

PUBLIC REPORT BY PROMTPRESS

Channel audit

TONight



@kitonomika

All about investing, trading, and crypto thoughts: BTC, ETH, TON, etc. dYOR Channel chat: <https://t.me/+e5kqIPxJvkQ2OWM8> Contact @MrFridayboy

SUBSCRIBERS

534 433

-27454 per month

ERR (% SEE POSTS)

1.0%

per day 0.1%

REACH/POST

784

ad reach 365/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Niche comparison

Rank in «Cryptocurrencies»

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it's calculated for.

 SUBSCRIBERS 534 433 —	 SUBS REACH 0.15% avg % subs see post	 VIEWS/POST 784 median 922 · 26 days	 POSTS/WEEK 6.0 over period
 7D TREND +0.6% vs previous week	 REACTIONS/POST 8.6 only 197 reactions, 78 reposts, 1 comment	 POST LENGTH 338 chars. median 300 · 26 days	 POSTS ANALYZED 23 26 days
 AD REACH 365 24h avg	 CHURN / MONTH -27454 last month	 CITATION RATE 22 citation index · 229 channels mentioned ever	 CHANNEL AGE 2 years 4 months created 18.01.2024

AI EDITOR SUMMARY

Channel «TONight» — 534 433 subs. Each post averages 784 people (0% of subs), reach is low — consider expanding audience. Publishes 6 posts/week (~1/day) — rare posts. Week of Jun 1–7 reach stable (+0.6% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **23** posts over 26 days.
- 02 Dominant format – **Photo** (14/23 posts).
- 03 Avg post length – **338** chars (median 300).
- 04 Peak audience activity – **Thursday**, 14:00 MSK.
- 05 Top posts get **2x** more views than the weakest (1.2K avg for top vs 657 for worst) – among 23 posts over 26 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 11:13 PHOTO ☒ Testing trading with other people's money! Many prop firms have appeared on the market, and of course I couldn't pass them by and decided...	VIEWS 1 504 REPOSTS 9	REACTIONS 8 ER 0.3%
Nº2 05.06 · 08:52 PHOTO URGENT: ONLYFANS GIRL LILY PHILLIPS ACCUSES MICHAEL SAYLOR OF STEALING HER IDEA TO «F*CK 100,000 MEN IN ONE DAY»	VIEWS 1 085 REPOSTS 10	REACTIONS 16 ER 0.2%
Nº3 28.05 · 13:26 TEXT Sometimes there's time for reflection, to stop and see where we are now, where we were, and how everything has changed. Mostly...	VIEWS 1 014 REPOSTS —	REACTIONS 12 ER 0.2%

Nº4 29.05 · 00:06 TEXT Crypto has never been as bad as under Trump... despite the rate and everything else — this is the scariest period ever, and the funniest...	VIEWS 1 013 REPOSTS 4	REACTIONS 9 ER 0.2%
Nº5 05.06 · 16:24 VIDEO (captionless post — video)	VIEWS 1 009 REPOSTS 4	REACTIONS 6 ER 0.2%

|

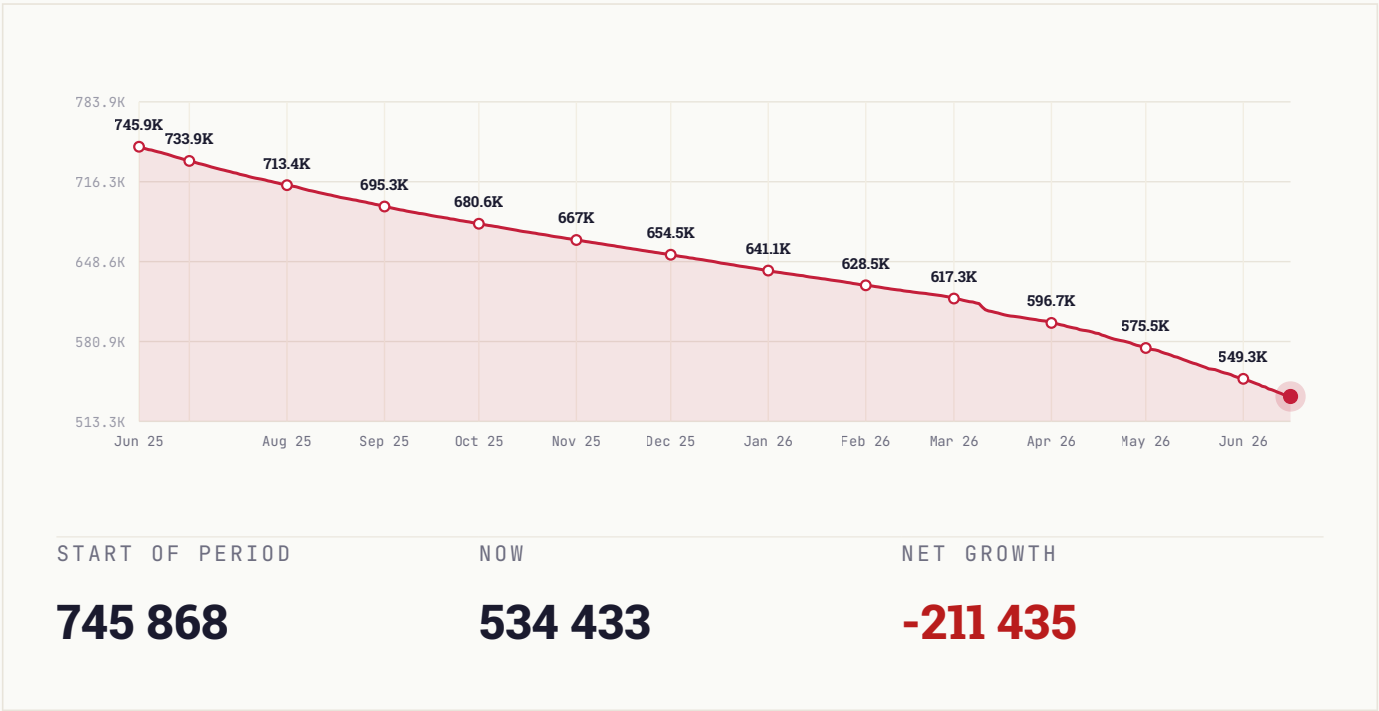
WORST 3

↓ 11.06 · 16:31 PHOTO June 15 TON delisting expected TON is rebranding and changing its name. Due to this, ALL TON futures positions will be...	VIEWS 689 REPOSTS 3	REACTIONS 10 ER 0.1%
↓ 11.06 · 21:34 PHOTO Go here for now, I'll tell you later how to make it awesome ☒ Fibanuty. Subscribe	VIEWS 647 REPOSTS 1	REACTIONS 8 ER 0.1%
↓ 12.06 · 18:02 VIDEO Saw Elon Musk at SpaceX HQ on TV today Didn't know Leo played him 13 years ago 😊	VIEWS 636 REPOSTS 5	REACTIONS 8 ER 0.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

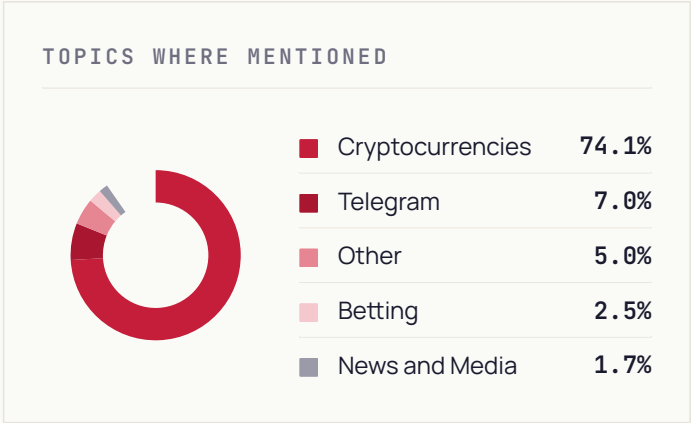
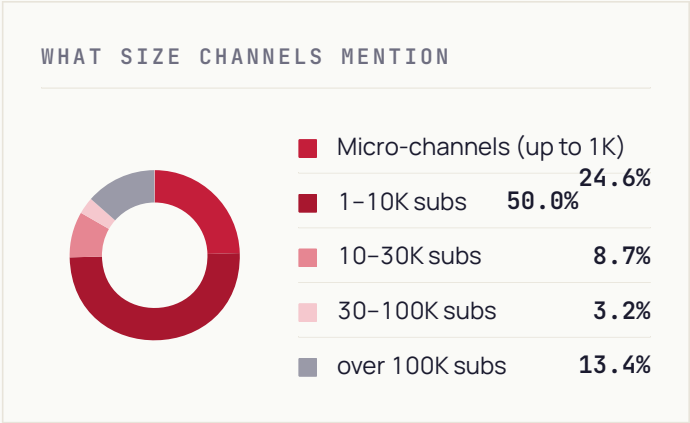
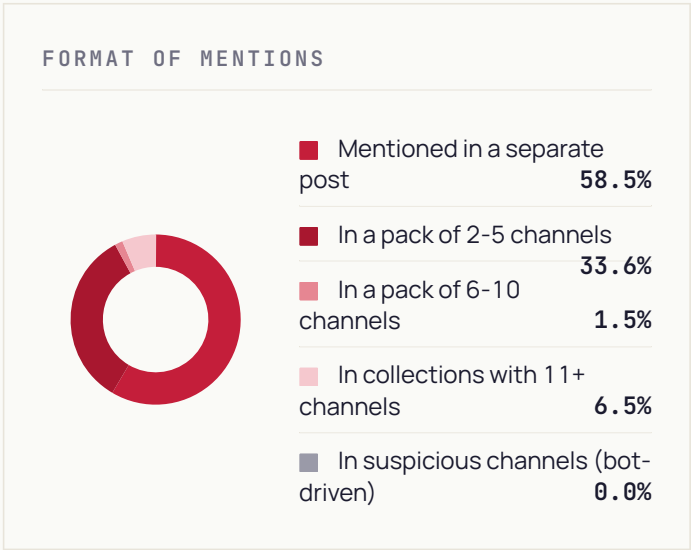
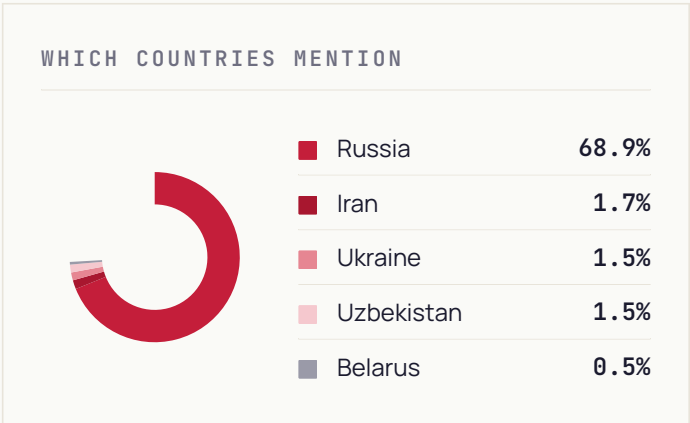
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

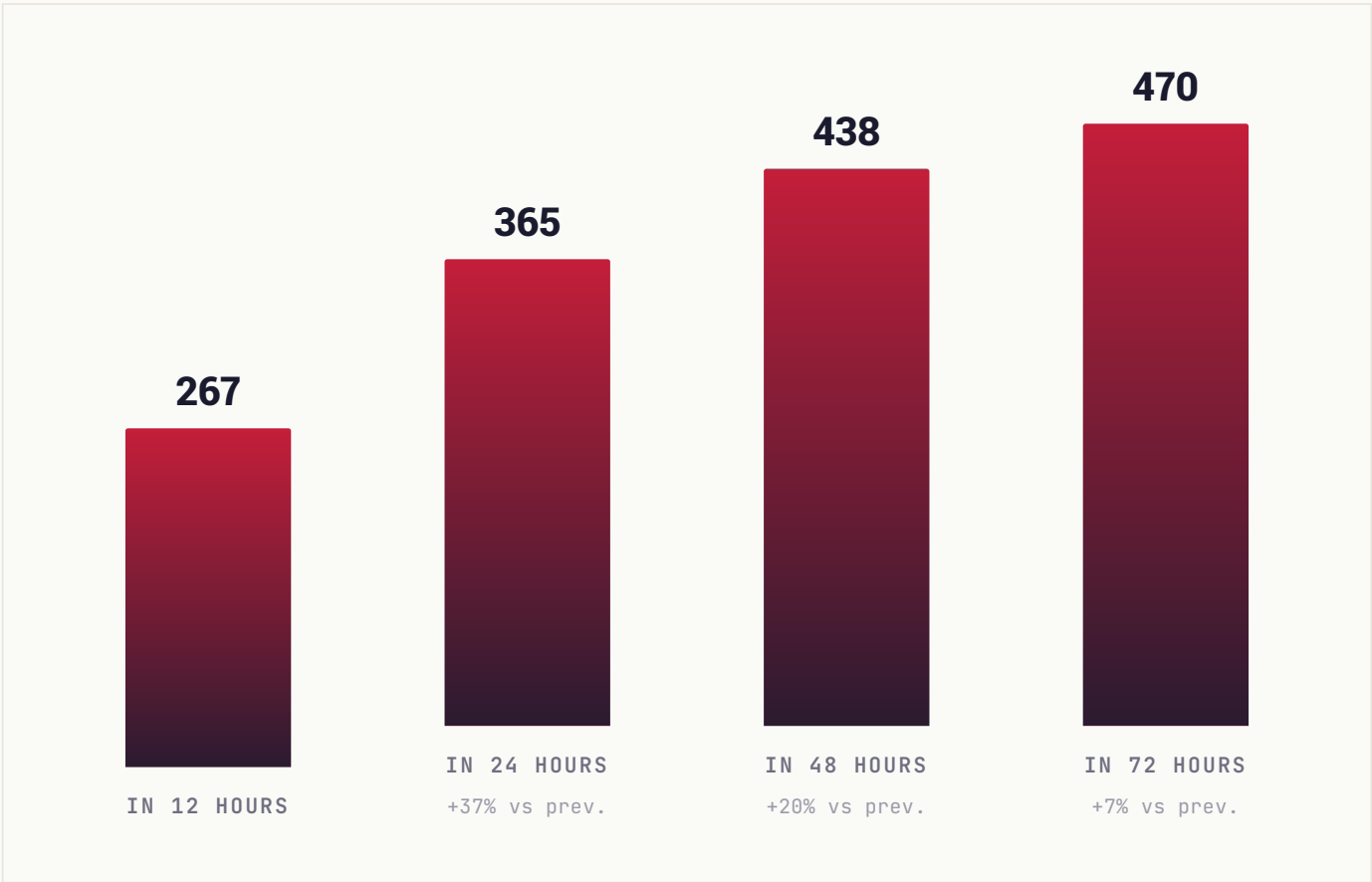
Citation index **22** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **229** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
ON 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
RB growth won't last forever	1.9M
MI MILLIARDOM	1.5M
MS Semenchuk's thoughts	1.4M
LC Ladesov Crypto	1.3M
TO TONight YOU	534.4K

COMPARATIVE INSIGHT

Channel in top half of niche (#34 of 99). Niche leader — OKX News (4.8M), median subs 307.7K. Aim for the first quartile — a realistic 6-12 month horizon.

— SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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

#34

/100

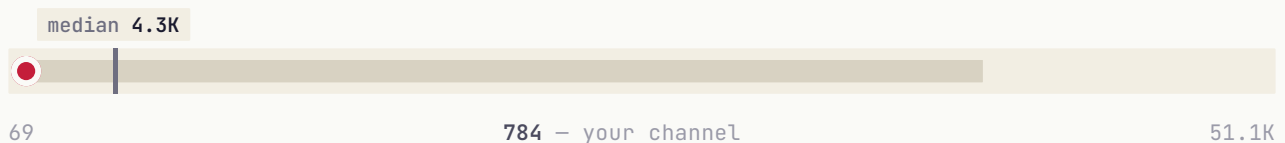
RANK IN NICHE

Channel in the top half of the ranking

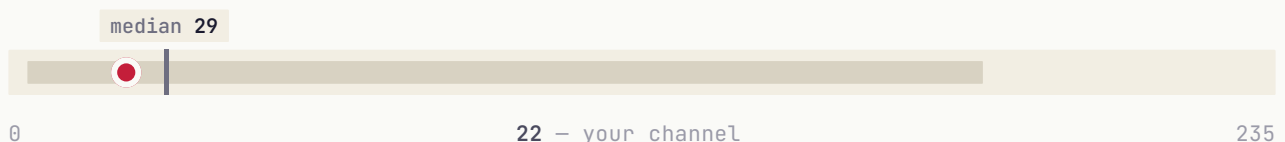
SUBSCRIBERS

better than 59% of niche

AVG REACH / POST

82% below median

CITATION INDEX

24% below median

— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

On this day at 14:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 0.15% vs norm 6.5%. Try polls & interactive formats.

EFFECT

+6.3pp ER

03

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**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

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 minutes using public data. Want more? Run ads through us and hit your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager