS
7

ER
0.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss periods.



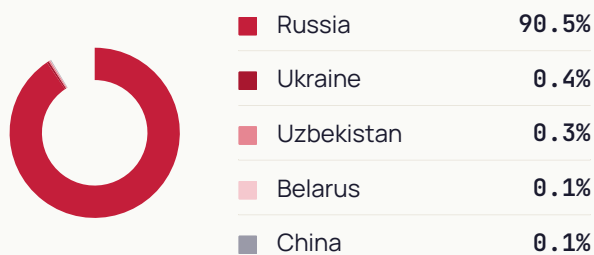
PERIOD START	NOW	NET GROWTH
3 557 595	2 589 775	-967 820

SECTION 04 • MENTIONS

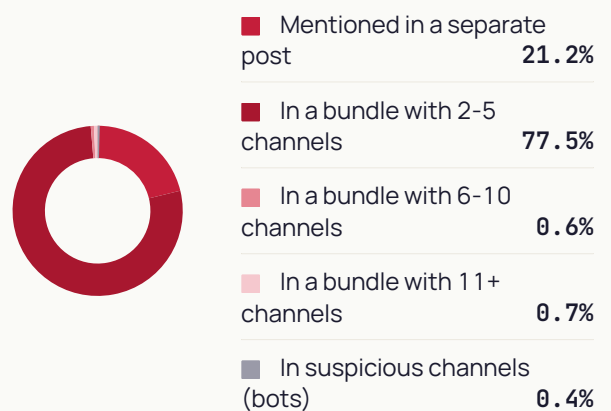
Who mentions the channel and how

Citation index **167** — channel popularity rating based on mentions. Considers both quantity and weight of mentioners: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **990** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



