

PROMTPRESS PUBLIC REPORT

# Channel audit

## Hard To Be Crypto



@h2becrypto

For collabs - @unchase Author channellNomis co-founder,  
TechLead and crypto/AI researcher. P.S. Any information I provide  
here is not a financial or any other advise.

SUBSCRIBERS

**307 589**

-50290 per month

ERR (% WHO SEE  
POSTS)

**1.0%**

daily **0.0%**

REACH/POST

**256**

ad reach **79**/24h

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— CONTENTS · 2026

# What's inside the report

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Who mentions the channel and how

## 05 Ad potential

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## 06 Competitors

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Position in «Crypto» category

## 08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

|                                                                                                                                                              |                                                                                                                                                                  |                                                                                                                                                                                         |                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>307 589</div><div>—</div></div>            | <div><div> SUBS REACH</div><div>0.08%</div><div>avg % subs see post</div></div> | <div><div> VIEWS/POST</div><div>256</div><div>median 276 · 24 days</div></div>                         | <div><div> POSTS/WK</div><div>3.7</div><div>over period</div></div>                        |
| <div><div> 7D TREND</div><div>-12.3%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>—</div><div>MTPROTO only</div></div>        | <div><div> POST LENGTH</div><div>787 chars</div><div>median 1000 · 24 days</div></div>                 | <div><div> POSTS ANALYZED</div><div>13</div><div>24 days</div></div>                       |
| <div><div> AD REACH</div><div>79</div><div>24h avg</div></div>              | <div><div> CHURN / MONTH</div><div>-50290</div><div>last month</div></div>      | <div><div> CITATION RATE</div><div>0</div><div>citation index · 65 channels mentioned ever</div></div> | <div><div> CHANNEL AGE</div><div>2 years 2 months</div><div>created 27.03.2024</div></div> |

AI EDITOR SUMMARY

Channel «Hard To Be Crypto» — 307 589 subs. Each post gets ~ 256 people (0% from subs), low reach — need to grow audience. Publishes 4 posts/week (~1/day) — infrequent. Week of Jun 1–7 reach dropped -12.3% to week May 25–31 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 13 posts over 24 days.
- 02 Dominant format – Text (8/13 posts).
- 03 Avg post length – 787 chars (median 1000).
- 04 Peak audience activity – Saturday, 01:00 MSK.
- 05 Top posts get 2x more views than the weakest (291 avg for top vs 173 for worst) – among 13 posts in 24 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                   |                                                                 |                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº1</div><div>27.05 · 07:27</div><div>PHOTO</div></div> <div>Week's PvP Battle rewards distributed 🎁 1️⃣ Rare pack of 5 cards @Nitam78 2️⃣ Common pack of 5 cards @Dima27 3️⃣ Common pack of 1...</div> | <div>VIEWS</div> <div>295</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>0.1%</div> |
| <div><div>Nº2</div><div>23.05 · 08:28</div><div>TEXT</div></div> <div>Most still use AI like it's 2023. And here's where they start losing ground. I looked at where the real...</div>                            | <div>VIEWS</div> <div>291</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>0.1%</div> |
| <div><div>Nº3</div><div>20.05 · 08:05</div><div>PHOTO</div></div> <div>(captionless post – photo)</div>                                                                                                           | <div>VIEWS</div> <div>288</div> <div>REPOSTS</div> <div>2</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>0.1%</div> |

Nº4

21.05 · 23:59

TEXT

The scariest AGI scenario is not a machine uprising. It's a world where people become economically "redundant". I increasingly see that...

VIEWS

286

REPOSTS

—

REACTIONS

—

ER

0.1%

Nº5

30.05 · 09:41

TEXT

Tournaments ☒ WEEEX x InfLake Tournament and One Year Tournament are over! ☒ Congrats to our leaders and everyone who took part...

VIEWS

276

REPOSTS

1

REACTIONS

—

ER

0.1%

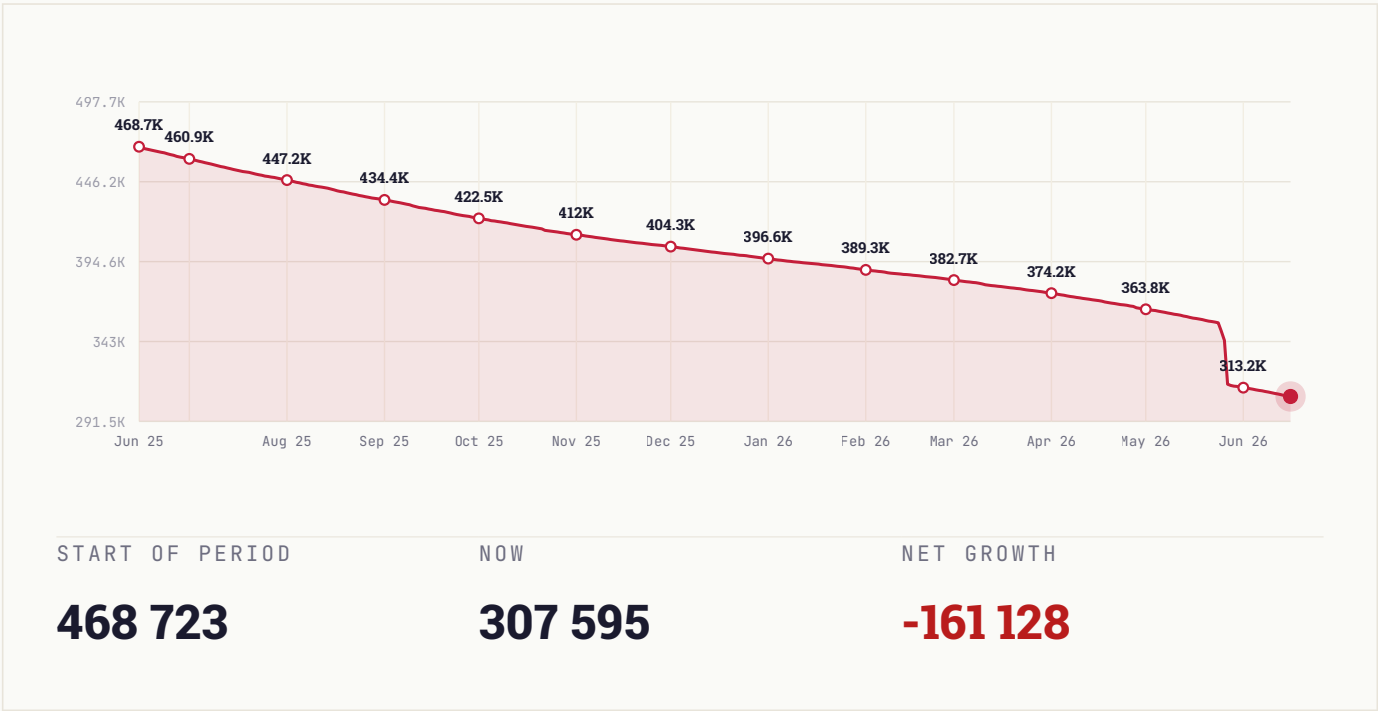
WORST 3

|                                                                                                                                                                                                                             |                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| <div><div>↓</div><div>10.06 · 23:25</div><div>TEXT</div></div> <div><div>Software 3.0 is not "code is dead". It's a shift in interface. I'm often asked: will we soon be able to completely forget...</div></div>           | <div>VIEWS</div> <div>196</div> <div>REPOSTS</div> <div>—</div> <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>0.1%</div> |
| <div><div>↓</div><div>10.06 · 14:16</div><div>PHOTO</div></div> <div><div>⚠ For Russian-speaking audience only. ☒ IX Crypto Summit 2026 expands participant geography ☒ ☒ October 7–8, 2026 in Moscow at...</div></div>     | <div>VIEWS</div> <div>167</div> <div>REPOSTS</div> <div>1</div> <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>0.1%</div> |
| <div><div>↓</div><div>09.06 · 14:36</div><div>PHOTO</div></div> <div><div>Remaining rewards from WEEEX x InfLake Tournament and One Year Tournament distributed! ☒☒☒ Congratulations to all participants and...</div></div> | <div>VIEWS</div> <div>156</div> <div>REPOSTS</div> <div>—</div> <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>0.1%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

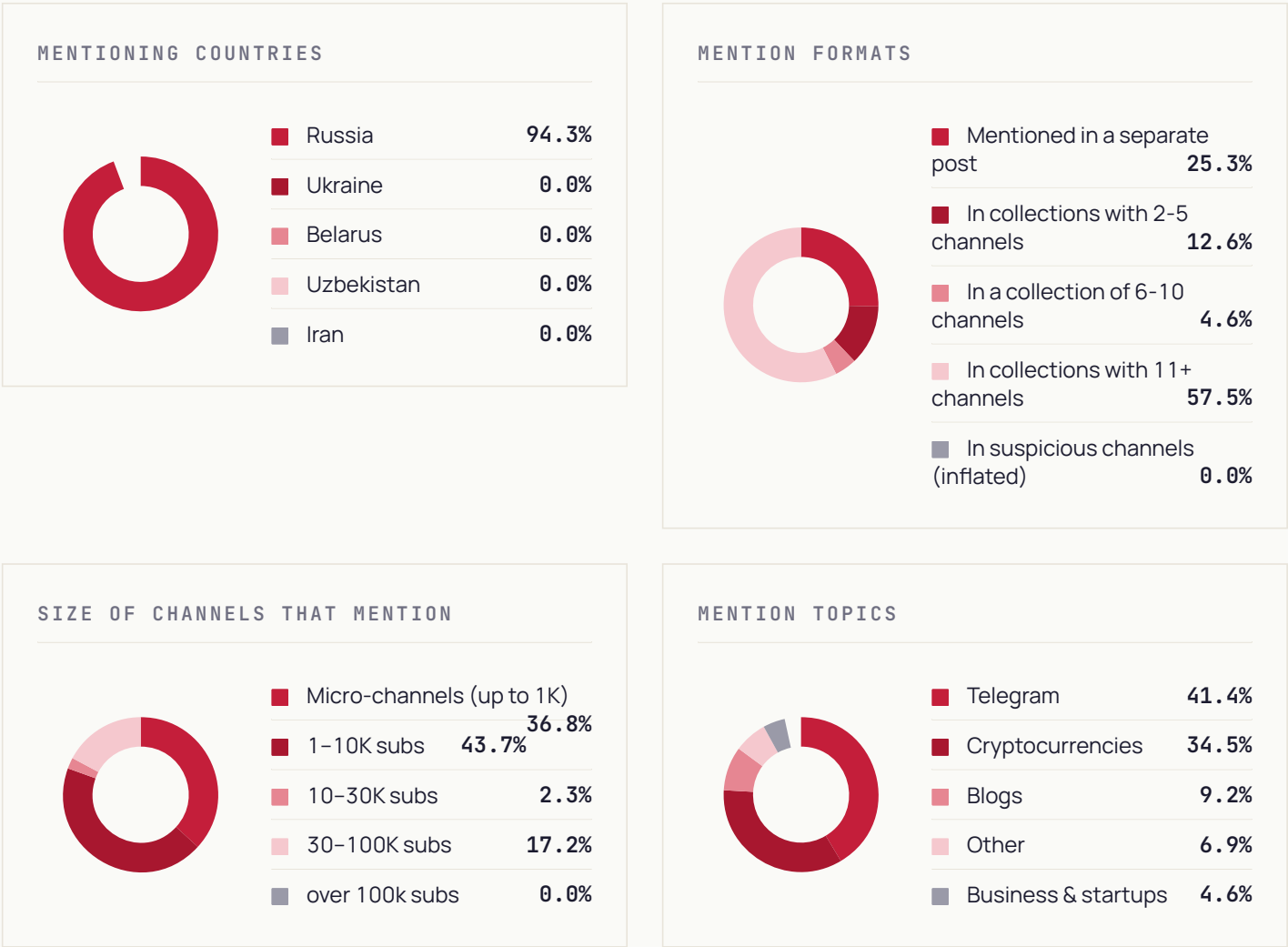
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

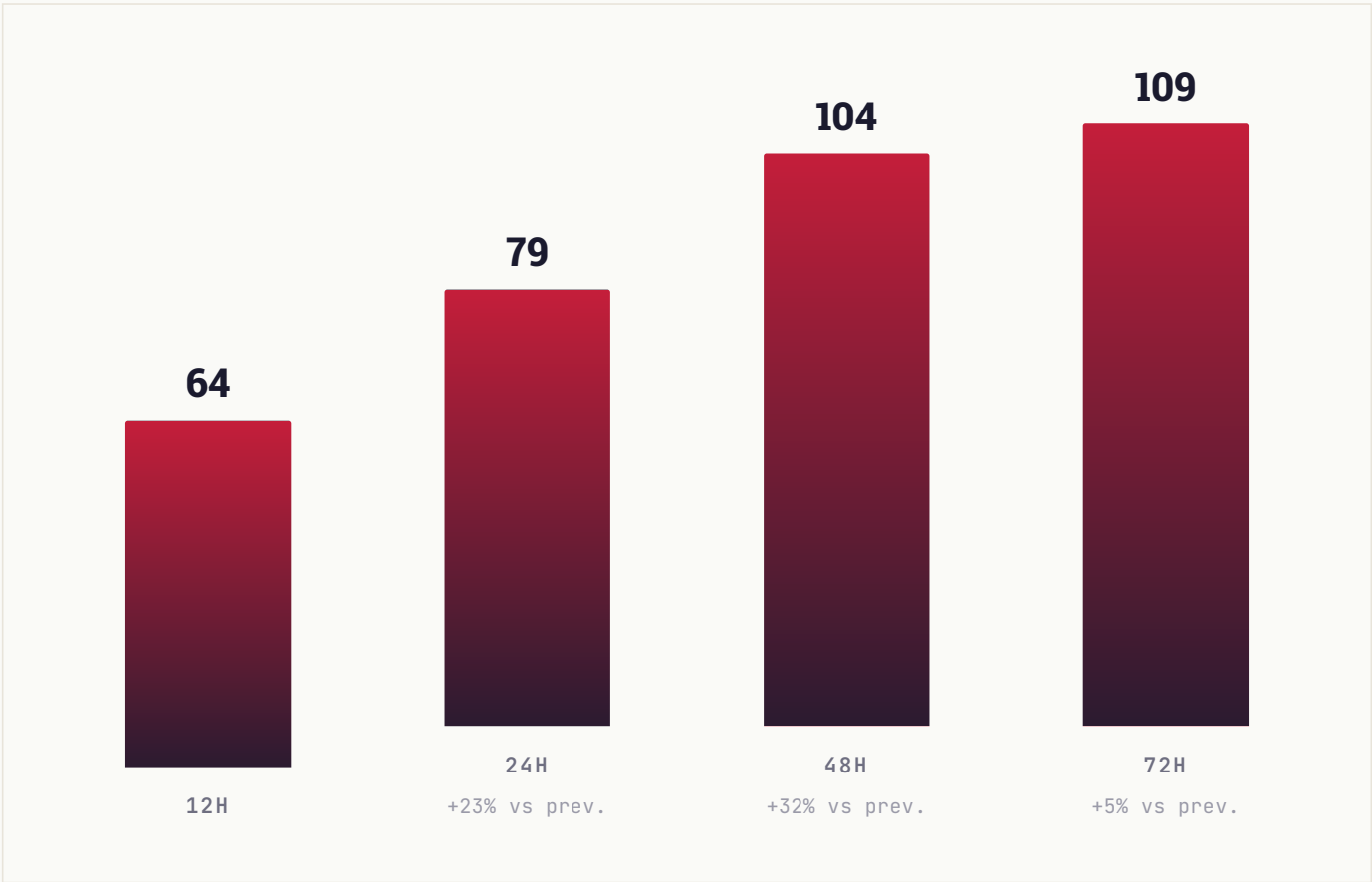
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 65 different channels.



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 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        |
| RU growth won't last forever                   | 1.9M        |
| MI MILLIARDOM                                  | 1.5M        |
| MS Semenchuk's thoughts                        | 1.4M        |
| LC Ladesov Crypto                              | 1.3M        |
| HT Hard To Be Crypto                           | 307.6K      |

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#51 of 99). Niche median — 307.7K subs. First growth KPI — reach the median. Leader: OKX News (4.8M).

— SECTION 07 · NICHE COMPARISON

# Where the channel stands in its league

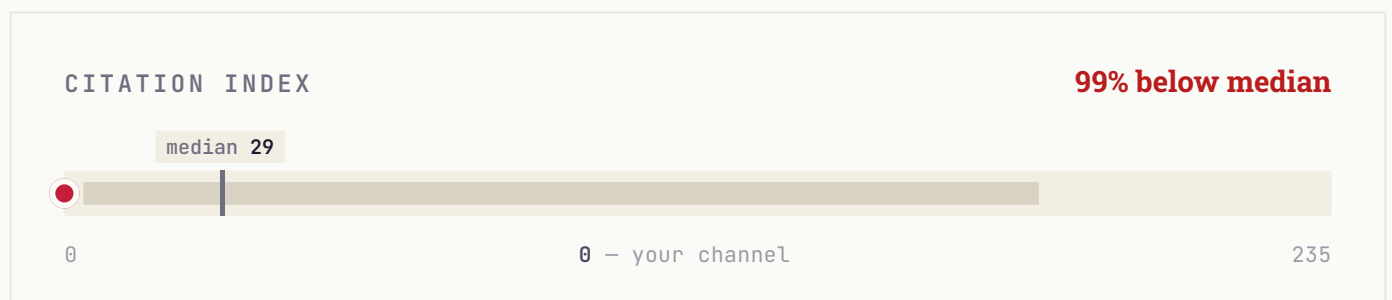
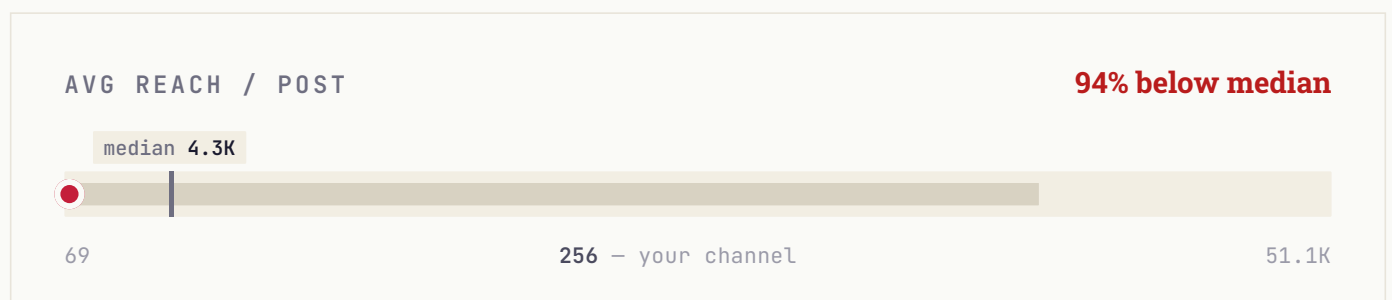
Took top-100 channels in category "Cryptocurrencies» (Russia) and compared your channel to them. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#51

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

# What to do right now

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

- |    |                                                                                                                                                                                                                       |                                                    |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| 01 | <b>Post more often</b><br>Now 3.7 posts/wk. Active channels average 7-10.<br>Consistency is key to retention.                                                                                                         | EFFECT<br><b>Consistency &gt; volume</b>           |
| 02 | <b>Main post of the week — on Saturday</b><br>Audience is most active on this day at 01:00 MSK.                                                                                                                       | EFFECT<br><b>Best window for an important post</b> |
| 03 | <b>Increase video posts share</b><br>Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.                                                     | EFFECT<br><b>Video retains audience better</b>     |
| 04 | <b>ER below niche benchmark — rethink formats</b><br>Current ER 0.08% vs norm 6.5%. Try polls and interactive formats.                                                                                                | EFFECT<br><b>+6.4pp ER</b>                         |
| 05 | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress finds sources for your niche. | EFFECT<br><b>+1000-3000 subs</b>                   |

★ WHAT'S NEXT

# Want us to do it PromptPress?

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

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01 **Launch ads in  
Telegram**

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

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02 **Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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