

PROMTPRESS PUBLIC REPORT

Channel audit

TON

Обозреватель



@the_ton_observer

All about investing in TON. Ads @reostatus

SUBSCRIBERS

12 708

+12302 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 0.1%

REACH/POST

545

ad reach 26/24h

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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 12 708 —	 SUBS REACH 4.29% avg % subs see post	 VIEWS/POST 545 median 536 · 1.0 day	 POSTS/WEEK 15.1 over period
 7D TREND — no data for period	 REACTIONS/POST 3.0 only 12 reactions, 5 reposts, 0 comments	 POST LENGTH 309 chars. median 316 · 1.0 day	 POSTS ANALYZED 4 1.0 day
 AD REACH 26 24h avg	 CHURN / MONTH +12302 over last month	 CITATION RATE 0 citation index · 13 channels mentioned ever	 CHANNEL AGE 1 year 11 months created 25.07.2024

AI EDITOR SUMMARY

Channel «TON Обзоратель» — 12 708 subs. Each post averages 545 people (4% of subs), reach is low — consider expanding audience. Publishes 15 posts per week (~2/day) — regular schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts over 1.0 day.
- 02 Dominant format — **Photo** (2/4 posts).
- 03 Avg post length — **309** chars (median 316).
- 04 Peak audience activity — **Monday**, 07:00 MSK.
- 05 Top posts get **2x** more views than the weakest (699 avg for top vs 384 for worst) — among 4 posts over 1.0 day. Analyze what the top has in common: topic, format, timing.

TOP 4 POSTS

Nº1 06.07 · 04:49 VIDEO  Crypto enthusiasts predict altseason approaching Twitter users actively discuss and forecast the imminent altseason.	VIEWS 1 026 REPOSTS 1	REACTIONS 5 ER 8.1%
Nº2 07.07 · 10:40 PHOTO  Grayscale believes Strategy's BTC sales may positively impact the crypto market. Partial sale...	VIEWS 955 REPOSTS 1	REACTIONS 2 ER 7.5%
Nº3 05.07 · 14:17 PHOTO Lots of channels not even about TON or crypto wrote 'token Edik Hamster Kombat x'd'. Wow-wow! Incredible. Formally...	VIEWS 118 REPOSTS 1	REACTIONS 3 ER 0.9%

Nº4

05.07 · 18:51

VIDEO

Giveaway Finished

Total tickets: 38565

Winners list: 1.

Chill Flame #148517 - @danil_kolbosenken78

VIEWS

81

REPOSTS

2

REACTIONS

2

ER

0.6%

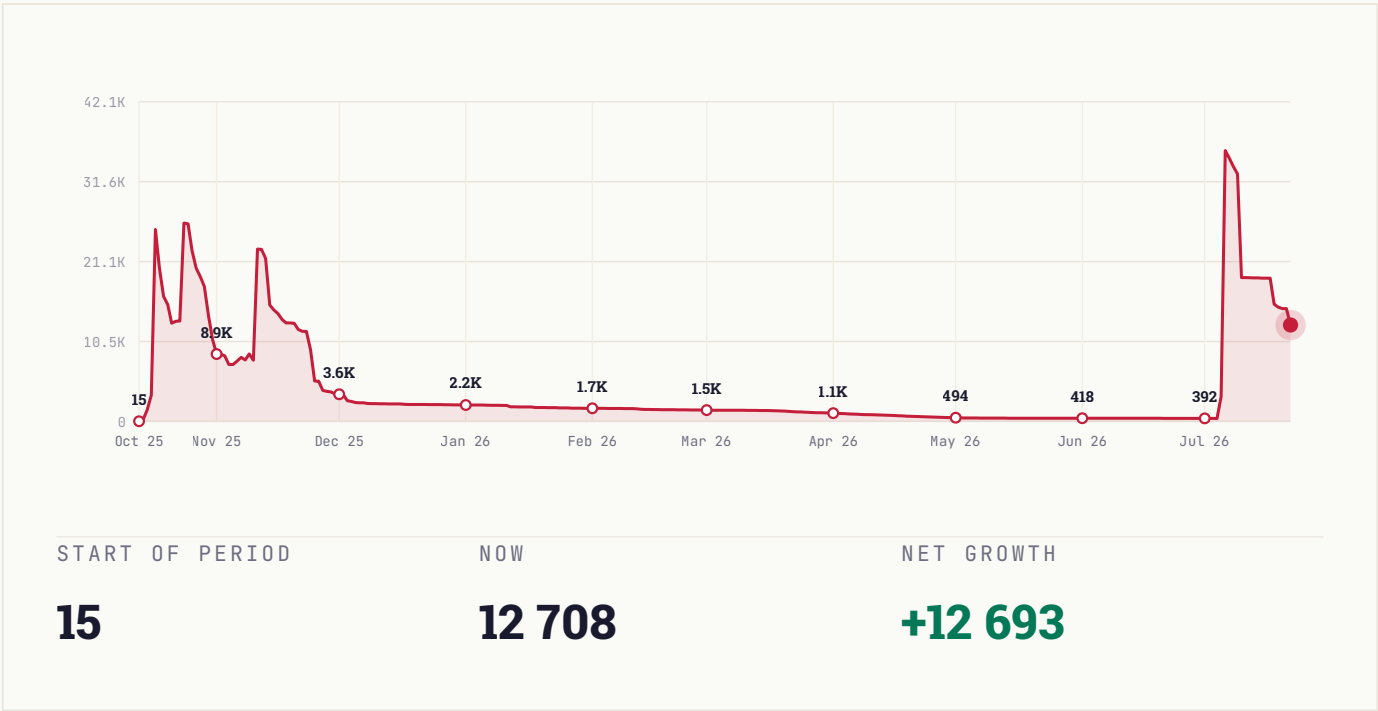
WORST 3

↓ 07.07 · 10:40 PHOTO Grayscale believes Strategy's BTC sales may positively impact the crypto market. Partial sale...	VIEWS 955 REPOSTS 1	REACTIONS 2 ER 7.5%
↓ 05.07 · 14:17 PHOTO Lots of channels not even about TON or crypto wrote 'token Edik Hamster Kombat x'd'. Wow-wow! Incredible. Formally...	VIEWS 118 REPOSTS 1	REACTIONS 3 ER 0.9%
↓ 05.07 · 18:51 VIDEO Giveaway Finished Total tickets: 38565 Winners list: 1. Chill Flame #148517 - @danil_kolbosenken78	VIEWS 81 REPOSTS 2	REACTIONS 2 ER 0.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

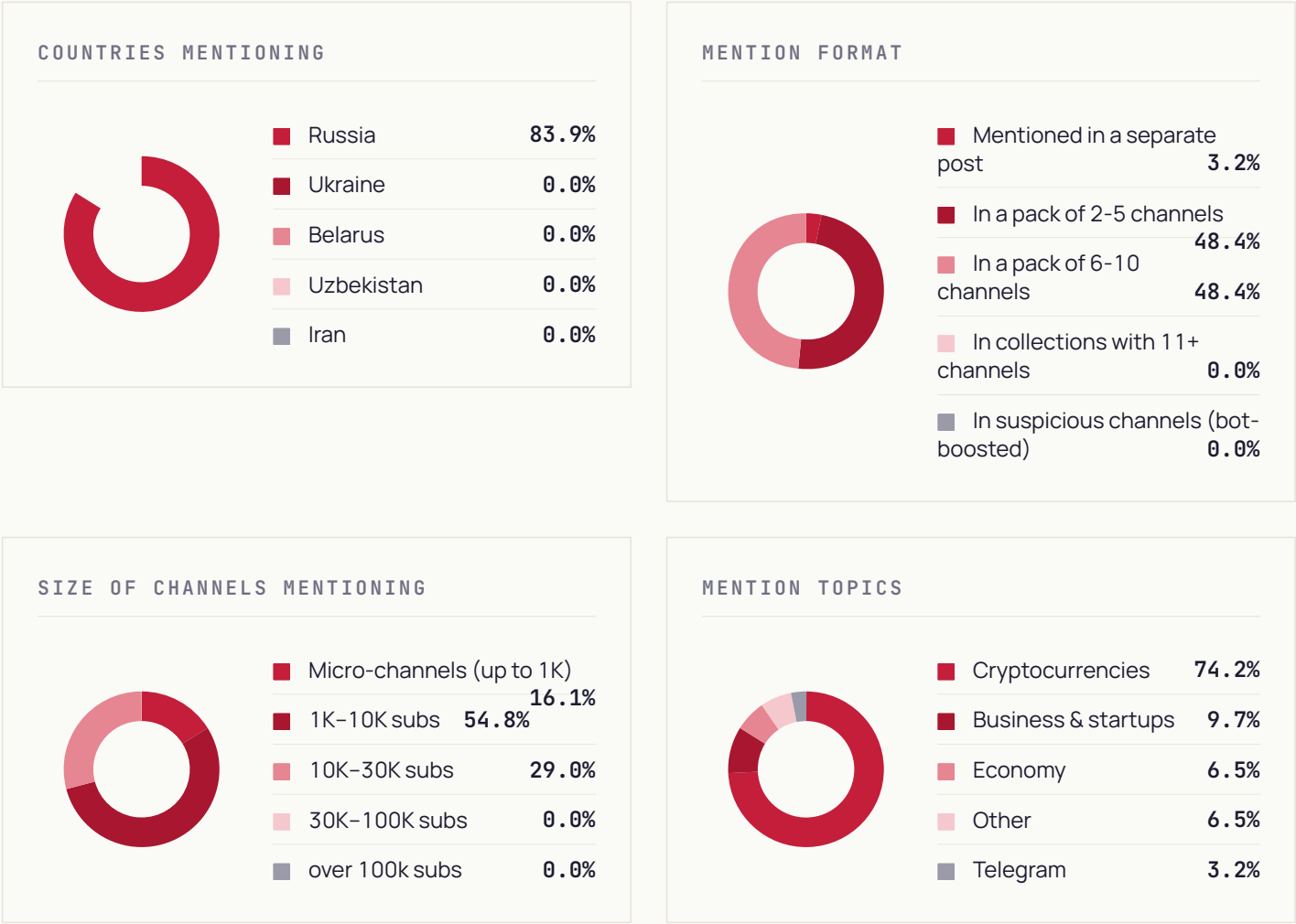
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who and how mentions the channel

