

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## OKX News



@okx\_ru

Official news channel of OKX crypto exchange | [www.okx.com](http://www.okx.com) in Russian.  Community: [t.me/okx\\_russian](https://t.me/okx_russian) Marketing & partnerships: @okx\_serhii

SUBSCRIBERS

**4 804 274**

-385596 per month

ERR (% SEE POSTS)

**1.0%**

per day 0.1%

REACH/POST

**6.9K**

ad reach 3.8K/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

Year chart · growth

## 04 Quote rate

Who mentions the channel and how

## 05 Ad potential

How long a post brings reach

## 06 Competitors

Niche neighbors · your spot

## 07 Mention dynamics

6 months · monthly

## 08 Niche comparison

Rank in «Crypto» category

## 09 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 covers.

|                                                                                                                                                              |                                                                                                                                                                                                  |                                                                                                                                                                                               |                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>4 804 274</div><div>—</div></div>          | <div><div> SUBS REACH</div><div>0.14%</div><div>avg % subs see a post</div></div>                               | <div><div> VIEWS/POST</div><div>6.9K</div><div>median 6.8K · 29 days</div></div>                             | <div><div> POSTS/WEEK</div><div>14.7</div><div>over period</div></div>                       |
| <div><div> 7D TREND</div><div>-18.6%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>20.0</div><div>total 1,217 reactions, 535 reposts, 764 comments</div></div> | <div><div> POST LENGTH</div><div>444 chars.</div><div>median 398 · 29 days</div></div>                       | <div><div> POSTS ANALYZED</div><div>61</div><div>29 days</div></div>                         |
| <div><div> AD REACH</div><div>3.8K</div><div>24h average</div></div>      | <div><div> CHURN / MONTH</div><div>-385596</div><div>last month</div></div>                                   | <div><div> QUOTE RATE</div><div>106</div><div>citation index · 730 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>6 years 8 months</div><div>created 17.09.2019</div></div> |

AI EDITOR SUMMARY

Channel «OKX News» — 4 804 274 subs. Each post averages 6.9K people (0% from subs), reach is low — consider expanding audience. Publishes 15 posts per week (~2/day) — consistent schedule. For week June 1–7, reach dropped -18.6% by week of May 25–31 — 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 61 posts over 29 days.
- 02 Dominant format – Photo (57/61 posts).
- 03 Avg post length – 444 chars (median 398).
- 04 Peak audience activity – Friday, 14:00 MSK.
- 05 Top posts get 2× more views than the weakest (9.8K avg for top vs 5.3K for worst) – among 61 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                             |         |           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div>Nº122.05 · 11:46</div> <div>PHOTO</div> <div>☒ Pizza on us – celebrate Bitcoin Pizza Day with OKX! 15 years ago programmer Laszlo...</div>                             | VIEWS   | REACTIONS |
|                                                                                                                                                                             | 10 399  | 56        |
| <div>Nº228.05 · 06:39</div> <div>PHOTO</div> <div>!! Amid recent events around HTX: users who previously arbitrated between OKX and HTX – continuing transfers...</div>     | REPOSTS | ER        |
|                                                                                                                                                                             | 42      | 0.2%      |
| <div>Nº319.05 · 18:50</div> <div>PHOTO</div> <div>☒ 300+ traders. One day. Warsaw. Cryptology Key, Cryptomannn, DOUBLETOP – on one stage. 8 speakers. 11 events. 0...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                             | 9 666   | 41        |
| <div>Nº419.05 · 18:50</div> <div>PHOTO</div> <div>☒ 300+ traders. One day. Warsaw. Cryptology Key, Cryptomannn, DOUBLETOP – on one stage. 8 speakers. 11 events. 0...</div> | REPOSTS | ER        |
|                                                                                                                                                                             | 35      | 0.2%      |
| <div>Nº519.05 · 18:50</div> <div>PHOTO</div> <div>☒ 300+ traders. One day. Warsaw. Cryptology Key, Cryptomannn, DOUBLETOP – on one stage. 8 speakers. 11 events. 0...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                             | 9 459   | 30        |
| <div>Nº619.05 · 18:50</div> <div>PHOTO</div> <div>☒ 300+ traders. One day. Warsaw. Cryptology Key, Cryptomannn, DOUBLETOP – on one stage. 8 speakers. 11 events. 0...</div> | REPOSTS | ER        |
|                                                                                                                                                                             | 7       | 0.2%      |

|                                                                                                                                                                                                                                          |                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> <div>Nº4</div> <div>30.05 • 05:03</div> <div>PHOTO</div> </div> <p>             ☒ Your forecast costs 10 USDT. Prove it. Predict BTC, ETH, or SOL price via Event Contracts – and share...           </p>                          | <div> <div>VIEWS</div> <div>9 325</div> </div> <div> <div>REPOSTS</div> <div>20</div> </div> <div> <div>REACTIONS</div> <div>32</div> </div> <div> <div>ER</div> <div>0.2%</div> </div> |
| <div> <div>Nº5</div> <div>29.05 • 09:57</div> <div>PHOTO</div> </div> <p>             ☒ While you study the market, capital could already be working. On OKX bot marketplace – ready strategies for any level. Connect...           </p> | <div> <div>VIEWS</div> <div>9 311</div> </div> <div> <div>REPOSTS</div> <div>6</div> </div> <div> <div>REACTIONS</div> <div>26</div> </div> <div> <div>ER</div> <div>0.2%</div> </div>  |

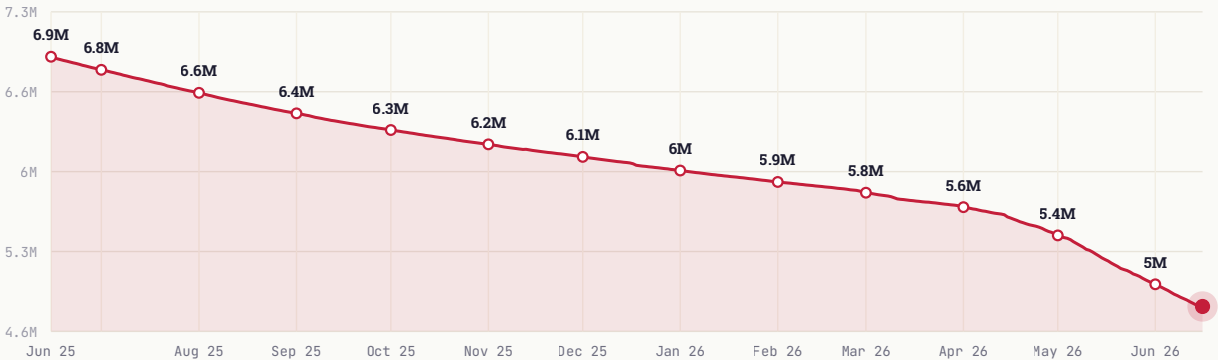
## WORST 3

|                                                                                                                                                                                                                                            |                                                                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> <div>↓</div> <div>12.06 • 17:00</div> <div>PHOTO</div> </div> <p>             ☒ Two tasks in OKX Builder – two ways to earn! ☒ Task 1 – «Beautiful Game»   up to 1,000 USDT Shoot a video about the campaign and...           </p>   | <div> <div>VIEWS</div> <div>5 466</div> </div> <div> <div>REPOSTS</div> <div>5</div> </div> <div> <div>REACTIONS</div> <div>11</div> </div> <div> <div>ER</div> <div>0.1%</div> </div>  |
| <div> <div>↓</div> <div>12.06 • 06:07</div> <div>PHOTO</div> </div> <p>             ☒ OKX supports TON → GRAM migration. ♦ Loans – canceled<br/>             ♦ Margin trading pause: June 15, 8:00–10:00 UTC ♦ Delisting...           </p> | <div> <div>VIEWS</div> <div>5 285</div> </div> <div> <div>REPOSTS</div> <div>14</div> </div> <div> <div>REACTIONS</div> <div>17</div> </div> <div> <div>ER</div> <div>0.1%</div> </div> |
| <div> <div>↓</div> <div>12.06 • 13:00</div> <div>PHOTO</div> </div> <p>             ☒ IPO SpaceX – today. OKX supports conversion of SPCX Pre-IPO contracts to standard perpetual futures. ☒ Conversion: 13:00–18:00...           </p>     | <div> <div>VIEWS</div> <div>5 034</div> </div> <div> <div>REPOSTS</div> <div>6</div> </div> <div> <div>REACTIONS</div> <div>9</div> </div> <div> <div>ER</div> <div>0.1%</div> </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 gained or lost subs.

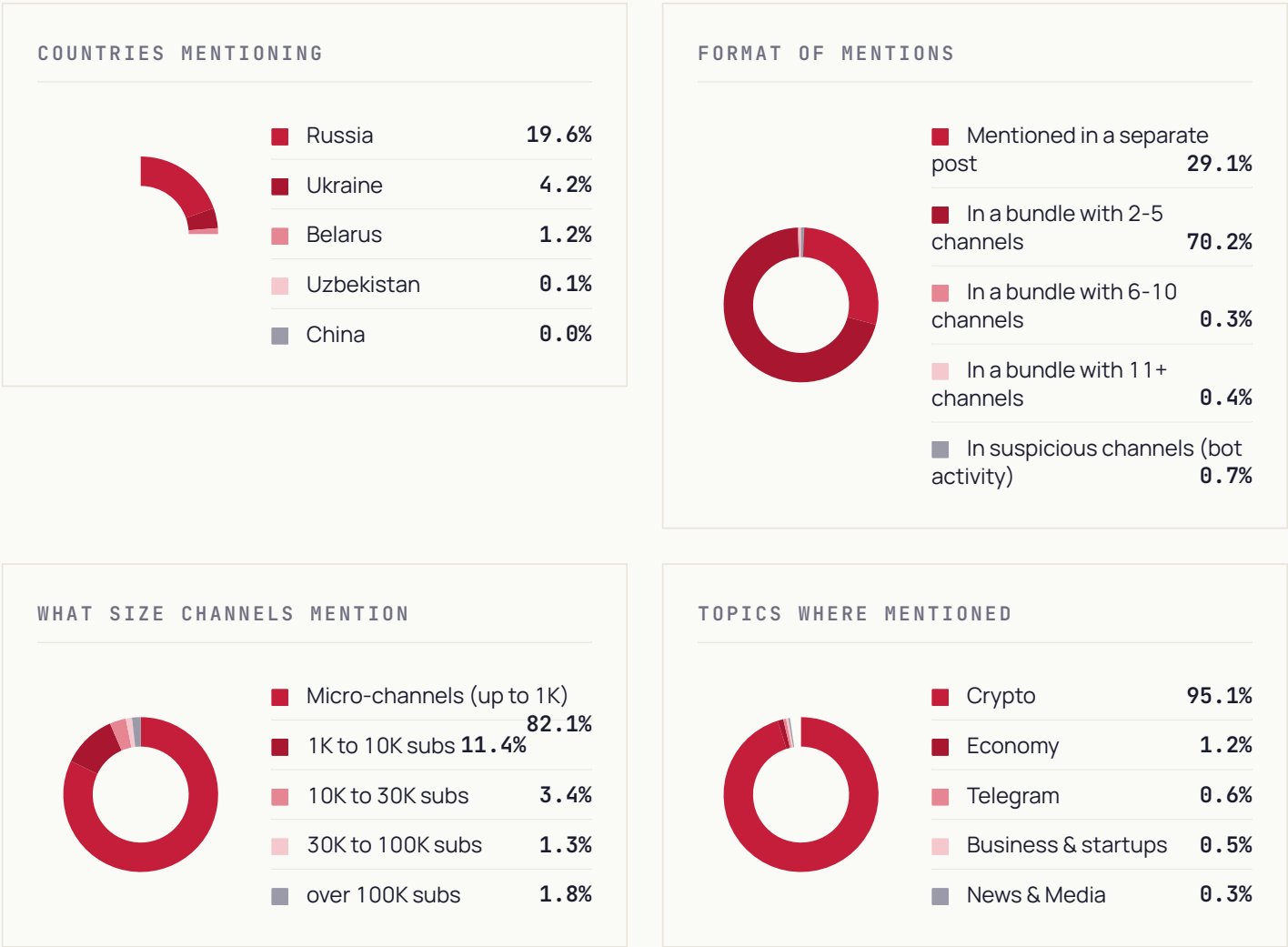


| PERIOD START | NOW       | NET GROWTH |
|--------------|-----------|------------|
| 6 925 808    | 4 804 538 | -2 121 270 |

SECTION 04 · MENTIONS

# Who mentions the channel and how

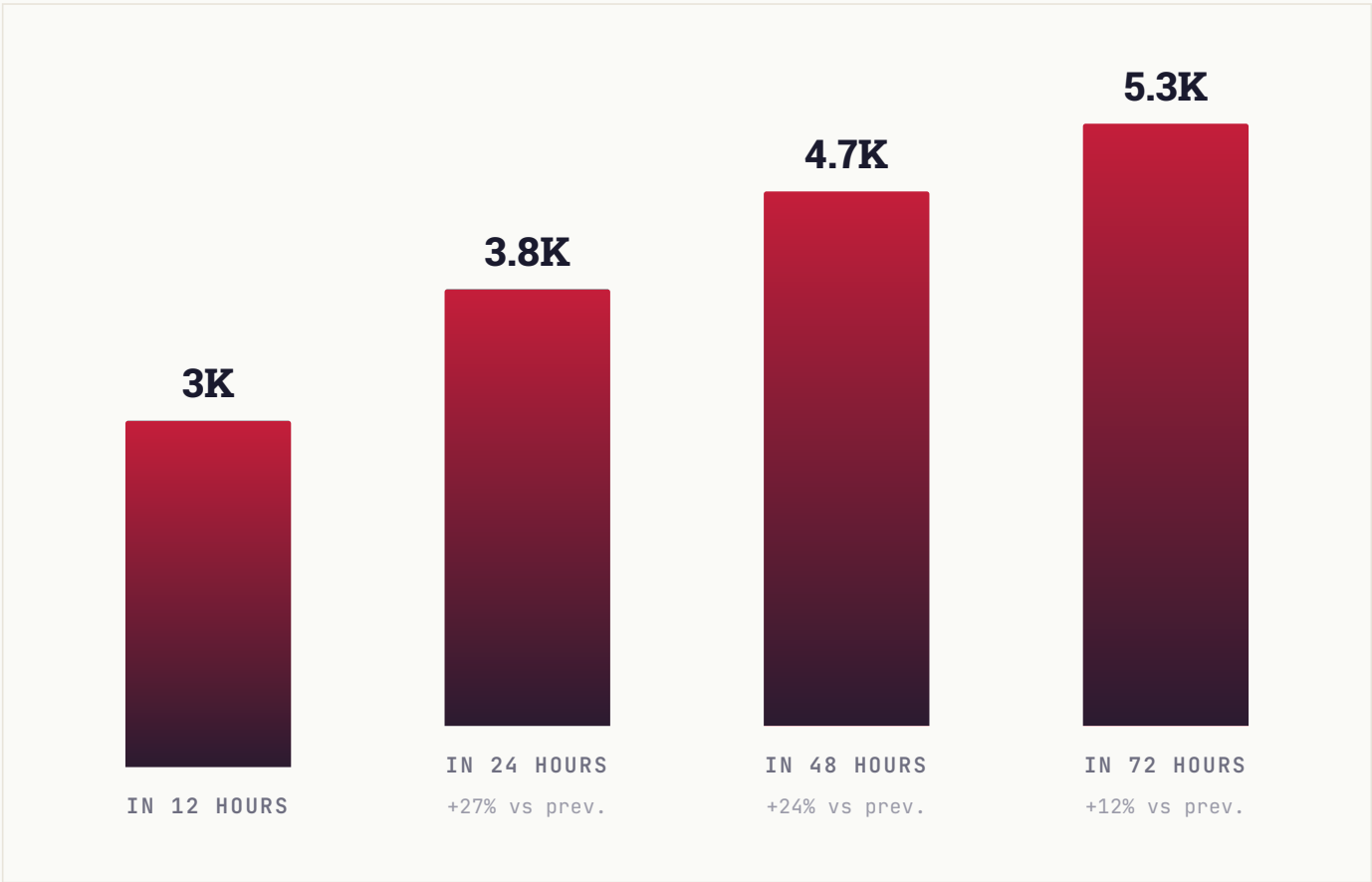
Citation index **106** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **730** different channels.



