

PUBLIC REPORT BY PROMTPRESS

Channel audit

Tonkeeper News



@tonkeeper_ru

Official Tonkeeper news channel. Download Tonkeeper for iOS and Android tonkeeper.com Knowledge base tonkeeper.helpscoutdocs.com Support @tonkeeper Twitter x.com/tonkeeper

SUBSCRIBERS

494 723

-13666 per month

ERR (% SEE POSTS)

9.0%

in 24 hrs **3.4%**

REACH/POST

38.2K

ad reach **17.1K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Crypto» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 494 723 —	SUBSCRIBER REACH 7.72% avg % of subs see post	VIEWS/POST 38.2K median 41.8K · 27 days	POSTS/WEEK 2.3 for the period
7D TREND -15.3% vs previous week	REACTIONS/POST 180.9 only 1,628 reactions, 374 reposts, 565 comments	POST LENGTH 765 chars median 759 · 27 days	POSTS ANALYZED 9 27 days
AD REACH 17.1K 24h avg	CHURN / MONTH -13666 for the last month	CITATION RATE 130 citation index · 839 channels mentioned all time	CHANNEL AGE 4 years 3 months created 25.02.2022

AI EDITOR SUMMARY

Channel «Tonkipер News» — 494 723 subs. Each post averages 38.2K people (8% of subs), reach is low — consider expanding audience. Publishes 2 posts per week (~0/day) — rare posts. For week 1–7 June reach dropped -15.3% by week 25–31 May — 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts in 27 days.
- 02 Dominant format — Photo (8/9 posts).
- 03 Avg post length — 765 chars (median 759).
- 04 Peak audience activity — Thursday, 17:00 MSK.
- 05 Top posts get 1x more views than the weakest (45K avg for top vs 36.4K for worst) — among 9 posts in 27 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 14:43 PHOTO ☒ -20% on eSIM in TonMobile for Tonkeeper users Summer is vacation time, travel, and spontaneous plans. To stay connected anywhere...	VIEWS 47 713 REPOSTS 120	REACTIONS 132 ER 9.6%
Nº2 20.05 · 15:33 POLL ☒ Share feedback: how do you use Tonkeeper Browser? We want to make it better for you and need your feedback...	VIEWS 43 783 REPOSTS 5	REACTIONS 91 ER 8.9%
Nº3 19.05 · 13:01 PHOTO ☒ Tokenized assets in Tonkeeper Tokenized assets (RWA) are tokenized versions of physical or traditional financial...	VIEWS 43 461 REPOSTS 27	REACTIONS 118 ER 8.8%

Nº4 27.05 • 16:06 PHOTO ♥ TON turns 5 In May 2021, the independent community voted to launch the TON mainnet – and a story began that we...	VIEWS 42 242 REACTIONS 495 REPOSTS 33 ER 8.5%
Nº5 22.05 • 15:43 PHOTO ☒ Battery compensation giveaway results for USDT transfers We randomly selected 500 transactions among users who...	VIEWS 41 843 REACTIONS 87 REPOSTS 7 ER 8.5%

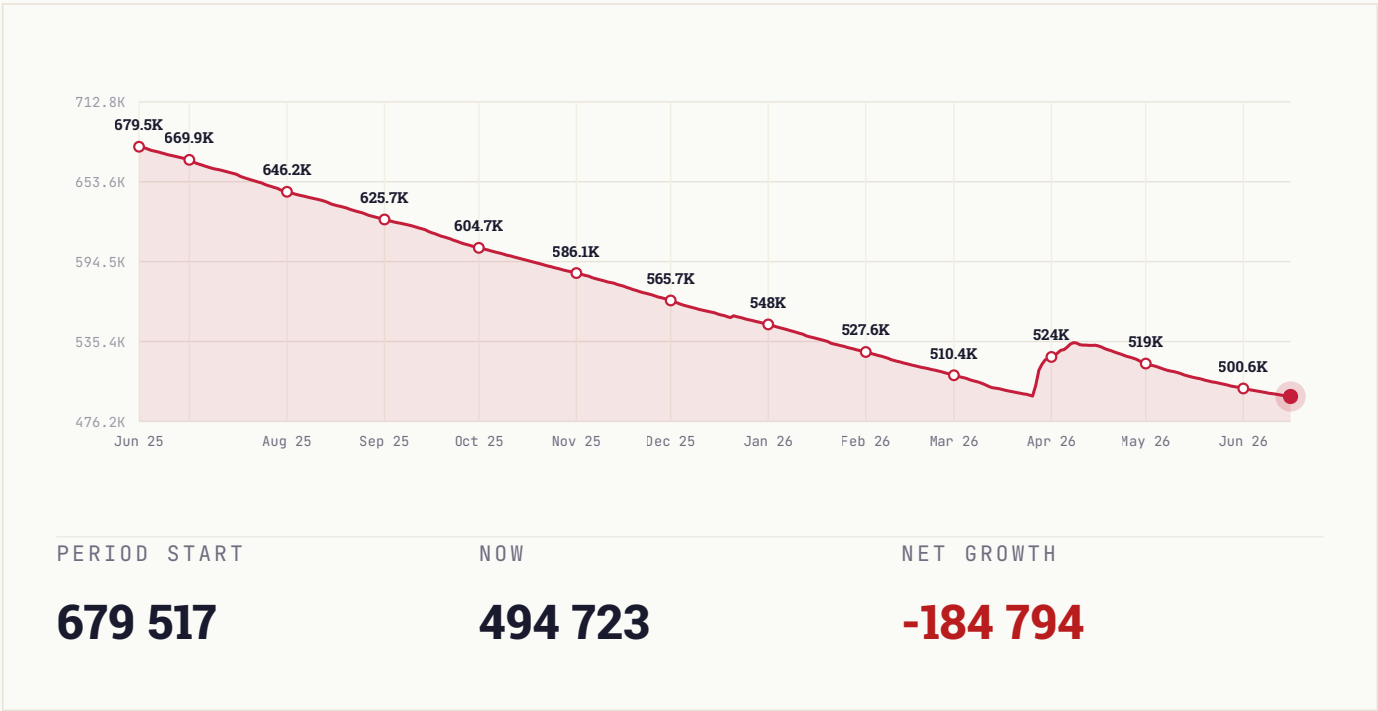
WORST 3

↓ 01.06 • 17:31 PHOTO ☒ Toncoin rename – community vote In recent months, TON has changed a lot. Telegram is increasingly involved in the network...	VIEWS 38 007 REACTIONS 233 REPOSTS 68 ER 7.7%
↓ 26.05 • 14:00 PHOTO ☒ Tonkeeper – more than a wallet In our last post, we showed how to open major TON apps via the built-in browser and trade...	VIEWS 37 239 REACTIONS 125 REPOSTS 16 ER 7.5%
↓ 05.06 • 09:06 PHOTO ☒ TeleGifts now in Tonkeeper Browser – celebrate together TeleGifts is a product for Telegram Gifts, Stars, and TON, where...	VIEWS 33 825 REACTIONS 120 REPOSTS 25 ER 6.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

