

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ton Cryptans



@toncryptans

Crypto industry news & reviews and beyond. Not financial advice.
21+ Chat - <https://t.me/+KLDzIUWXwIw3NzQy> For collabs:
@cryptol_trust @Mgr_TC + posts in @intervtone...

SUBSCRIBERS

260 337

-8624 per month

ERR (% SEE POSTS)

2.0%

per day 0.8%

REACH/POST

3.4K

ad reach 2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 260 337 —	 SUBS REACH 1.3% avg % of subs see a post	 VIEWS/POST 3.4K median 3.5K · 26 days	 POSTS/WEEK 5.1 for the period
 7D TREND -2.8% vs previous week	 REACTIONS/POST 181.5 total 3,448 reactions, 76 reposts, 399 comments	 POST LENGTH 1 000 chars median 1K · 26 days	 POSTS ANALYZED 19 26 days
 AD REACH 2K 24h avg	 CHURN / MONTH -8624 last month	 CITATION RATE 60 citation index · 336 channels mentioned all time	 CHANNEL AGE 2 years 2 months created 06.04.2024

AI EDITOR SUMMARY

Channel «Ton Cryptans» – 260 337 subs. Each post averages 3.4K people (1% of subs), reach is low – consider expanding audience. Publishes 5 posts per week (~1/day) – rare posts. For the week of June 1–7, reach stable (-2.8% vs week 25–31 May).

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 19 posts over 26 days.
- 02 Dominant format — Photo (19/19 posts).
- 03 Avg post length — 1000 chars (median 1000).
- 04 Peak audience activity — Tuesday, 13:00 MSK.
- 05 Top posts get 1× more views than the weakest (3.6K avg for top vs 3.2K for worst) — among 19 posts in 26 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 08:01 PHOTO ⓧ Illegal mining to face criminal charges ⓧ State Duma passed a bill in first reading introducing criminal liability...	VIEWS 3 603 REPOSTS 5	REACTIONS 176 ER 1.4%
Nº2 19.05 · 10:14 PHOTO ⓧ AI goes to space ⓧ The AI race is reaching cosmic proportions, as it will happen not only on Earth but also in...	VIEWS 3 601 REPOSTS 7	REACTIONS 178 ER 1.4%
Nº3 28.05 · 16:04 PHOTO ⓧ AI vs DeFi ⓧ A couple of years ago, lone hackers and code bugs were the main threats to crypto projects. But with...	VIEWS 3 564 REPOSTS 3	REACTIONS 179 ER 1.4%

Nº4

24.05 • 08:04

PHOTO

☒ Gold in one click ☒ Russia launched new digital platform 'Rosveksel' for buying physical gold online. Project created with...

VIEWS

3 535

REPOSTS

4

REACTIONS

185

ER

1.4%

Nº5

27.05 • 08:30

PHOTO

☒ TON Blockchain Turns 5 ☒ Yesterday the TON Blockchain turned 5! ☒ On May 26, 2021 at 22:42, the testnet2 network officially became mainnet – so...

VIEWS

3 531

REPOSTS

3

REACTIONS

183

ER

1.4%

WORST 3

↓ 10.06 • 10:03 PHOTO

☒ TON Officially Becomes GRAM ☒ The vote to rename Toncoin has officially ended, and the majority supported...

VIEWS

3 279

REPOSTS

3

REACTIONS

187

ER

1.3%

↓ 08.06 • 10:00 PHOTO

☒ ChatGPT Wants to Become a Super App ☒ OpenAI is preparing one of the biggest ChatGPT updates ever. The company wants to...

VIEWS

3 238

REPOSTS

7

REACTIONS

182

ER

1.2%

↓ 12.06 • 16:05 PHOTO

☒ NEAR@3.33 Program – an unusual drop from NEAR where reward size depends not only on luck ☒ The NEAR blockchain team launched...

VIEWS

3 211

REPOSTS

5

REACTIONS

181

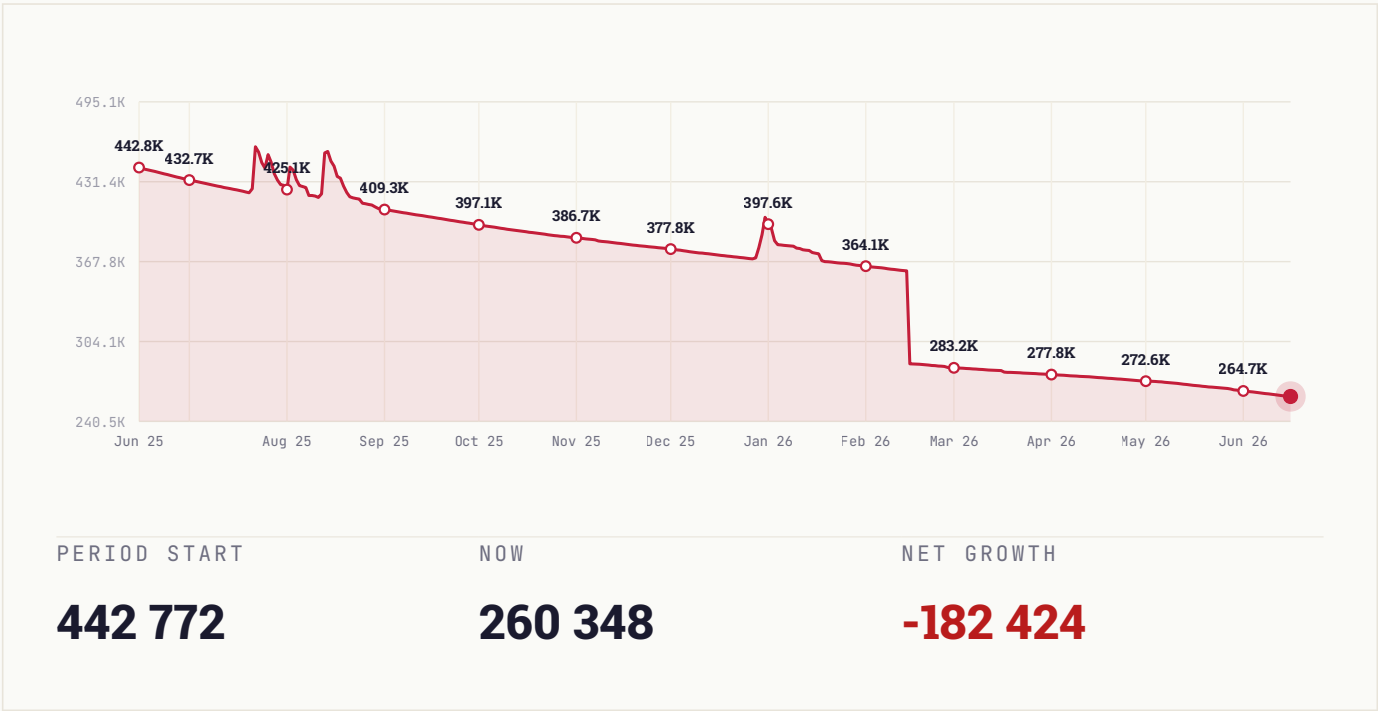
ER

1.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



SECTION 04 • MENTIONS

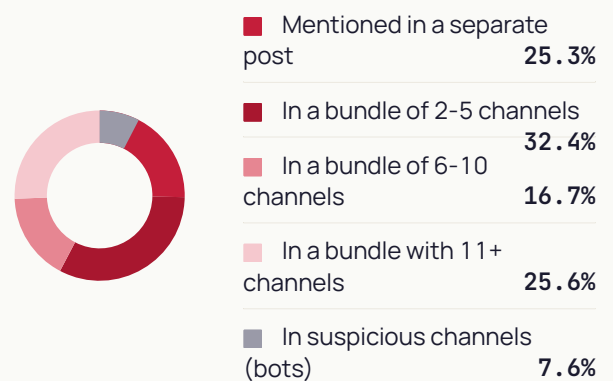
Who and how mentions the channel

Citation index **60** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned **336** different channels.

COUNTRIES MENTIONING



FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



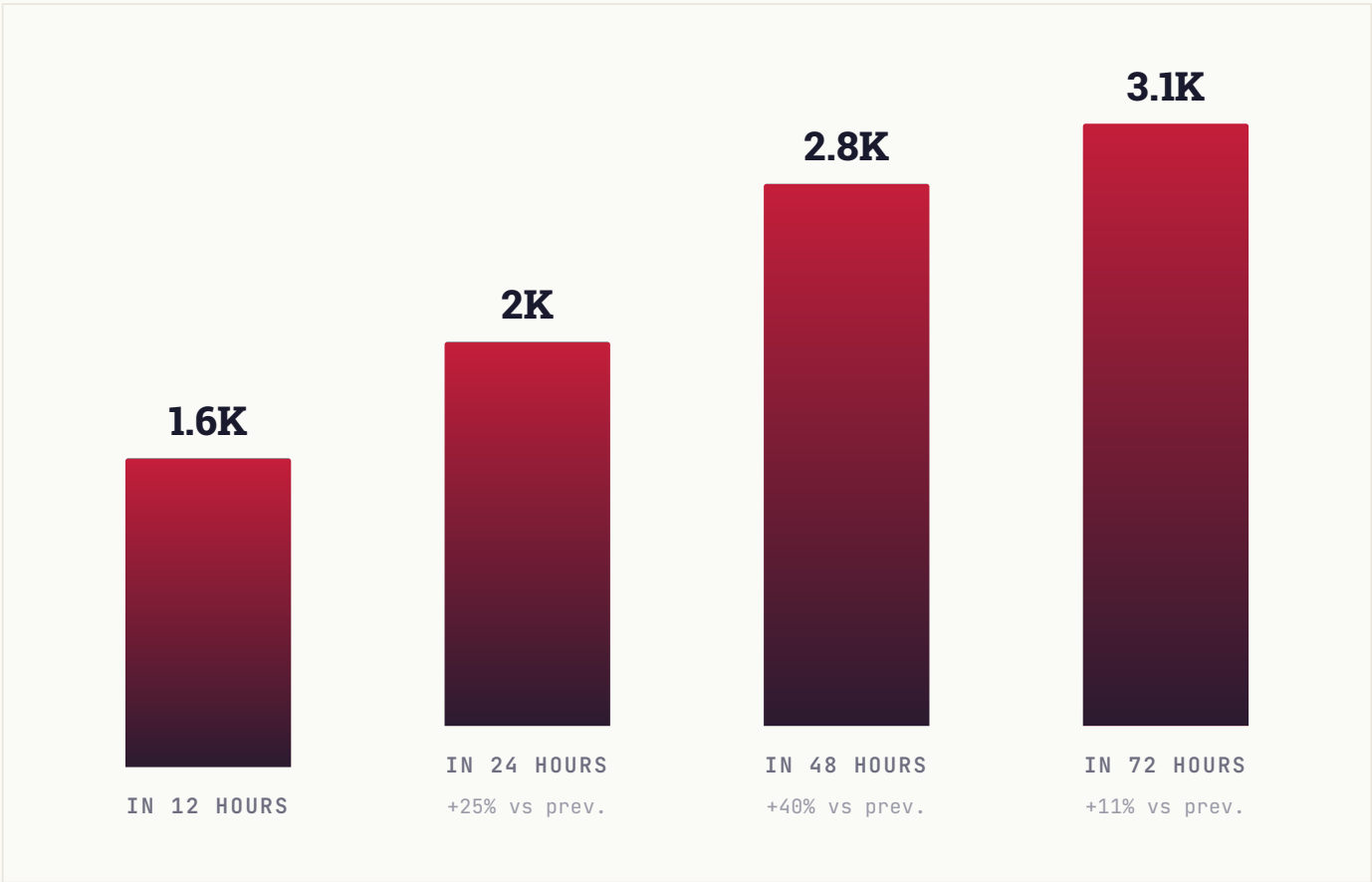
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate 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 its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
OKX 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
TC Ton Cryptans YOU	260.3K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#65 of 99). Niche median — 307.7K subs. First growth KPI — reach median. Leader: OKX News (4.8M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **271**, they brought **135 051** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	2	1	33 105
Nov 2025	16	16	0
Oct 2025	30	15	0
Sep 2025	25	19	0
August 2025	196	10	54 532
July 2025	2	2	47 414
TOTAL MENTIONS			271
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			135 051

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#65 /100

RANK IN NICHE

Channel in bottom half of ranking

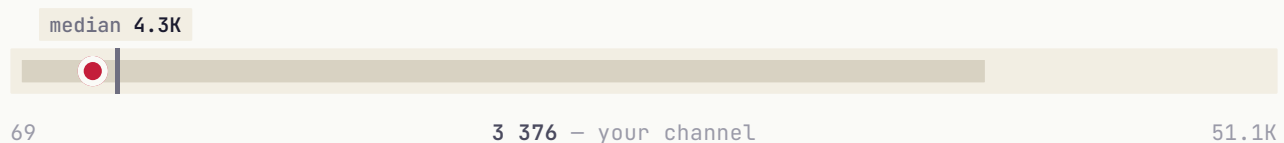
SUBSCRIBERS

16% below median



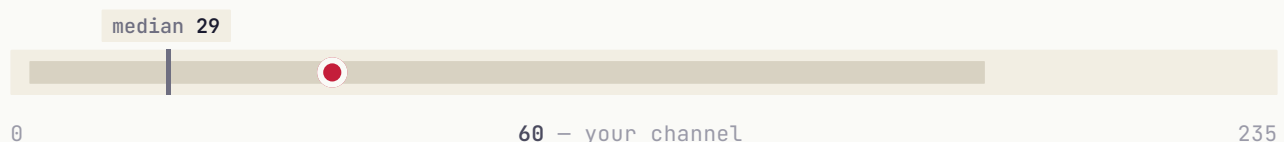
AVG REACH / POST

21% below median



CITATION INDEX

better than 58% of niche



— 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 — Tuesday
 On this day at 13:00 MSK audience is most active.

EFFECT
Best window for important post

02

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

EFFECT
Video retains audience better

03

ER below niche benchmark — rethink formats
 Current ER 1.3% vs norm 6.5%. Try polls & interactive formats.

EFFECT
+5.2pp 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 with us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager