

PROMTPRESS PUBLIC REPORT

Channel audit

Storm Trade | News ⚡



@storm_trade_news_ru

Official channel for news and announcements @StormTradeBot 📖
Chat - @storm_trade_fam 📖Support - @storm_support_bot

SUBS

615 761

-25372 per month

ERR (% WHO SEE
POSTS)

1.0%

per day 0.2%

REACH/POST

2K

ad reach 1.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 615 761 —	 SUBSCRIBER REACH 0.33% avg % subs see post	 VIEWS/POST 2K median 2.3K · 13 days	 POSTS/WK 1.5 for the period
 7D TREND — no data for period	 REACTIONS/POST 40.7 only 122 reactions, 21 reposts, 0 comments	 POST LENGTH 636 chars median 629 · 13 days	 POSTS ANALYZED 3 13 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -25372 last month	 CITATION RATE 125 citation index · 529 channels mentioned all time	 CHANNEL AGE 2 years 10 months created 18.07.2023

AI EDITOR SUMMARY

Channel «Storm Trade | News <>» — 615 761 subs. Each post averages 2K people (0% from subs), reach is low — should expand audience. Publishes 2 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts over 13 days.
- 02 Dominant format — Photo (2/3 of posts).
- 03 Avg post length — 636 chars (median 629).
- 04 Audience peak — Monday, 16:00 MSK.
- 05 Top posts get 1x more views than the weakest (2K avg for top vs 2K for worst) — among 3 posts in 13 days. Analyze what top posts share: topic, format, timing.

TOP 3 POSTS

Nº1 01.06 · 13:47 PHOTO ⚡ Storm Trade: May Statistics Hi everyone! The last month of spring is behind us, which means it's time to sum up and share fresh...	VIEWS 2 681 REPOSTS 6	REACTIONS 59 ER 0.4%
Nº2 05.06 · 09:41 PHOTO ⚖ Weighing Blockchain in a New Way! TON, like us, is evolving and changing. And it seems the ecosystem may return to its roots. Now...	VIEWS 2 339 REPOSTS 5	REACTIONS 39 ER 0.4%
Nº3 15.06 · 08:25 TEXT ⚠ Temporary Suspension of TON Markets Today from 09:00 UTC trading on TON markets will be suspended for a few hours — and here...	VIEWS 1 094 REPOSTS 10	REACTIONS 24 ER 0.2%

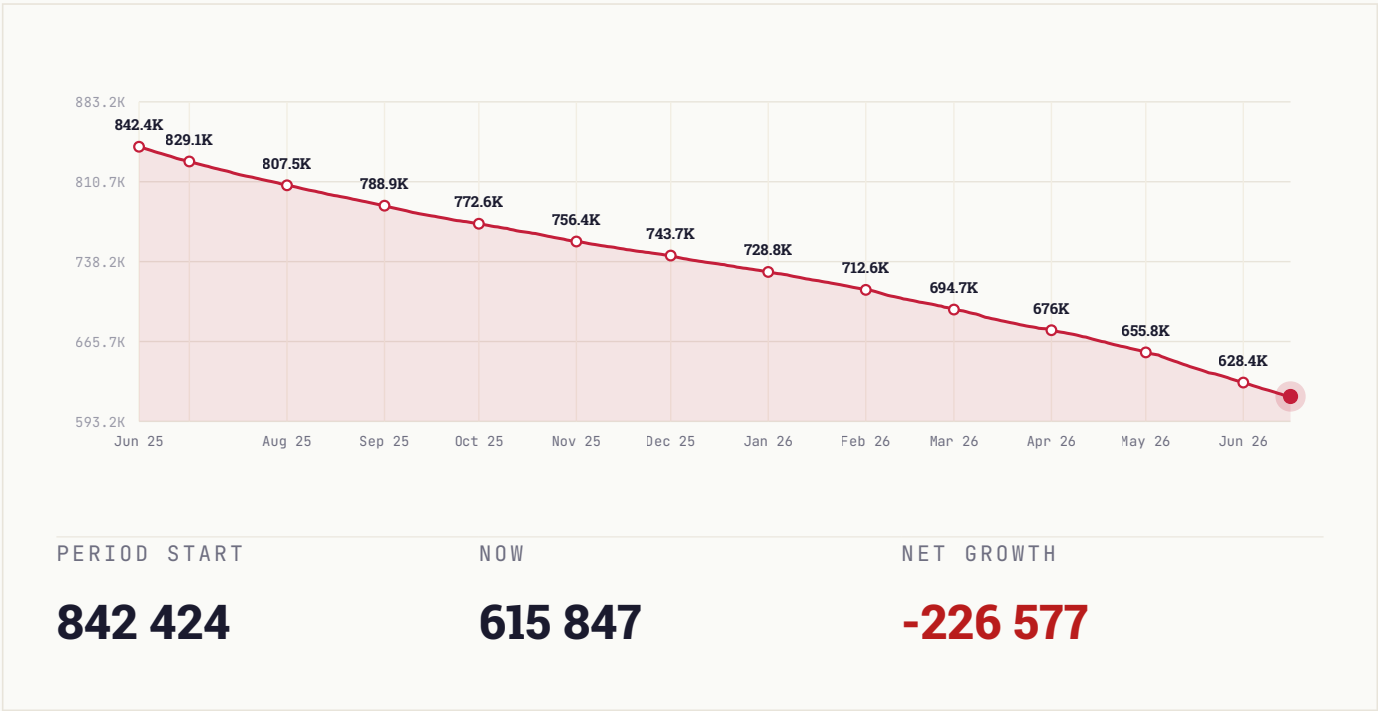
WORST 3

↓ 01.06 · 13:47 PHOTO ⚡ Storm Trade: May Statistics Hi everyone! The last month of spring is behind us, which means it's time to sum up and share fresh...	VIEWS 2 681 REPOSTS 6	REACTIONS 59 ER 0.4%
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SECTION 03 · SUB GROWTH

Channel growth over the year

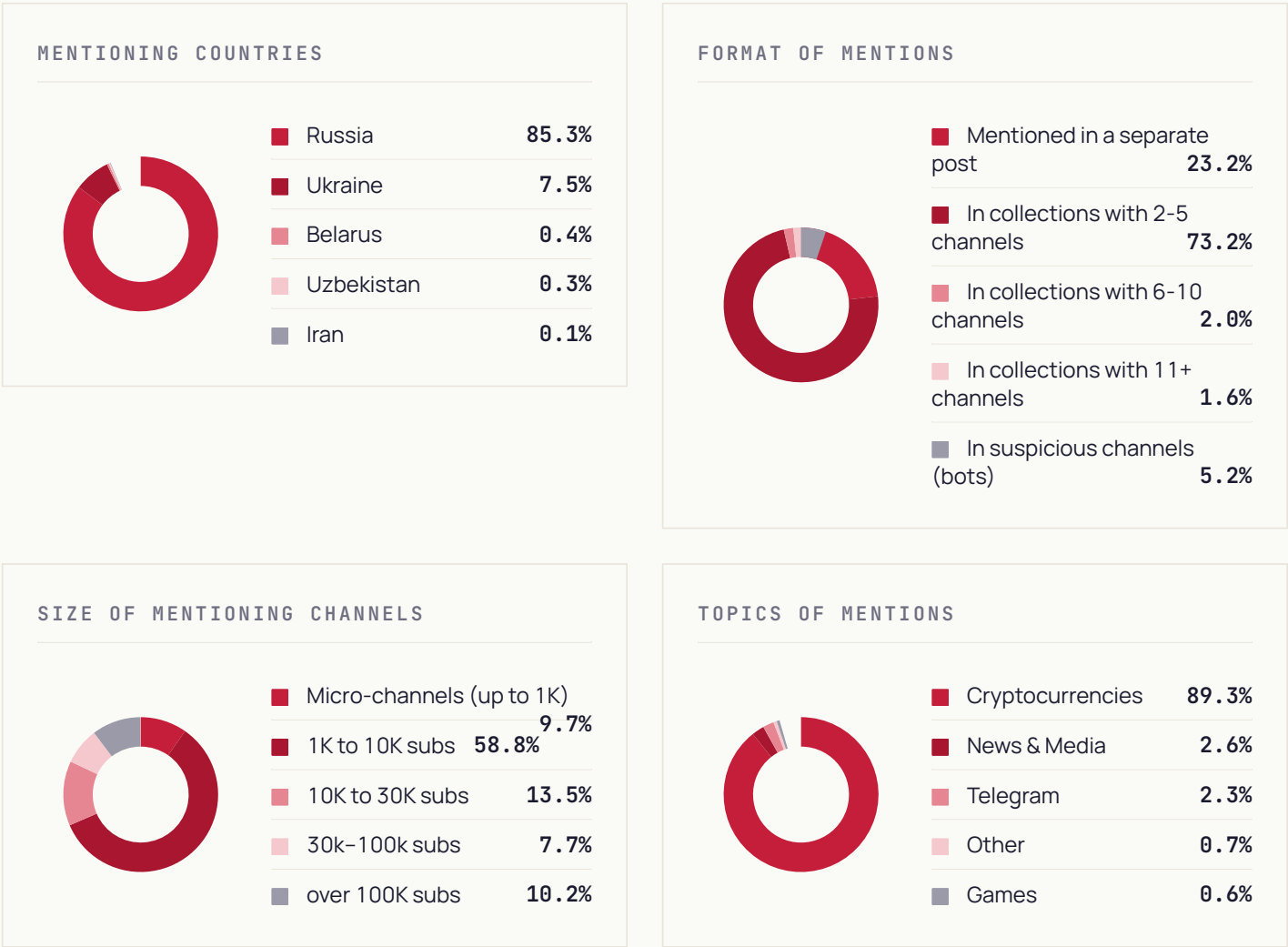
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

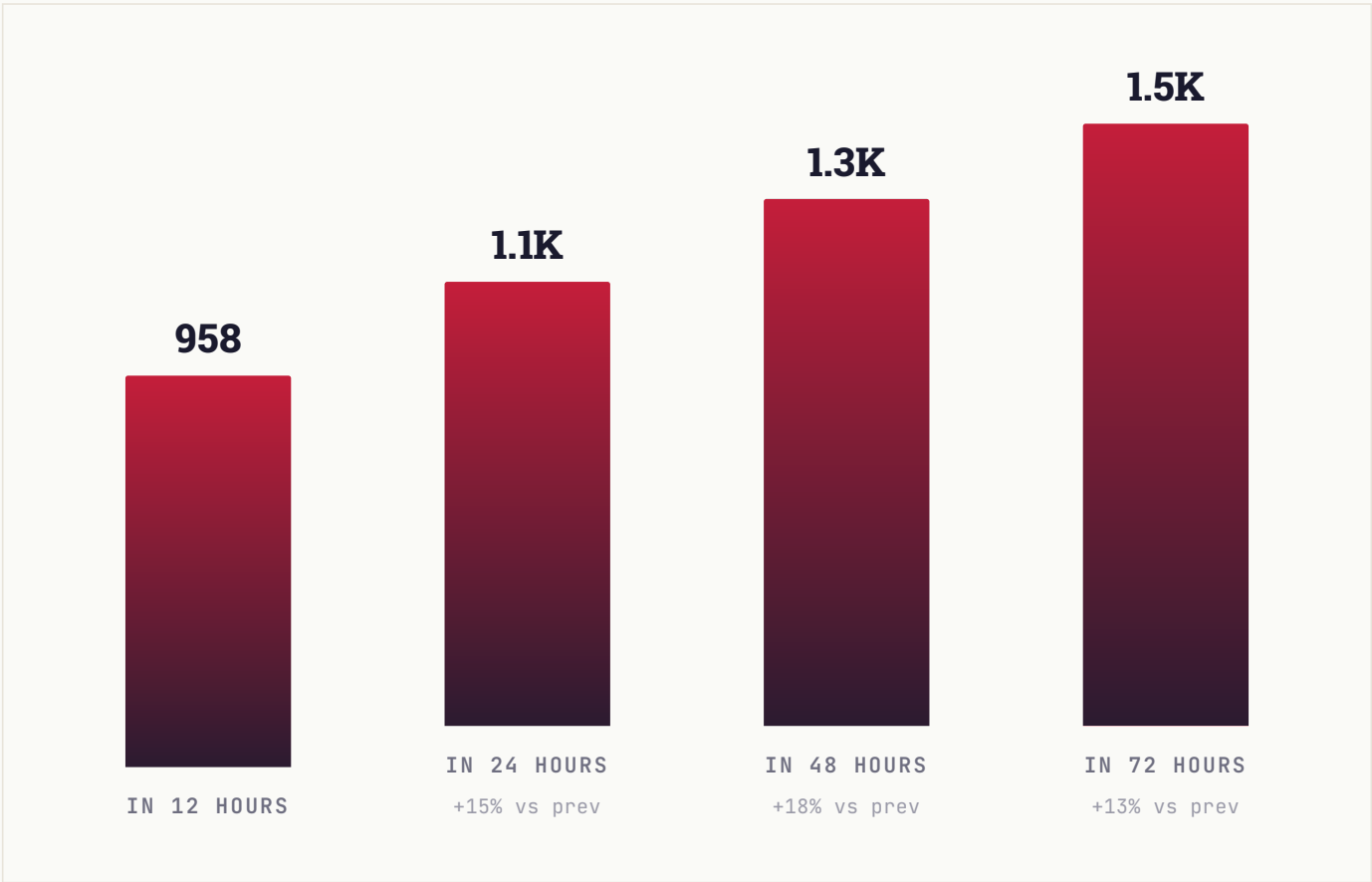
Citation index **125** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **529** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
ON OKX News	4.8M
NS 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
ST Storm Trade News YOU	615.8K

COMPARATIVE CONCLUSION

Channel in top half of niche (#26 of 99). Niche leader — OKX News (4.8M), median subs 307.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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

#26 /100

POSITION IN NICHE

Channel in top half of ranking

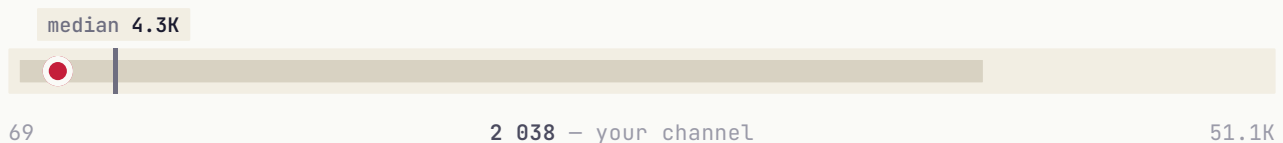
SUBS

better than 62% of niche



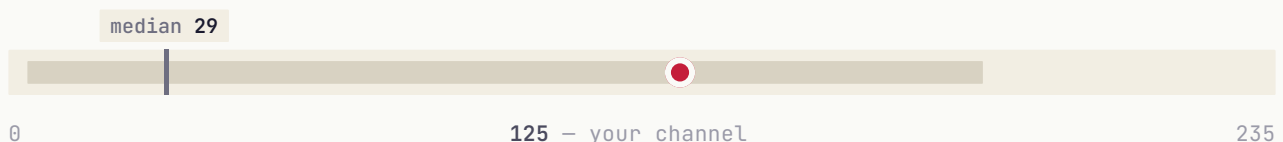
AVG REACH / POST

53% below median



CITATION INDEX

better than 75% of niche



— 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 | Increase posting frequency
Now 1.5 posts/wk. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Monday
Audience most active on this day at 16:00 MSK. | EFFECT
Best time for important post |
| 03 | Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains audience better |
| 04 | ER below niche benchmark — rethink formats
Current ER 0.33% vs norm 6.5%. Try polls and interactive formats. | EFFECT
+6.2pp ER |
| 05 | 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 |

★ 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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