

— PROMTPRESS PUBLIC REPORT

Channel audit

growth won't last forever



@tonbase

Very Expensive Diary

SUBSCRIBERS

1 877 938

-131360 per month

ERR (% WHO SEE
POSTS)

1.0%

per day 0.1%

REACH/POST

5K

ad reach 2.6K/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 calculation period.

 SUBSCRIBERS 1 877 938 —	 SUBS REACH 0.26% avg % subs see post	 VIEWS/POST 5K median 4.8K · 19 days	 POSTS/WEEK 8.1 for the period
 7D TREND — no data for period	 REACTIONS/POST 34.0 total 747 reactions, 301 reposts, 160 comments	 POST LENGTH 95 chars median 64 · 19 days	 POSTS ANALYZED 22 19 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH -131360 for the last month	 CITATION RATE 73 citation index · 575 channels mentioned all time	 CHANNEL AGE 6 years 10 months created 16.08.2019

AI EDITOR SUMMARY

Channel 'growth won't be infinite' – 1 877 938 subs. Each post averages 5K people (0% of subs), reach is low – consider expanding audience. Publishes 8 posts/week (~1/day) – regular pace.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 22 posts over 19 days.
- 02 Dominant format – Photo (11/22 posts).
- 03 Avg post length – 95 chars (median 64).
- 04 Peak audience activity – Monday, 19:00 MSK.
- 05 Top posts get 2× more views than the weakest (7.1K avg for top vs 3.7K for worst) – among 22 posts in 19 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 16:28 TEXT GM	VIEWS 8 192 REACTIONS 80 REPOSTS 3 ER 0.4%
Nº2 01.06 · 15:43 VIDEO (post without caption – video)	VIEWS 7 073 REACTIONS 82 REPOSTS 16 ER 0.4%
Nº3 06.06 · 13:10 PHOTO \$GRM burn chart from .gram domain purchases – ton.id/#dns/burn	VIEWS 6 130 REACTIONS 45 REPOSTS 27 ER 0.3%

Nº4

01.06 · 14:29

VIDEO

(post without caption – video)

VIEWS

6 021

REACTIONS

76

REPOSTS

12

ER

0.3%

Nº5

05.06 · 07:45

TEXT

I want airtime for 900))

VIEWS

5 784

REACTIONS

44

REPOSTS

4

ER

0.3%

WORST 3

↓

10.06 · 08:20

PHOTO

ton.id/tele – someone seems to have mastered AI (not me, FYI).
The page shows your Gram DNS domain dominance...

VIEWS

3 750

REACTIONS

14

REPOSTS

18

ER

0.2%

↓

11.06 · 10:08

PHOTO

Don't give smart people access to AI. I thought someone was
buying my domains and wanted to outbid them, but it turned
out the site recommends...

VIEWS

3 725

REACTIONS

42

REPOSTS

7

ER

0.2%

↓

11.06 · 10:49

PHOTO

Long story short, buying names is a game. Goal: capture as
much territory as possible ☺ ton.id/#names

VIEWS

3 706

REACTIONS

31

REPOSTS

14

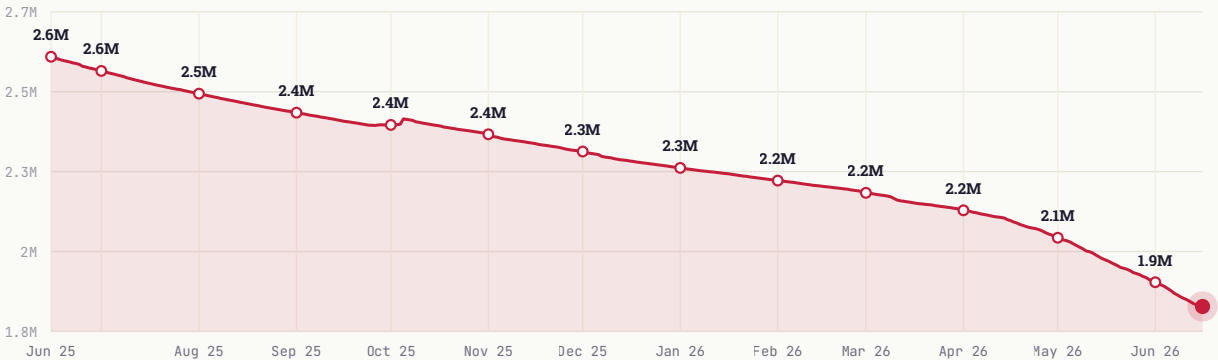
ER

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. See which months the channel gained and lost subs.



