

PUBLIC REPORT PROMTPRESS

Channel audit

Alexey Pivovarov



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SUBS

307 633

-386 per month

ERR (% SEE POSTS)

38.0%

last day 18.5%

REACH/POST

117.5K

ad reach 56.8K/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.

 SUBS 307 633 —	 SUBS REACH 38.21% avg % subs see post	 VIEWS/POST 117.5K median 128.1K · 29 days	 POSTS/WEEK 7.0 for period
 7D TREND +3.0% vs previous week	 REACTIONS/POST 2252.0 total 65,308 reactions, 5,545 reposts, 0 comments	 POST LENGTH 877 chars median 1,000 · 29 days	 POSTS ANALYZED 29 29 days
 AD REACH 56.8K 24h avg	 CHURN / MONTH -386 last month	 CITATION RATE 185 citation index · 1,058 channels mentioned ever	 CHANNEL AGE 2 years 10 months created 27.08.2023

AI EDITOR SUMMARY

Channel «Alexey Pivovarov» — 307 633 subs. Each post averages 117.5K people (38% of subs), good reach. Publishes 7 posts/week (~1/day) — regular. Week Jul 6–12 reach stable (+3.0% vs week of June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **29** posts over 29 days.
- 02 Dominant format – **Photo** (25/29 posts).
- 03 Avg post length – **877** chars (median 1,000).
- 04 Peak audience activity – **Tue**, 12:00 MSK.
- 05 Top posts pull **2x** more views than the weakest (146.9K avg for top vs 89.1K for worst) – among 29 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 07.07 · 09:02 PHOTO Russian Defense Ministry reported capture of Konstantinovka, one of four fortress cities in Donbas. Ukrainian General Staff capture of the city...	VIEWS 154 102 REPOSTS 99	REACTIONS 1 032 ER 50.1%
Nº2 28.06 · 07:37 PHOTO New Edition News! 18+ THIS MATERIAL (INFORMATION) HAS BEEN PRODUCED, DISTRIBUTED AND (OR) DIRECTED BY FOREIGN AGENT PIVOVAROV...	VIEWS 145 094 REPOSTS 83	REACTIONS 1 451 ER 47.2%
Nº3 22.06 · 15:10 PHOTO Gas availability and prices in Russia – the main topic of recent days 18+ THIS MATERIAL (INFORMATION) HAS BEEN PRODUCED, DISTRIBUTED AND...	VIEWS 141 550 REPOSTS 247	REACTIONS 1 063 ER 46.0%

Nº4 23.06 · 09:30 PHOTO Saw in a pro community a question: «How many working retirees do you have in your editorial team and do you find them useful for...	VIEWS 139 949 REPOSTS 26 REACTIONS 2 520 ER 45.5%
Nº5 27.06 · 07:27 VIDEO Today in a text excerpt from an upcoming issue of Redaktsii News: a story that Tsoi is alive 18+ THIS MATERIAL (INFORMATION)...	VIEWS 138 991 REPOSTS 452 REACTIONS 2 485 ER 45.2%