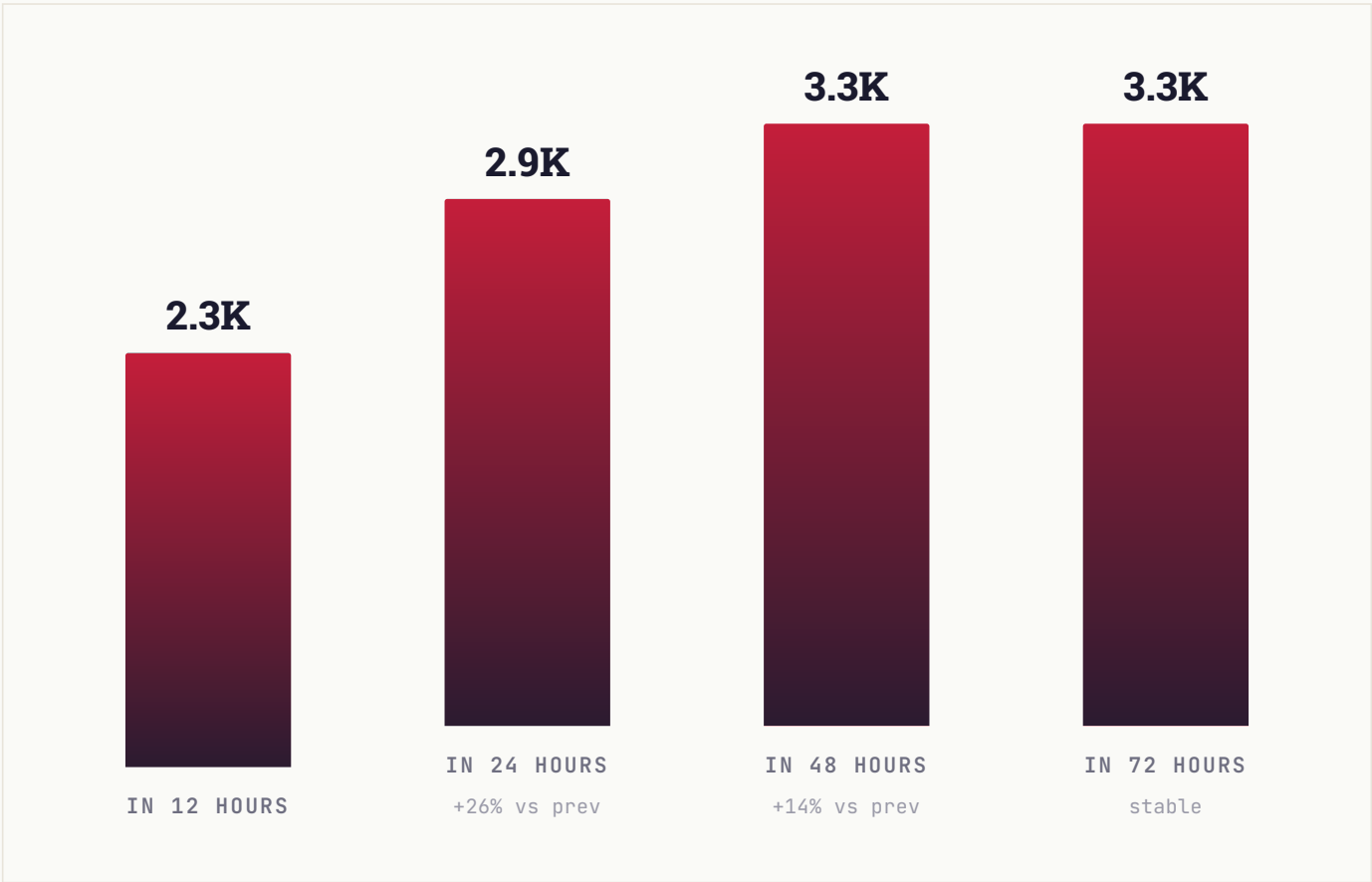
TOPICS MENTIONED IN



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 & audience. Your channel highlighted – see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
OH OKX News	4.8M
NC Crypto Bot News	2.7M
CW Crypto Wolf	2.6M
DT Give TON! YOU	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
TA TON AirDrop (RU)	1.3M

COMPARATIVE CONCLUSION

Channel intop 10 of niche (#4 of 99). Strong position. Niche leader – OKX News (4.8M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2 938**, they brought **9 003** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
December 2025	316	27	0	
Nov 2025	997	28	0	
Oct 2025	608	34	0	
September 2025	493	30	9 003	
August 2025	296	22	0	
July 2025	228	21	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2 938	6	9 003

SECTION 08 · NICHE COMPARISON

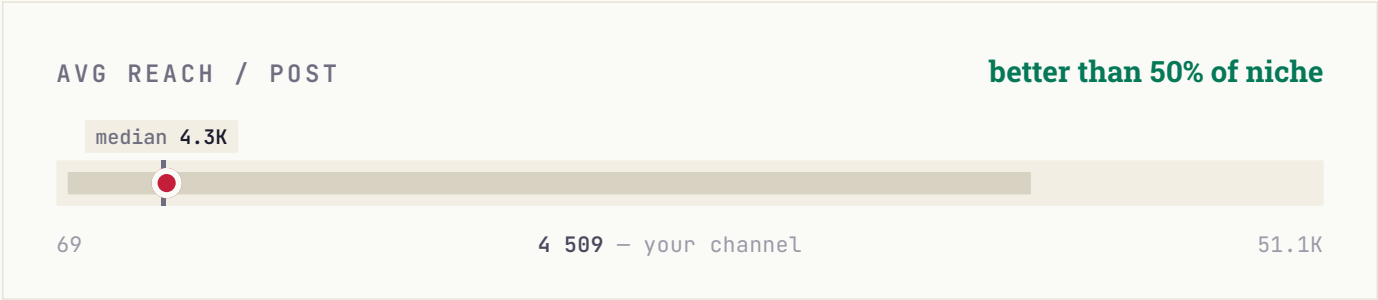
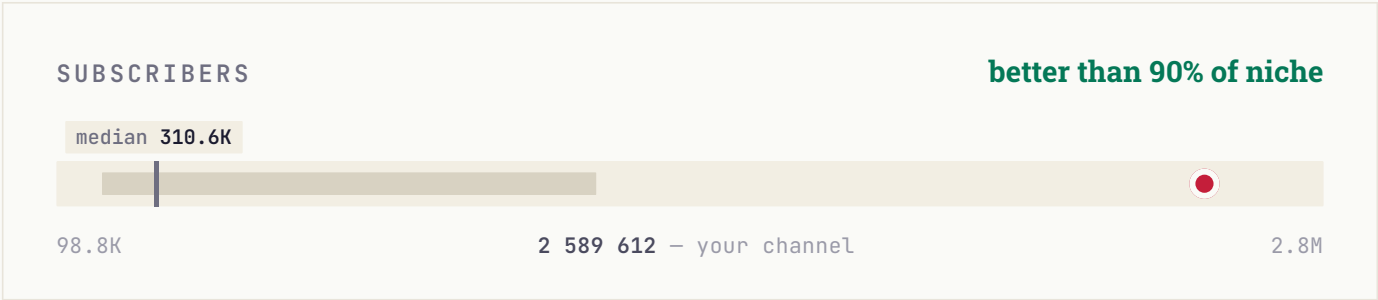
Where the channel stands in its league

Took top-100 channels in category «Crypto» (Russia) and compared your channel to them. Gray bar — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#4/100

RANK IN NICHE

Channel in top 4% crypto Russia



— 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

Post of the week — on Friday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best time for
key posts**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend reaching 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 0.17% vs norm 6.5%. Try polls & interactive formats.

EFFECT

+6.3pp ER

04

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**

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & close your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager