

PROMTPRESS PUBLIC REPORT

Channel audit

NFT Дума



@nftduma

Looking for channels for mutual giveaways OTC: @otcofounders
Contact @spatlov

SUBSCRIBERS

13 475

+11405 per month

ERR (% SEE POSTS)

4.0%

per day 1.5%

REACH/POST

573

ad reach 296/24h

— 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 Citations

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Niche Comparison

Position in «Cryptocurrencies» 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.

 SUBSCRIBERS 13 475 —	 SUBSCRIBER REACH 4.25% avg % subs see post	 VIEWS/POST 573 median 557 · 27 days	 POSTS/WEEK 9.6 over period
 7D TREND -6.4% vs previous week	 REACTS/POST 106.1 only 3,925 reactions, 166 reposts, 165 comments	 POST LENGTH 124 chars. median 107 · 27 days	 POSTS ANALYZED 37 27 days
 AD REACH 296 24h avg	 CHURN / MONTH +11405 last month	 CITATIONS 0 citation index · 27 channels mentioned ever	 CHANNEL AGE 1 year 1 month created 11.06.2025

AI EDITOR SUMMARY

Channel «NFT Дыма» – 13 475 subs. Each post gets avg 573 people (4% subs), reach is low – need to grow audience. Publishes 10 posts/week (~1/day) – consistent. Week Jun 29 – Jul 5 reach dropped -6.4% to week Jun 29 – Jul 5 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts in 27 days.
- 02 Dominant format — Text (20/37 posts).
- 03 Avg post length — 124 chars (median 107).
- 04 Audience peak activity — Saturday, 14:00 MSK.
- 05 Top posts get 3x more views than the weakest (958 avg for top vs 304 for worst) — among 37 posts in 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.07 · 13:21 PHOTO GIVEAWAY: FREE SNAKE Subscribe to channels: 🎁 @nftduma 🎁@pahpe_nebest React = 70% win 🍀	VIEWS 1 049 REPOSTS 21	REACTS 59 ER 7.8%
Nº2 04.07 · 11:55 PHOTO Giveaway: 3 cigars & 7 hearts 🍷 1st: cigar 10 days 2nd: cigar 7 days 3rd: cigar 5 days 4-10th = 🧸 Subscribe...	VIEWS 948 REPOSTS 16	REACTS 87 ER 7.0%
Nº3 10.07 · 18:01 PHOTO GIVEAWAY: 10 FREE BEARS 🧸 Subscribe to channels: 🎁 @realm7ip 🎁 @nftduma React = 70% win 🍀	VIEWS 879 REPOSTS 15	REACTS 52 ER 6.5%

Nº4

28.06 • 16:08

VIDEO

 Giveaway Finished  Total tickets: 56549 Winners list: 1. Lunar Snake #19845 - @Dilorom6865569195

VIEWS

854

REACTS

16

REPOSTS

11

ER

6.3%

Nº5

02.07 • 12:31

PHOTO

Giveaway: 10 free hearts  Subscribe to channels:  @quteb3
 @nftduma  Our new chat  Read deleted...

VIEWS

827

REACTS

46

REPOSTS

14

ER

6.1%

WORST 3



18.07 • 13:31

TEXT

Selecting additional winners (1):  Winner: 1. ΣKeyki4 ¹⁷
(@suicide_boy)  Check results

VIEWS

315

REACTS

3

REPOSTS

1

ER

2.3%



18.07 • 17:00

TEXT

 Giveaway Results:  Winners: 1. Quantaxs#vnl#япи#franz#krovaviy 2. Arash (@Ariitel) 3. *diana*(@D_m5f90) 4. Похматый...

VIEWS

310

REACTS

4

REPOSTS

1

ER

2.3%



18.07 • 18:30

TEXT

 Giveaway Results:  Winners: 1. vlchr (@vlchrbb) 2. _Luminova  (@Angelokkk101) 3.  рыжуха 
(@rrizhullbb)  Verify...

VIEWS

289

REACTS

3

REPOSTS

—

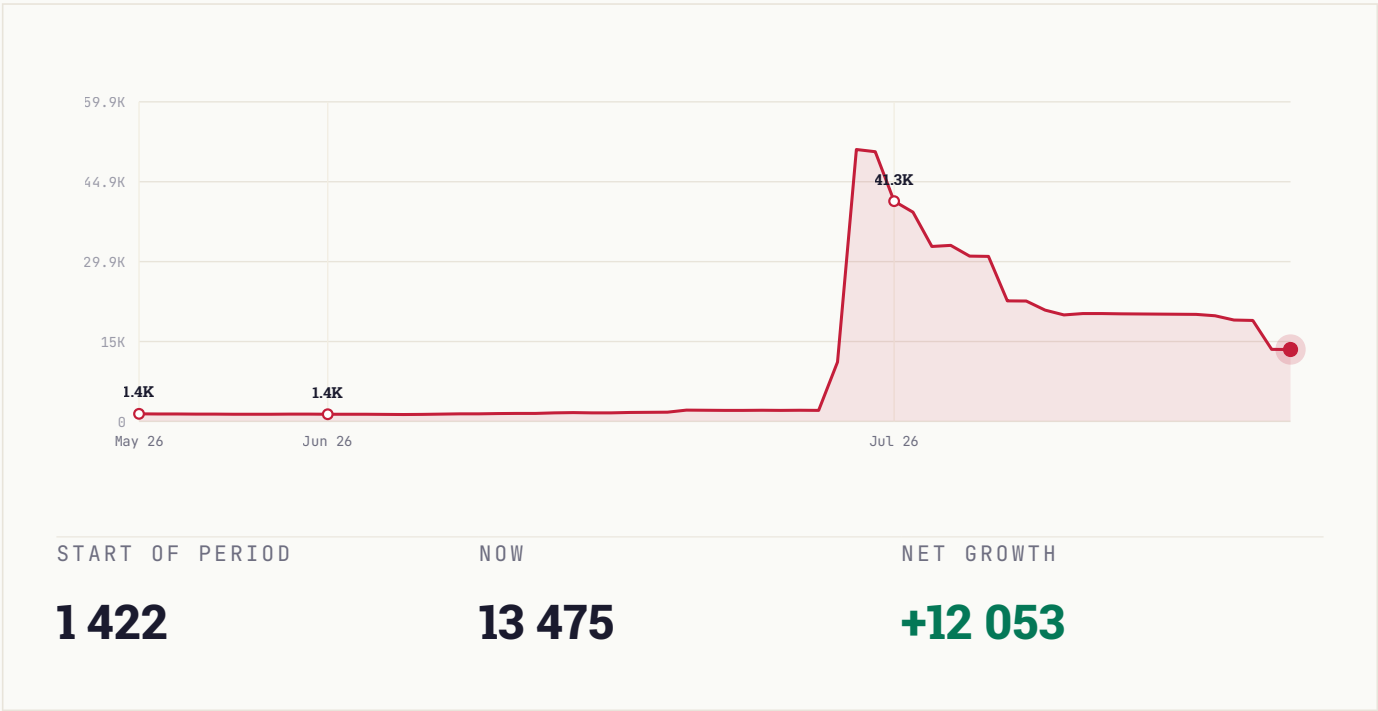
ER

2.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 • MENTIONS

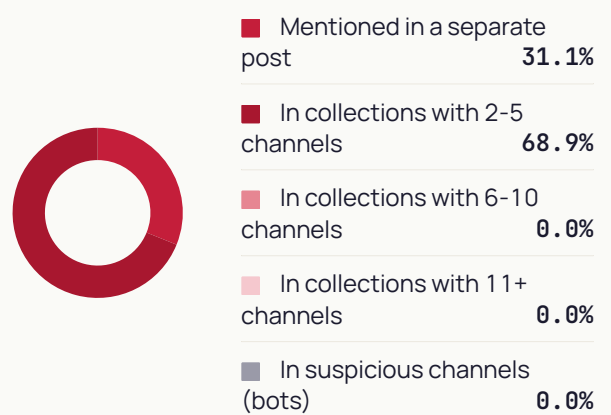
Who mentions the channel and how

Citation index 0 — 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 a 1k subs channel. All-time mentions: **27** different channels.

