

— PUBLIC REPORT PROMTPRESS

Channel audit

Rocket • Подарки



@rocket_gift

🚀 First Telegram crash with gifts!

SUBS

187 188

+15438 per month

ERR (% SEE POSTS)

3.0%

per day 1.6%

REACH/POST

5.3K

ad reach 2.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBS 187 188 —	 SUB REACH 2.81% avg % subs see post	 VIEWS/POST 5.3K median 4.9K · 29 days	 POSTS/WEEK 38.9 over period
 7D TREND +54.5% vs previous week	 REACTIONS/POST 79.7 only 13,233 reactions, 583 reposts, 0 comments	 POST LENGTH 116 chars median 138 · 29 days	 POSTS ANALYZED 166 29 days
 AD REACH 2.7K 24h avg	 CHURN / MONTH +15438 last month	 CITATION RATE 14 citation index · 98 channels mentioned ever	 CHANNEL AGE 10 months 22 days created 30.08.2025

AI EDITOR SUMMARY

Channel «Rocket • Подарки» – 187 188 subs. Each post averages 5.3K people (3% from subs), reach is low – consider expanding audience. Publishes 39 posts per week (~6/day) – active posting. For the week of July 6–12, reach grew +54.5% to week Jun 29 – Jul 5 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 166 posts over 29 days.
- 02 Dominant format – Photo (80/166 posts).
- 03 Avg post length – 116 chars (median 138).
- 04 Peak audience activity – Saturday, 11:00 MSK.
- 05 Top posts get 4x more views than the weakest (10.8K avg for top vs 2.9K for worst) – among 166 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

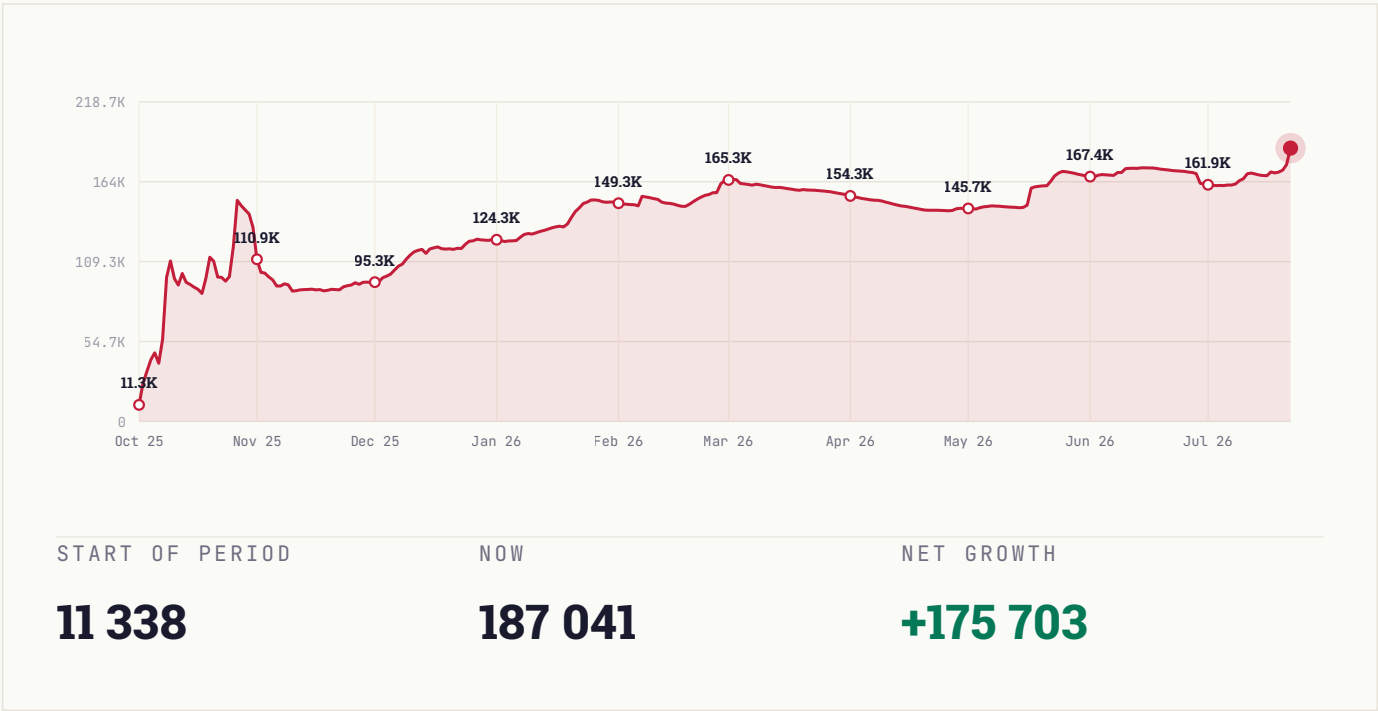
Nº1 08.07 · 15:03 PHOTO 📈 Balance topped up 10 stars! 🎁 You just got a FREEBET, use it in any game before 23:00 MSK, after that it...	VIEWS 12 282 REPOSTS 36	REACTIONS 89 ER 6.6%
Nº2 09.07 · 10:41 PHOTO 🎁 Leaderboard in Rocket Gift! 🏆 25 prize spots, including cap, bag, and helmet! 📈 Results in 13 hours. Anyone can...	VIEWS 10 510 REPOSTS 5	REACTIONS 96 ER 5.6%
Nº3 11.07 · 08:38 PHOTO !! Discounts on MAJOR case end in 10 hours! The major case that was hitting x's all day will soon stop being so...	VIEWS 9 680 REPOSTS 9	REACTIONS 98 ER 5.2%

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SECTION 03 · SUB GROWTH

How the channel grew over the year

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



— SECTION 04 • MENTIONS

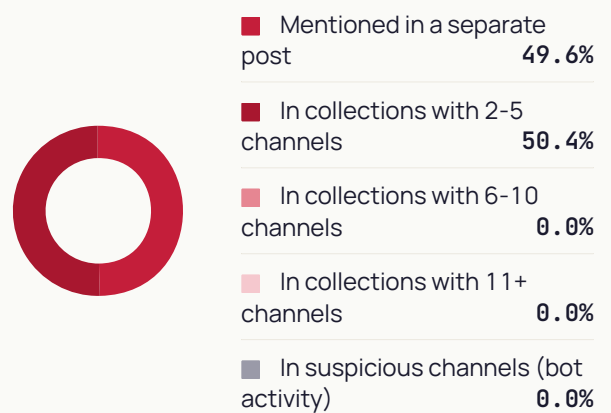
Who and how mentions the channel

Citation index **14** — 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 1k. All-time mentions: **98** different channels.

COUNTRIES MENTIONING



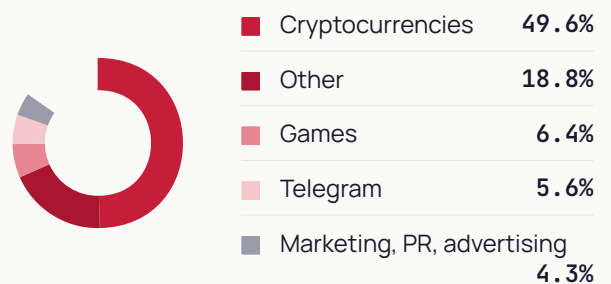
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



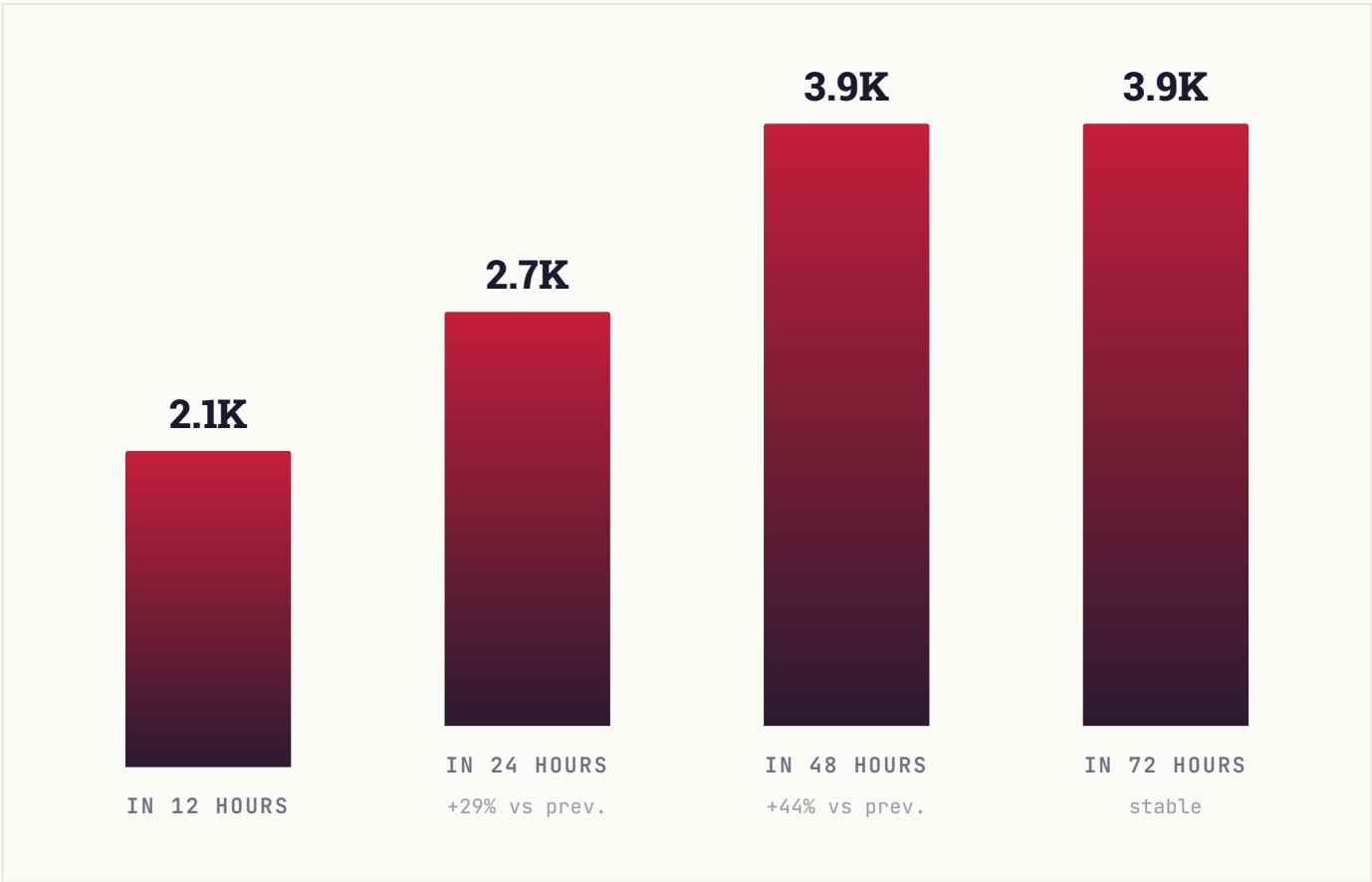
MENTIONED TOPICS



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 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	SUBS
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
R• Rocket • Подарки YOU	187.2K

COMPARATIVE CONCLUSION

Channel is 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 traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **205**, they brought **268 531** new subs.

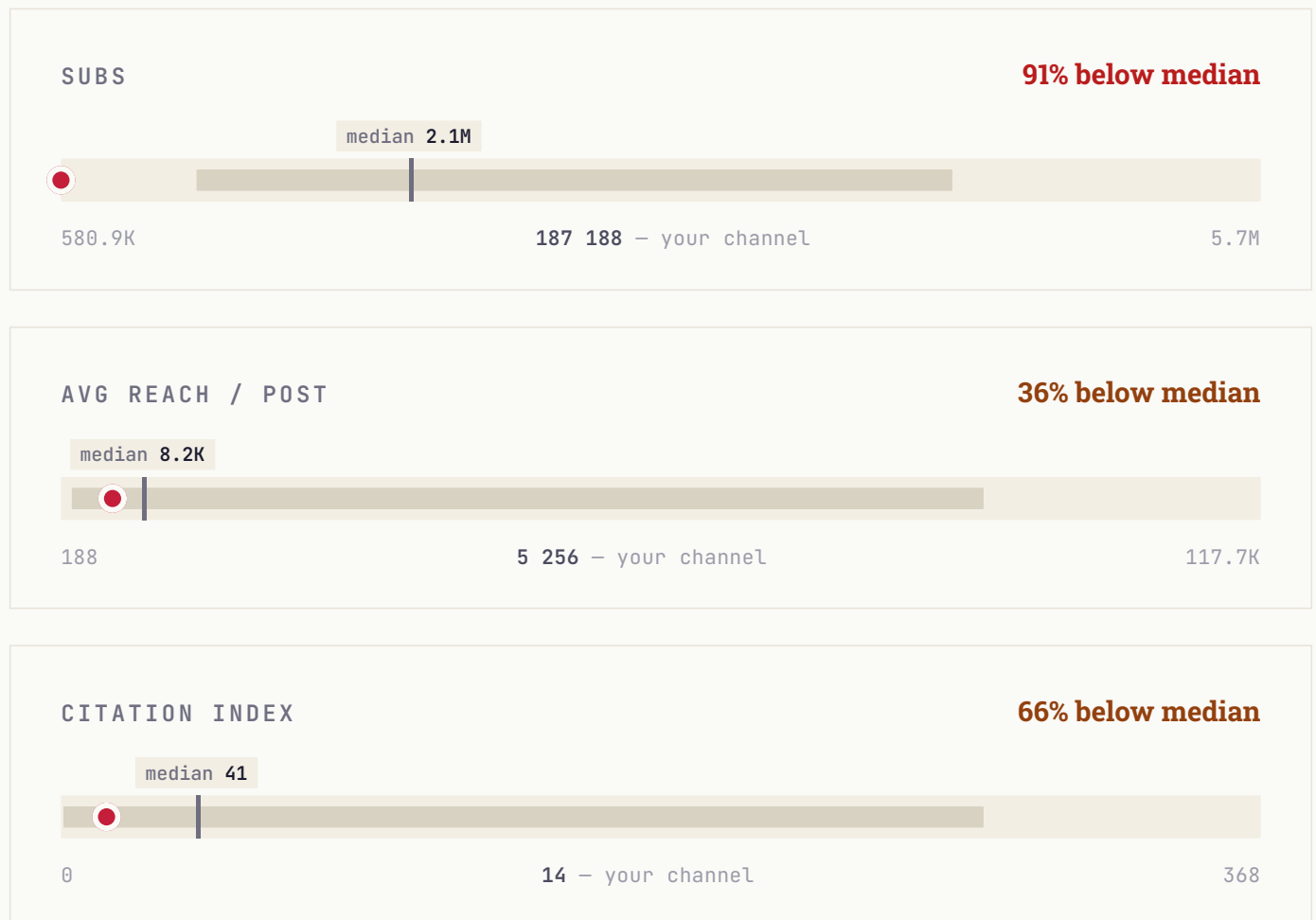
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	18	11	29 450
December 2025	66	28	35 134
November 2025	20	7	10 432
October 2025	101	24	193 515
September 2025	0	0	0
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
205	6	268 531

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 • STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- 01

Main 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 video posts share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT
Video retains audience better
- 03

ER below niche benchmark — rethink formats
Current ER 2.81% vs norm 6.5%. Try polls & interactive formats.

EFFECT
+3.7pp ER
- 04

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

EFFECT
+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 is an easy win.

EFFECT
+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want more? 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