

— PROMTPRESS PUBLIC REPORT

Channel audit

TON Newbie

**@tonnewbie**

The channel is dedicated to news and useful info for your growth in the crypto world. Sharing my 5-year experience in TON. Crypto and blockchain in simple terms. @TonNewbie22...

SUBSCRIBERS

233 789

-6918 per month

ERR (% SEE POSTS)

1.0%in 24h **0.5%**

REACH/POST

2.1Kad reach **1.2K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 233 789 —	 SUBSCRIBER REACH 0.9% avg % subs see post	 VIEWS/POST 2.1K median 1.9K · 28 days	 POSTS/WEEK 12.0 over period
 7D TREND -2.8% vs previous week	 REACTIONS/POST 22.6 total 1,109 reactions, 515 reposts, 360 comments	 POST LENGTH 463 chars. median 302 · 28 days	 POSTS ANALYZED 49 28 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH -6918 over last month	 CITATION RATE 43 citation index · 448 channels mentioned ever	 CHANNEL AGE 4 years 5 months created 09.01.2022

AI EDITOR SUMMARY

Channel «TON Newbie» — 233 789 subs. Each post gets avg 2.1K people (1% of subs), reach is low — consider expanding audience. Publishes 12 posts/week (~2/day) — regular pace. Week Jun 1–7 reach stable (-2.8% vs week of May 25–31).

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 49 posts in 28 days.
- 02 Dominant format – Text (35/49 posts).
- 03 Avg post length – 463 chars (median 302).
- 04 Peak audience activity – Wed, 18:00 MSK.
- 05 Top posts drive 2× more views than the weakest (3.5K avg for top vs 1.5K for worst) – among 49 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

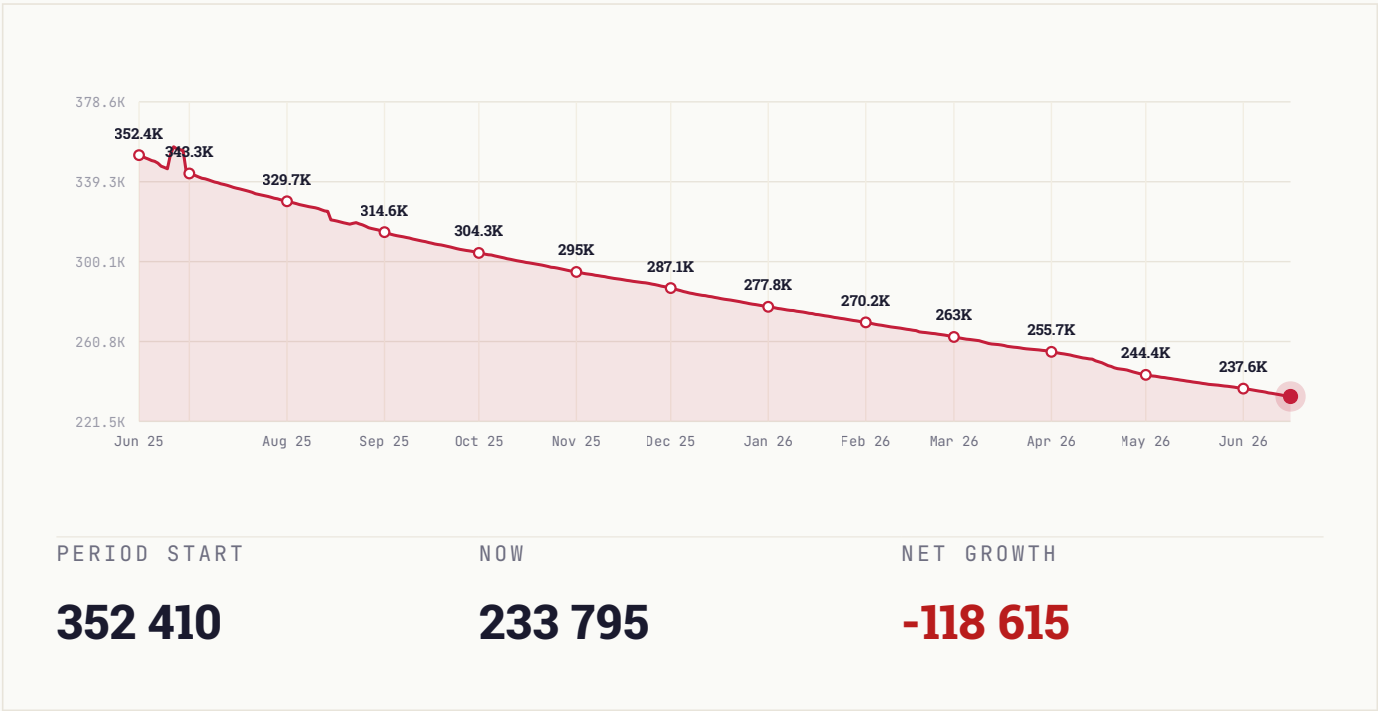
Nº1 10.06 · 15:51 TEXT 15 июня начнётся процесс ребрендинга \$TON -> \$GRAM exchange Bybit suspends TON deposits and withdrawals. June 16 trading pairs TON/USDT, TON/USDC...	VIEWS 3 591 REPOSTS 13	REACTIONS 10 ER 1.5%
Nº2 04.06 · 05:57 TEXT 👉👉👉👉👉👉👉👉👉 Current market state: unsatisfactory, but we'll get through this. If you're new - welcome to...	VIEWS 3 522 REPOSTS 3	REACTIONS 40 ER 1.5%
Nº3 01.06 · 17:59 TEXT Due to the ticker change to \$GRAM, we're returning to the roots of the whitepaper by Nikolai Durov? Attaching it in Russian, 94...	VIEWS 3 476 REPOSTS 37	REACTIONS 31 ER 1.5%

Nº4 18.05 • 19:55 TEXT Giveaway done, gifts sent. If I'm not mistaken, 27 people got gifts instead of the set 22. Some snagged 2 gifts for...	VIEWS 3 125 REPOSTS 2 REACTIONS 35 ER 1.3%
Nº5 22.05 • 08:33 TEXT If from 2027 crypto deals outside the licensed perimeter really start to choke, will owning a self-custody wallet...	VIEWS 2 987 REPOSTS 4 REACTIONS 31 ER 1.3%
WORST 3	
↓ 09.06 • 10:33 PHOTO The channel chat raised an interesting topic around the upcoming SpaceX IPO on Bybit. Discussed the risks of the platform, tokenized...	VIEWS 1 543 REPOSTS 3 REACTIONS 43 ER 0.7%
↓ 13.06 • 08:25 PHOTO ☒SpaceX now valued at \$1.75 trillion. For perspective: That's more than the combined market cap of the largest...	VIEWS 1 527 REPOSTS 4 REACTIONS 11 ER 0.7%
↓ 09.06 • 07:56 TEXT A few thoughts on reputation and trust. A little longread for you ;) I created @TonNewbie in January 2022. ☒Since then I've...	VIEWS 1 383 REPOSTS 1 REACTIONS 63 ER 0.6%

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.

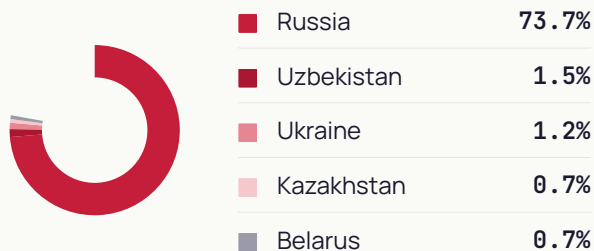


— SECTION 04 • MENTIONS

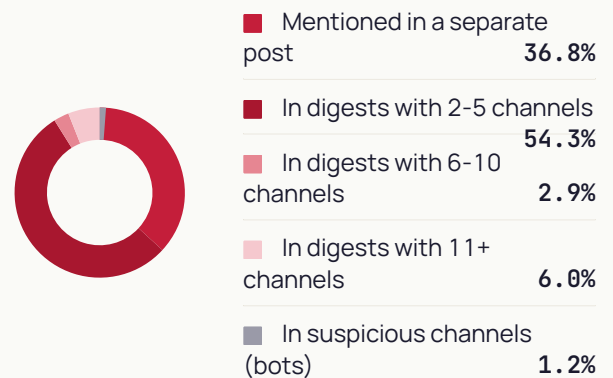
Who mentions the channel and how

Citation index **43** — 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 a 1K subs channel. All time channel was mentioned **448** different channels.