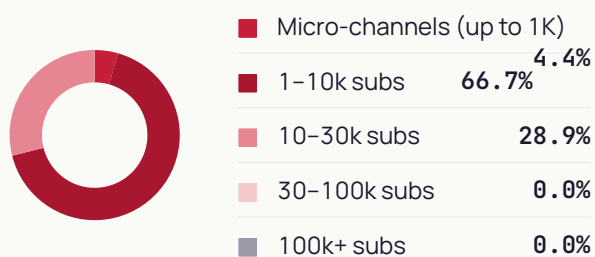
COUNTRIES MENTIONING



MENTION FORMAT



SIZE OF CHANNELS MENTIONING



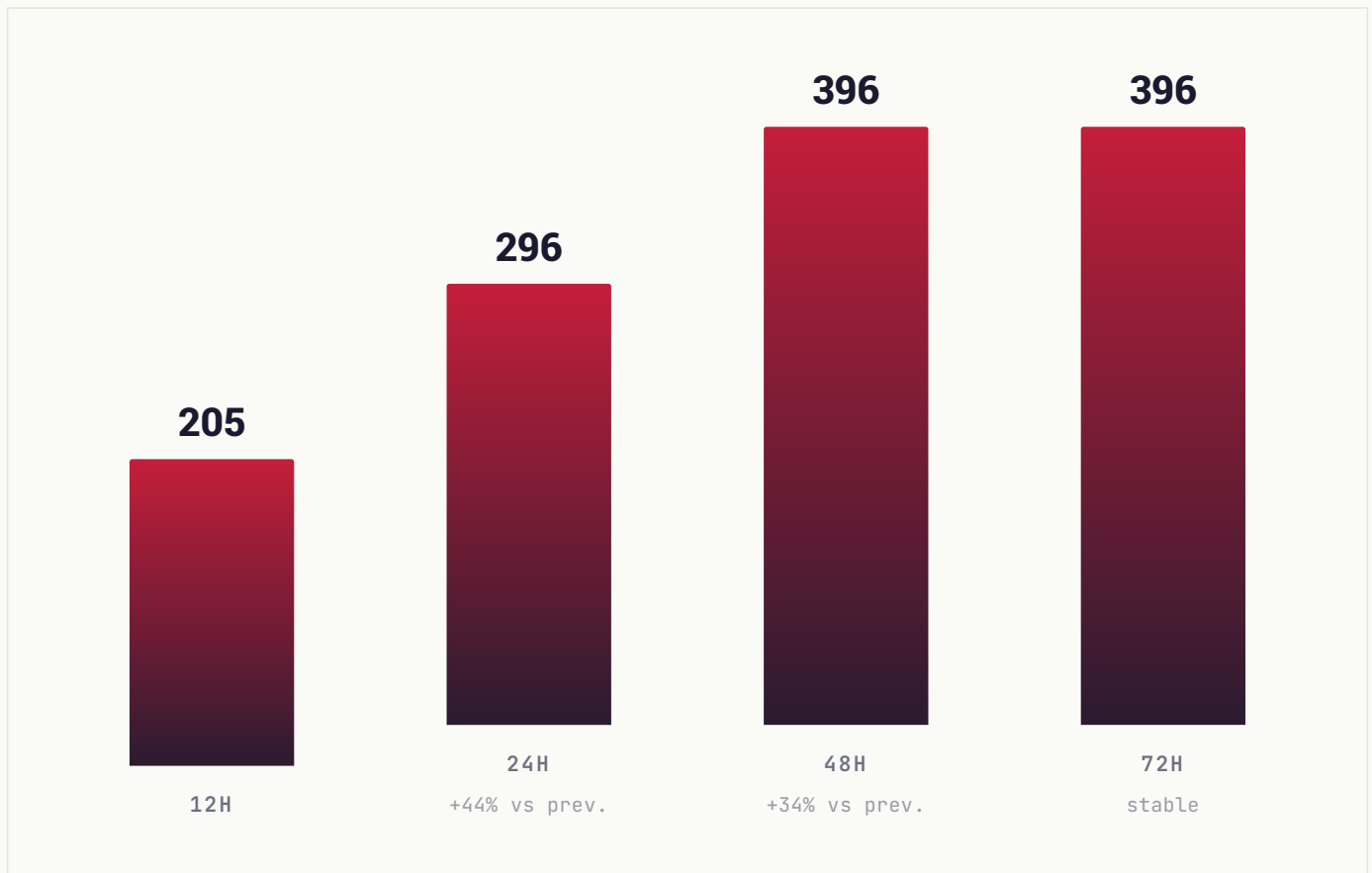
MENTION TOPICS



— 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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BA Blum: All Crypto – One App	16.4M
CE Catapult Extreme	9.7M
DC DOGS Community	7.8M
FH FX Holding Official	6.9M
YE Yescoin	6.5M
TF Time Farm News	6M
\$T \$BAKS TON	5.9M
TT Tofan Trade سیگنال کریپتو	5.4M
TN Tonkeeper News	5.2M
BW Bitget Wallet Announcements	4.5M
ND NFT Дума YOU	13.5K

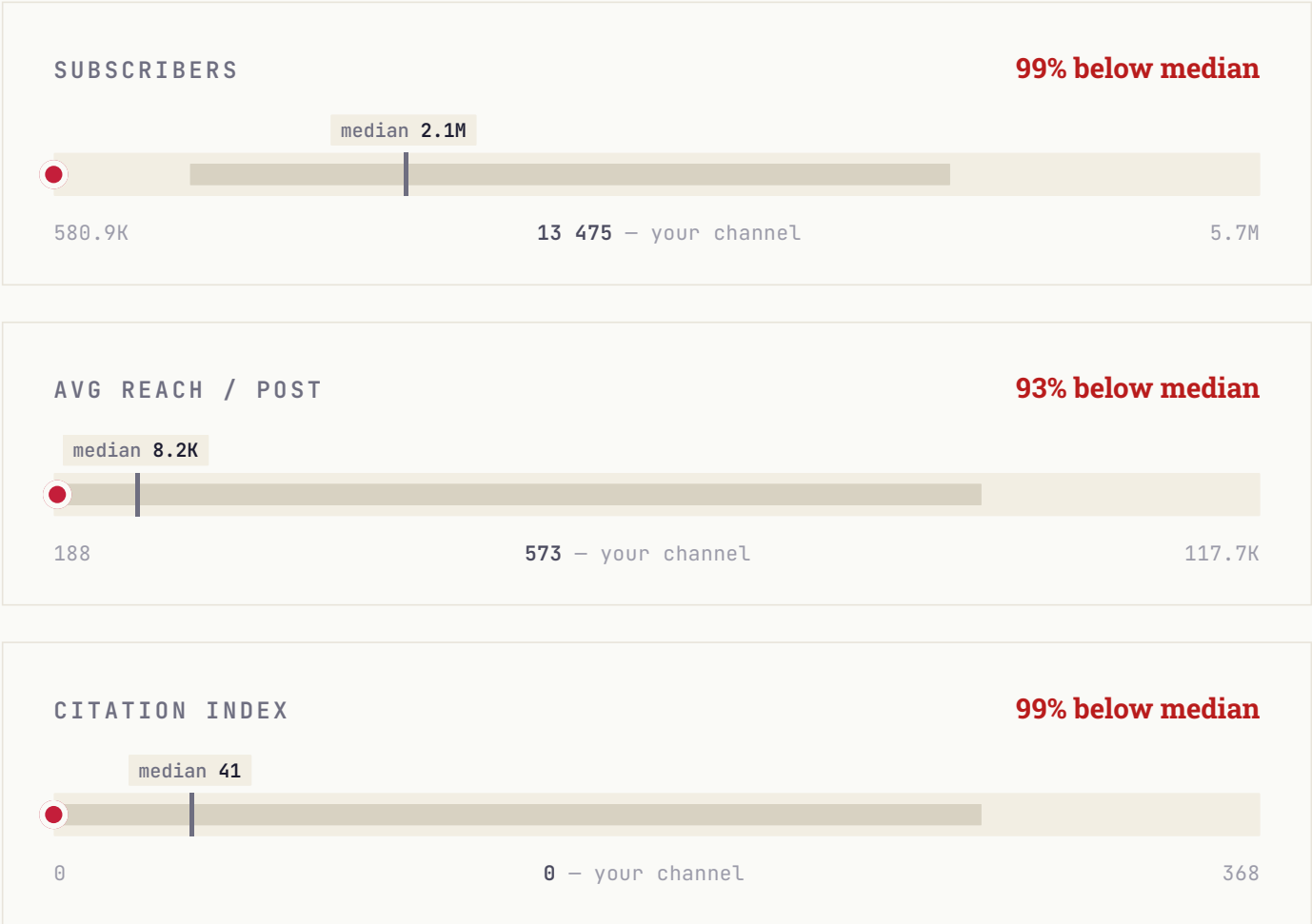
COMPARATIVE INSIGHT

Channel still outside top 100 niche — early growth stage. Niche leader — Blum: All Crypto – One App (16.4M), top-100 median: 2.1M. First goal — enter top-100 through systematic work on traffic and content.

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

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

IMPACT

**Best window
for important
posts**

02

Increase video posts

Video in Telegram holds audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

IMPACT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 4.25% vs norm 6.5%. Try polls & interactive formats.

IMPACT

+2.2pp ER

04

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

IMPACT

**+1000-3000
subs**

05

Test polls & interactive formats

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

IMPACT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with 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
