

PROMTPRESS PUBLIC REPORT

Channel audit

Беспилот | БПЛА, дроны, роботы



@bes_pilot

A guide to drones, robots, and unmanned tech. All about the UAV industry and the BAS national project ID NOM idnom.ru Ads @id_nom Editorial @tech_nom MAX https://max.ru/bes_pilot RKN...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
43 059	24.0%	10.1K
17.07.2026 ^{+19%} per month	per day ^{16.5%}	ad reach ^{7.1K} /24h
	HTTPS://PROMTPRESS.COM/AUDIT/BES_PILOT	

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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 43 059 —	 SUBS REACH 23.45% avg % of subs see post	 VIEWS/POST 10.1K median 9.1K · 29 days	 POSTS/WEEK 27.2 over period
 7D TREND -9.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 901 chars median 1000 · 29 days	 POSTS ANALYZED 114 29 days
 AD REACH 7.1K 24h avg	 CHURN / MONTH +194 last month	 CITATION RATE 425 citation index · 2,319 channels mentioned ever	 CHANNEL AGE 2 years 10 months created 04.09.2023

AI EDITOR SUMMARY

Channel «Беспилот | БПЛА, дроны, роботы» — 43 059 subs. Each post averages 10.1K people (23% of subs), avg reach — room to grow. Publishes 27 posts/week (~4/day) — active posting. For week Jul 6–12, reach dropped -9.2% by week Jun 29 – Jul 5 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 114 posts in 29 days.
- 02 Dominant format — Video (58/114 posts).
- 03 Avg post length — 901 chars (median 1000).
- 04 Peak audience activity — Monday, 13:00 MSK.
- 05 Top posts get 4× more views than the weakest (29.7K avg for top vs 7.5K for worst) — among 114 posts in 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 14:32 VIDEO ▶ "Yandex" quietly launched unmanned delivery submarines. Shawarma drones you dreamed of TM Unmanned in Telegram...	VIEWS 40 362 REPOSTS 460	REACTIONS — ER 93.7%
Nº2 05.07 · 08:23 VIDEO ▶ Pentagon invested \$28M in 'invisible radar' based on 5G networks. ▶ The FutureG Office of the US Department of Defense (DoD) signed a contract with...	VIEWS 25 919 REPOSTS 662	REACTIONS — ER 60.2%
Nº3 29.06 · 10:02 PHOTO Open-water tests of Russia's first amphibious drone successfully completed ▶ Center for Autonomous Robotic Systems (CARS) jointly...	VIEWS 22 755 REPOSTS 142	REACTIONS — ER 52.8%

Nº4 12.07 · 11:59 VIDEO ▶ Instructor's reaction: just another Thursday. Drones have no chance against this. TM Drones in Telegram in...	VIEWS 21 932 REACTIONS — REPOSTS 350 ER 50.9%
Nº5 20.06 · 11:01 PHOTO Ust-Luga to be checked for UAV vulnerability for 300k rubles. ▶ A tender appeared on the public procurement portal 'Administration of Sea Ports...	VIEWS 17 740 REACTIONS — REPOSTS 110 ER 41.2%

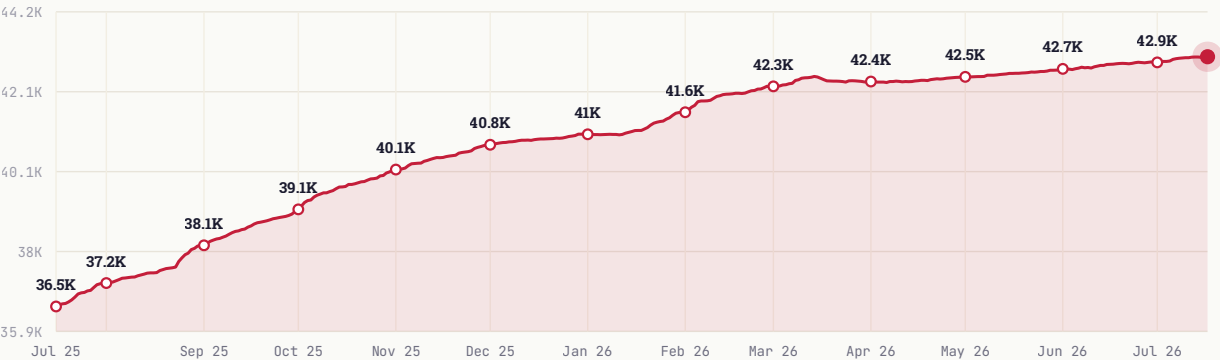
WORST 3

↓ 07.07 · 13:45 PHOTO Tech ready, economy not. What's up with drones in Russia ▶ Technical readiness of ground-based unmanned systems in Russia...	VIEWS 7 700 REACTIONS — REPOSTS 10 ER 17.9%
↓ 01.07 · 06:38 PHOTO How the Federal Tax Service will account for business expenses on drone defense ▶ Companies' costs for purchasing drone attack protection may...	VIEWS 7 501 REACTIONS — REPOSTS 51 ER 17.4%
↓ 13.07 · 05:20 PHOTO Subsidies get multi-platform boost. ▶ Minpromtorg to change subsidy terms for BAS centers in regions. As deputy minister said...	VIEWS 7 348 REACTIONS — REPOSTS 47 ER 17.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



START OF PERIOD

NOW

NET GROWTH

36 543

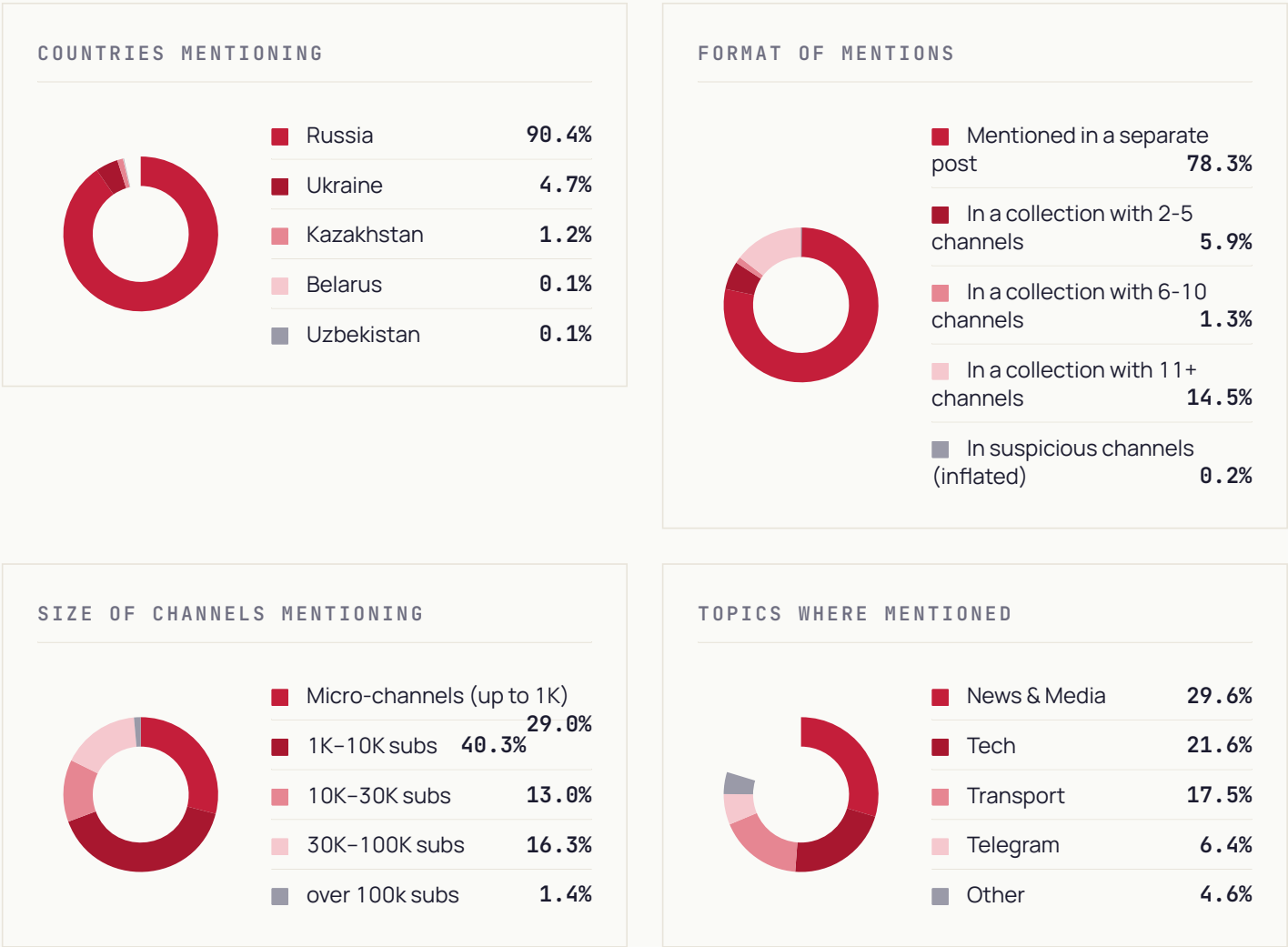
43 059

+6 516

SECTION 04 · CITATIONS

Who mentions the channel and how

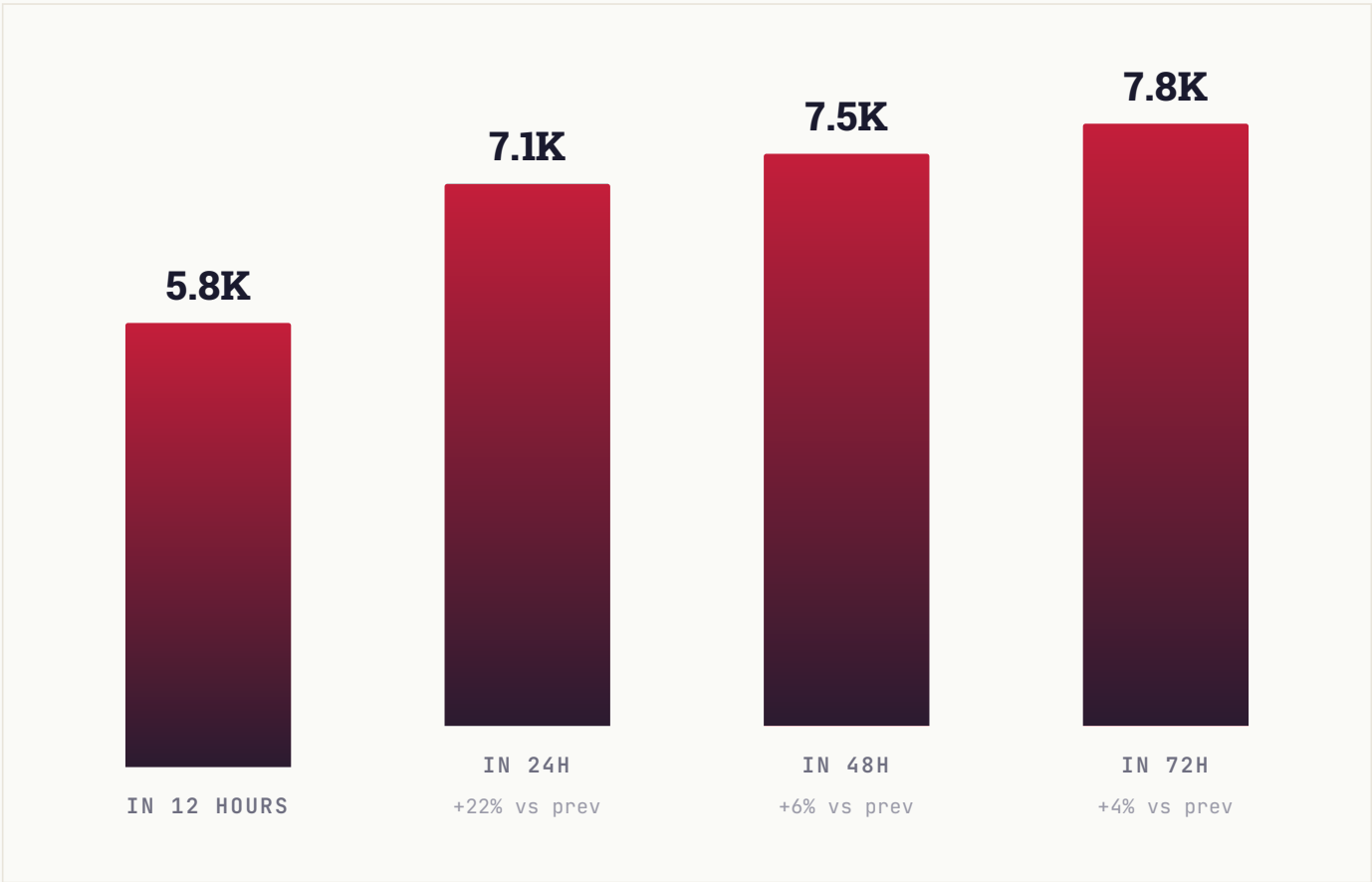
Citation index **425** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **2 319** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends world	3.3M
TE Technochat	3.1M
HA Hi, AI • Новости технологий	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI и технологии	2M
Б Беспилот БПЛА, дроны, роботы YOU	43.1K

COMPARATIVE CONCLUSION

Channel not yet outside top-100 niche — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal — enter top-100 through systematic work on traffic and content.

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 **2 180**, they brought **4 499** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	253	114	593	
December 2025	374	160	297	
Nov 2025	433	204	659	
Oct 2025	417	227	1 067	
Sep 2025	390	219	899	
August 2025	313	169	984	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2 180	6	4 499

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar indicating the range of the niche. A vertical line marks the median, and a red dot indicates the channel's performance.

- SUBSCRIBERS:** The median is 457.1K. The channel's performance is 43,059, which is 91% below the median. The range is from 113.2K to 2.4M.
- AVG REACH / POST:** The median is 34.9K. The channel's performance is 10,097, which is 71% below the median. The range is from 146 to 147.9K.
- CITATION INDEX:** The median is 144. The channel's performance is 425, which is better than 58% of the niche. The range is from 0 to 1.8K.

Metric	Median	Channel Value	Comparison	Range (Min - Max)
SUBSCRIBERS	457.1K	43,059	91% below median	113.2K - 2.4M
AVG REACH / POST	34.9K	10,097	71% below median	146 - 147.9K
CITATION INDEX	144	425	better than 58% of niche	0 - 1.8K

— 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

Best post day — Monday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a 'hot' topic — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes from public data.
Want to go further? Run ads with us & hit your growth plan in a
month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