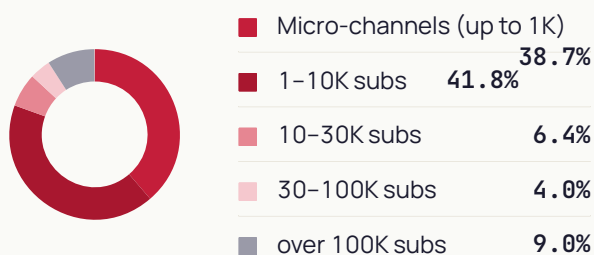
COUNTRIES MENTIONING YOU



HOW THEY MENTION YOU



WHAT SIZE CHANNELS MENTION YOU



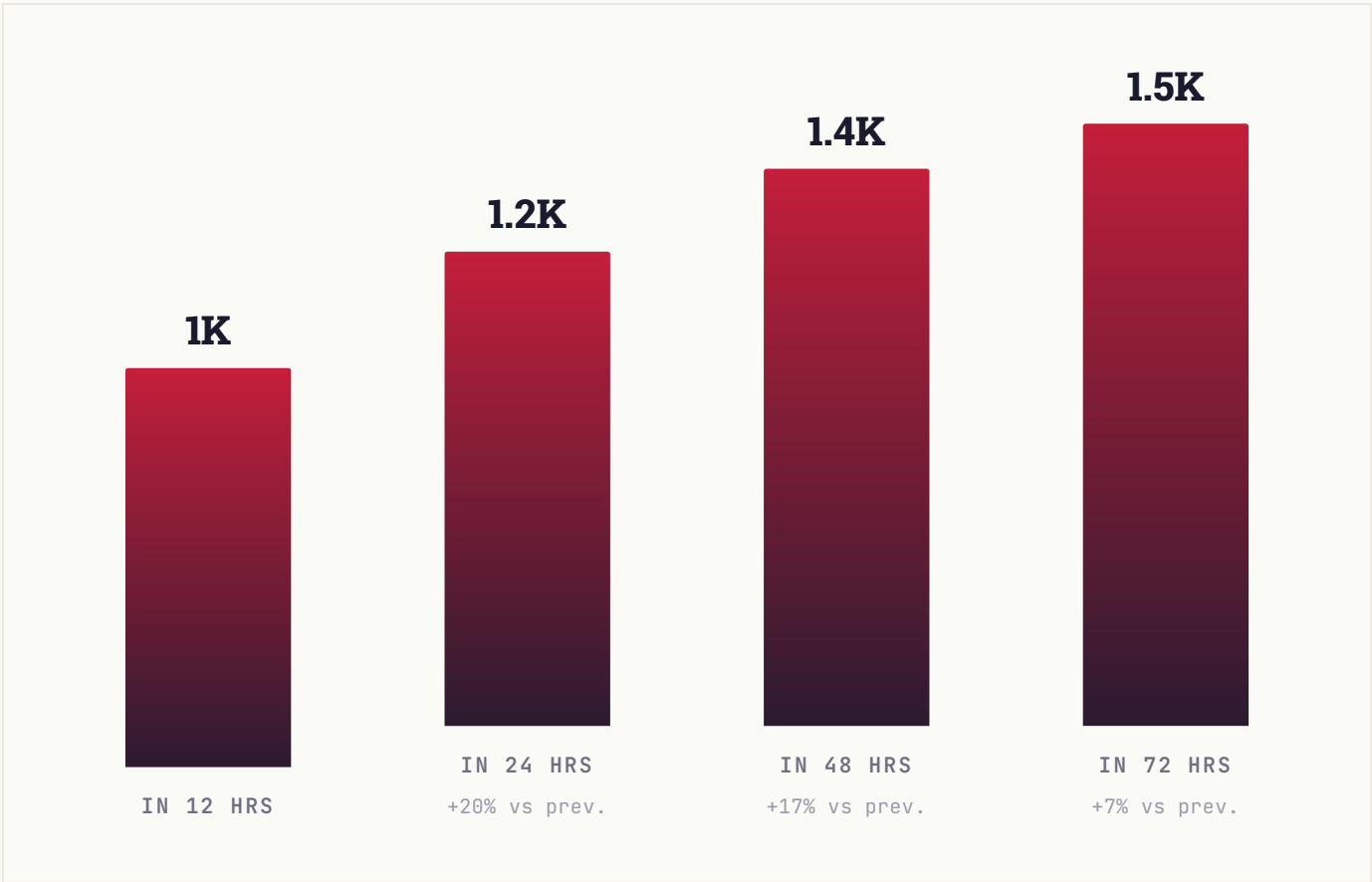
TOPICS WHERE MENTIONED



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank 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
TN TON Newbie YOU	233.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#71 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 record posts in other channels that mention your channel. Over the last **6 months** such mentions were **95**, they brought **775** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	7	5	0	
November 2025	17	17	0	
October 2025	29	14	0	
Sep 2025	21	20	0	
August 2025	6	5	775	
July 2025	15	13	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
95	6	775

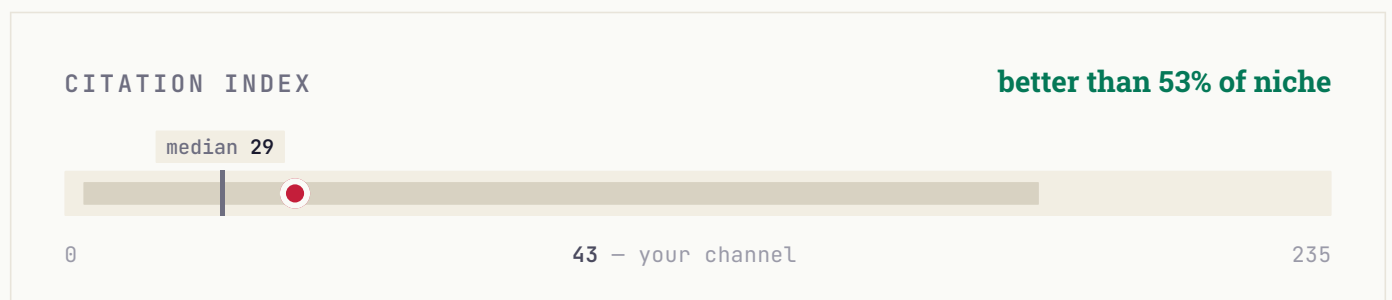
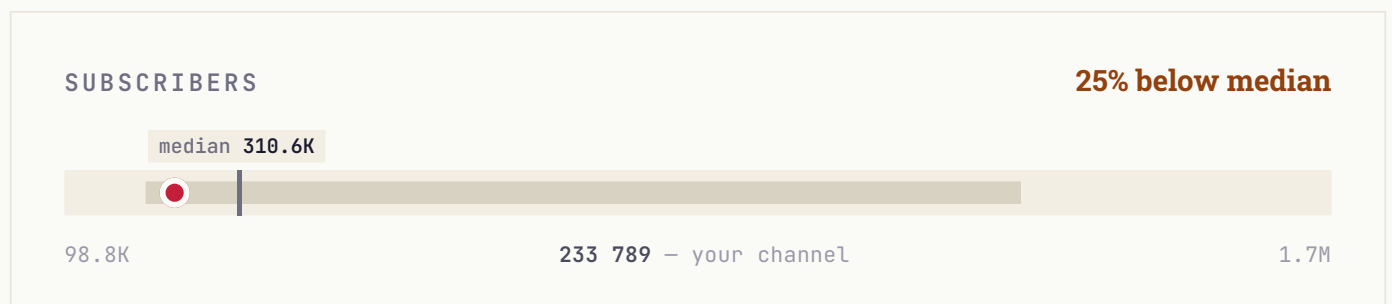
— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#71/100

POSITION IN NICHE
 Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

On this day at 18:00 MSK the audience is most active.

EFFECT

**Best time for
an important
post**

02

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**

03

ER below niche benchmark — rethink formats

Current ER 0.9% vs norm 6.5%. Try polls & interactive formats.

EFFECT

+5.6pp ER

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 us to do this **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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