

— PROMTPRESS PUBLIC REPORT

Channel audit

<\> Sharding, TONs, two Jetons .



@ton2k
■ IN TON WE TRUST ■ ENG Channel: @ton2keng 🗑 Trash Open
League: @openleag Contact: @exdurov

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
267 810	1.0%	1K
16.06.2026 -8743 per month	in 24 hours 0.2%	ad reach 554/24h

HTTPS://PROMTPRESS.COM/AUDIT/TON2K

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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 267 810 —	 SUBS REACH 0.39% avg % subs see post	 VIEWS/POST 1K median 1.1K · 28 days	 POSTS/WEEK 10.4 for period
 7D TREND -17.4% vs previous week	 REACTIONS/POST 6.6 total 277 reactions, 147 reposts, 85 comments	 POST LENGTH 275 chars median 148 · 28 days	 POSTS ANALYZED 42 28 days
 AD REACH 554 avg per 24h	 CHURN / MONTH -8743 last month	 CITATION RATE 18 citation index · 189 channels mentioned all time	 CHANNEL AGE 2 years 4 months created 11.02.2024

AI EDITOR SUMMARY

Channel «<\> Sharding, TONs, two Jetons .» — 267 810 subs. Each post averages 1K people (0% of subs), reach is low — consider expanding audience. Publishes 10 posts per week (~1/day) — consistent. Week 1–7 Jun reach dropped -17.4% to week 25–31 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **42** posts over 28 days.
- 02 Dominant format – **Text** (26/42 posts).
- 03 Avg post length – **275** chars (median 148).
- 04 Peak audience activity – **Monday**, 08:00 MSK.
- 05 Strongest posts gather **3x** more views than the weakest (1.6K avg for top vs 526 for worst) – among 42 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 05:25 TEXT https://t.me/ton2k/2394 +5000 coins promo code: VSEZNAYKA (requires TG lvl 2+ + deposit any gift)	VIEWS 1 742 REPOSTS 2	REACTIONS 8 ER 0.7%
Nº2 09.06 · 11:16 VIDEO  Not Wise founder started fundraising to launch talents.tg talent exchange The exchange launch is reportedly scheduled for next...	VIEWS 1 601 REPOSTS 36	REACTIONS 37 ER 0.6%
Nº3 19.05 · 23:36 TEXT Millions of opportunities slip by – seemingly shady "gambling" niches. But with a cool head...	VIEWS 1 562 REPOSTS 2	REACTIONS 6 ER 0.6%

Nº4 19.05 · 23:36 TEXT @trade Pay for referrals, give freebet from 0.1 to 10 tons. Personally got up to 3 tons, you can try to grow balance. Also you can...	VIEWS 1 553 REPOSTS 8	REACTIONS 4 ER 0.6%
Nº5 26.05 · 16:25 VIDEO Where's the money, Lebowski Lozovsky.ton? (Don't copy it, you don't need it) Okay, jokes are fine, as are improvements to gifts...	VIEWS 1 545 REPOSTS 3	REACTIONS 11 ER 0.6%

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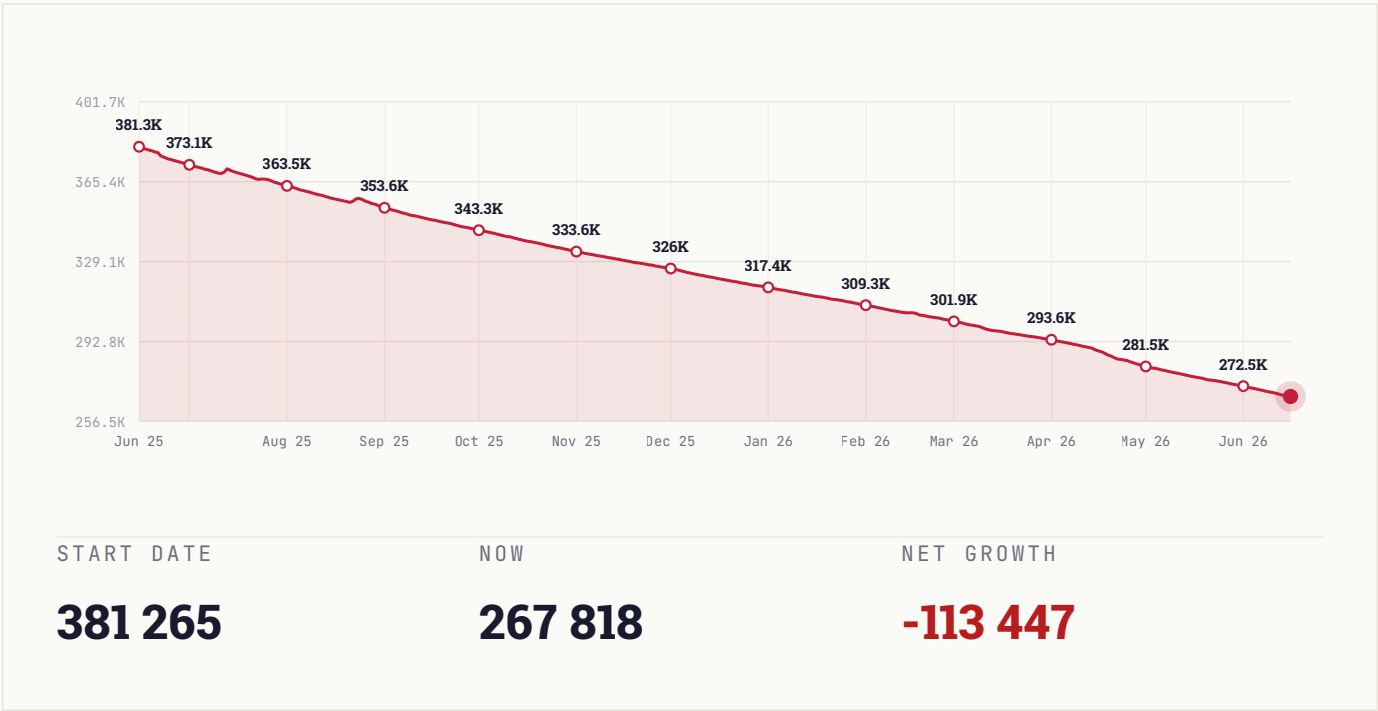
WORST 3

↓ 13.06 · 04:24 TEXT Looks interesting, at least now you can create articles and visual materials without third-party resources, right here in...	VIEWS 542 REPOSTS 1	REACTIONS 4 ER 0.2%
↓ 13.06 · 04:23 TEXT (captionless post — text)	VIEWS 520 REPOSTS 1	REACTIONS — ER 0.2%
↓ 13.06 · 04:21 TEXT Now bots can write stuff like this, but a regular user can't yet	VIEWS 518 REPOSTS —	REACTIONS — ER 0.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

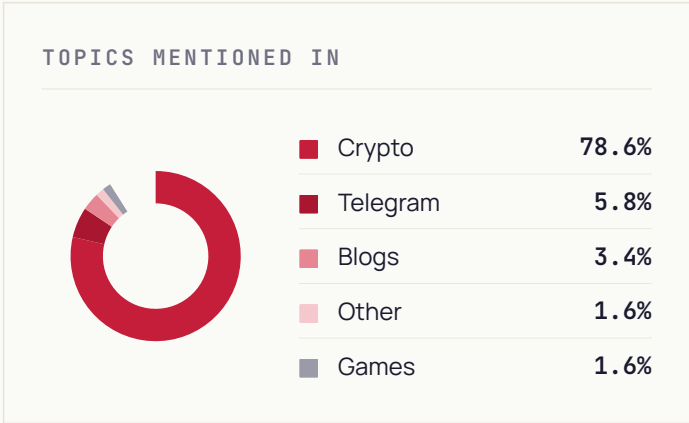
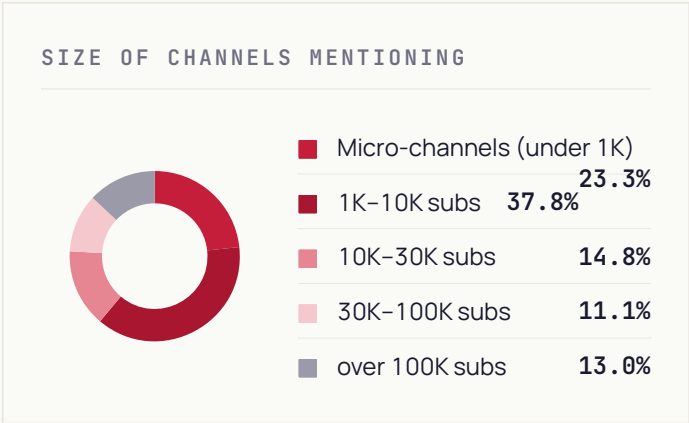
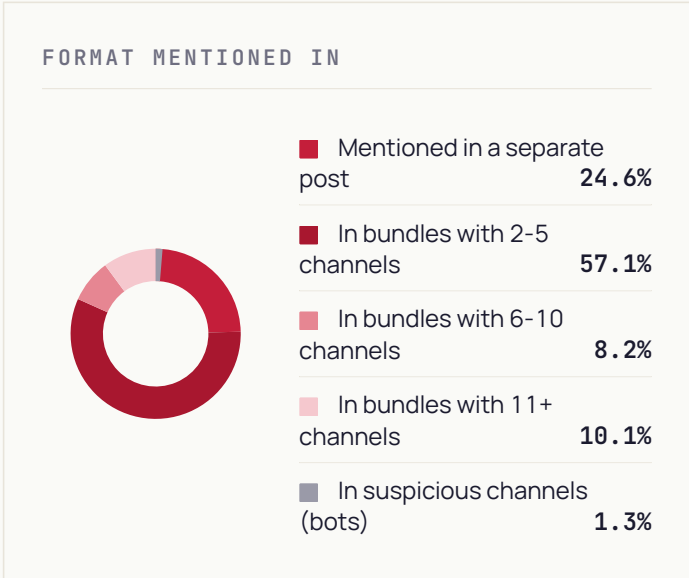
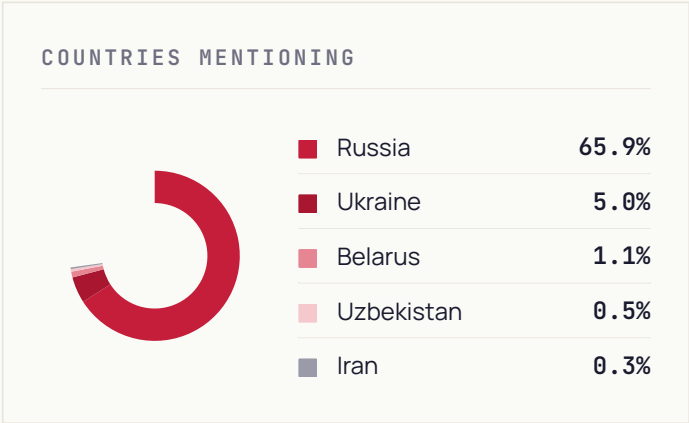
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel & how

