

PROMTPRESS PUBLIC REPORT

Channel audit

Durov наливает GRAM



@gramblockhainton

➤ #1 community on GRAM & Telegram Economy ■ Insights & analytics ■ GRAM, Stars, Mini Apps ■ Promising projects ■ Earning opportunities Be where trends emerge. ■ @rollsroyceadv ■

SUBS

218 046

67 posts 29 days

ERR (% SEE POSTS)

10.0%

per day 9.0%

REACH/POST

21.2K

ad reach 19.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 218 046 —	 SUBSCRIBER REACH 9.71% avg % subs see a post	 VIEWS/POST 21.2K median 21.4K · 29 days	 POSTS/WEEK 15.8 over period
 7D TREND +16.9% vs prev. week	 REACTIONS/POST 2468.5 total 165,388 reactions, 34,015 reposts, 0 comments	 POST LENGTH 974 chars. median 1000 · 29 days	 POSTS ANALYZED 67 29 days
 AD REACH 19.6K 24h avg	 MENTIONS 0 citation index · 1 channel mentioned it ever	 CHANNEL AGE 4 years 4 months created 09.02.2022	

AI EDITOR SUMMARY

Channel «Durov pours GRAM» — 218 046 subs. Each post averages 21.2K people (10% subs), reach is low — need to grow audience. Publishes 16 posts per week (~2/day) — consistent schedule. Week of June 8–14 reach grew by +16.9% vs week of June 1–7 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 67 posts over 29 days.
- 02 Dominant format – Photo (44/67 posts).
- 03 Avg post length – 974 chars (median 1000).
- 04 Peak audience activity – Sunday, 11:00 MSK.
- 05 Top posts get 3x more views than the weakest (34.7K avg for top vs 12.9K for worst) – among 67 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 08:12 PHOTO Two Worlds – Two Realities: Bureaucratic Dead End vs. TON's Digital Abundance The story vividly illustrates the deep chasm between...	VIEWS 41 056 REPOSTS 209	REACTIONS 1 993 ER 18.8%
Nº2 29.05 · 20:56 TEXT TON Ecosystem in Motion: Telegram – Smartwatches, Buying Stars with USDC/USDT & New Staking in MRKT Telegram – smartwatches Almost all...	VIEWS 31 962 REPOSTS 98	REACTIONS 2 751 ER 14.7%
Nº3 13.06 · 19:30 PHOTO Focus on the Main Thing: Meditation Amid Market Chaos & Noise The scene in the picture is the perfect metaphor for how to behave in...	VIEWS 30 959 REPOSTS 452	REACTIONS 1 868 ER 14.2%

Nº4 09.06 · 20:26 PHOTO ⌕ Time to Blow the Trumpets: TON Outshines Bitcoin & Ethereum The scene in the picture is the perfect embodiment of that moment when...	VIEWS 30 831 REPOSTS 137	REACTIONS 2 431 ER 14.1%
Nº5 14.06 · 20:26 PHOTO ⌕ Bureaucratic Absurdity: How Regulators Try to Squeeze AI into 19th-Century Boxes The story vividly shows how...	VIEWS 30 082 REPOSTS 584	REACTIONS 1 932 ER 13.8%

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WORST 3

↓ 19.06 · 08:11 TEXT ⌕ The Name Returns Last There's a pattern easy to miss if you view the crypto market as an endless feed...	VIEWS 14 208 REPOSTS 119	REACTIONS 3 405 ER 6.5%
↓ 11.06 · 09:11 PHOTO ⌕ Lunar Manifesto: Why This Year Must Be TON's Triumph Pavel Durov on the Moon's surface with a huge birthday cake in his hands —...	VIEWS 13 305 REPOSTS 210	REACTIONS 2 308 ER 6.1%
↓ 01.06 · 10:58 TEXT ⌕ TON and the Battle for Attention Economy: Challenges & Prospects ⌕ Telegram's Habit: The team often focuses on new topics...	VIEWS 11 291 REPOSTS 106	REACTIONS 1 814 ER 5.2%

SECTION 03 • MENTIONS

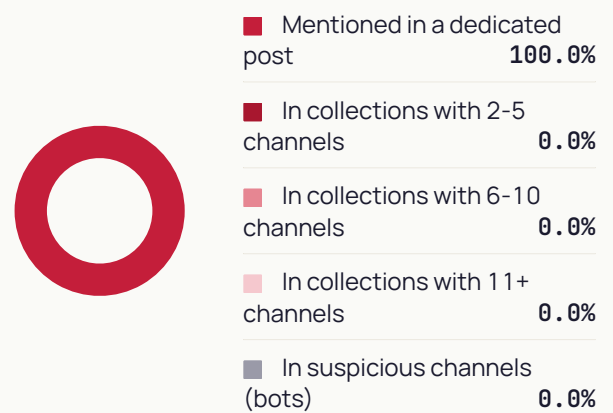
Who mentions the channel and how

Citation index **0** – 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. All time channel was mentioned **1** different channels.

MENTIONING COUNTRIES



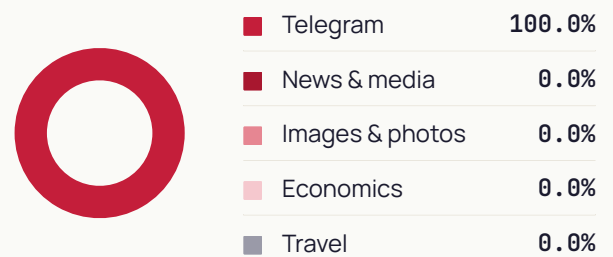
FORMAT OF MENTIONS



SIZE OF MENTIONING CHANNELS



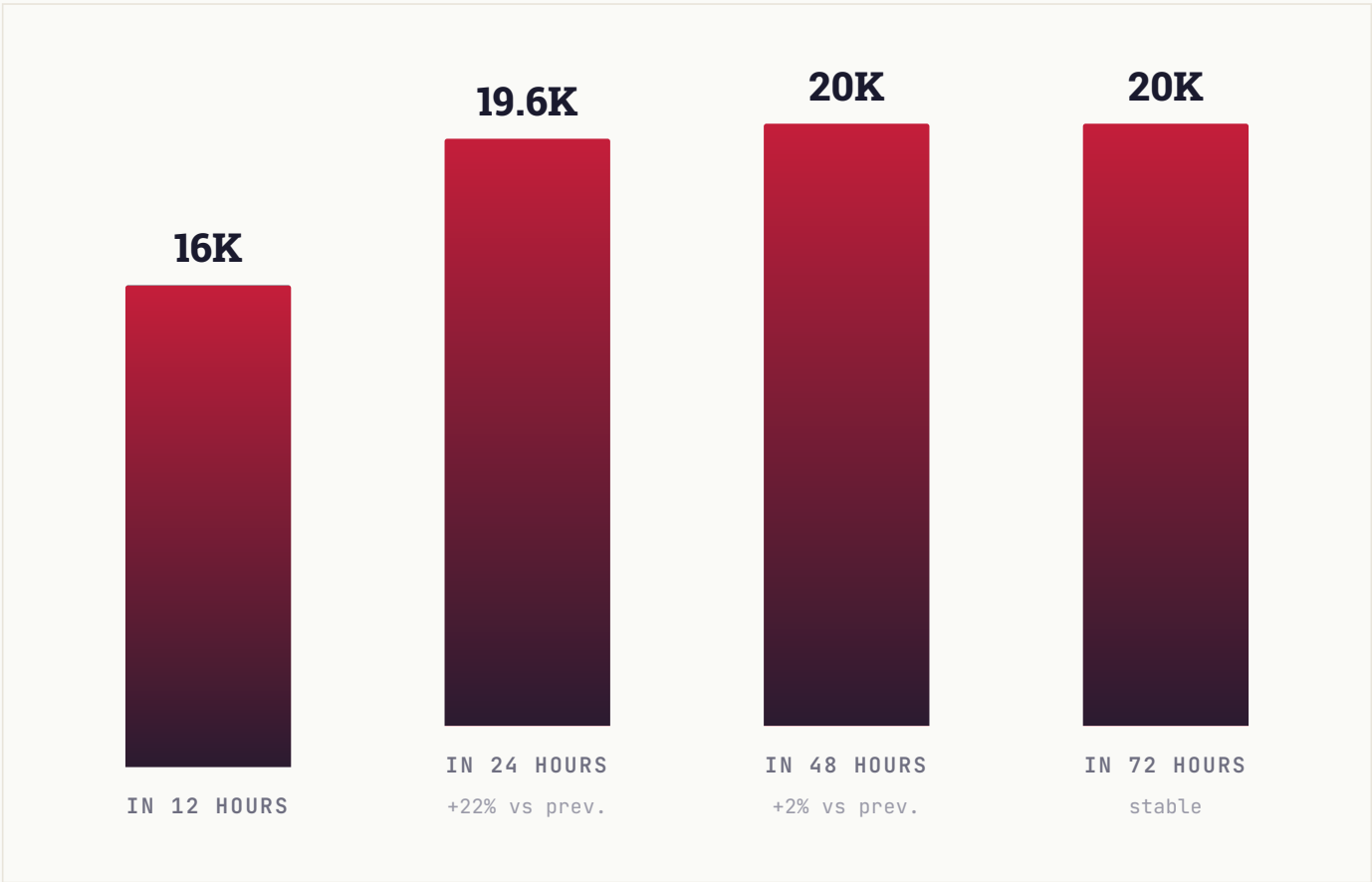
TOPICS OF MENTIONS



SECTION 04 · AD POTENTIAL

How long a post drives reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
OH OKX Новости	4.7M
NS Crypto Bot News	2.6M
CW Crypto Wolf	2.6M
DT Give TON!	2.5M
D- DeCenter — blockchain, bitcoin, investments	2.2M
IK Investment kingyru	2.1M
RB growth won't last forever	1.8M
MI MILLIARDOM	1.5M
MS Semenchuk's thoughts	1.4M
TA TON AirDrop (RU)	1.3M
DH Durov наливает GRAM	218K

COMPARATIVE SUMMARY

Channel in bottom half of top-100 niche (#87 of 99). Niche median — 303.9K subs. First growth KPI — reach median. Leader: OKX Новости (4.7M).

SECTION 06 · 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.

#87

/100

RANK IN NICHE

Channel in bottom half of ranking

SUBS

28% below median

median 303.7K

97.3K

218 046 — your channel

1.7M

AVG REACH / POST

better than 67% of niche

median 5.5K

54

21 170 — your channel

53K

CITATION INDEX

99% below median

median 31

0

0 — your channel

237

— SECTION 07 · STRATEGY

What to do right now

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

01

Top post of the week — Sunday
 Audience most active on this day at 11:00 MSK.

EFFECT
Best window for an important post

02

Increase video post share
 Video in Telegram retains audience longer and is algorithm-friendly. 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 picks 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
 Swap posts with same-segment 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 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
