

PUBLIC REPORT BY PROMTPRESS

Channel audit

Durov's Gift



@podarokdurova

■Top gift channel \$20,000 Giveaway SOOOOOOOOOOOON! Get gift: @alexzackermanROBOT Durov Chat: @PodarokDurovaChat Gift Guide: @ALEXZACKERMAN Ads:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
184 792 -13451 per month	10.0% per day 8.3%	17.2K ad reach 15.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 184 792 —	 SUBSCRIBER REACH 9.3% avg % subs see post	 VIEWS/POST 17.2K median 17.4K · 29 days	 POSTS/WEEK 37.6 for the period
 7D TREND -4.3% vs previous week	 REACTIONS/POST 199.9 total 32,188 reactions, 6,165 reposts, 9,351 comments	 POST LENGTH 302 chars median 285 · 29 days	 POSTS ANALYZED 161 29 days
 AD REACH 15.5K 24h avg	 CHURN / MONTH -13451 over the last month	 CITATION RATE 65 citation index · 636 channels mentioned all time	 CHANNEL AGE 2 years 1 month created 16.05.2024

AI EDITOR SUMMARY

Channel «Durov's Gift» — 184 792 subs. Each post averages 17.2K people (9% from subs), reach is low — should grow audience. Publishes 38 posts per week (~5/day) — active posting. Week 1–7 Jun reach stable (-4.3% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 161 posts over 29 days.
- 02 Dominant format – Photo (142/161 posts).
- 03 Avg post length – 302 chars (median 285).
- 04 Peak audience activity – Saturday, 11:00 MSK.
- 05 Top posts get 1× more views than the weakest (19.5K avg for top vs 15.9K for worst) – among 161 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 23.05 · 17:15 PHOTO 👤 ACCOUNT WITH 3 PEPES DELETED! Minutes ago, an account holding 3 🐼 Plush Pepe was deleted!...	VIEWS 19 685 REPOSTS 50	REACTIONS 497 ER 10.7%
Nº2 23.05 · 08:02 PHOTO 📰 CRYPTO FALLS AGAIN DUE TO TRUMP! Media are pushing that the US is again preparing to attack Iran – supposedly the reason Trump isn't...	VIEWS 19 521 REPOSTS 58	REACTIONS 192 ER 10.6%
Nº3 24.05 · 07:10 PHOTO 👤 WINTER WREATH FOR 525,000 RUB! Today the most expensive 🐼 Winter Wreath in 🐼 Moon Cat upgrade on black bg sold for 4,001 TON (7...	VIEWS 19 272 REPOSTS 27	REACTIONS 205 ER 10.4%

Nº4 22.05 · 10:06 PHOTO IMPROVEMENTS IN 3... 2... 1... ☒ Surf, ☒ Redo and ☒ Glasses should get an upgrade by end of May if Okhuyenko is to be believed. Time is running out...	VIEWS 19 143 REPOSTS 43 REACTIONS 145 ER 10.4%
Nº5 22.05 · 11:13 PHOTO ☒ GIFT REFUND BACK? Users report scam gift refunds are back: ☒ Scammer sends gift to market &...	VIEWS 19 098 REPOSTS 42 REACTIONS 226 ER 10.3%

WORST 3

↓ 13.06 · 11:51 PHOTO ☹️ HOW SCARED CAT PRICE CHANGED? Check stats on ☒ Scared Cat price change in USD over 5 months! ☒ TOP-5 gainers: ☒☒...	VIEWS 16 019 REPOSTS 23 REACTIONS 160 ER 8.7%
↓ 09.06 · 17:20 PHOTO ☒ TRUMP CRASHING MARKETS AGAIN? US stock market lost nearly \$2,000,000,000,000 in 2 hours, Trump says they should...	VIEWS 15 885 REPOSTS 29 REACTIONS 158 ER 8.6%
↓ 11.06 · 15:13 PHOTO ☒ HIT CARTIER FROM FREE CASE! Guy opened free case on Epic Gift daily & yesterday scored ☒ Cartier for 85 TON!...	VIEWS 15 796 REPOSTS 8 REACTIONS 60 ER 8.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

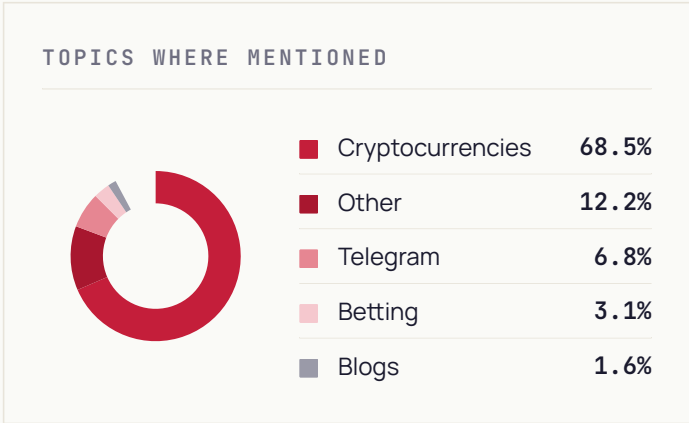
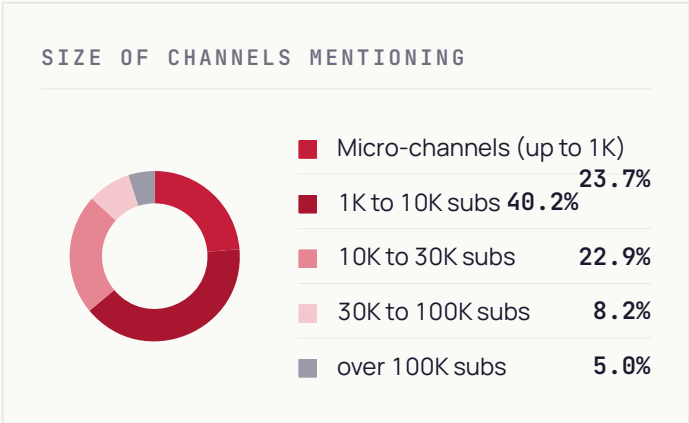
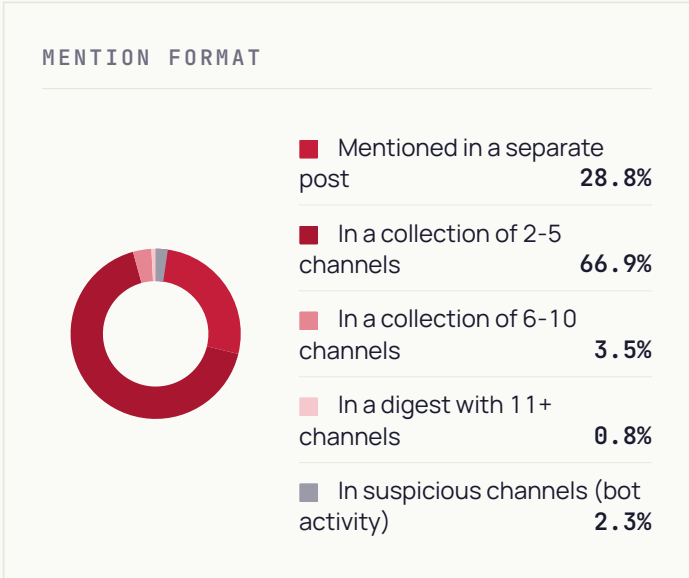
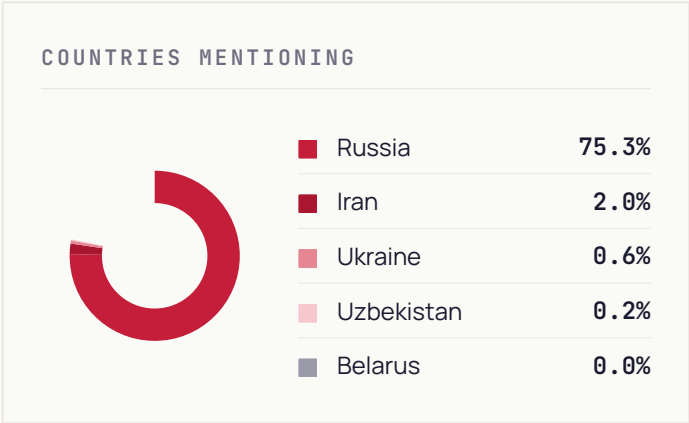
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

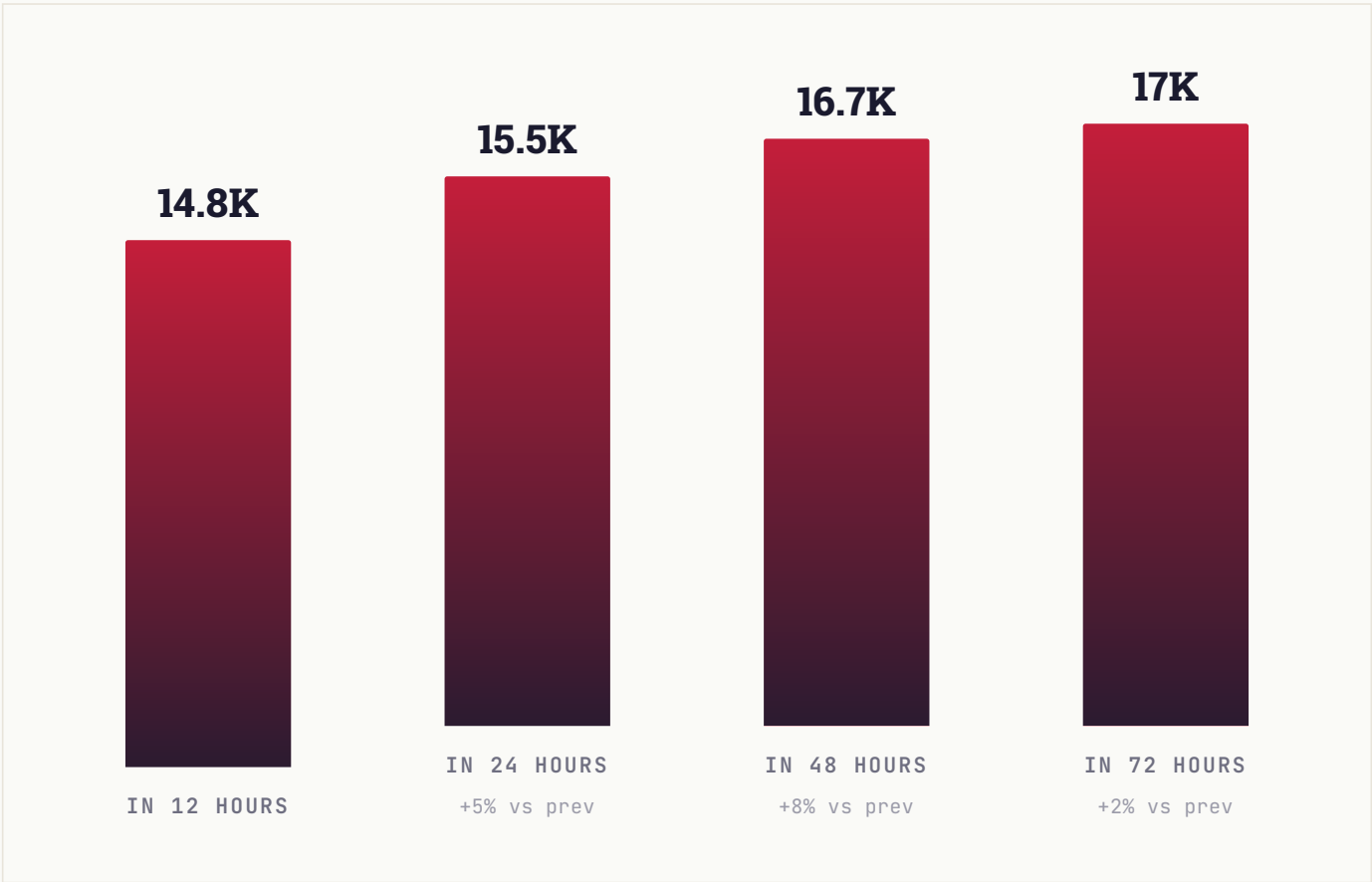
Citation index **65** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **636** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
OH OKX News	4.8M
HC 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 be infinite	1.9M
MI MILLIARDOM	1.5M
MS Semenchuk's Thoughts	1.4M
LC Ladesov Crypto	1.3M
PD Durov's Gift YOU	184.8K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#97 of 99). Niche median — 307.7K subs. First growth KPI — reach median. Leader: OKX News (4.8M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **170**, they brought **127 082** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	41	31	100 885
November 2025	9	7	139
October 2025	20	19	1 026
September 2025	19	14	3 082
August 2025	28	23	8 256
July 2025	53	30	13 694

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
170	6	127 082

SECTION 08 • 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.

#97

/100

POSITION IN NICHE

Channel in the bottom half of the ranking

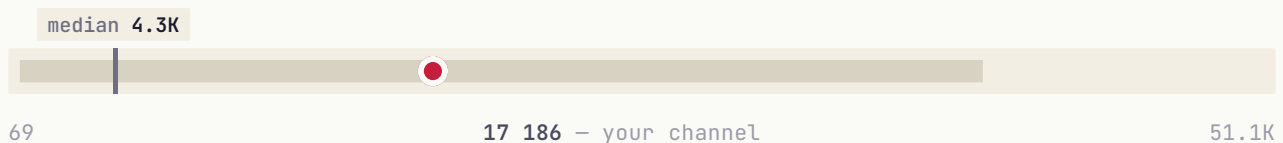
SUBSCRIBERS

41% below median



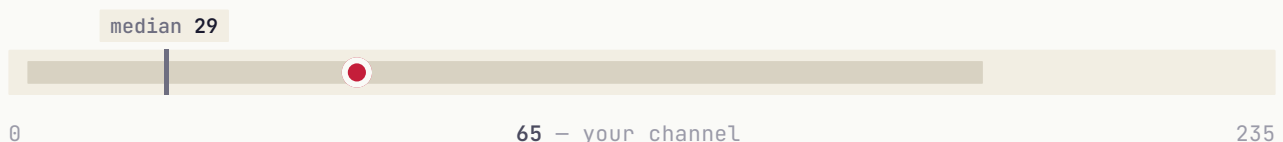
AVG REACH / POST

better than 64% of niche



CITATION INDEX

better than 59% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday

Audience is most active on this day at 11:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

System traffic buying

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

EFFECT

+1000-3000 subs
- 04

Test polls & 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
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 2-3 collabs give relevant growth — no need daily.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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