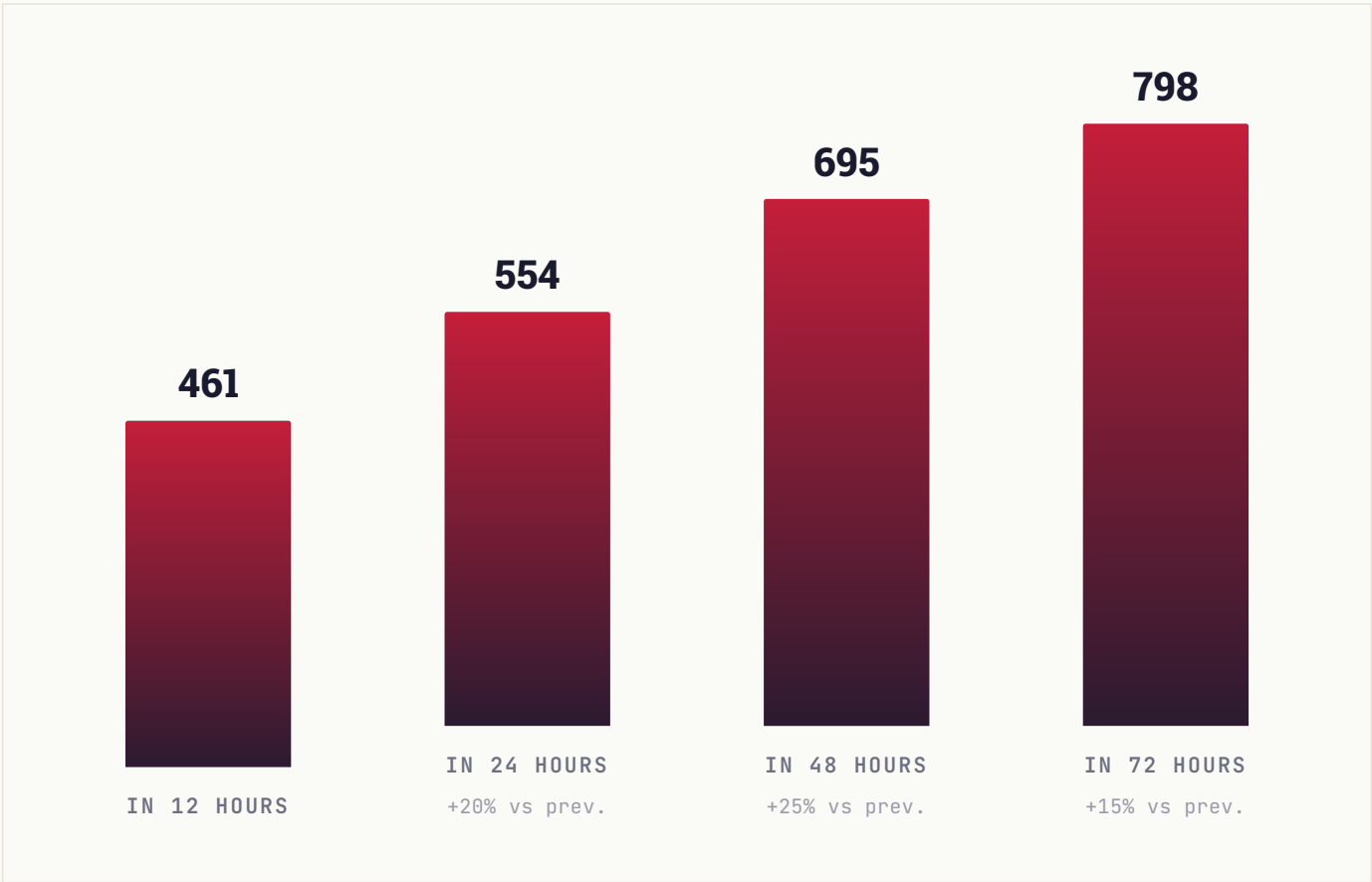
Citation index **18** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **189** different channels.



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

CHANNEL	SUBSCRIBERS
ON OKX News	4.8M
NC 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 last forever	1.9M
MI MILLIARDOM	1.5M
MC Semenchuk's thoughts	1.4M
LC Ladesov Crypto	1.3M
<III> <\> Sharding, TONs, two Jetons . YOU	267.8K

COMPARATIVE SUMMARY

Channel in bottom half of top-100 niche (#60 of 99). Niche median — 307.7K subs. First growth KPI — reach median. Leader: OKX News (4.8M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **54**, they brought **4 127** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	16	10	0
Nov 2025	18	18	0
Oct 2025	1	1	0
September 2025	3	3	0
August 2025	4	4	1 783
July 2025	12	6	2 344

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
54	6	4 127

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#60/100

RANK IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Monday

Audience most active on this day at 08:00 MSK.

EFFECT

Best time for key posts
- 02

Increase share of video posts

Video in Telegram holds audience longer and performs better with the algorithm. Recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 0.39% vs norm 6.5%. Try polls & interactive formats.

EFFECT

+6.1pp ER
- 04

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
- 05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with 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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