

PUBLIC REPORT BY PROMTPRESS

Channel audit

Svyatoslav Gusev



@gusevself

👉 Entrepreneur. Founder Crypto AI 🖥️ Building business, writing about crypto Co-owner of payment infrastructure for Web3 projects. Developing NPO: family charity fund. 🗨️ IT chat...

SUBSCRIBERS

119 648

+65115 per month

ERR (% WHO SEE POSTS)

6.0%

per day 9.1%

REACH/POST

7.7K

ad reach 5.3K/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 119 648 —	 SUBS REACH 6.39% avg % subs see post	 VIEWS/POST 7.7K median 4.7K · 26 days	 POSTS/WEEK 9.9 for the period
 7D TREND -50.6% vs previous week	 REACTIONS/POST 416.4 only 15,822 reactions, 615 reposts, 0 comments	 POST LENGTH 586 chars median 499 · 26 days	 POSTS ANALYZED 38 26 days
 AD REACH 5.3K 24h avg	 CHURN / MONTH +65115 last month	 CITATION RATE 613 citation index · 2,069 channels mentioned ever	 CHANNEL AGE 8 years 7 months created 27.11.2017

AI EDITOR SUMMARY

Channel «Svyatoslav Gusev» — 119 648 subs. Each post averages 7.7K people (6% from subs), reach is low — should expand audience. Publishes 10 posts per week (~1/day) — regular schedule. For week Jun 29 – Jul 5 reach dropped by -50.6% by week 22–28 Jun — worth analyzing reasons.

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 **38** posts over 26 days.
- 02 Dominant format — **Text** (30/38 posts).
- 03 Avg post length — **586** chars (median 499).
- 04 Peak audience activity — **Thursday**, 13:00 MSK.
- 05 Top posts get **18x** more views than the weakest (39.5K avg top vs 2.2K worst) — among 38 posts in 26 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 10:35 TEXT 💰 Small giveaway as thanks for reading, reacting, and reposting. Thank you for your trust, I...	VIEWS 95 369 REPOSTS 102	REACTIONS 326 ER 79.7%
Nº2 15.06 · 18:11 TEXT (post without caption — text)	VIEWS 11 949 REPOSTS 186	REACTIONS 200 ER 10.0%
Nº3 02.07 · 15:25 PHOTO In a month IRS will issue ITIN 🇺🇸 Accept your congrats as reactions to my posts 🥳 Being American: investing in democracy...	VIEWS 11 036 REPOSTS 8	REACTIONS 271 ER 9.2%

N⁴04.07 • 10:22TEXT I own two companies and hold three licenses across two continents. 🇪🇺 Since July 1, MiCA has taken full effect and working in...	VIEWS 9 806 REPOSTS 5	REACTIONS 478 ER 8.2%
N⁵04.07 • 08:11TEXT AFSA in Astana issued first license for tokenization of real assets in Central Asia. First case: grain at elevators. Farmer...	VIEWS 7 335 REPOSTS 8	REACTIONS 286 ER 6.1%

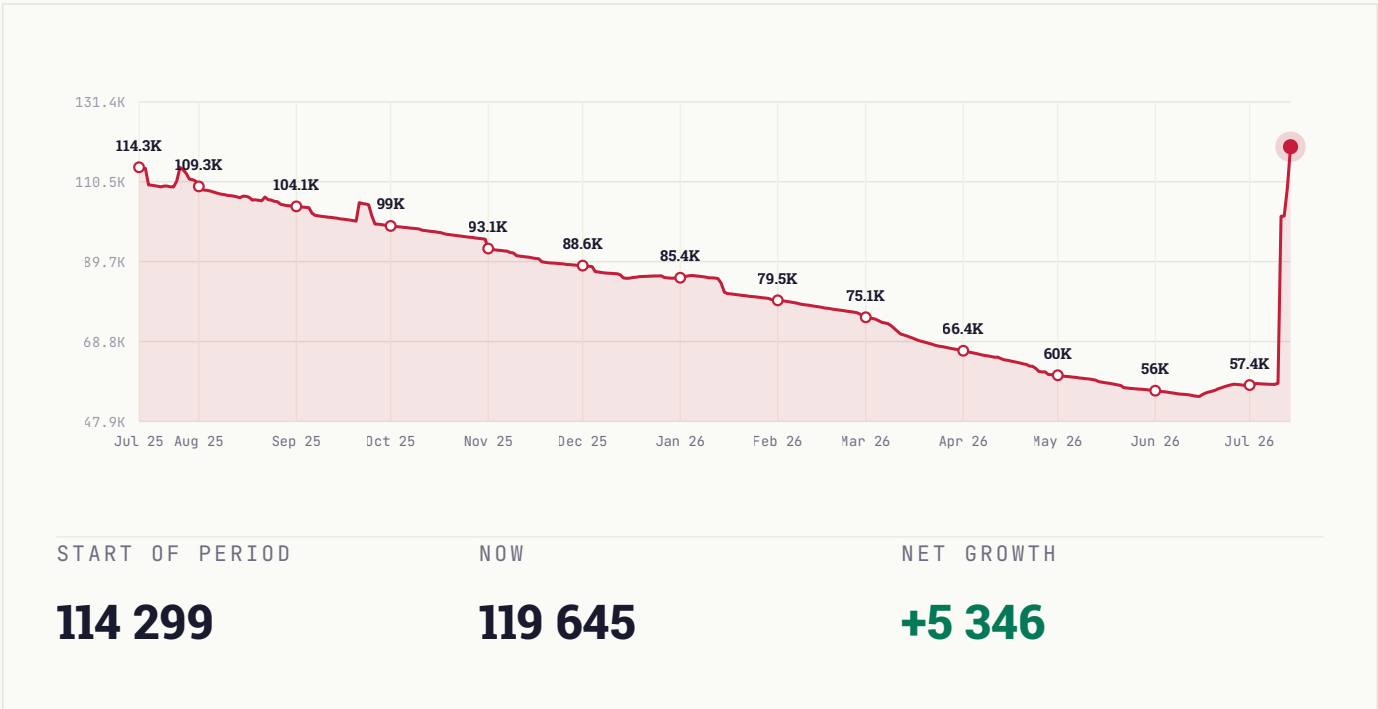
WORST 3

↓ 24.06 • 15:01PHOTO On-chain assets grew ~589% since early 2025 🎃 • Public stocks: +422% • Bonds & money market funds: +\$6.5B / +83% •...	VIEWS 2 351 REPOSTS 4	REACTIONS 266 ER 2.0%
↓ 01.07 • 11:41TEXT What Y Combinator Demo Day showed (June 2026) 🦋 If you follow IT & AI startups. But no time to check...	VIEWS 2 176 REPOSTS 7	REACTIONS 247 ER 1.8%
↓ 20.06 • 11:25TEXT (post without caption – text)	VIEWS 1 955 REPOSTS 18	REACTIONS 317 ER 1.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

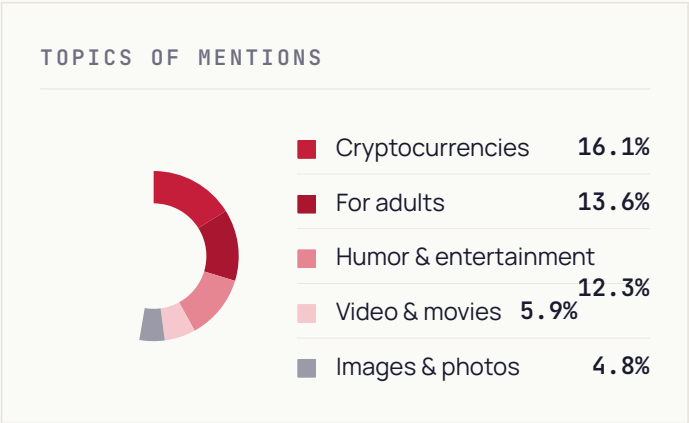
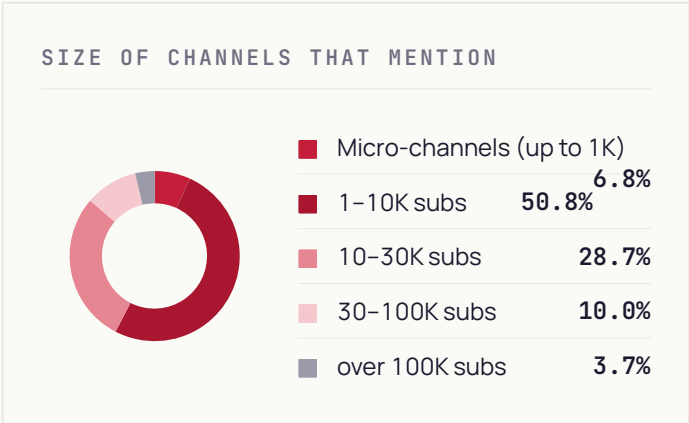
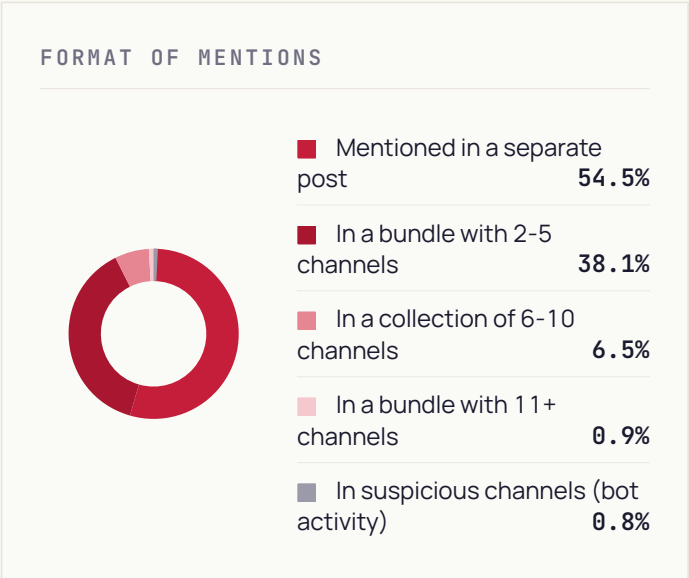
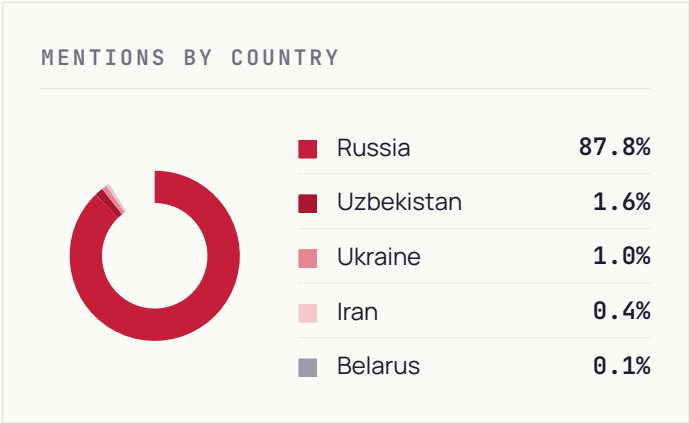
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