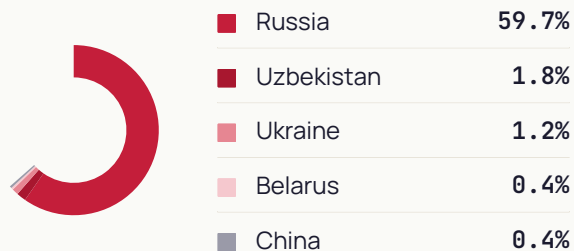
START DATE	NOW	NET GROWTH
2 600 087	1 877 697	-722 390

— SECTION 04 • CITATIONS

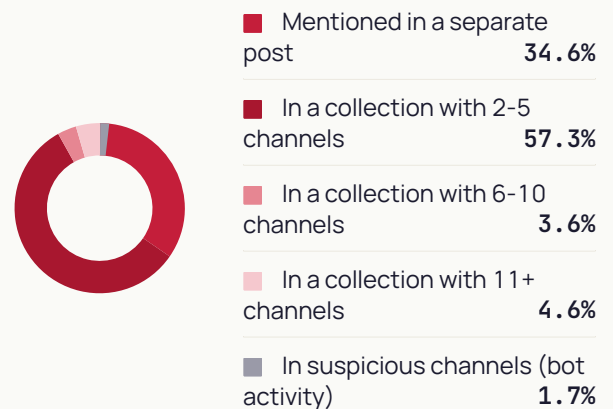
Who mentions the channel and how

Citation index **73** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel was mentioned **575** different channels.

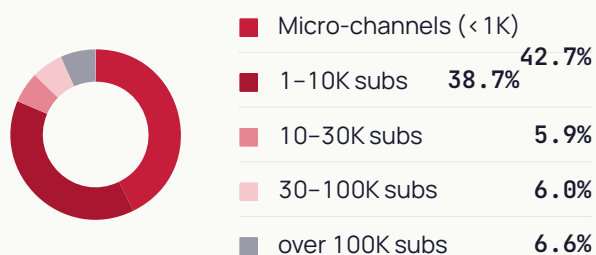
COUNTRIES MENTIONING



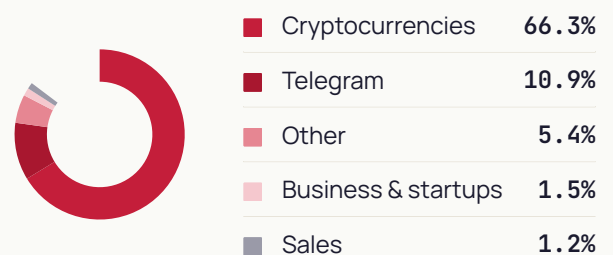
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



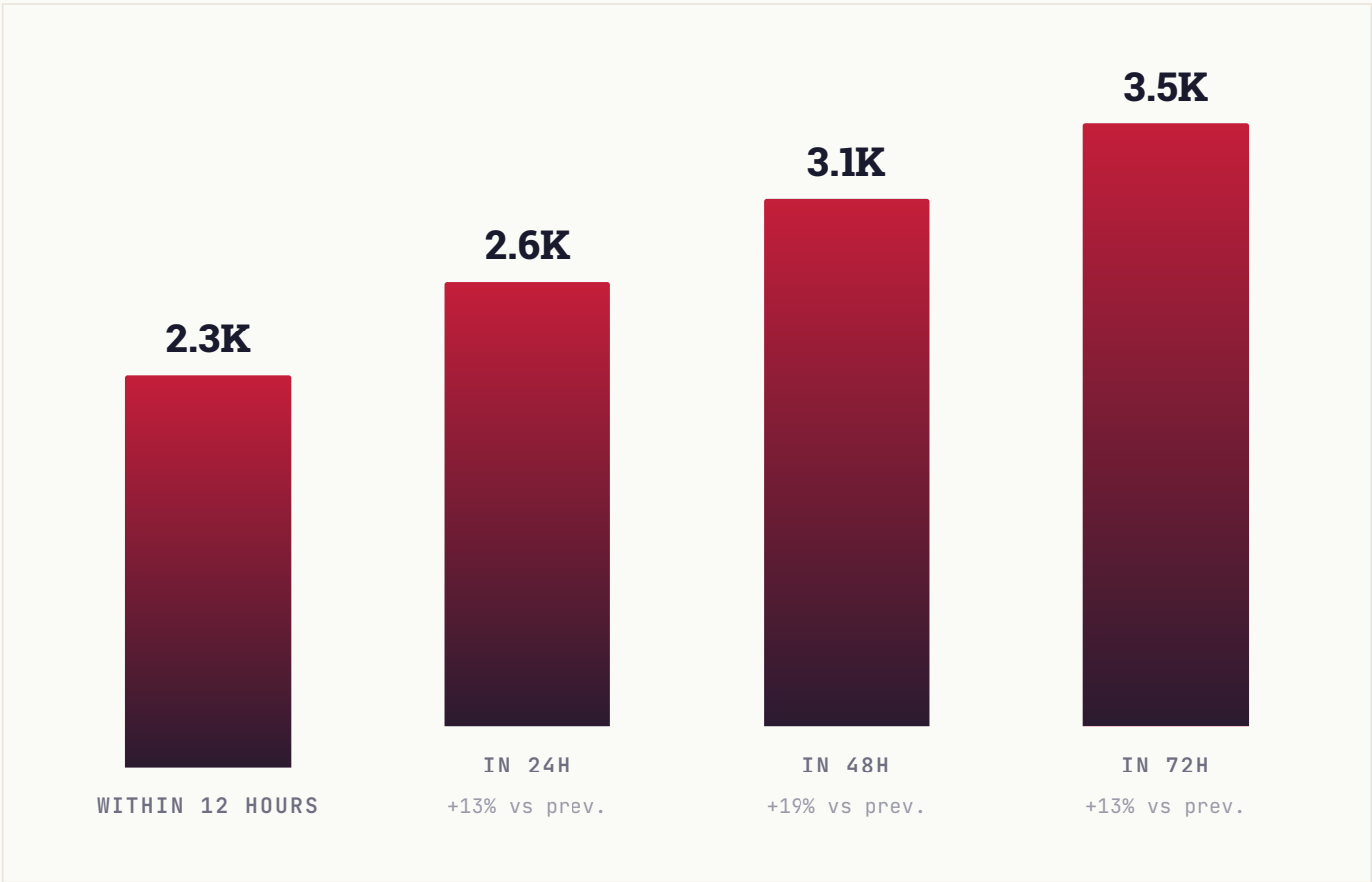
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post brings 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 nearest channels by topic and audience. Your channel highlighted — see its rank 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 YOU	1.9M
MI MILLIARDOM	1.5M
MC Semenchuk's Thoughts	1.4M
LC Ladesov Crypto	1.3M
TA TON AirDrop (RU)	1.3M

COMPARATIVE CONCLUSION

Channel in niche top-10 (#7 of 99). Strong position. Niche leader — OKX News (4.8M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

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 **44**, they brought **20 675** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	2	2	0	
Nov 2025	0	0	0	
Oct 2025	30	14	18 540	
Sep 2025	5	5	2 135	
August 2025	3	2	0	
July 2025	4	4	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
44	6	20 675