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

| CHANNEL                                                                                                              | SUBSCRIBERS |
|----------------------------------------------------------------------------------------------------------------------|-------------|
| <div>ON</div> OKX News <div>YOU</div>                                                                                | 4.8M        |
| <div>HC</div> Crypto Bot News                                                                                        | 2.7M        |
| <div>CW</div> Crypto Wolf                                                                                            | 2.6M        |
| <div>DT</div> Give TON!                                                                                              | 2.6M        |
| <div>D-</div> DeCenter — blockchain, bitcoin, investments                                                            | 2.2M        |
| <div>IK</div> Investment kingyru  | 2.1M        |
| <div>RB</div> growth won't last forever                                                                              | 1.9M        |
| <div>MI</div> MILLIARDOM                                                                                             | 1.5M        |
| <div>MS</div> Semenchuk's thoughts                                                                                   | 1.4M        |
| <div>LC</div> Ladesov Crypto                                                                                         | 1.3M        |
| <div>TA</div> TON AirDrop (RU)    | 1.3M        |

COMPARATIVE CONCLUSION

Channel in top-1 in niche (#1 of 99 channels in category). One of the leaders — client-partners can go for cross-promo as equals; for PR/reach you are a valuable media partner.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **17**, they brought **1 078** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|----------------|----------|----------|---------------------|
| December 2025  | 3        | 3        | 0                   |
| Nov 2025       | 3        | 3        | 1 078               |
| Oct 2025       | 1        | 1        | 0                   |
| Sep 2025       | 7        | 7        | 0                   |
| August 2025    | 1        | 1        | 0                   |
| July 2025      | 2        | 2        | 0                   |
| TOTAL MENTIONS |          |          |                     |
| MONTHS OF DATA |          |          |                     |
| ACQUIRED SUBS  |          |          |                     |
| 17             |          |          | 6                   |
|                |          |          | 1 078               |

## — SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

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

#1/100

RANK IN NICHE

Channel in top 1% Crypto Russia

## SUBSCRIBERS

better than 90% of niche

median 310.6K

98.8K

4 804 274 — your channel

5.3M

## AVG REACH / POST

better than 53% of niche

median 4.3K

69

6 937 — your channel

51.1K

## CITATION INDEX

better than 70% of niche

median 29

0

106 — your channel

235

## — SECTION 09 · STRATEGY

# What to do right now

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

01

## Main post of the week — on Friday

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

EFFECT

**Best window  
for an  
important post**

02

## Increase share of video posts

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

EFFECT

**Video holds  
audience  
better**

03

## ER below niche benchmark — rethink formats

Current ER 0.14% vs norm 6.5%. Try polls and interactive formats.

EFFECT

**+6.4pp 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 and interactive formats

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

EFFECT

**+5-15% ER**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit – what we can do in minutes from public data. Want to go further? 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](https://t.me/PromptPress_manager)

---