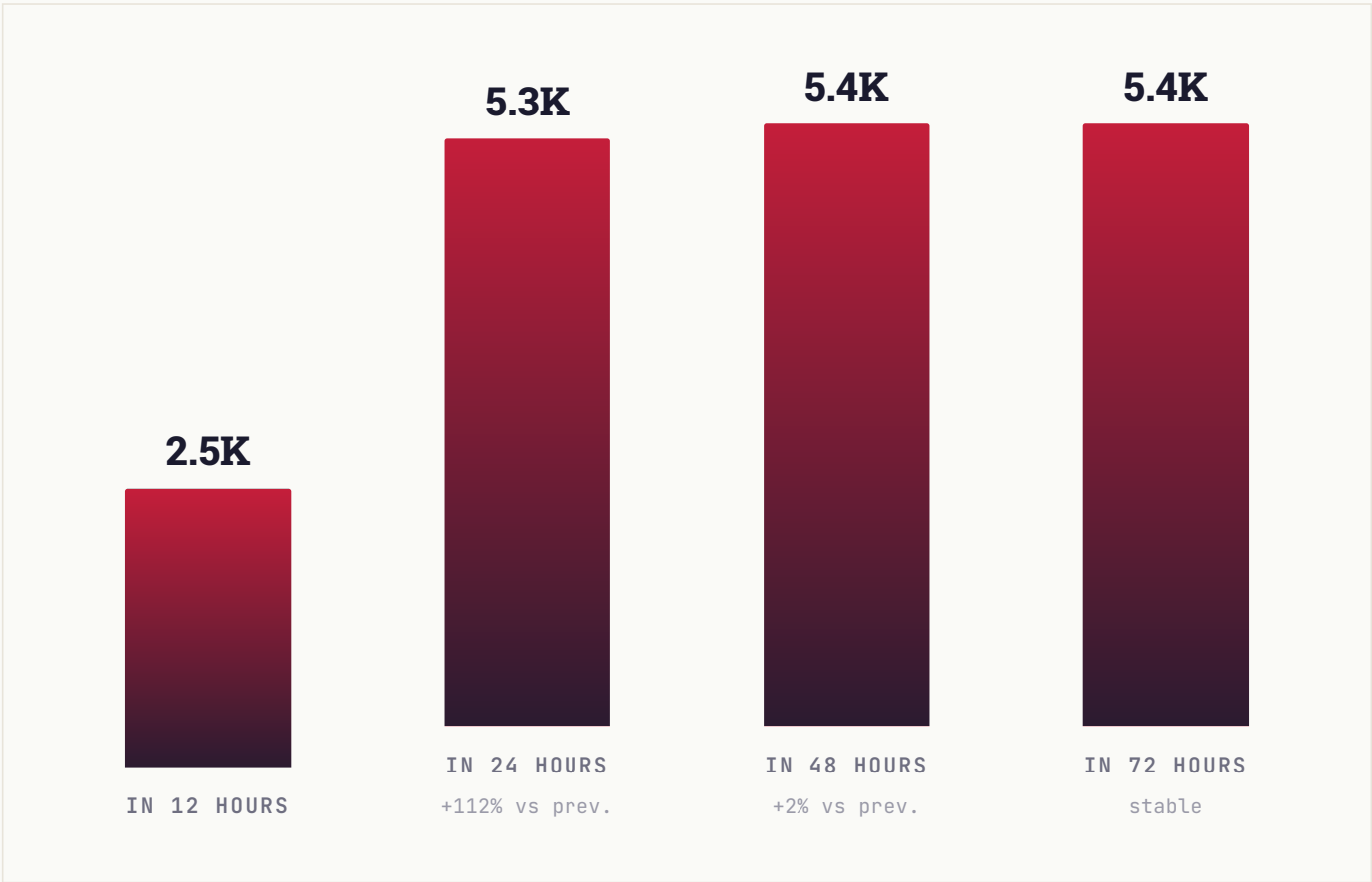
Citation index **613** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel 'weighs' more than from 1k. All-time mentions: **2 069** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BA Blum: All Crypto – One App	16.7M
MC Major Community	12.9M
CE Catapult Extreme	9.9M
RO Roxman	8.7M
DC DOGS Community	7.9M
GO Gram of TON	7.3M
FH FX Holding Official	7M
YE Yescoin	6.5M
TF Time Farm News	6.1M
\$T \$BAKS TON	6.1M
SG Svyatoslav Gusev YOU	119.6K

COMPARATIVE CONCLUSION

Channel is not yet outside top 100 niche — early growth stage. Niche leader — Blum: All Crypto – One App (16.7M), top-100 median: 2.2M. First goal: enter top-100 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **131**, they brought **7 676** new subs.

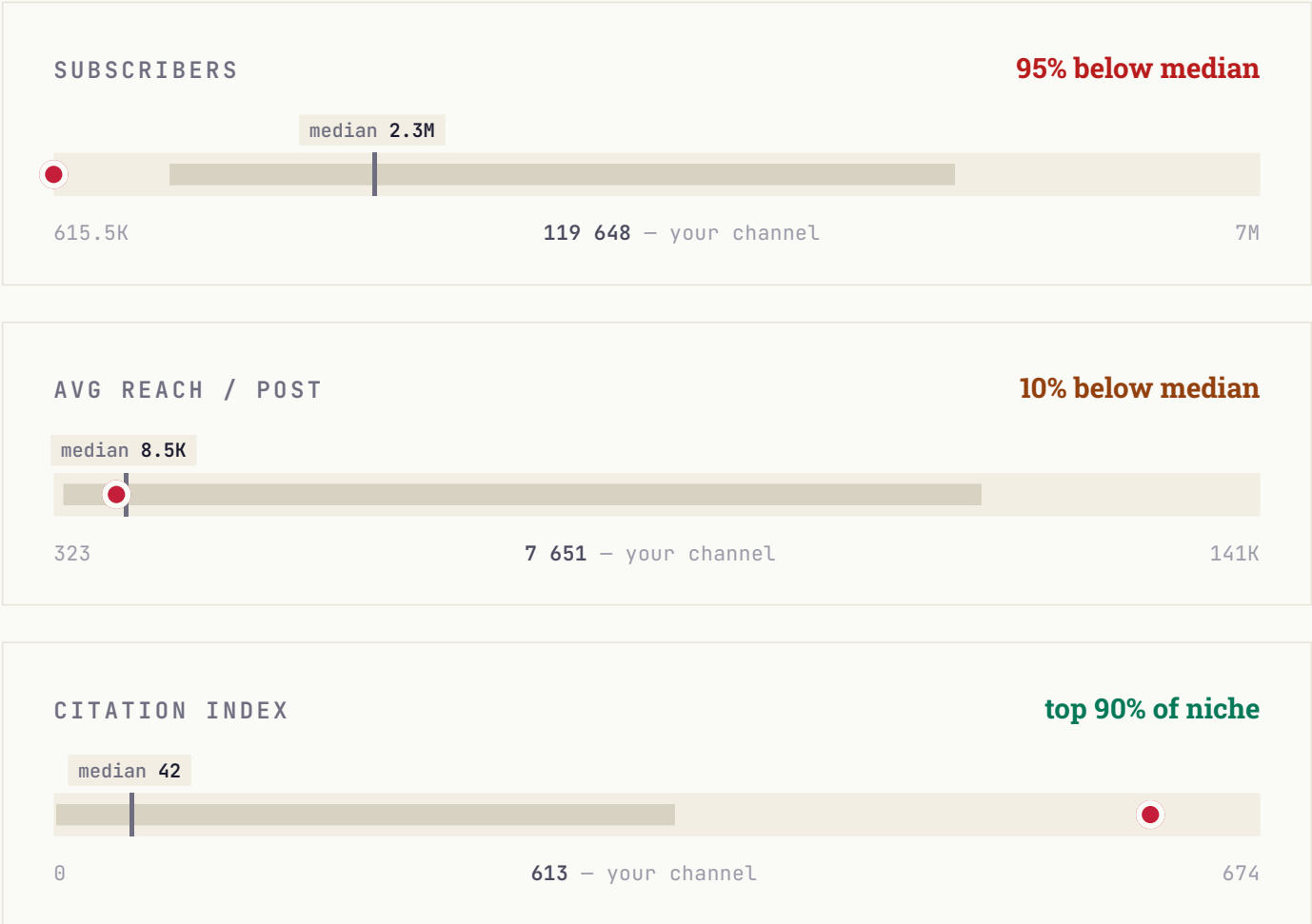
PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	14	10	751
December 2025	7	6	666
November 2025	32	12	0
October 2025	59	23	0
September 2025	16	10	4 811
August 2025	3	3	1 448

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
131	6	7 676

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 to 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 revisit this report in a month.

01

Best post day — Thursday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 6.39% vs norm 6.5%. Try polls & interactive formats.

EFFECT

+0.1pp 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 typically boost ER by +5-15%. One weekly poll on a hot topic — easy growth lever.

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 & hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager