

— PUBLIC REPORT BY PROMTPRESS

Channel audit



**INVESTMENT IS
FREEDOM.
TRAIDING
NEWS ■**



@investment_is_freedom

■ About investments and online earnings. Savings insurance for RB citizens ■ About life, personal growth and financial literacy ✍️
@IrinaGorbatovskaya ■ CHAT <https://t.me/+WDXmxsa3GQCSpltv...>

SUBSCRIBERS

1 356

-11 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 1.3%

REACH/POST

53

ad reach 18/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 1 356 —	 SUBS REACH 3.93% avg % subs see post	 VIEWS/POST 53 median 55 · 28 days	 POSTS/WEEK 5.2 over period
 7D TREND -3.2% vs previous week	 REACTIONS/POST 2.9 only 61 reactions, 11 reposts, 5 comments	 POST LENGTH 405 chars. median 387 · 28 days	 POSTS ANALYZED 21 28 days
 AD REACH 18 24h avg	 CHURN / MONTH -11 last month	 CITATION RATE 0 citation index · 21 channels mentioned ever	 CHANNEL AGE 5 years 10 months created 04.08.2020

AI EDITOR SUMMARY

Channel «инвестиции в будущее» @ INVESTMENT IS FREEDOM. TRAIDING NEWS — 1 356 subs. Each post averages 53 people (4% of subs), reach is low — consider expanding audience. Publishes 5 posts per week (~1/day) — rare posts. For the week of June 1–7, reach stable (-3.2% vs week of May 25–31).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 21 posts over 28 days.
- 02 Dominant format — Photo (11/21 posts).
- 03 Avg post length — 405 chars (median 387).
- 04 Peak audience activity — Wednesday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (72 avg for top vs 36 for worst) — among 21 posts over 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 20.05 · 13:26 VIDEO Vital. Even very vital 😊 But hope it's not about you 📺	VIEWS 74 REPOSTS 2	REACTIONS 3 ER 5.5%
Nº2 25.05 · 06:53 PHOTO People are like pencils — each draws their own life... Some break, some blunt, some sharpen and draw life...	VIEWS 73 REPOSTS 1	REACTIONS 11 ER 5.4%
Nº3 18.05 · 07:26 VIDEO !!ONE-MINUTE PRACTICE: Stop and honestly answer one question: What did you do today just because you wanted to...	VIEWS 70 REPOSTS 1	REACTIONS 9 ER 5.2%

Nº4

20.05 · 05:36

VIDEO

Consistency is key 📌 If you regularly set aside money from each income, in a year you'll have a substantial...

VIEWS

68

REPOSTS

1

REACTIONS

7

ER

5.0%

Nº5

23.05 · 23:01

TEXT

!! WHITEBIRD operations will not be affected by sanctions under the 20th package. "If the company is not registered under EU law, does not conduct activities...

VIEWS

66

REPOSTS

—

REACTIONS

—

ER

4.9%

WORST 3

↓ 11.06 · 08:14 PHOTO For those writing me that Whitebird is under 20th package sanctions — everything works flawlessly, personally tested (withdrawal in 3 sec) 📌. Read...	VIEWS 38 REPOSTS — REACTIONS 2 ER 2.8%
↓ 11.06 · 05:18 PHOTO https://pravo.by/document/?guid=12551&p0=C22600288	VIEWS 35 REPOSTS — REACTIONS — ER 2.6%
↓ 12.06 · 08:54 PHOTO Why? Ministry of Labor proposed to ban spending maternity capital on monthly payments, education, and funded pension ☹️ That is...	VIEWS 35 REPOSTS — REACTIONS 4 ER 2.6%

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.



PERIOD START

1 625

NOW

1 356

NET GROWTH

-269

SECTION 04 • MENTIONS

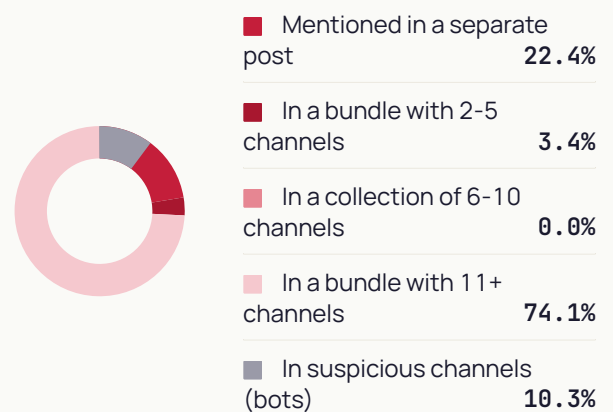
Who and how mentions the channel

Citation index **0** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from one with 1K. All time channel was mentioned **21** different channels.

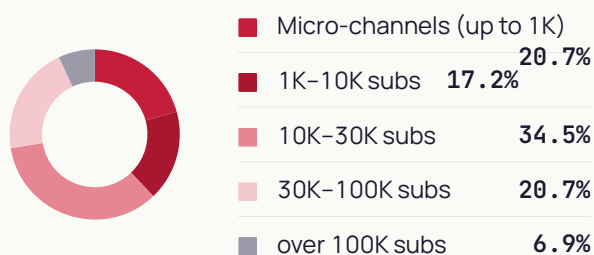
COUNTRIES MENTIONING



MENTIONED IN WHICH FORMATS



SIZE OF CHANNELS MENTIONING



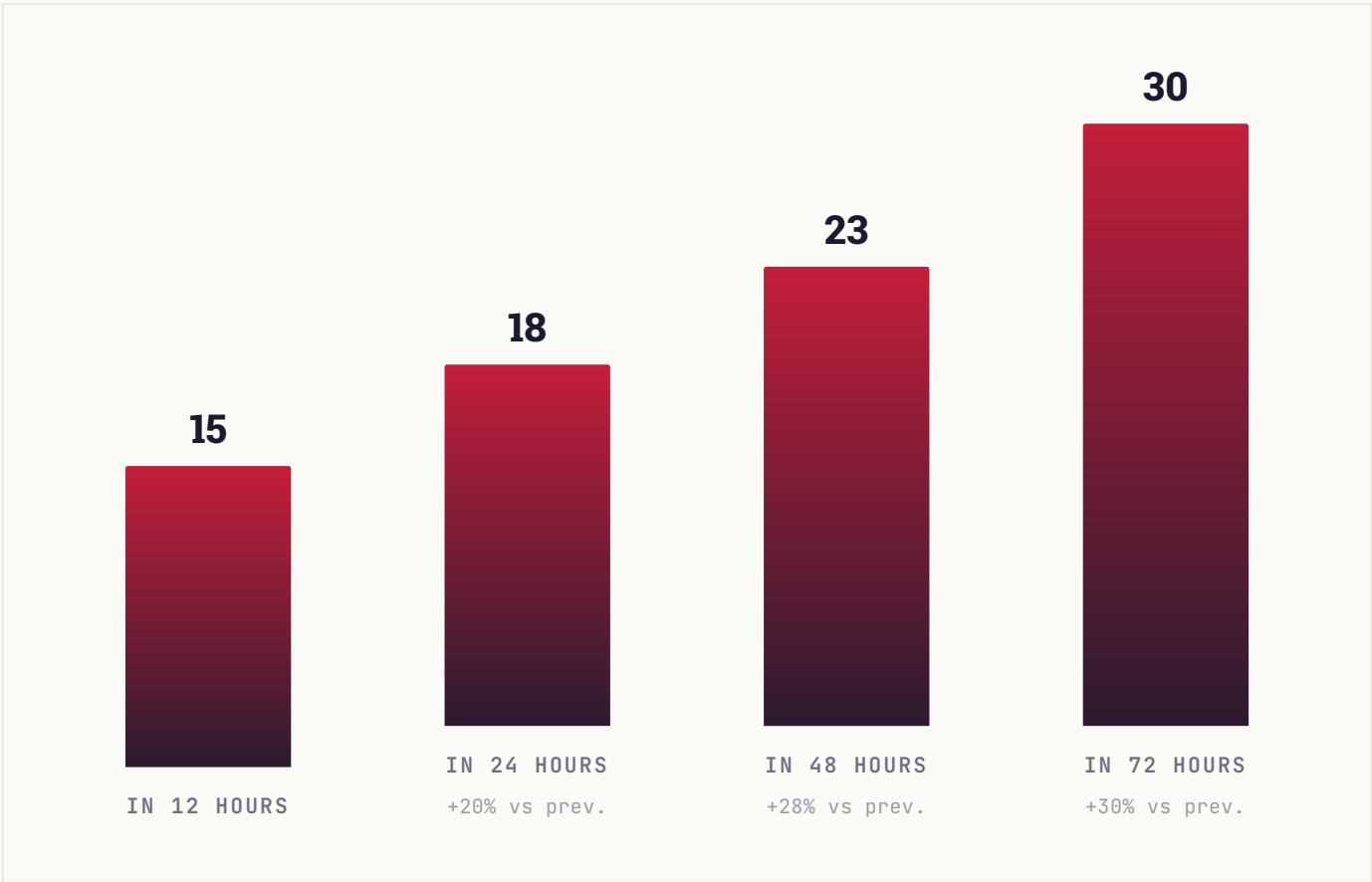
MENTIONED IN WHICH TOPICS



— SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ER Penny in the wallet	56.4K
WH WhiteBird.io	43.8K
BL Blessed labs	25.3K
AO AGE OF CRYPTO	16.3K
TC TDM Crypto	14.4K
CH Crypto HITLIST	12.2K
NA Nft Afrom	9.8K
CW Crypto World	7.9K
FU FUTUREBY	7.3K
CM Cifra Markets	4.7K
INVESTMENT IS FREEDOM. TRADING NEWS YOU	1.4K

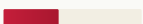
COMPARATIVE CONCLUSION

Channel in upper half of niche (#27 of 68). Niche leader — Penny in the wallet (56.4K), median subs 1.1K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

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 **0**, they brought **18** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	4 
Nov 2025	0	0	5 
Oct 2025	0	0	4 
Sep 2025	0	0	1 
August 2025	0	0	2 
July 2025	0	0	2 

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	18

SECTION 08 · NICHE COMPARISON

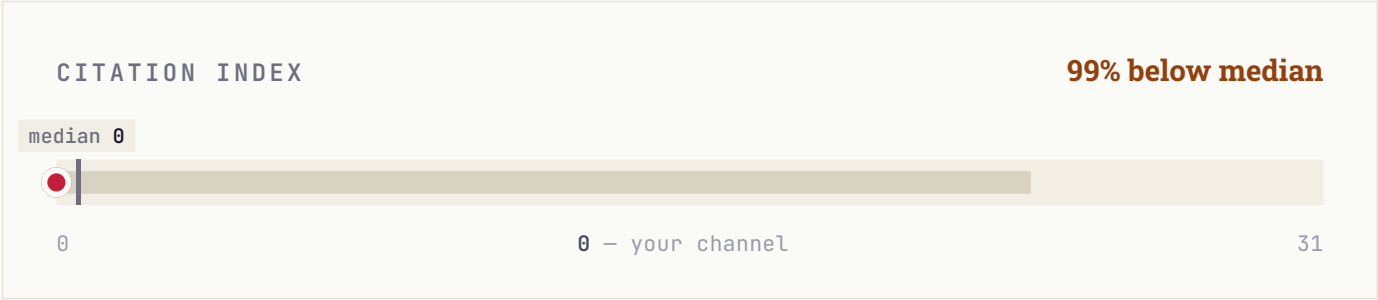
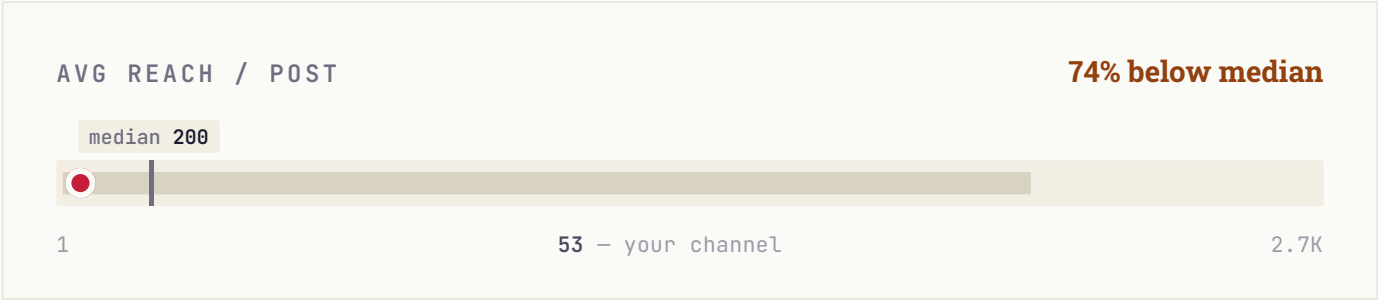
Where channel stands in its league

Took top-68 channels in category "Cryptocurrencies» (Belarus) and saw how your channel stacks up. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#27/68

RANK IN NICHE

Channel in top half of rating



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01**Top post of the week — on Wednesday**

Audience is most active on this day at 16:00 MSK.

EFFECT

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

Current ER 3.93% vs norm 6.5%. Try polls & interactive formats.

EFFECT

+2.6pp 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 poll per week on a hot topic — easy win.

EFFECT

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

Cross-post with channels in the same segment 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 a few minutes from public data.
Want to go further — run ads with us and hit your growth plan
in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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