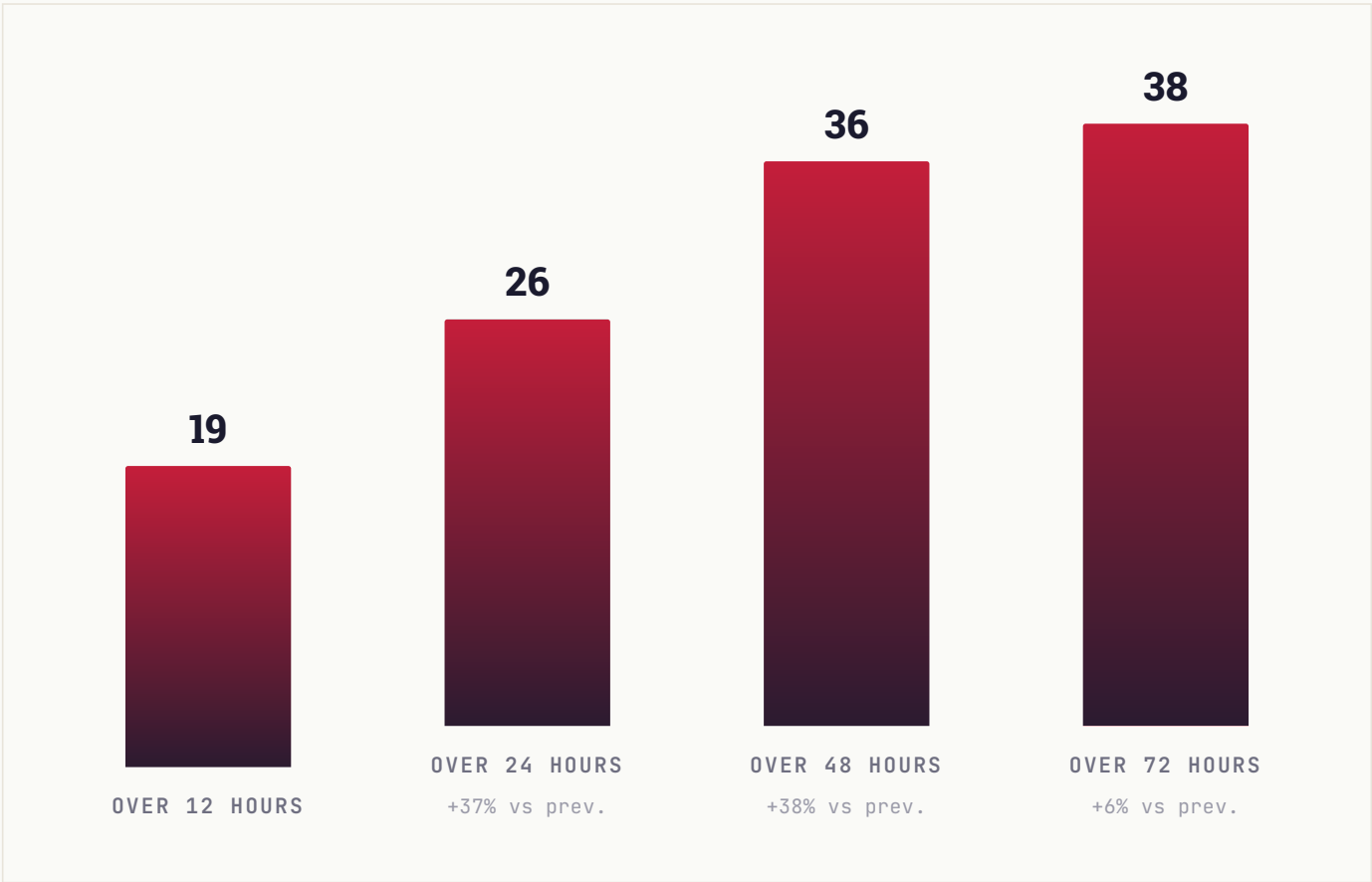
Citation index 0 – channel popularity score based on mentions. Considers not just count but weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: 13 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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	SUBSCRIBERS
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
TO TON Обозреватель YOU	12.7K

COMPARATIVE INSIGHT

Channel not yet outside top 100 niche — early growth stage. Niche leader — Blum: All Crypto – One App (16.4M), top-100 median: 2.1M. First goal: break into top-100 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

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 **17**, they brought **54 886** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	0	
December 2025	0	0	0	
November 2025	5	5	16 395	
October 2025	12	8	38 491	
September 2025	0	0	0	
August 2025	0	0	0	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
17		6	54 886	

Where channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart includes a red dot indicating the channel's performance, a vertical line for the median, and a shaded bar representing the range of the peer group. The channel's performance is consistently below the median and the peer group range.

Metric	Channel Value	Median	Peer Group Range	Performance Status
SUBSCRIBERS	12 708	2.1M	580.9K - 5.7M	99% below median
AVG REACH / POST	545	8.2K	188 - 117.7K	93% below median
CITATION INDEX	0	41	0 - 368	99% below median

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

Audience most active on this day at 07:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.29% vs norm 6.5%. Try polls & interactive formats.

EFFECT

+2.2pp ER

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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. 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. To go further — run ads through us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
