

PUBLIC REPORT BY PROMTPRESS

Channel audit

RBC Crypto



@rbccrypto

Official channel of RBC Crypto – all latest news and trends in crypto & blockchain Write to us: crypto@rbc.ru Ad inquiries: [@rbctgadv](https://t.me/rbctgadv), reklamag@rbc.ru

SUBSCRIBERS

133 906

-1127 per month

ERR (% SEE POSTS)

8.0%

per day 6.6%

REACH/POST

10.5K

ad reach 8.9K/24h

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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.

 SUBSCRIBERS 133 906 —	 SUBS REACH 7.83% avg % of subs see post	 VIEWS/POST 10.5K median 9.8K · 29 days	 POSTS/DAY 8.2 ~57 per week
 7D TREND -21.1% vs previous week	 REACTIONS/POST 44.5 total 10,627 reactions, 7,436 reposts, 321 comments	 POST LENGTH 769 chars median 888 · 29 days	 POSTS ANALYZED 239 29 days
 AD REACH 8.9K 24h avg	 CHURN / MONTH -1127 over the last month	 CITATION RATE 358 citation index · 1,864 channels mentioned it ever	 CHANNEL AGE 8 years 5 months created 07.02.2018

AI EDITOR SUMMARY

Channel «RBC Crypto» — 133 906 subs. Each post averages 10.5K people (8% of subs), reach is low — consider expanding audience. Publishes 57 posts per week (~8/day) — active posting. For week Jun 29 – Jul 5 reach dropped by -21.1% by week 22–28 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **239** posts over 29 days.
- 02 Dominant format – **Text** (120/239 posts).
- 03 Avg post length – **769** chars (median 888).
- 04 Peak audience activity – **Wednesday**, 19:00 MSK.
- 05 Top posts gather **8x** more views than the weakest (62.5K avg for top vs 7.9K for worst) – among 239 posts in 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 16:47 PHOTO ■ Bitcoin fell below \$60K This is the third time this year the rate has dropped below this mark. Current price is more than twice lower...	VIEWS 87 583 REPOSTS 375	REACTIONS 106 ER 65.4%
Nº2 26.06 · 11:03 PHOTO  Aksakov on changes to crypto market bill in Russia The bill on regulating the crypto market in Russia is planned...	VIEWS 80 185 REPOSTS 210	REACTIONS 81 ER 59.9%
Nº3 26.06 · 09:09 PHOTO  How to invest in crypto effectively in 2026 realities The crypto market is in a downturn. Since the start of the year, Bitcoin has fallen by...	VIEWS 19 817 REPOSTS 23	REACTIONS 25 ER 14.8%

Nº4

18.06 · 14:15

TEXT

 Fed proposes requiring stablecoin issuers to implement KYC The US Federal Reserve, together with other regulators...

VIEWS

14 311

REPOSTS

102

REACTIONS

101

ER

10.7%

Nº5

02.07 · 08:54

TEXT

 Central Bank negotiates with Belarus on crypto regulation The Bank of Russia is in dialogue with Belarus on cooperation in...

VIEWS

13 314

REPOSTS

83

REACTIONS

55

ER

9.9%

WORST 3

↓ 10.07 · 14:45 TEXT US agreed to continue talks at Iran's request, but the ceasefire regime is over, Donald Trump said. «The Islamic Republic...	VIEWS 7 950 REPOSTS 8 REACTIONS 65 ER 5.9%
↓ 09.07 · 15:09 VIDEO Here's how Tolya Radchenko and I have fun on the radio. Great when you can laugh your head off at work. And yes, we have strict...	VIEWS 7 904 REPOSTS 2 REACTIONS 59 ER 5.9%
↓ 09.07 · 11:40 PHOTO Donald Trump's annual financial disclosure recorded over 21,000 stock trades in 2025 – and a series of suspicious coincidences...	VIEWS 7 884 REPOSTS 86 REACTIONS 77 ER 5.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

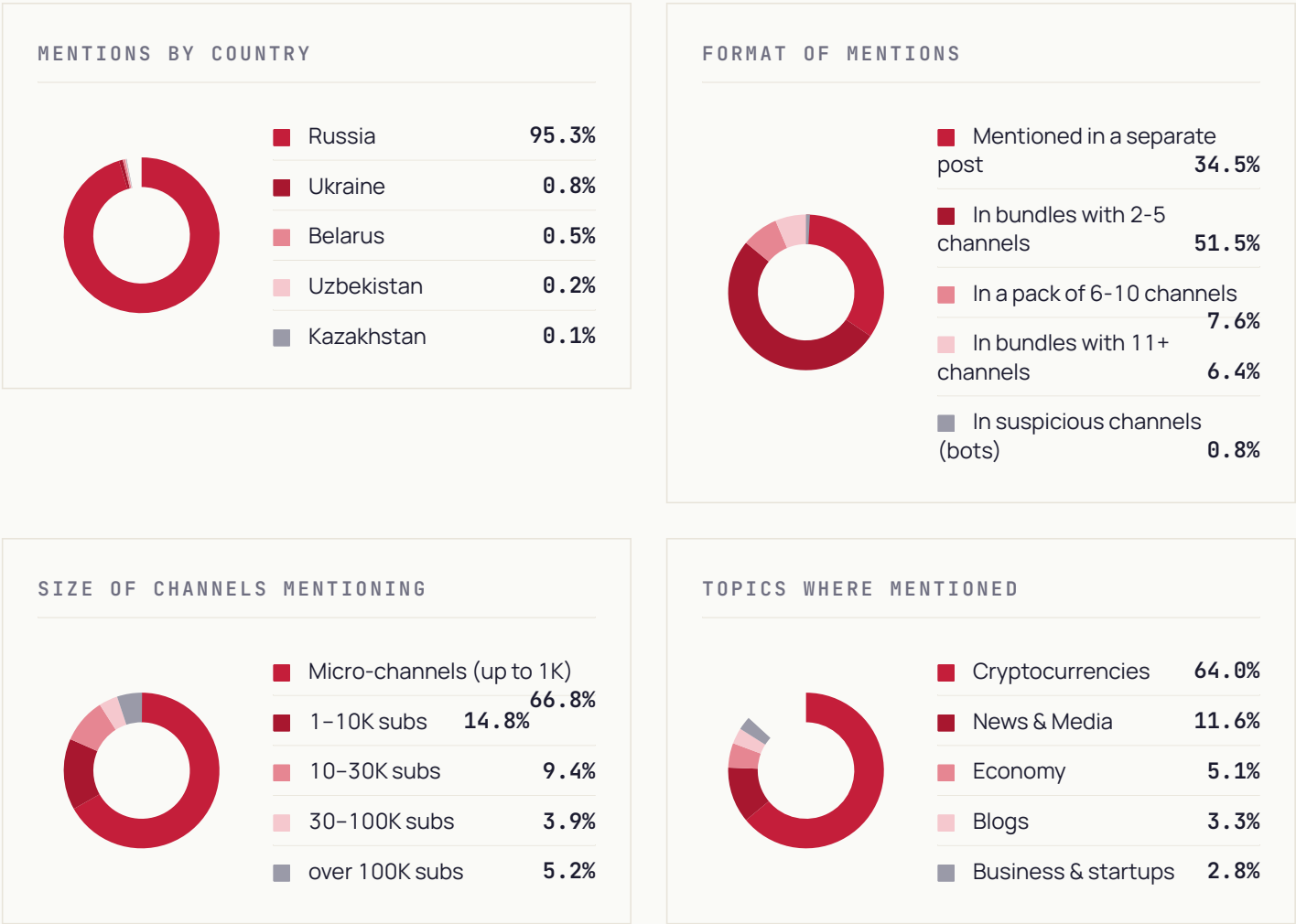
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

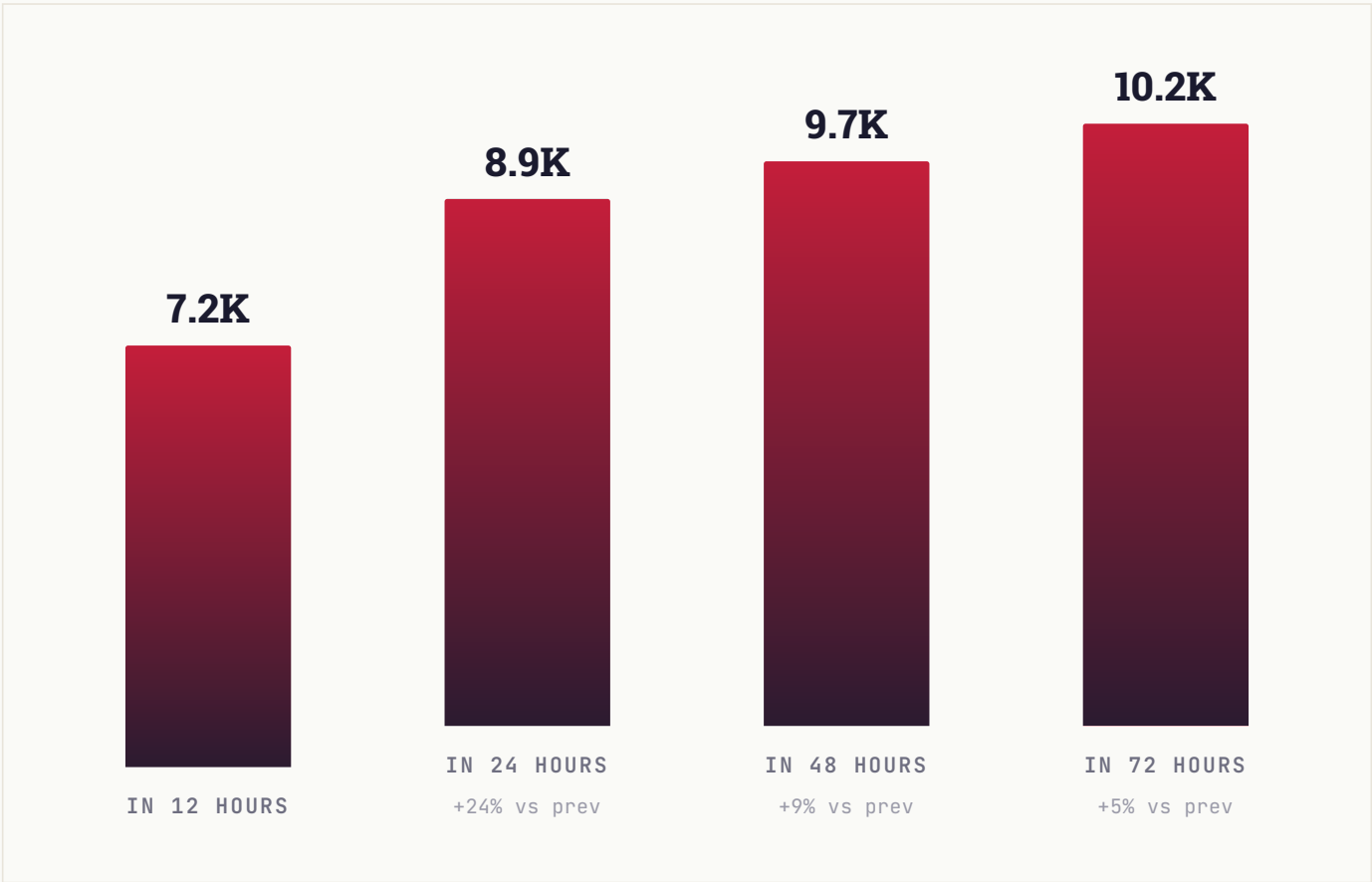
Citation index **358** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions: **1 864** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge 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	16.7M
MC Major Community	12.9M
CE Catapult Extreme	9.9M
RO Roxman	8.7M
DC DOGS Community	7.9M
GO Gram of TON	7.3M
FH FX Holding Official	7M
YE Yescoin	6.5M
TF Time Farm News	6.1M
\$T \$BAKS TON	6.1M
Ad RBC Crypto YOU	133.9K

COMPARATIVE CONCLUSION

Channel is still outside niche top 100 — early growth stage. Niche leader — Blum: All Crypto – One App (16.7M), top-100 median: 2.2M. First goal — enter top-100 through systematic traffic and content work.

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 **1 788**, they brought **3 153** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	181	68	19	
December 2025	338	106	23	
November 2025	297	88	402	
October 2025	365	120	1 583	
September 2025	295	92	257	
August 2025	312	83	869	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1 788	6	3 153

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Cryptocurrencies» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— 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 19:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

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 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

Cross-post with channels in the same niche 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 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
