

PROMTPRESS PUBLIC REPORT

Channel audit

Toncoin RUS



@toncoin_rus

The Open Network (TON) provides fast and convenient access to cryptocurrencies for everyone. Integrating Web3 ecosystem into Telegram, TON gives billions of people the ability to manage their digital...

SUBSCRIBERS

566 051

-14110 per month

ERR (% SEE POSTS)

46.0%

per day 2.8%

REACH/POST

133.5K

ad reach 16K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 566 051 —	 SUBSCRIBER REACH 23.59% avg % of subs see post	 VIEWS/POST 133.5K median 133.5K · 14 days	 POSTS/WEEK 1.0 over period
 7D TREND — no data for period	 REACTIONS/POST 307.5 only 615 reactions, 764 reposts, 0 comments	 POST LENGTH 996 chars. median 996 · 14 days	 POSTS ANALYZED 2 14 days
 AD REACH 16K 24h avg	 CHURN / MONTH -14110 over last month	 CITATION RATE 741 citation index · 3,186 channels mentioned all time	 CHANNEL AGE 4 years 10 months created 29.07.2021

AI EDITOR SUMMARY

Channel «Toncoin RUS» — 566 051 subs. Each post averages 133.5K people (24% of subs), avg reach — room to grow. Publishes 1 posts per week (~0 per day) — rare publications.

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 2 posts over 14 days.
- 02 Dominant format – Photo (2/2 posts).
- 03 Avg post length – 996 chars (median 996).
- 04 Peak audience activity – Monday, 20:00 MSK.
- 05 Top posts get 1× more views than the weakest (89K avg for top vs 133.5K for worst) – among 2 posts in 14 days. Analyze what the top has in common: topic, format, timing.

TOP 2 POSTS

Nº101.06 · 17:27 PHOTO ☒ Toncoin Renaming – Community Vote Recently TON has changed a lot. Telegram is increasingly involved in the network...	VIEWS	REACTIONS
	260 383	476
Nº215.06 · 21:33 PHOTO ☒ GRAM is here! Ticker, logo and name are changing. Everything else stays the same. Same blockchain. Same network. Same developers. Sa...	REPOSTS	ER
	706	46.0%

WORST 2

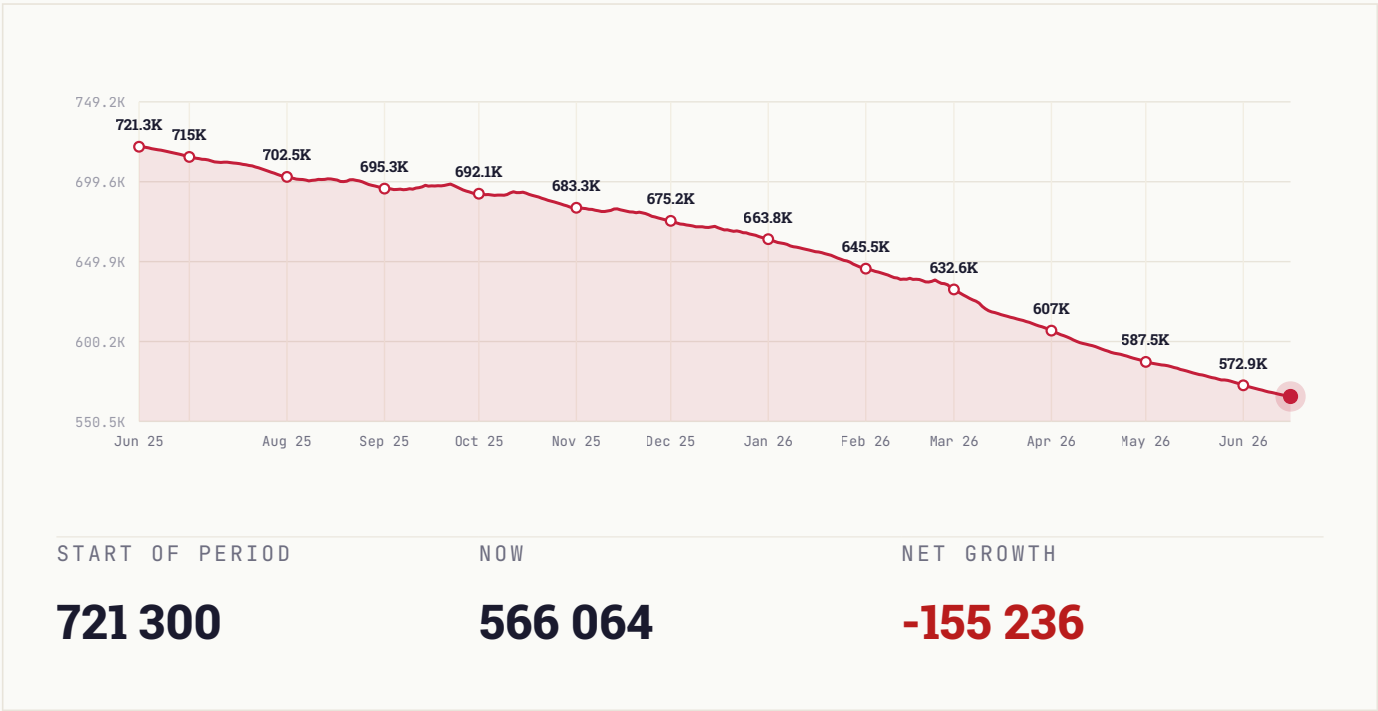
↓01.06 · 17:27 PHOTO ☒ Toncoin Renaming – Community Vote Recently TON has changed a lot. Telegram is increasingly involved in the network...	VIEWS	REACTIONS
	260 383	476
	REPOSTS	ER
	706	46.0%

↓ 15.06 · 21:33 PHOTO GRAM is here! Ticker, logo and name are changing. Everything else stays the same. Same blockchain. Same network. Same developers. Sa...		VIEWS 6 651 REPOSTS 58	REACTIONS 139 ER 1.2%
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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 the channel grew and which it lost subs.

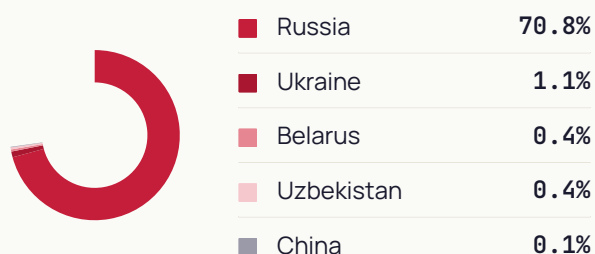


SECTION 04 • MENTIONS

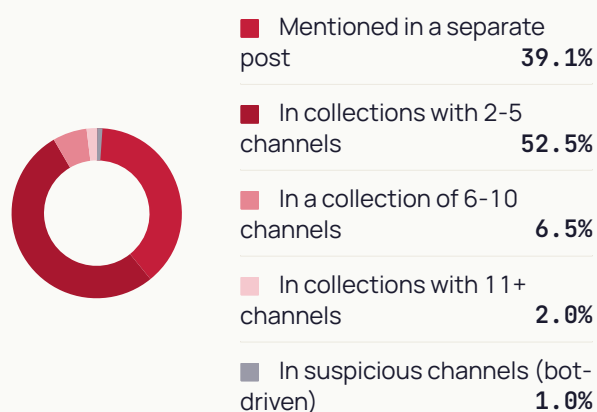
Who mentions the channel and how

Citation index **741** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **3186** different channels.

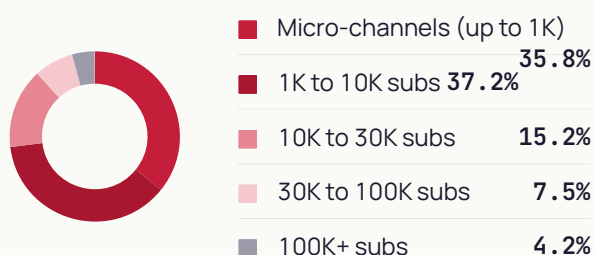
COUNTRIES MENTIONING



FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



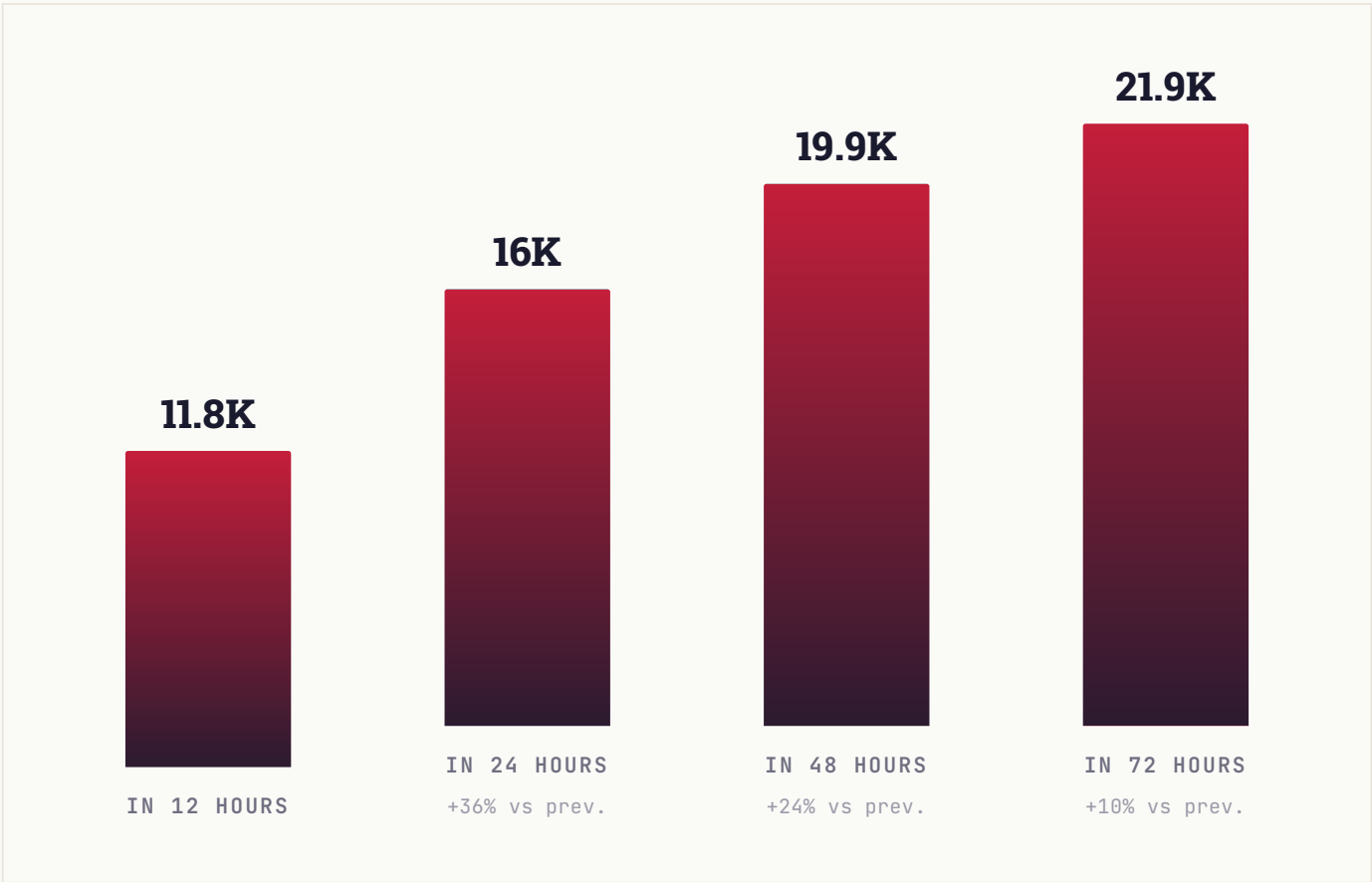
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see where it ranks among niche neighbors.

CHANNEL	SUBSCRIBERS
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 last forever	1.9M
MI MILLIARDOM	1.5M
MS Semenchuk's thoughts	1.4M
LC Ladesov Crypto	1.3M
TR Toncoin RUS YOU	566.1K

COMPARATIVE CONCLUSION

Channel inupper half of niche (#31 of 99). Niche leader — OKX News (4.8M), median subs 307.7K. Aim for the top quarter — a realistic 6-12 month horizon.

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 were **352**, they brought **13 672** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	30	21	1 101
November 2025	32	15	2 036
October 2025	48	20	2 974
September 2025	77	34	4 815
August 2025	98	40	2 553
July 2025	67	38	193

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
352	6	13 672

SECTION 08 · NICHE COMPARISON

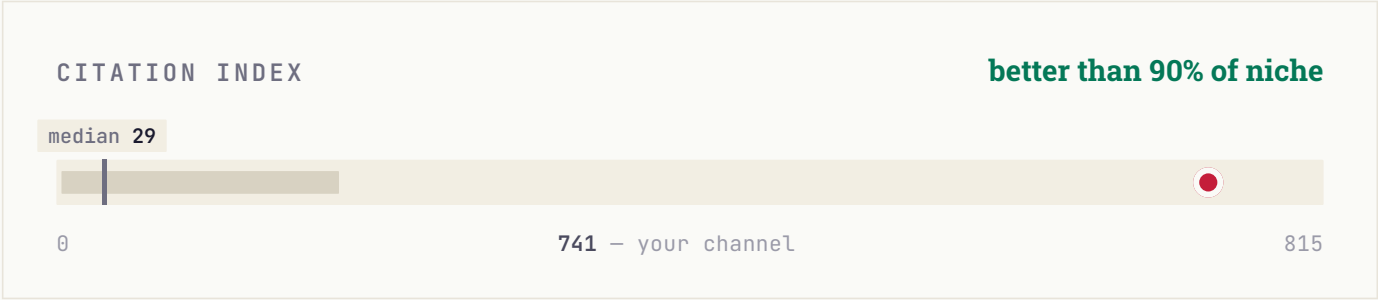
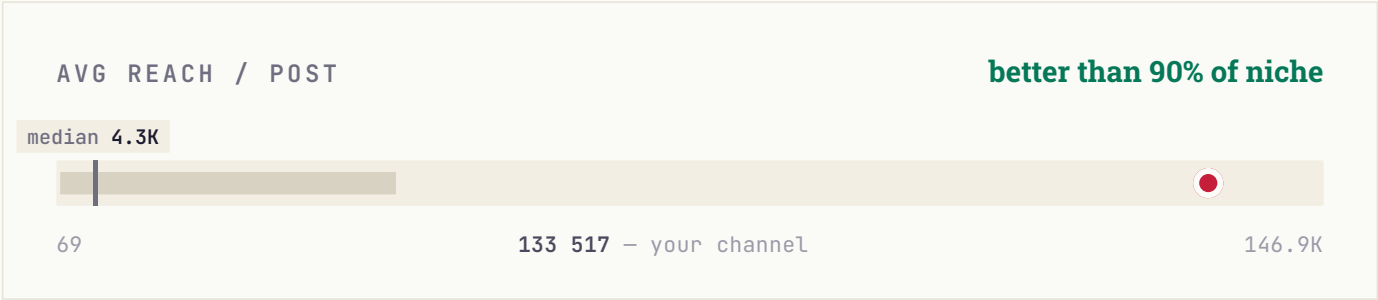
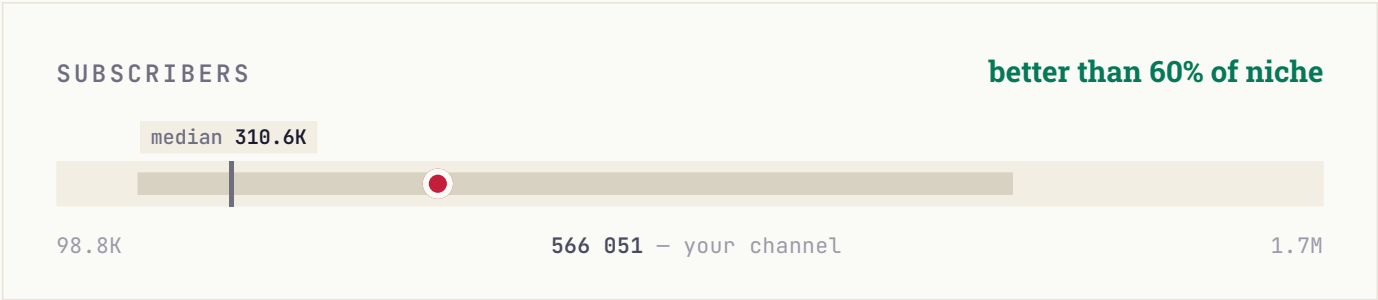
Where the channel stands in its league

Took top-100 channels in category "Cryptocurrencies» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#31/100

RANK IN NICHE

Channel in the top half of the ranking



— 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

Increase posting frequency

Now 1.0 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Monday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

04

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**

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 using 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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