

PROMTPRESS PUBLIC REPORT

Channel audit

TON AirDrop (RU)



@tonairdrop_ru

For all questions: @Crimea_crypto Channel chat: @AirDropTON_rus
For English speakers @TonAirDrop_EN #AirDrop, #giveaways
#NFT, and everything you can earn for free #crypto on #TON.
@durov

SUBSCRIBERS

1 269 583

-72827 per month

ERR (% SEE POSTS)

1.0%

per day 0.6%

REACH/POST

8.7K

ad reach 7.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 1 269 583 —	 SUBS REACH 0.69% avg % of subs see post	 VIEWS/POST 8.7K median 9.9K · 29 days	 POSTS/WEEK 37.7 for the period
 7D TREND -10.2% vs previous week	 REACTIONS/POST 118.4 total 18,826 reactions, 826 reposts, 9,299 comments	 POST LENGTH 686 chars median 672 · 29 days	 POSTS ANALYZED 159 29 days
 AD REACH 7.6K 24h avg	 CHURN / MONTH -72827 for the last month	 CITATION RATE 74 citation index · 689 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 16.03.2022

AI EDITOR SUMMARY

Channel «TON AirDrop (RU)» – 1 269 583 subs. Each post on avg gets 8.7K people (1% from subs), reach is low – should expand audience. Publishes 38 posts per week (~5/day) – active posting. For week Jun 1–7, reach dropped by -10.2% by week of May 25–31 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **159** posts in 29 days.
- 02 Dominant format — **Photo** (150/159 posts).
- 03 Avg post length — **686** chars (median 672).
- 04 Peak audience activity — **Thursday**, 12:00 MSK.
- 05 Top posts get **6x** more views than the weakest (16.7K avg for top vs 3K for worst) — among 159 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 09:00 PHOTO 🎮Claim up to 10 boxes with skins in Pixel World! 🎮 Until June 13, every match in Pixel World is an extra chance to claim up to 10 boxes...	VIEWS 18 941 REPOSTS 6	REACTIONS 115 ER 1.5%
Nº2 11.06 · 19:38 PHOTO 🎮 LutoCat changed auction box mechanics. 🎮 Many got scared as the box price doubled, but no worries...	VIEWS 17 490 REPOSTS 8	REACTIONS 113 ER 1.4%
Nº3 25.05 · 04:59 PHOTO 🎮 Waiting for market recovery? 🎮 Donald Trump said the "peace deal with Iran is largely agreed and will be..."	VIEWS 13 745 REPOSTS 5	REACTIONS 114 ER 1.1%

Nº4 25.05 · 18:50 PHOTO ☒ Played a bit more in Stonks, with cases of 1-2 tons. Didn't hit big gifts, but still nice. ➔ Stonks - a little here, a little...	VIEWS 13 078 REPOSTS 4 REACTIONS 118 ER 1.0%
Nº5 25.05 · 15:59 PHOTO ☒ Grabbed 500 free stars in LutoCat! ☒ Today I opened an auction box for 14,114 ml, where I got lucky.. took 500...	VIEWS 13 044 REPOSTS 4 REACTIONS 114 ER 1.0%

WORST 3

↓ 01.06 · 07:59 PHOTO ☒ Daily Combo! Claim \$0.3 from 4 games: ⚙ @MemeMining_bot — enter and claim USDt, gems, and XP. ☒ @Signal — enter and claim 800...	VIEWS 3 309 REPOSTS 3 REACTIONS 121 ER 0.3%
↓ 31.05 · 07:59 PHOTO ☒ Daily Combo! Claim \$0.3 from 4 games: ⚙ @MemeMining_bot — enter and claim USDt, gems, and XP. ☒ @Signal — enter and claim 800...	VIEWS 3 038 REPOSTS 3 REACTIONS 117 ER 0.2%
↓ 01.06 · 12:59 PHOTO ☒ Updates in Wen Lambo. Giftboxes now stay forever, and chances to win a gift remain the highest and record-breaking across...	VIEWS 2 742 REPOSTS 6 REACTIONS 115 ER 0.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

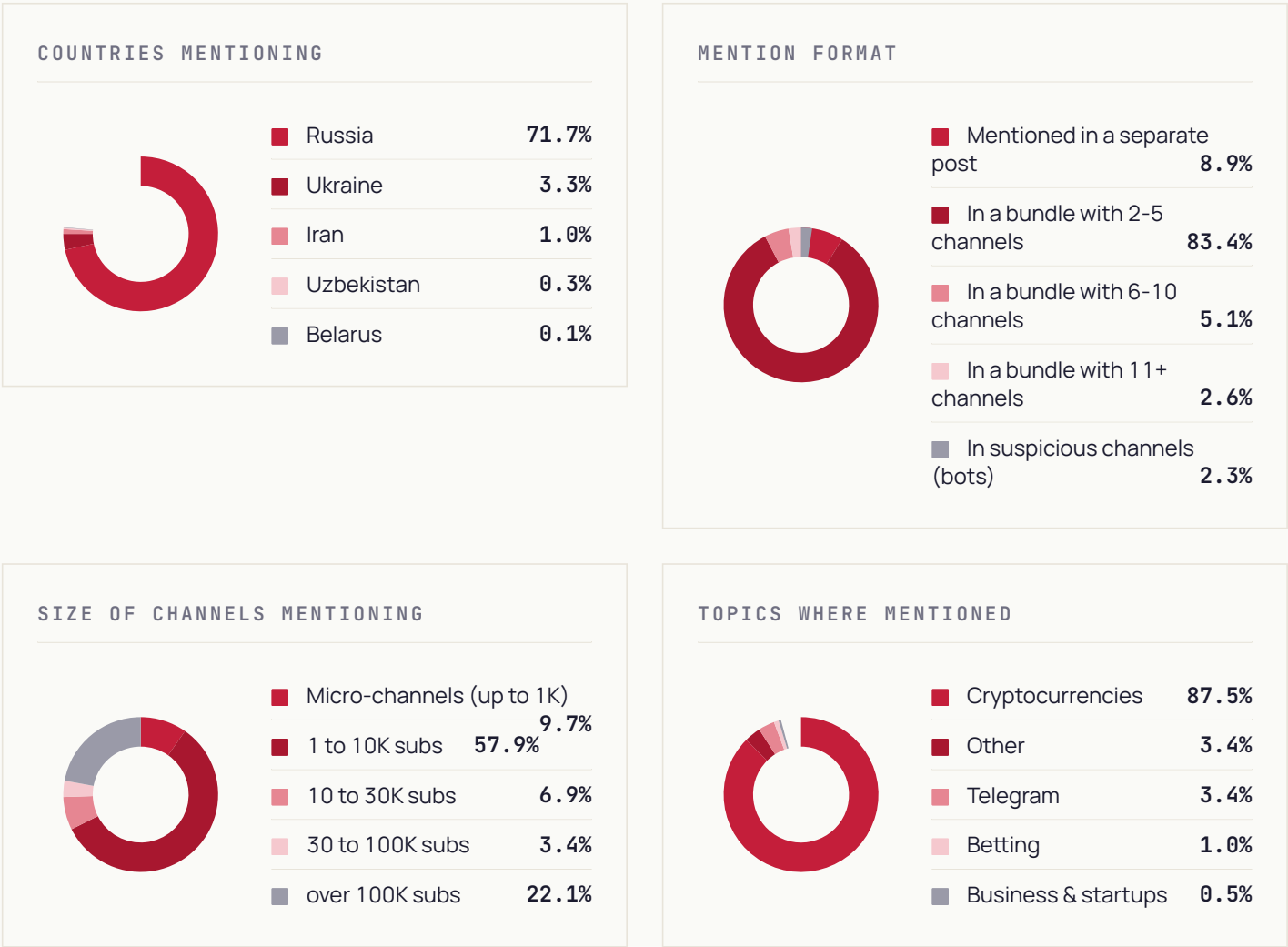


PERIOD START	NOW	NET GROWTH
1 748 411	1 269 583	-478 828

SECTION 04 · CITATIONS

Who and how mentions the channel

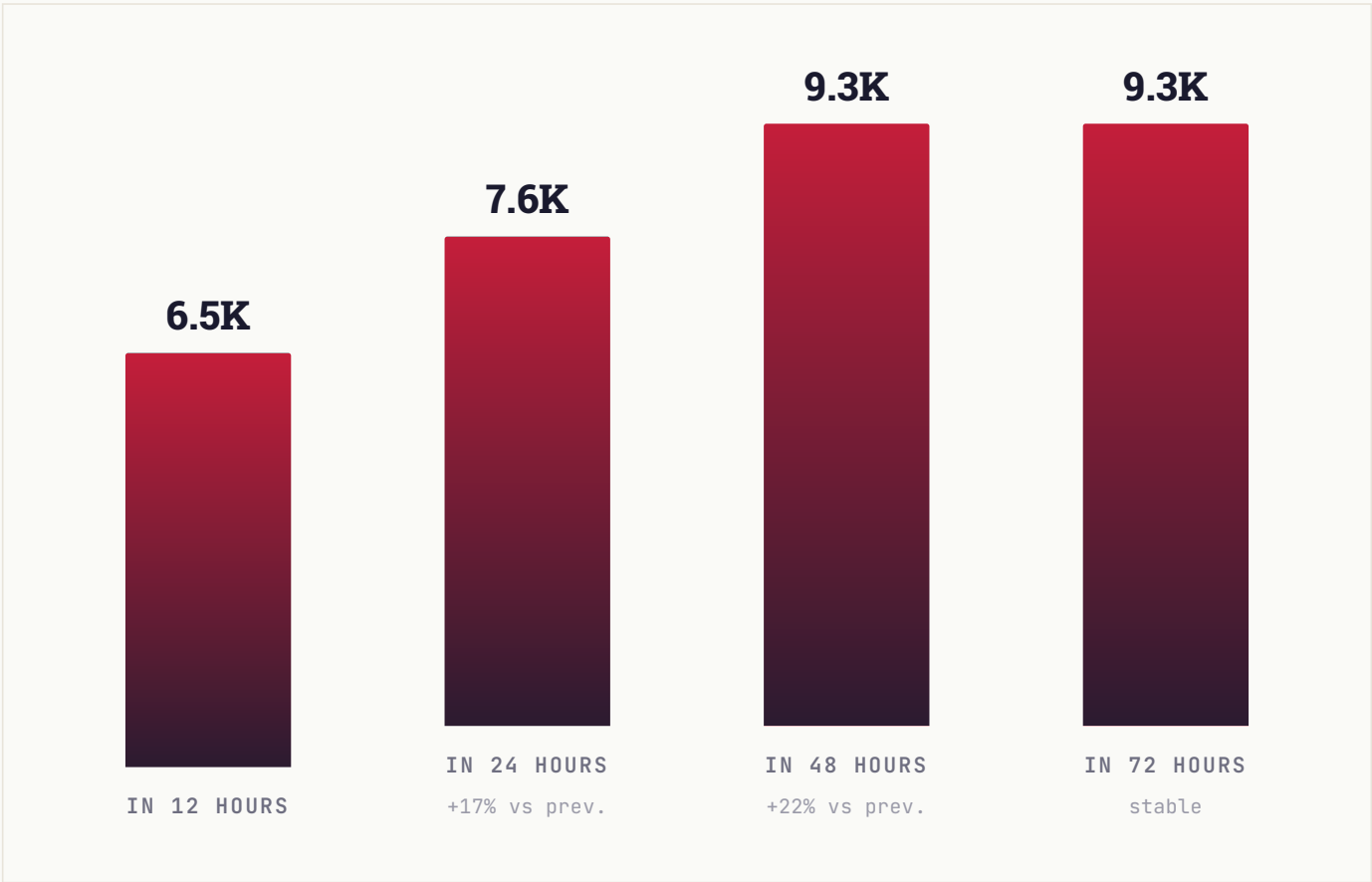
Citation index **74** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **689** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see where you stand among niche neighbors.

CHANNEL	SUBSCRIBERS
ON OKX News	4.8M
HC 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
MS Semenchuk's Thoughts	1.4M
LC Ladesov Crypto	1.3M
TA TON AirDrop (RU) YOU	1.3M

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#11 of 99). Leader — OKX News (4.8M). Goal for coming months: enter niche top-10 through systematic traffic 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 **229**, they brought **507 740** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	52	21	35 746
November 2025	50	15	89 762
October 2025	56	23	91 498
September 2025	24	17	113 518
August 2025	11	7	96 785
July 2025	36	18	80 431

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
229	6	507 740

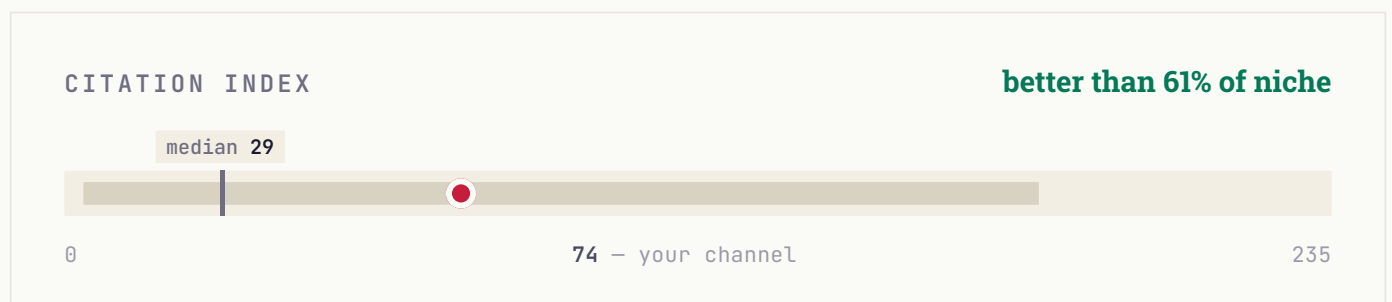
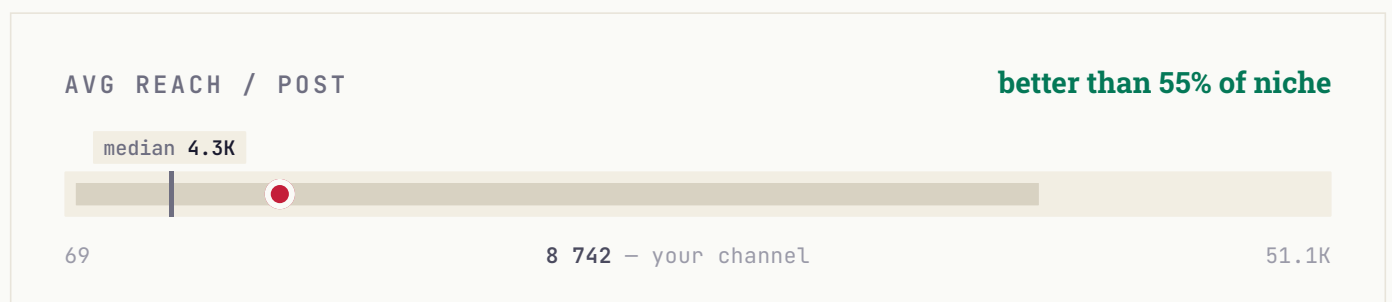
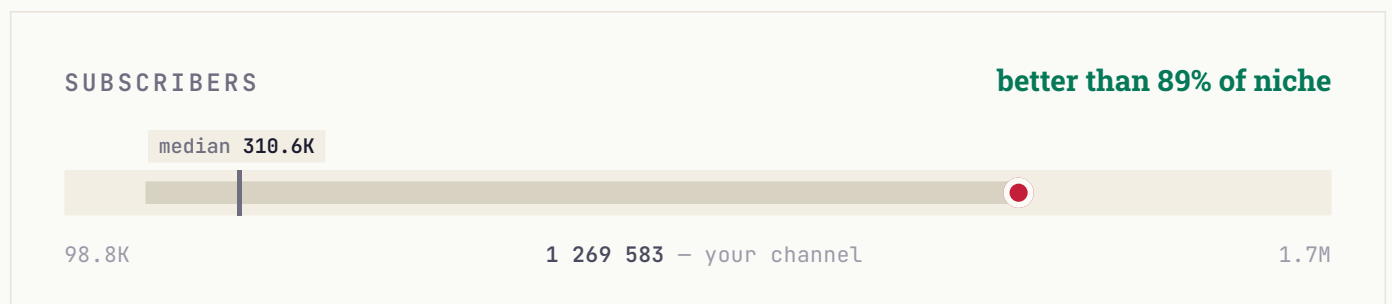
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took 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.

#11/100

POSITION IN NICHE
Channel in top 11% — strong position



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Thursday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for important
post**

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

ER below niche benchmark — rethink formats

Current ER 0.69% vs norm 6.5%. Try polls & interactive formats.

EFFECT

+5.8pp 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 boost ER by +5-15%.
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 — what we can do in minutes from public data. Want to go further? Run ads through 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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