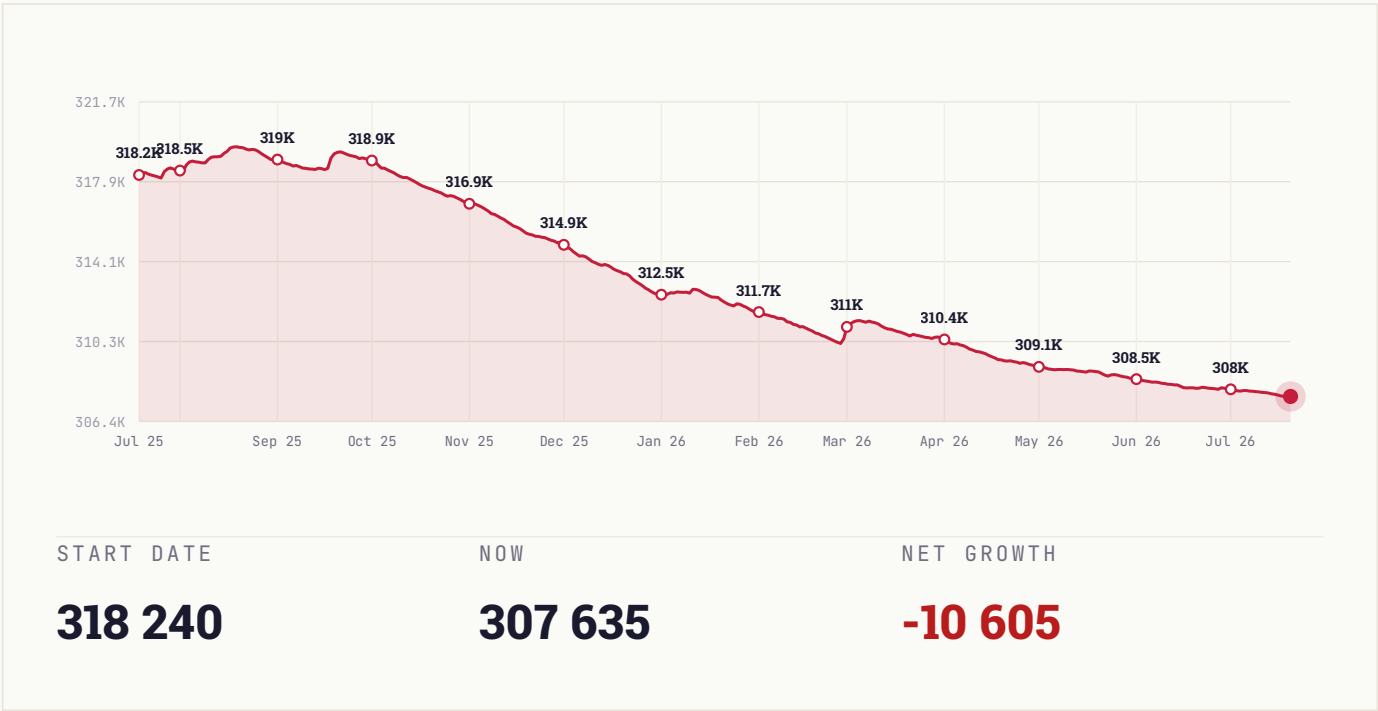
WORST 3

↓ 15.07 · 15:30 TEXT (post without caption – text)	VIEWS 96 904 REPOSTS 161 REACTIONS 1 766 ER 31.5%
↓ 16.07 · 09:26 PHOTO It emerged that a Russian Mi-24 helicopter was shot down in Mali 18+ THIS MATERIAL (INFORMATION) HAS BEEN PRODUCED...	VIEWS 89 707 REPOSTS 214 REACTIONS 1 673 ER 29.2%
↓ 17.07 · 11:12 PHOTO Saw a story that Elon Musk's ex-girlfriend auctioned photos of their college youth for \$165K 18+ THIS...	VIEWS 80 787 REPOSTS 250 REACTIONS 2 767 ER 26.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

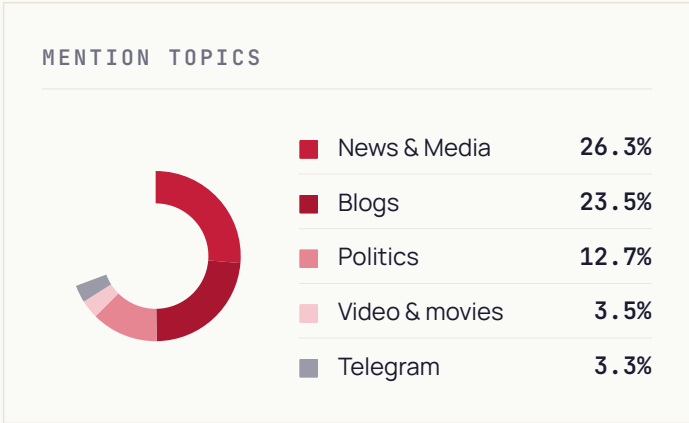
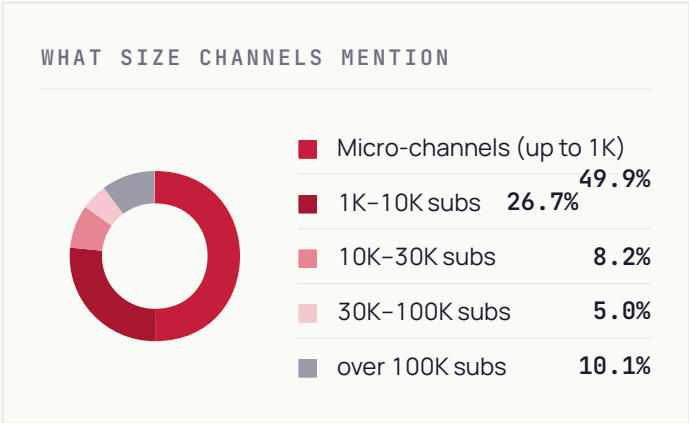
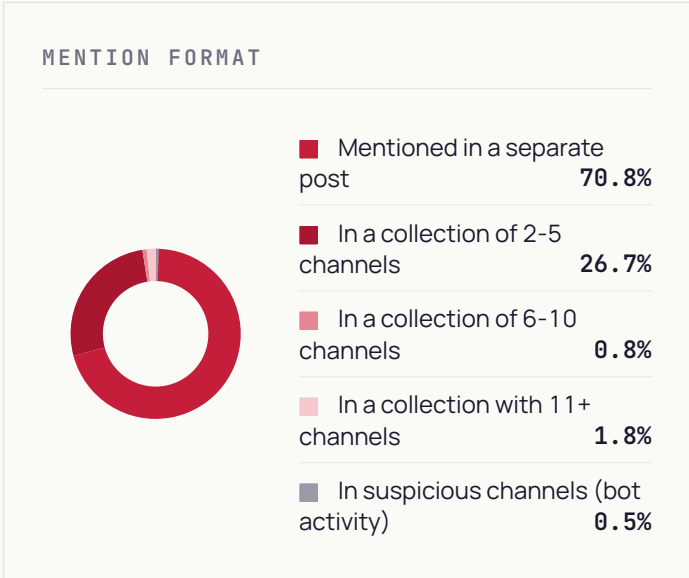
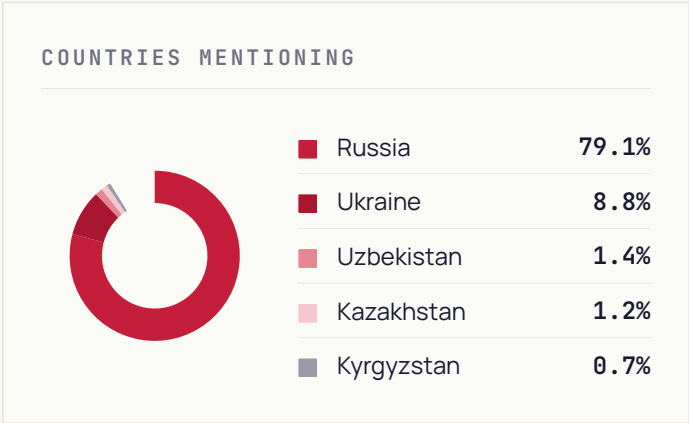
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

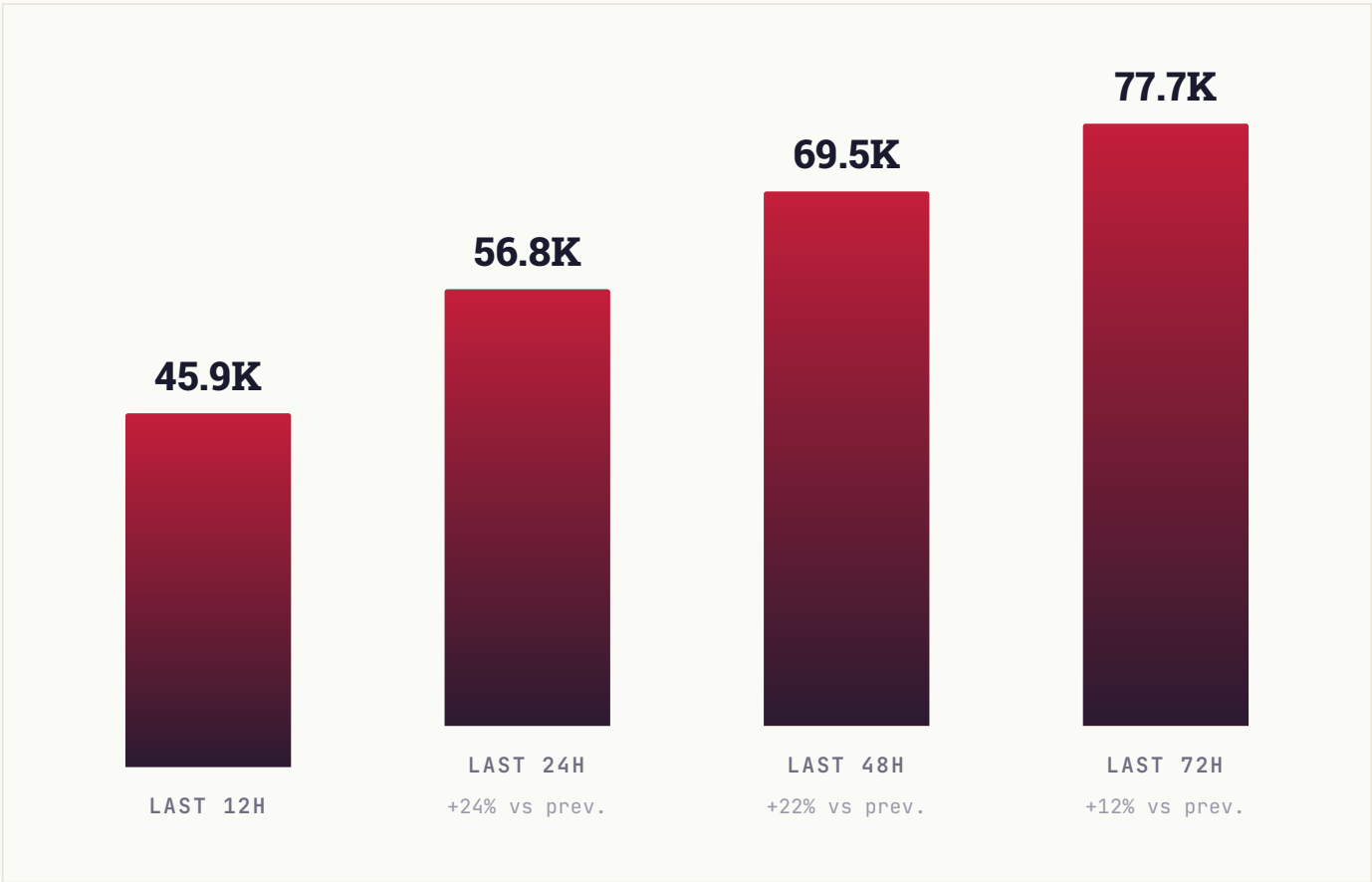
Citation index **185** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **1 058** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.1M
ا خ ا خبر فوری اخبار فوری جنگ فوری امریکا	4.9M
ا ج اخبار فوری جنگ	4.3M
خ ب خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
MA Mash	3.1M
AP Alexey Pivovarov YOU	307.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 97% of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6.1M), top-97 median: 1.3M. First goal: enter top-97 through systematic work on traffic and content.

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 **227**, they brought **2 918** new subs.

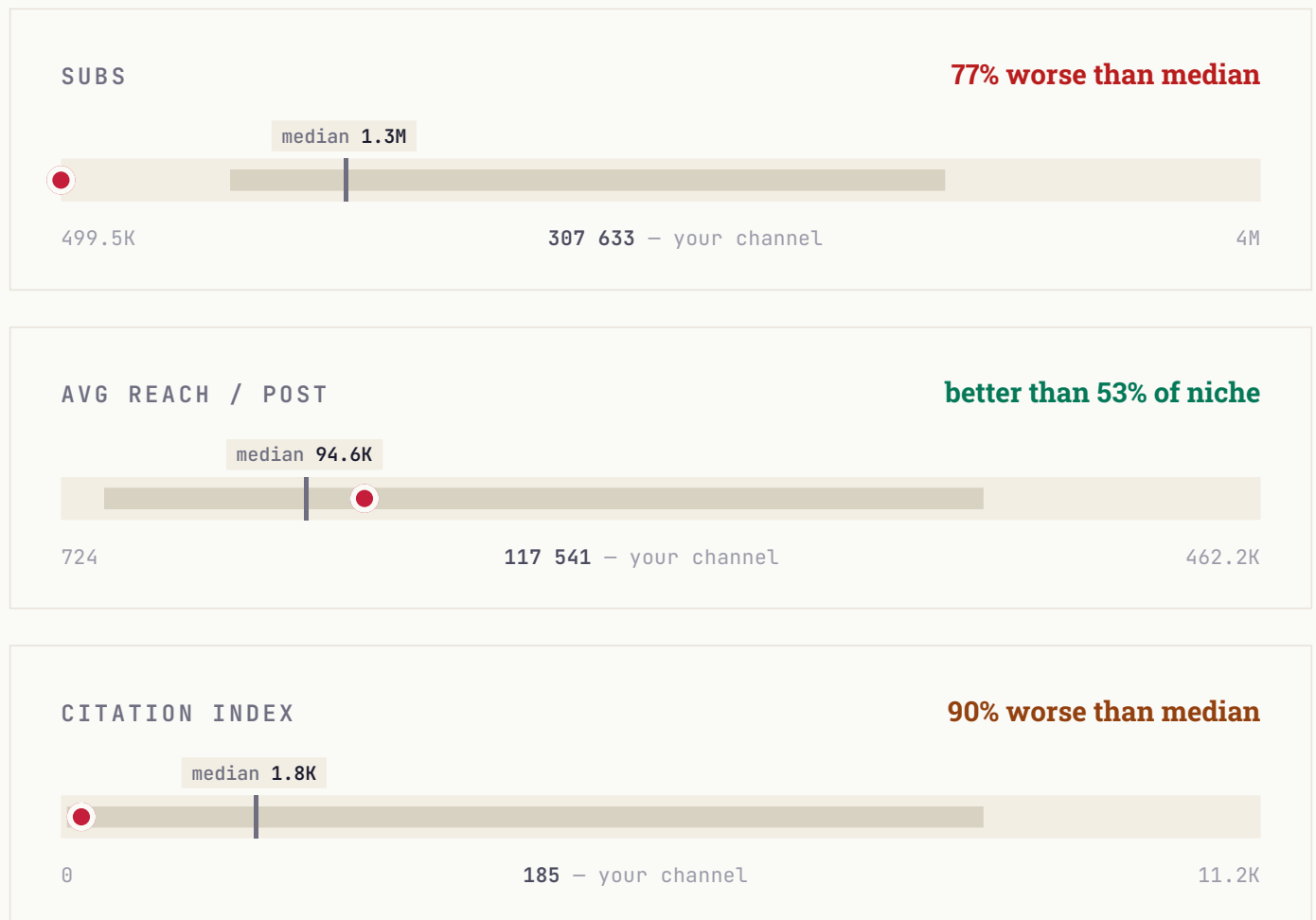
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	40	36	486	
December 2025	38	27	51	
Nov 2025	43	36	48	
Oct 2025	30	22	34	
September 2025	35	26	965	
August 2025	41	31	1 334	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
227	6	2 918

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.



— SECTION 09 • STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

01

Main post of the week — on Tuesday
Audience is most active on this day at 12:00 MSK.

EFFECT
Best window for an important post

02

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

03

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

04

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

05

Cross-promo with neighboring channels
Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and close your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager