

PROMTPRESS PUBLIC REPORT

Channel audit

xRocket News RU



@xrocketnewsru

xRocket ecosystem news @xrocket — xRocket bot @xrocketchatru
— Russian chat @ton_rocket_drops — check channel
@xrocketlistings — listing info @TonRocketSupportBot — support
and...

SUBSCRIBERS

199 457

-3444 per month

ERR (% WHO SEE
POSTS)

4.0%

per day 1.2%

REACH/POST

5.6K

ad reach 2.4K/24h

— CONTENT · 2026

What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 199 457 —	 SUBSCRIBER REACH 2.81% avg % of subs see a post	 VIEWS/POST 5.6K median 6.1K · 24 days	 POSTS/WEEK 1.7 over period
 7D TREND -8.4% vs previous week	 REACTIONS/POST 169.5 total 1,017 reactions, 51 reposts, 195 comments	 POST LENGTH 976 chars median 1K · 24 days	 POSTS ANALYZED 6 24 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -3444 last month	 CITATION RATE 80 citation index · 3,196 channels mentioned all time	 CHANNEL AGE 4 years 5 months created 06.01.2022

AI EDITOR SUMMARY

Channel «xRocket News RU» — 199 457 subs. Each post averages 5.6K people (3% of subs), reach is low — consider expanding audience. Publishes 2 posts per week (~0 per day) — rare publications. For the week of June 1–7, reach dropped by -8.4% to the week of May 25–31 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts over 24 days.
- 02 Dominant format — Photo (6/6 posts).
- 03 Avg post length — 976 chars (median 1000).
- 04 Peak audience activity — Tuesday, 15:00 MSK.
- 05 Top posts get 1× more views than the weakest (6.6K avg top vs 4.6K worst) — among 6 posts in 24 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 26.05 · 12:04 PHOTO 📌 Happy birthday, dear TON Hey community! On May 26, 2021, the TON mainnet launched. Today the network turns 5 — and for...	VIEWS 6 841 REPOSTS 7	REACTIONS 278 ER 3.4%
Nº2 22.05 · 12:02 PHOTO 📌 The most expensive dinner in history Hey community! Exactly 16 years ago, on May 22, 2010, programmer Laszlo Hanyecz did what...	VIEWS 6 696 REPOSTS 15	REACTIONS 86 ER 3.4%
Nº3 01.06 · 13:59 PHOTO 📌 xRocket: Best of Last Spring Hello, community! Spring is a time of awakening and renewal. While snow melted outside, xRocket was buzzing...	VIEWS 6 216 REPOSTS 3	REACTIONS 180 ER 3.1%

Nº4 25.05 · 12:03 PHOTO ✂ xRocket x Groypad: Make TON Great Again! Hello, community! As one of the oldest projects in the TON ecosystem, we wholeheartedly...	VIEWS 5 980 REPOSTS 10	REACTIONS 340 ER 3.0%
Nº5 05.06 · 11:59 PHOTO ✂ Familiar Tokens – New Names Hello, community! Rebranding is common in crypto, and two assets you know will be updated. We...	VIEWS 5 523 REPOSTS 11	REACTIONS 79 ER 2.8%

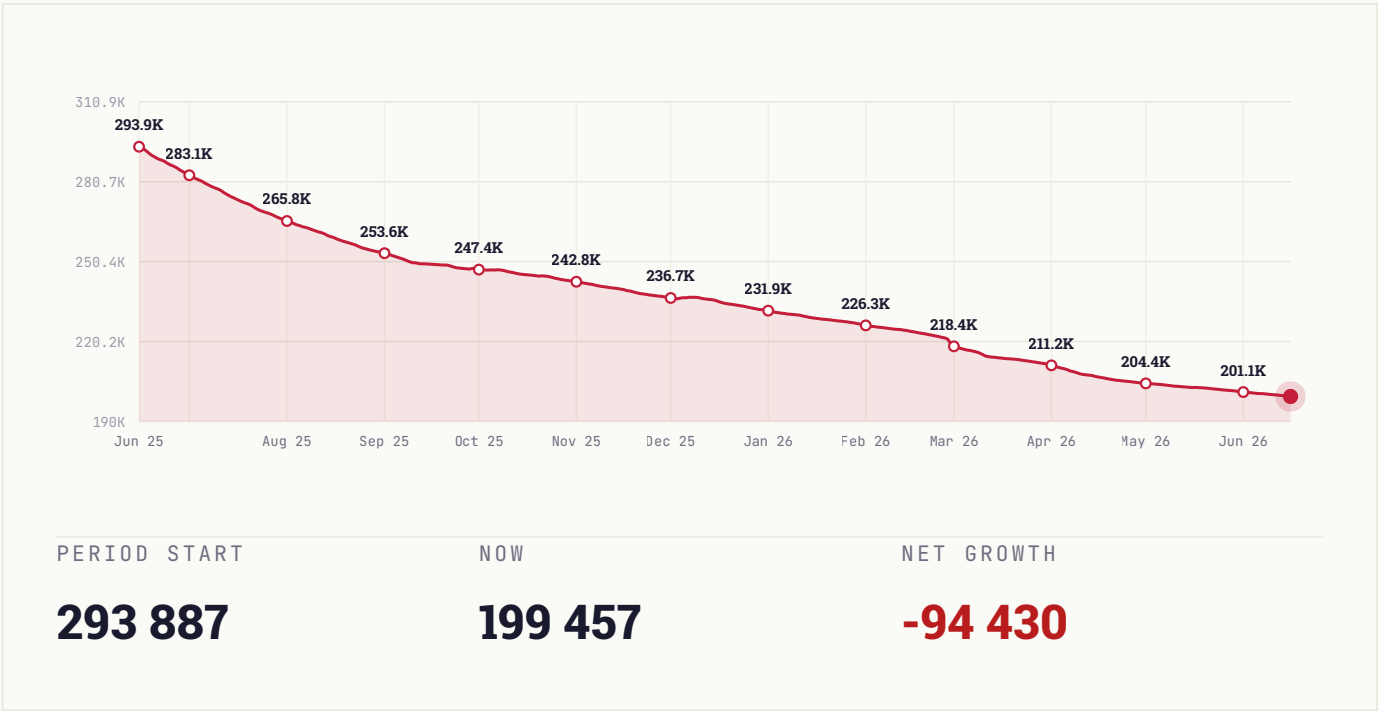
WORST 3

↓ 25.05 · 12:03 PHOTO ✂ xRocket x Groypad: Make TON Great Again! Hello, community! As one of the oldest projects in the TON ecosystem, we wholeheartedly...	VIEWS 5 980 REPOSTS 10	REACTIONS 340 ER 3.0%
↓ 05.06 · 11:59 PHOTO ✂ Familiar Tokens – New Names Hello, community! Rebranding is common in crypto, and two assets you know will be updated. We...	VIEWS 5 523 REPOSTS 11	REACTIONS 79 ER 2.8%
↓ 15.06 · 12:09 PHOTO ✂ The announcement phenomenon Hey community! Summer is here, and our P2P Market has a major update. Meet the long-awaited listings...	VIEWS 2 411 REPOSTS 5	REACTIONS 54 ER 1.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

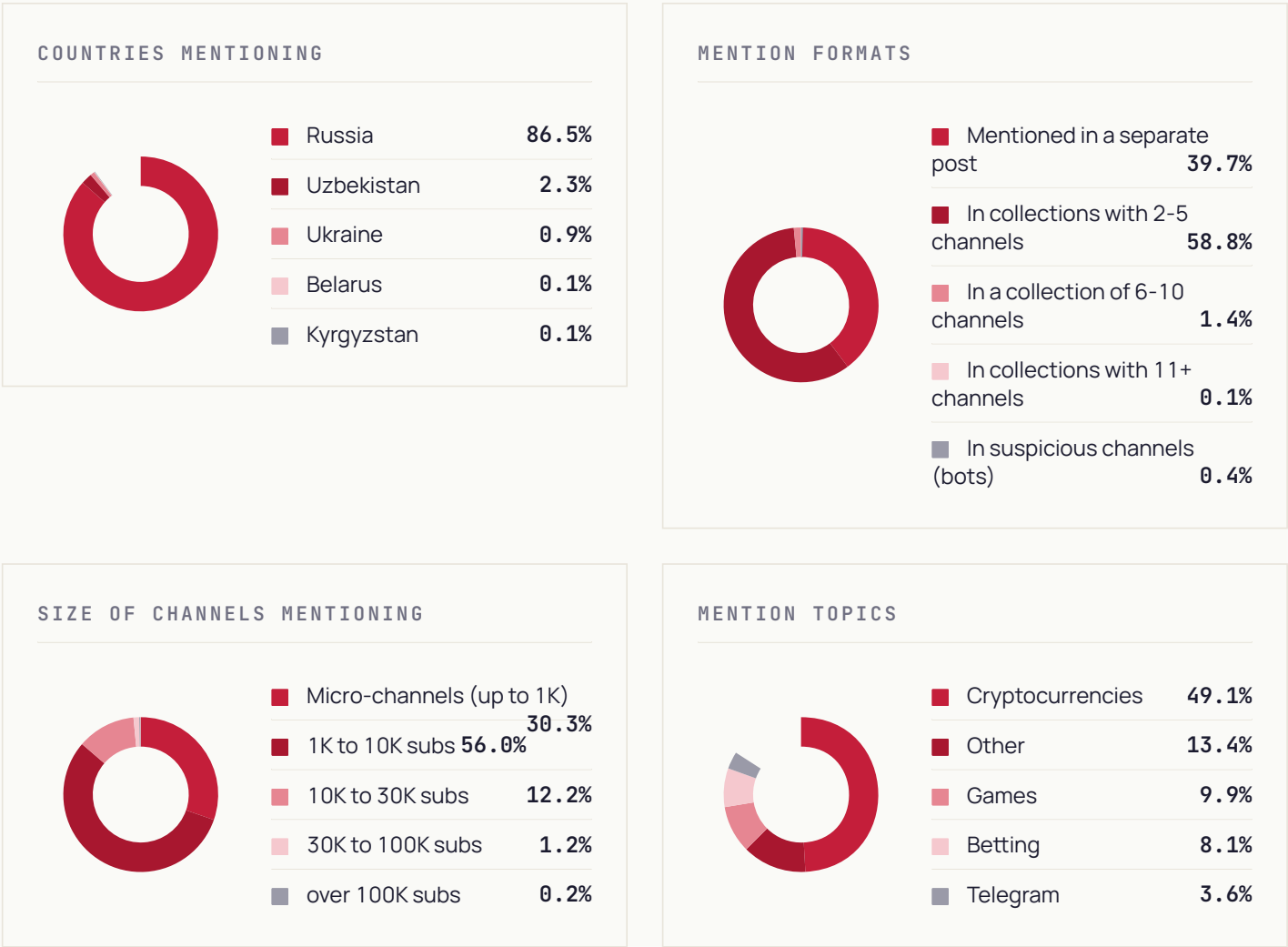
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

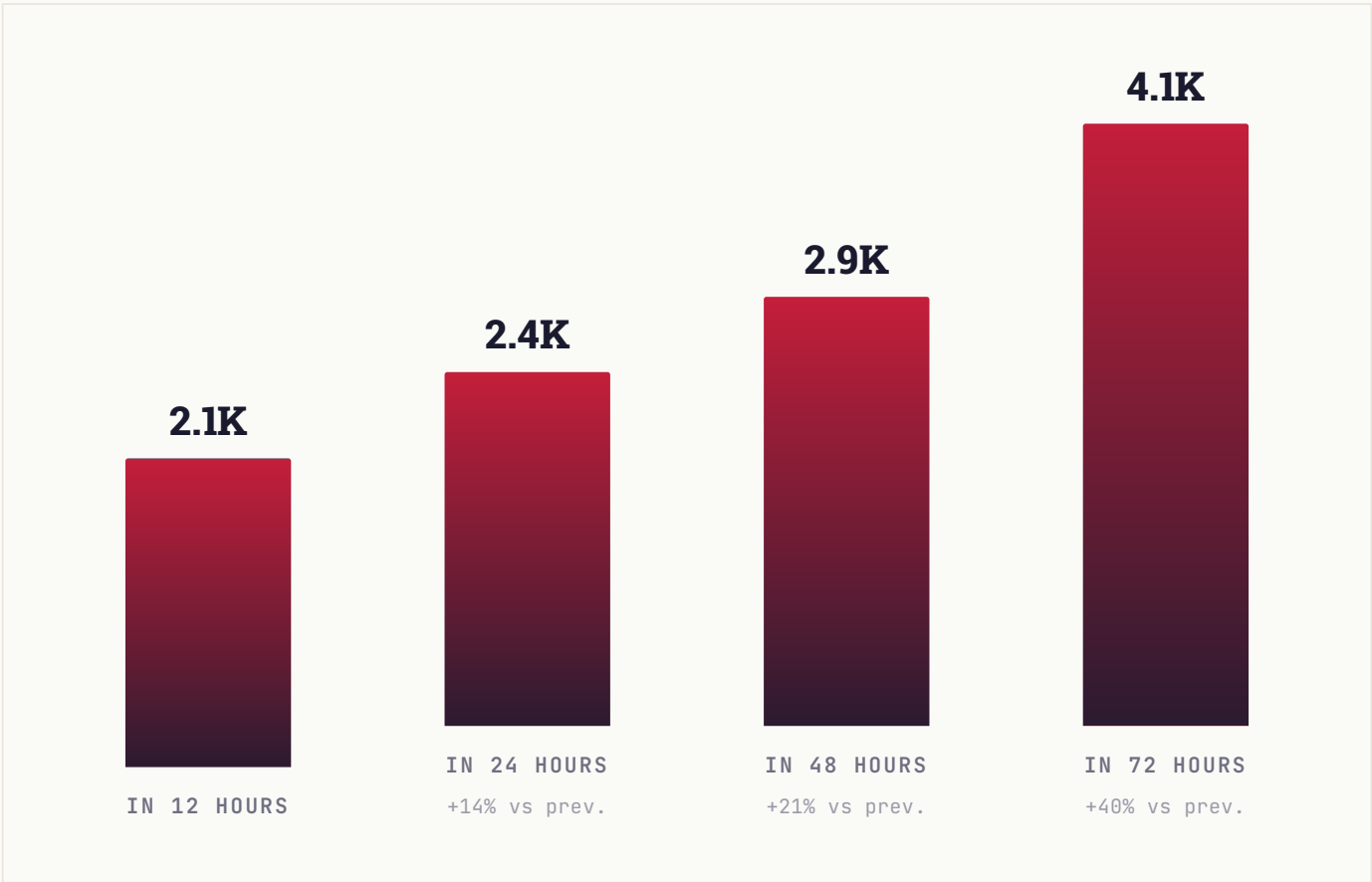
Citation index **80** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **3 196** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

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	1.9M
MI MILLIARDOM	1.5M
MS Semenchuk's thoughts	1.4M
LC Ladesov Crypto	1.3M
XN xRocket News RU YOU	199.5K

COMPARATIVE INSIGHT

Channel in bottom half of niche top 100 (#88 of 99). Niche median — 307.7K subs. First growth KPI — reach the 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 **316**, they brought **1 103** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	11	11	578	
November 2025	24	23	0	
October 2025	44	22	253	
September 2025	28	14	272	
August 2025	116	12	0	
July 2025	93	21	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
316	6	1 103

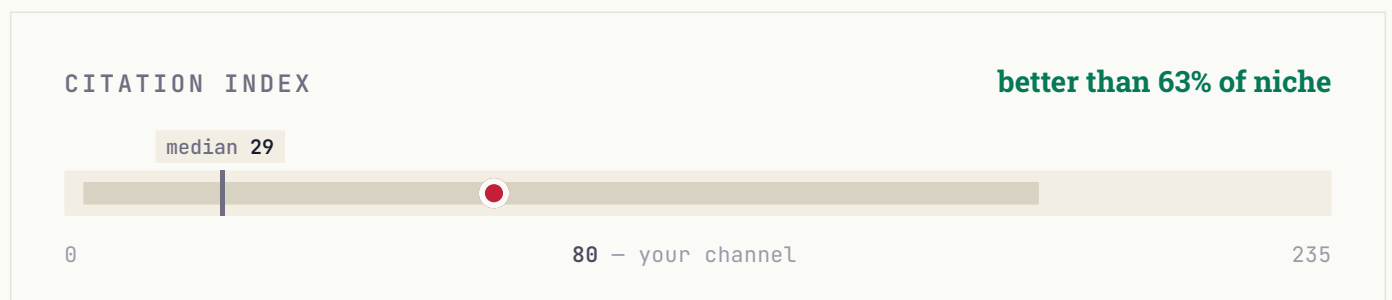
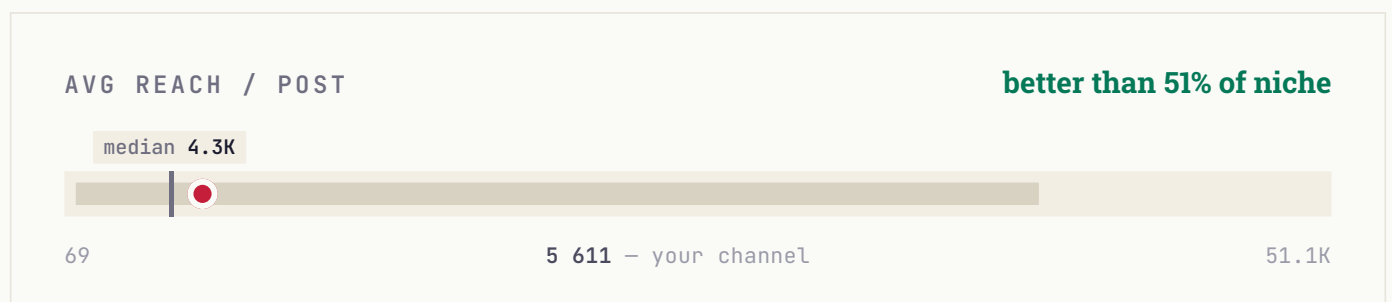
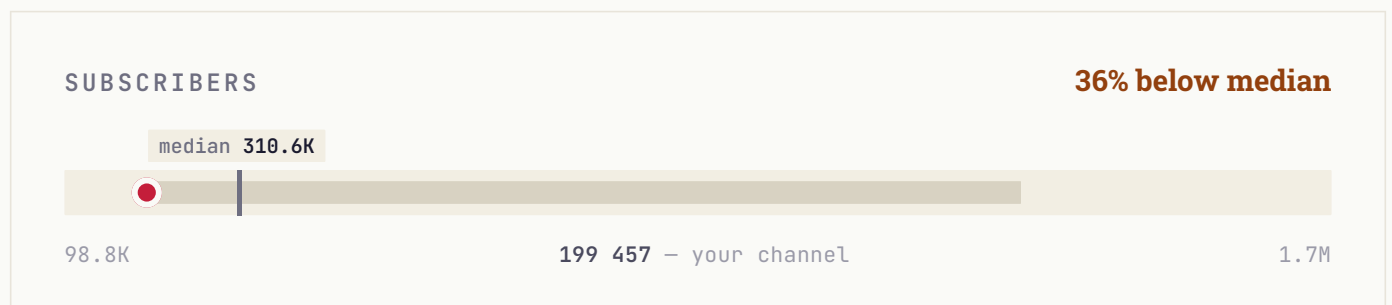
SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#88/100

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 them off and revisit this report in a month.

01

Increase posting frequency

Now 1.7 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Tuesday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video posts 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

ER below niche benchmark — rethink formats

Current ER 2.81% vs norm 6.5%. Try polls and interactive formats.

EFFECT

+3.7pp ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with 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
