

— PUBLIC REPORT BY PROMTPRESS

Channel audit

WHAT'S UP?



@chetam

News channel about everything the internet is discussing right now.

↗ Ads: @yr_adv

SUBSCRIBERS

953 035

-56438 per month

ERR (% SEE POSTS)

3.0%

daily 1.6%

REACH/POST

22.3K

ad reach 14.9K/24h

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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 953 035 —	 SUBS REACH 2.34% avg % subs see post	 VIEWS/POST 22.3K median 22.9K · 29 days	 POSTS/DAY 7.2 ~50 per week
 7D TREND -13.9% vs previous week	 REACTIONS/POST 888.3 187,438 reactions, 23,611 reposts, 0 comments	 POST LENGTH 492 chars. median 484 · 29 days	 POSTS ANALYZED 211 29 days
 AD REACH 14.9K 24h avg	 CHURN / MONTH -56438 last month	 CITATION RATE 5 citation index · 405 channels mentioned all time	 CHANNEL AGE 3 years 3 months created 01.03.2023

AI EDITOR SUMMARY

Channel «WHAT'S UP?» — 953 035 subs. Each post avg views 22.3K people (2% from subs), low reach — expand audience. Publishes 50 posts/week (~7/day) — active. Week May 25–31 reach dropped -13.9% to week May 18–24 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 211 posts in 29 days.
- 02 Dominant format – Photo (146/211 posts).
- 03 Avg post length – 492 chars (median 484).
- 04 Peak audience activity – Saturday, 11:00 MSK.
- 05 Strongest posts get 2x more views than weakest (top avg 32.9K vs worst 14.6K) – 211 posts in 29 days. Analyze top commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 10.05 · 07:15 PHOTO ✂ PUTIN: UKRAINE CONFLICT MOVING TOWARD COMPLETION The Russian president said the Ukrainian crisis is nearing its end. He also...	VIEWS 33 611 REPOSTS 731	REACTIONS 2 642 ER 3.5%
Nº2 09.05 · 19:08 PHOTO ✂ LERCHEK'S HUSBAND CONFIRMED: YES, SHE GOES TO THE GYM, BUT WITH 500-GRAM DUMBBELLS Luis responded to haters who were outraged that the sick...	VIEWS 33 013 REPOSTS 21	REACTIONS 1 238 ER 3.5%
Nº3 10.05 · 19:09 PHOTO ☒ DOTA 2 ELECTIONS: BRAZILIAN POLITICIANS TO DECIDE WHO RESIGNS ON MID LANE A Brazilian congressman challenged the head...	VIEWS 32 053 REPOSTS 295	REACTIONS 760 ER 3.4%

Nº4 10.05 • 15:16 VIDEO !! CRUISE SHIP WITH HANTAVIRUS EVACUATES PASSENGERS OFF TENERIFE On May 10, the MV Hondius, where the deadly Andes virus broke out...	VIEWS 32 048 REPOSTS 175 REACTIONS 1 538 ER 3.4%
Nº5 09.05 • 17:06 PHOTO HANTAVIRUS SPREADS: TWO NEW CASES IN SPAIN Spanish authorities are on high alert after two cases were detected...	VIEWS 31 012 REPOSTS 329 REACTIONS 1 697 ER 3.3%