SECTION 08 · NICHE COMPARISON

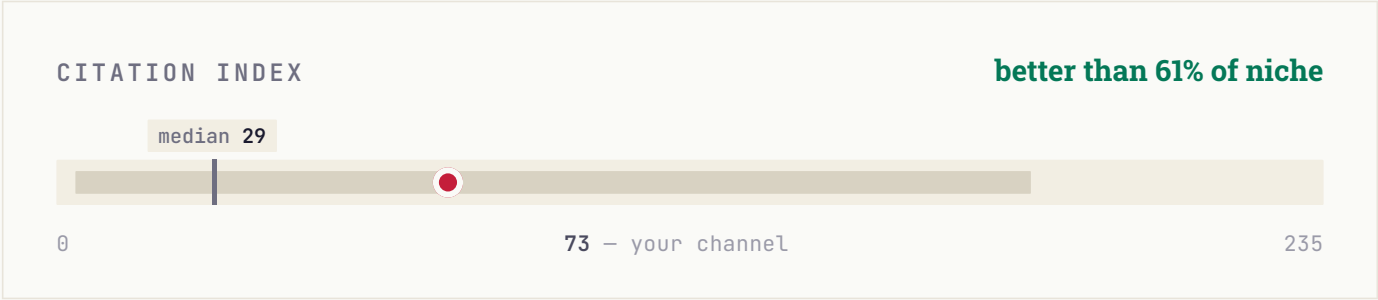
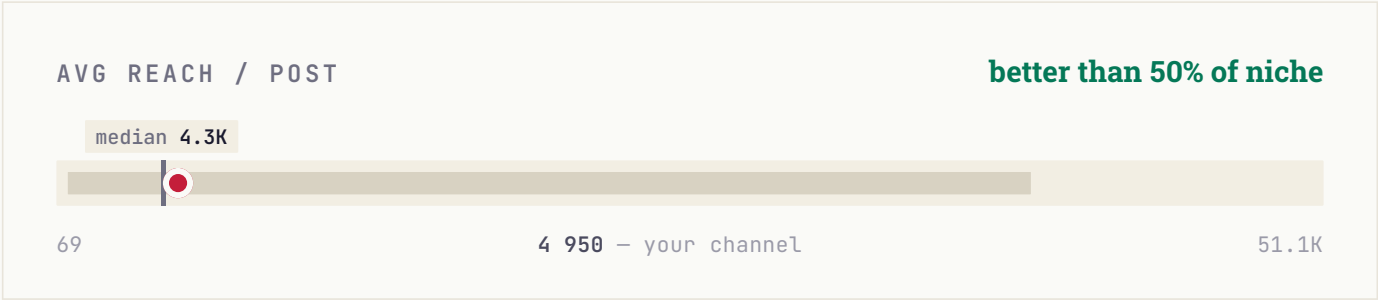
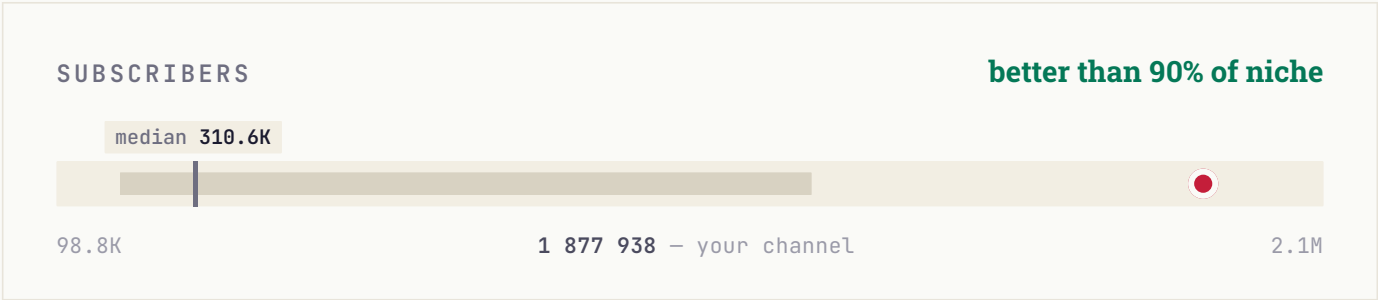
Where the channel stands in its league

Took top-100 channels in «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.

#7/100

RANK IN NICHE

Channel in top 7% Crypto Russia



— 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**Main post of the week — on Monday**

Audience is most active on this day at 19:00 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 its share to 15-25%.

EFFECT

**Video retains
audience
better****03****ER below niche benchmark — rethink formats**

Current ER 0.26% vs norm 6.5%. Try polls & interactive formats.

EFFECT

+6.2pp ER**04****System traffic buy**

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 win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few 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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