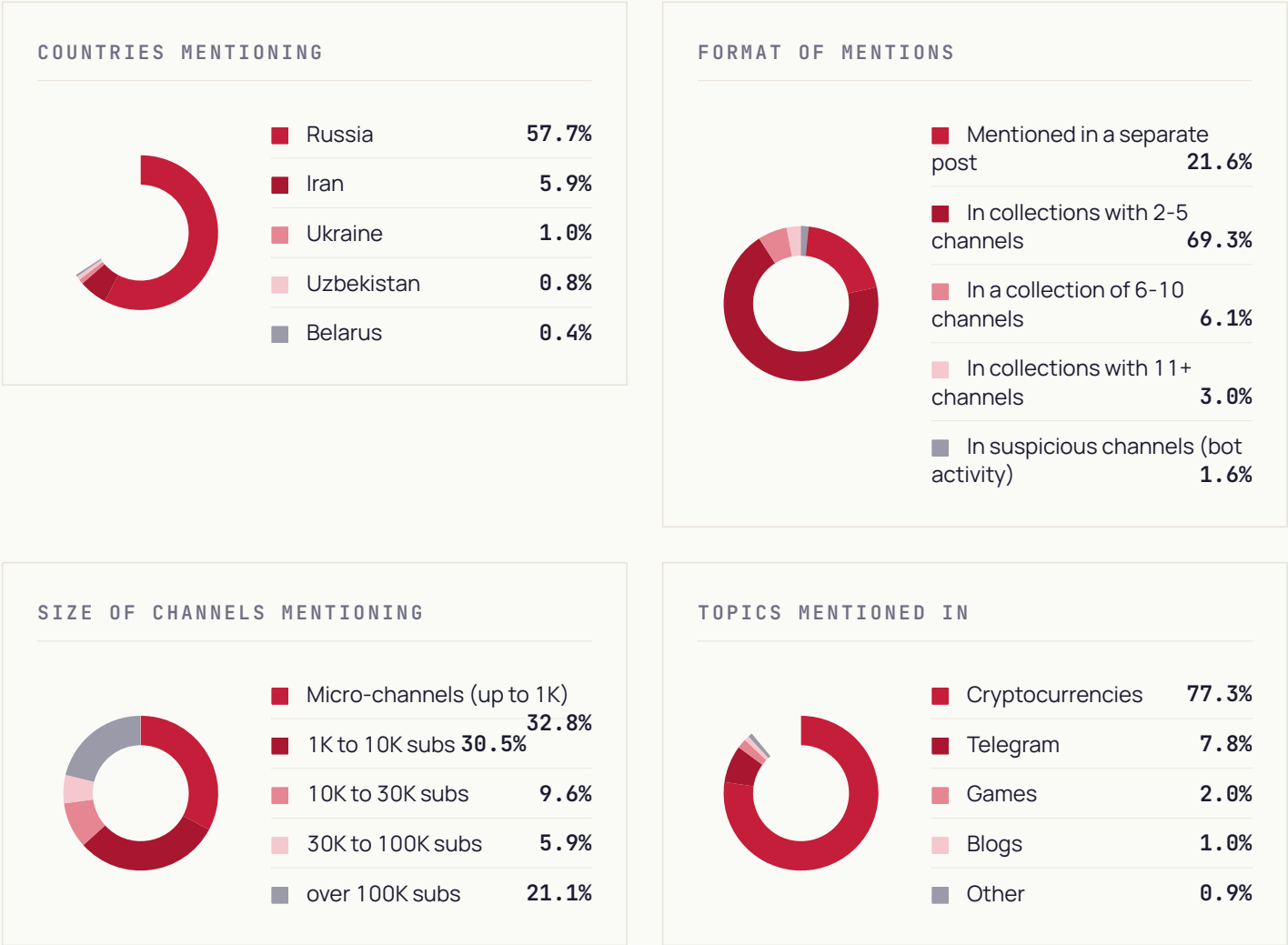
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

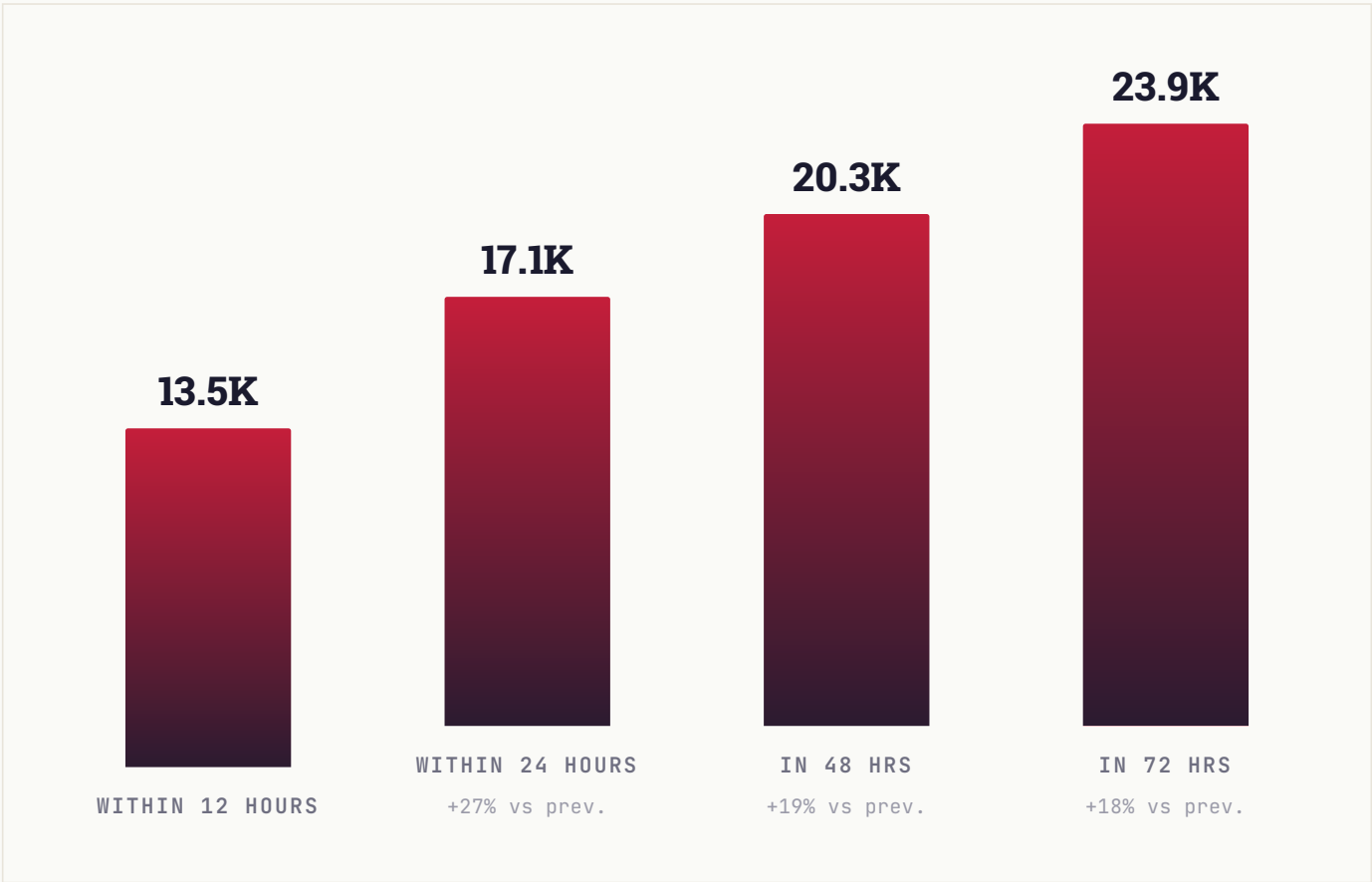
Citation index **130** – channel popularity rating based on mentions. Accounts for both quantity and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **839** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see where it stands among niche peers.

CHANNEL	SUBSCRIBERS
OH OKX Новости	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
HT Tonkeeper News YOU	494.7K

COMPARATIVE CONCLUSION

Channel intop half of niche (#37 of 99). Niche leader — OKX Новости (4.8M), median subs 307.7K. Aim for top quartile — realistic 6-12 month horizon.

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 **192**, they brought **1 362** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	35	20	1 362	
Nov 2025	68	41	0	
Oct 2025	33	18	0	
September 2025	20	13	0	
August 2025	21	14	0	
July 2025	15	10	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
192	6	1 362

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.

#37

/100

RANK IN NICHE

Channel in top half of ranking

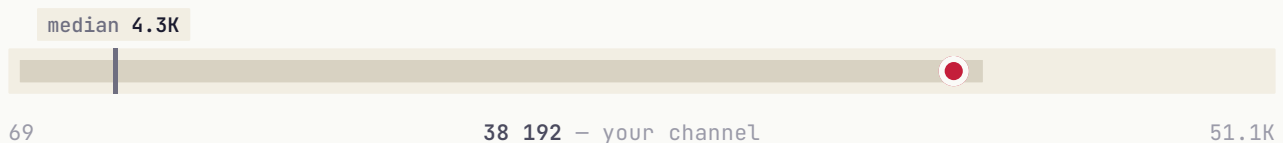
SUBSCRIBERS

better than 57% of niche



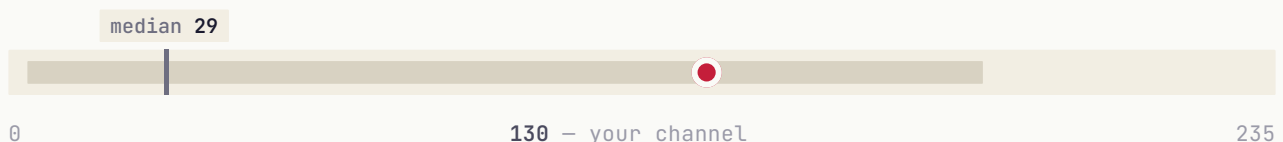
AVG REACH / POST

better than 88% of niche



CITATION INDEX

better than 76% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|---|
| 01 | Increase posting frequency
Now 2.3 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Best post day — Thursday
Audience is most active on this day at 17:00 MSK. | EFFECT
Best window for important post |
| 03 | Increase video post share
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 get +5-15% ER. One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further — run ads through us and hit your growth plan
in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