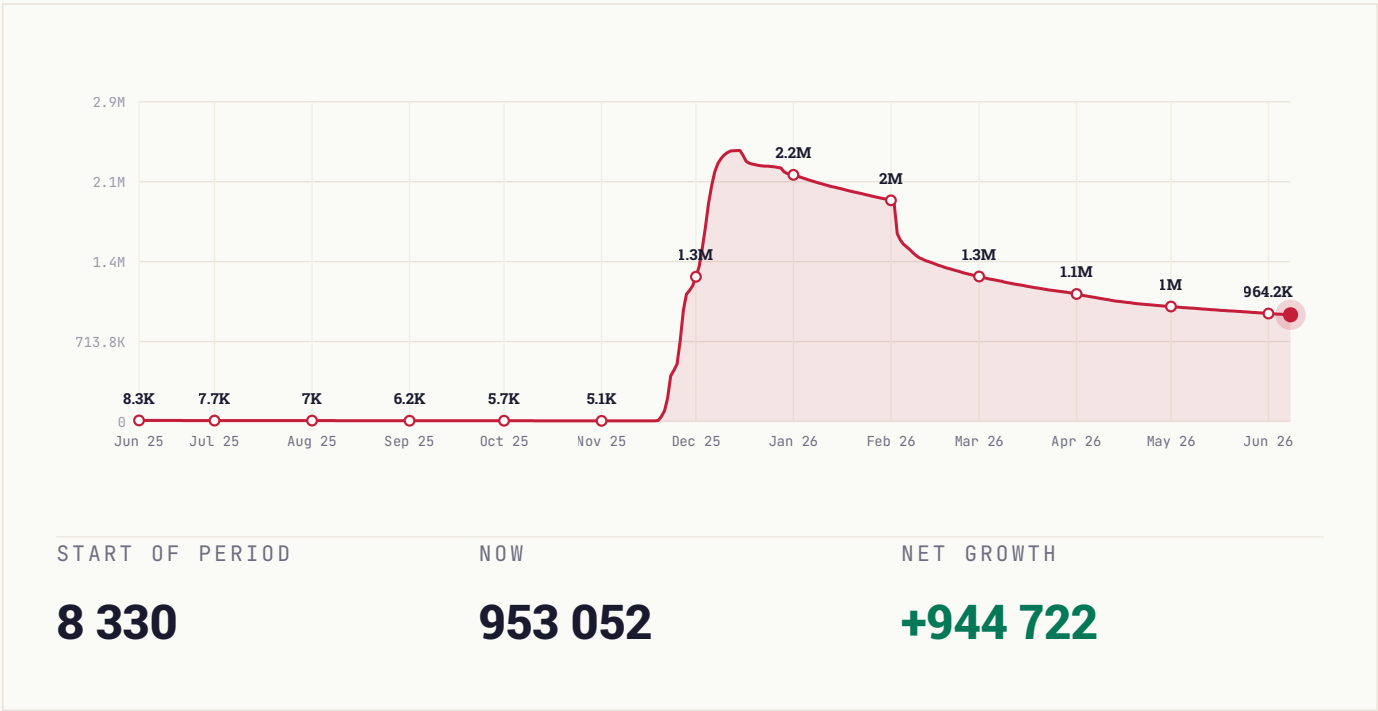
WORST 3

↓ 05.06 • 17:19 PHOTO ☒ PASSENGER FIGHTS BUS DRIVER OVER SHAWARMA A man boarded bus No. 444 with food. The driver banned eating inside. A fight broke out...	VIEWS 14 938 REPOSTS 94 REACTIONS 773 ER 1.6%
↓ 05.06 • 13:19 PHOTO ☒ FIRST RUSSIAN VACCINE FOR BIRCH ALLERGY TO ARRIVE IN SEPTEMBER The unique drug may receive temporary registration...	VIEWS 14 633 REPOSTS 145 REACTIONS 304 ER 1.5%
↓ 05.06 • 15:11 PHOTO ☒ EMERGENCY ON ISS: ASTRONAUTS ORDERED TO EVACUATE DUE TO AIR LEAK Crew-12 ordered to urgently don spacesuits. Reason —...	VIEWS 14 177 REPOSTS 33 REACTIONS 544 ER 1.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

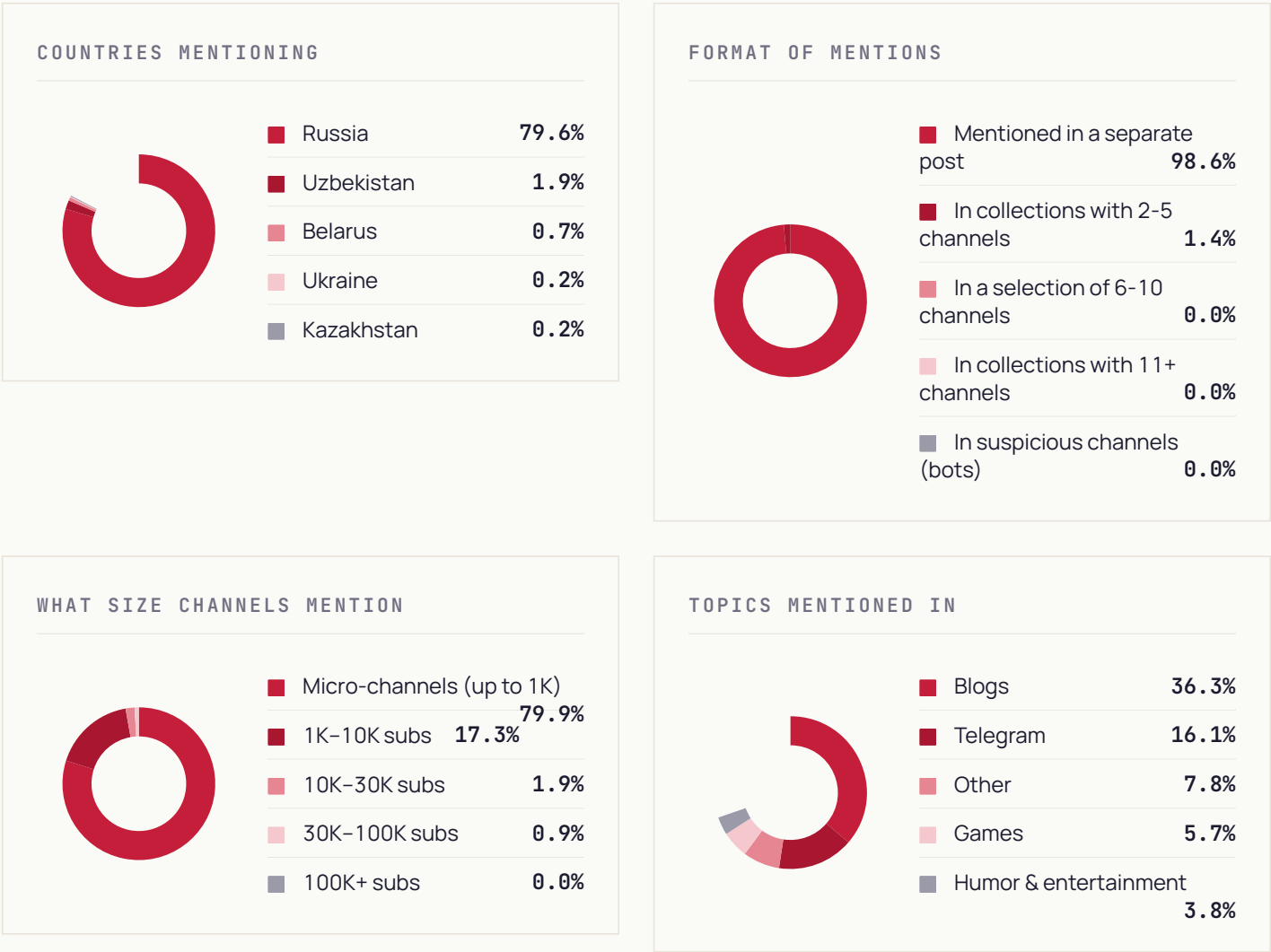
Yearly subscriber growth chart. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

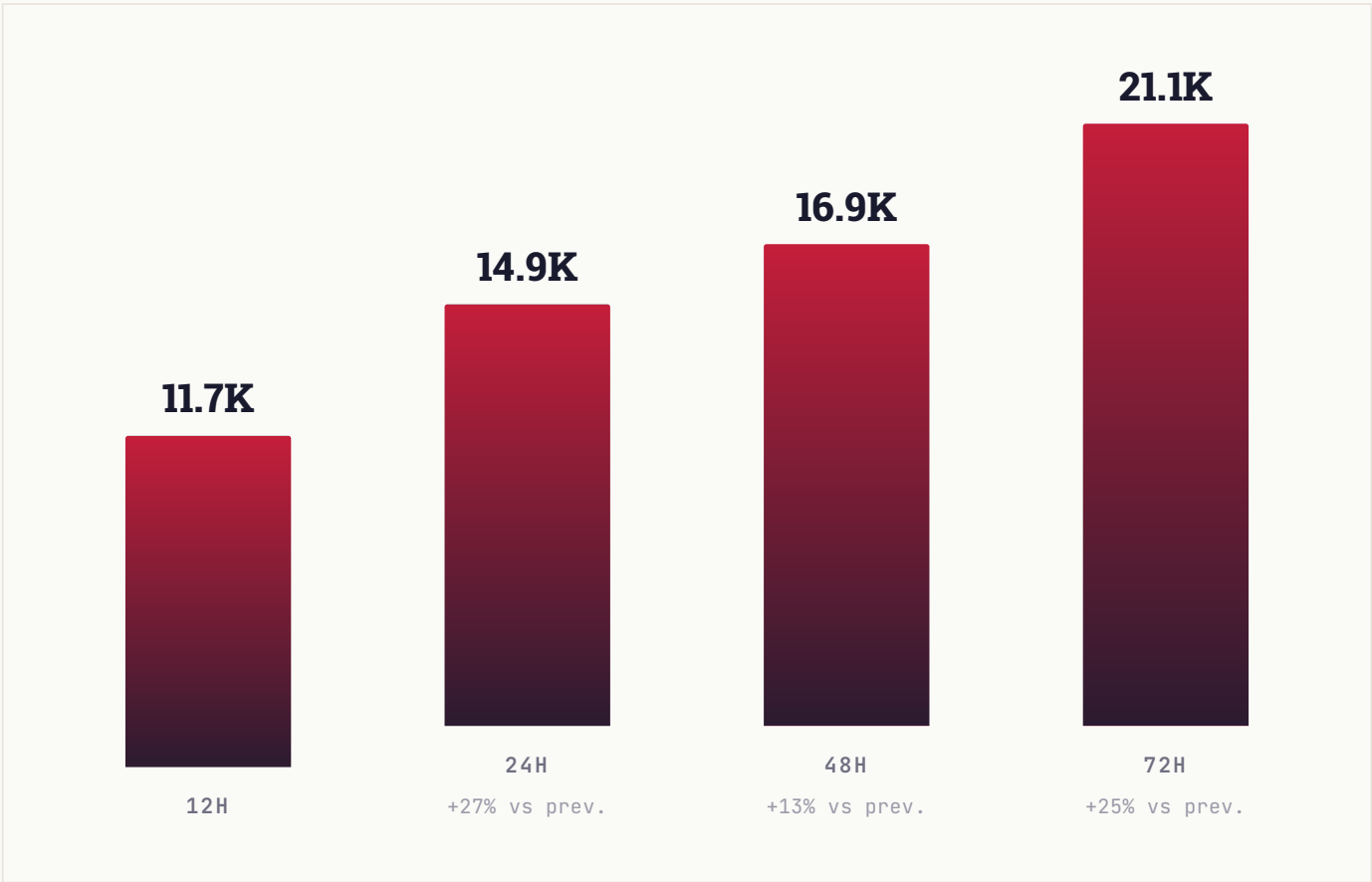
Citation index 5 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **405** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
WU WHAT'S UP? YOU	953K

COMPARATIVE CONCLUSION

Channel in top half of niche (#45 of 99). Niche leader — Live Broadcast • News (4.1M), median subs 843.7K. Aim for the top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **290**, they brought **2 415 542** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	173	169	1 207 436
November 2025	117	113	1 208 106
October 2025	0	0	0
Sep 2025	0	0	0
August 2025	0	0	0
July 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
290	6	2 415 542	

SECTION 08 · NICHE COMPARISON

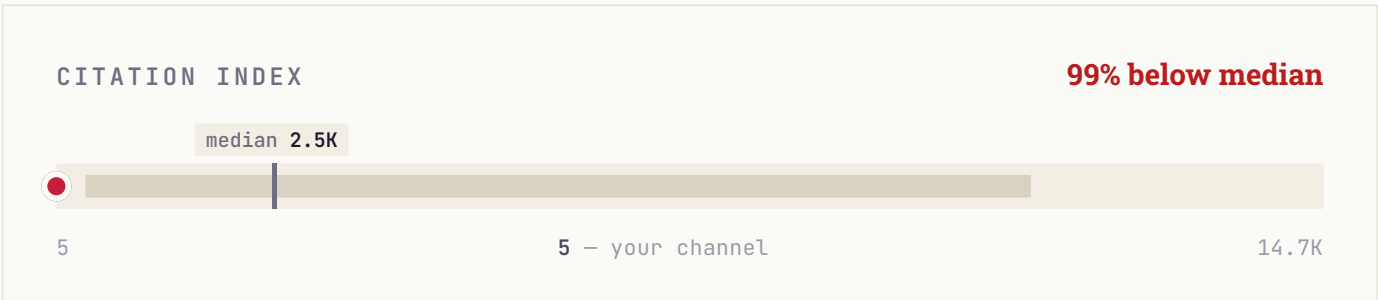
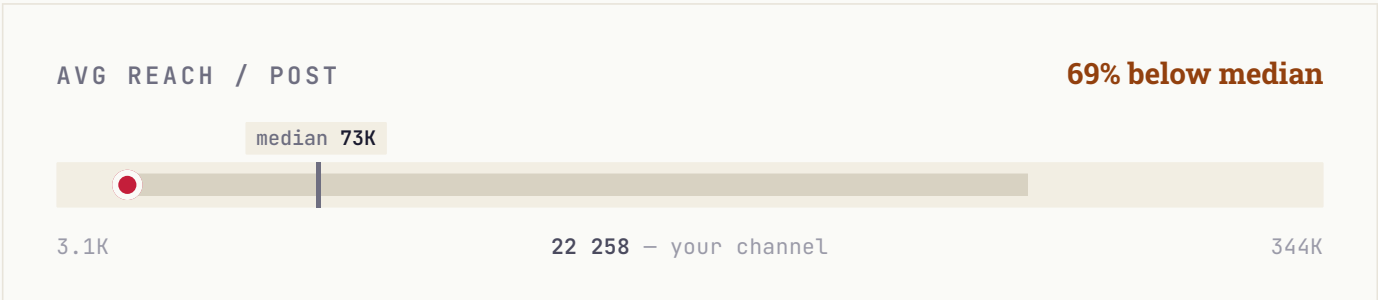
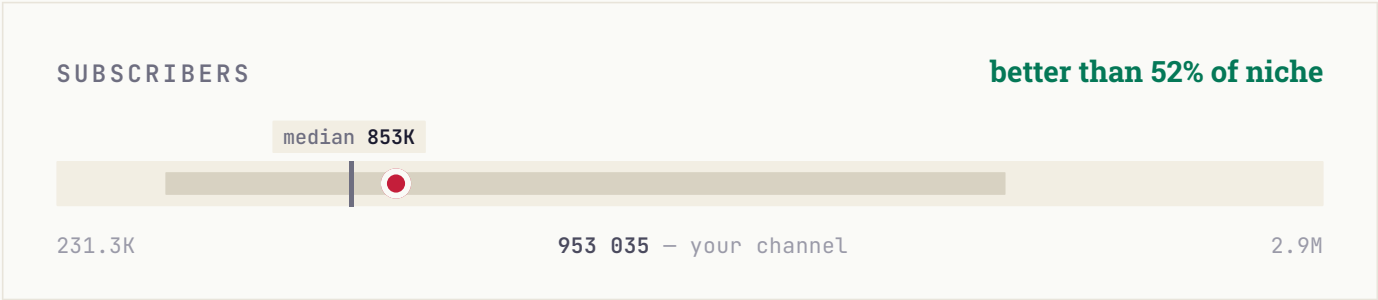
Where the channel ranks in its league

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.

#86/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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**Top post of the week — on Saturday**

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 2.34% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.2pp ER**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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from 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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