

PROMTPRESS PUBLIC REPORT

Channel audit

ChP / Crimea



@chp_crimea

Information about all events in the Republic of Crimea: News Events Facts Suggestions, ads - @chpcrimeabot Channel in the RK registry: <https://clck.ru/3FVjGD>

SUBSCRIBERS

450 558

+14998 per month

ERR (% SEE POSTS)

14.0%

in 24h 17.2%

REACH/POST

64K

ad reach 76.5K/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 450 558 —	 SUBS REACH 14.19% avg % subs see post	 VIEWS/POST 64K median 61.6K · 26 days	 POSTS/DAY 33.2 ~232 per week
 7D TREND +18.3% vs previous week	 REACTIONS/POST 436.8 total 376,556 reactions, 106,500 reposts, 38,844 comments	 POST LENGTH 319 chars. median 237 · 26 days	 POSTS ANALYZED 862 26 days
 AD REACH 76.5K 24h avg	 CHURN / MONTH +14998 last month	 CITATION RATE 433 citation index · 1,521 channels mentioned ever	 CHANNEL AGE 8 years 5 months created 02.01.2018

AI EDITOR SUMMARY

Channel «ChP / Krym» — 450 558 subs. Avg post views 64K people (14% of subs), reach low — expand audience. Publishes 232 posts/week (~33/day) — very active. Week 25–31 May reach up +18.3% to week 18–24 May — positive trend.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **862** posts in 26 days.
- 02 Dominant format — **Text** (465/862 posts).
- 03 Avg post length — **319** chars (median 237).
- 04 Peak audience activity — **Wed**, 01:00 MSK.
- 05 Top posts get the most **3x** more views than the weakest (114.6K avg for top vs 37.3K for worst) — among 862 posts in 26 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 20:05 TEXT <Seven UAVs downed over Sevastopol Drones destroyed in Nakhimov district, Severnaya side & Victory Park area. 'On Severnaya side...	VIEWS 116 756 REPOSTS 154	REACTIONS 647 ER 25.9%
Nº2 03.06 · 22:52 TEXT ✈In Sevastopol, military continues repelling AFU attack, air defense & mobile fire groups active. 🚫🚫Air alert not canceled...	VIEWS 114 496 REPOSTS 113	REACTIONS 515 ER 25.4%
Nº3 03.06 · 19:35 TEXT ✈2 UAVs downed in Nakhimov district. In Sevastopol, military repels AFU attack, mobile fire groups active. 🚫...	VIEWS 112 555 REPOSTS 71	REACTIONS 542 ER 25.0%

Nº4

03.06 · 18:37

TEXT

!! Number of injured in AFU attack on passenger bus in DPR rises to 12 ☒ https://max.ru/chp_crimea

VIEWS

111 766

REPOSTS

67

REACTIONS

800

ER

24.8%

Nº5

03.06 · 22:44

TEXT

<BREAKING!! Three dead after strike on Simferopol! DETAILS here – https://max.ru/chp_crimea

VIEWS

111 670

REPOSTS

806

REACTIONS

797

ER

24.8%

|

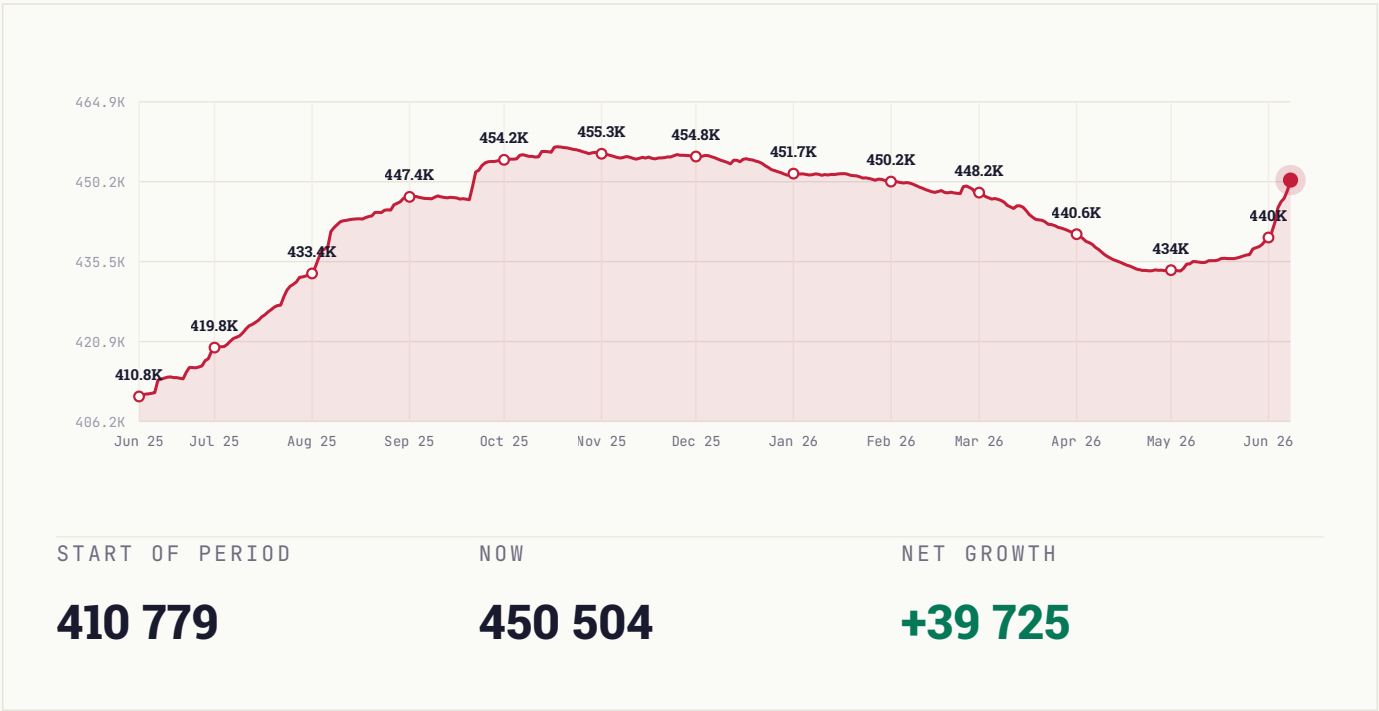
WORST 3

↓ 20.05 · 09:25 TEXT <Updated: balcony collapse at school #13 injured nine 17-year-olds – six boys, three girls...	VIEWS 37 694 REPOSTS 42 REACTIONS 202 ER 8.4%
↓ 20.05 · 09:16 TEXT ☒Criminal case opened after balcony collapse at Kacha school Per Russian Investigative Committee, in 2025 the school building was...	VIEWS 37 103 REPOSTS 22 REACTIONS 123 ER 8.2%
↓ 20.05 · 10:13 VIDEO ☒☒ Teen injured in Kacha school balcony collapse is undergoing surgery. Governor told journalists...	VIEWS 36 966 REPOSTS 23 REACTIONS 244 ER 8.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

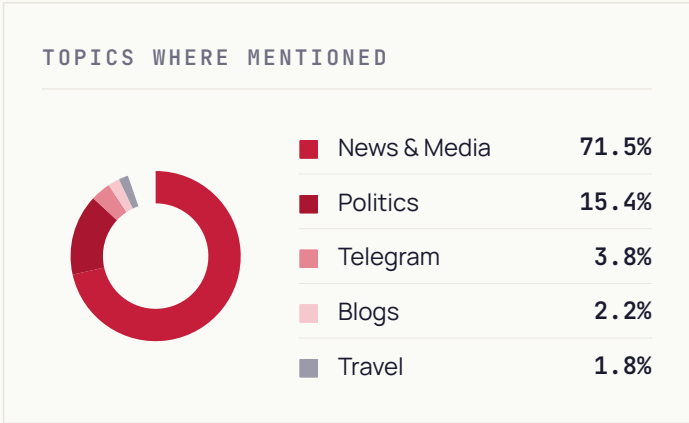
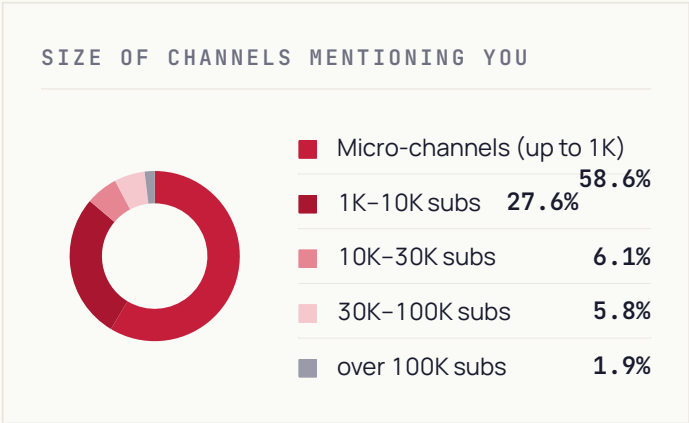
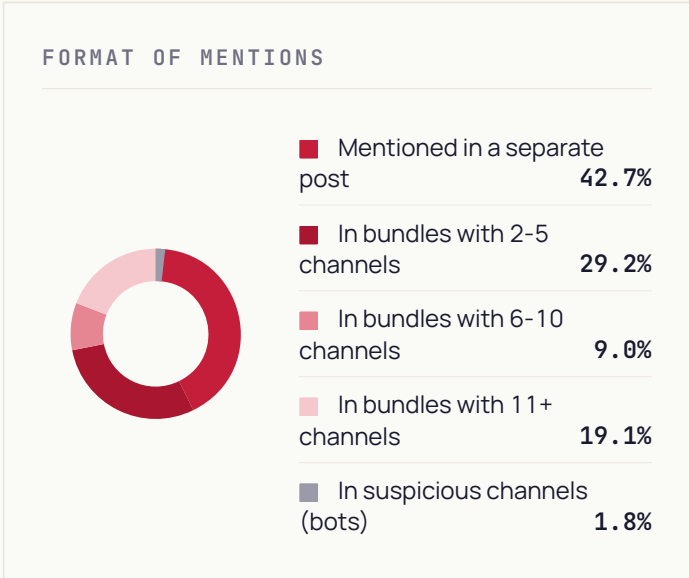
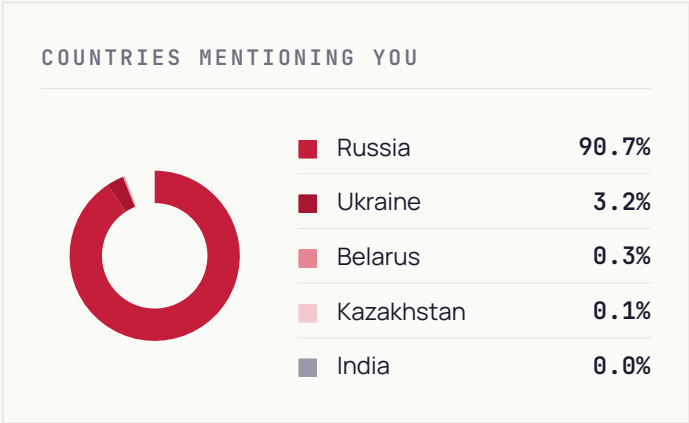
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

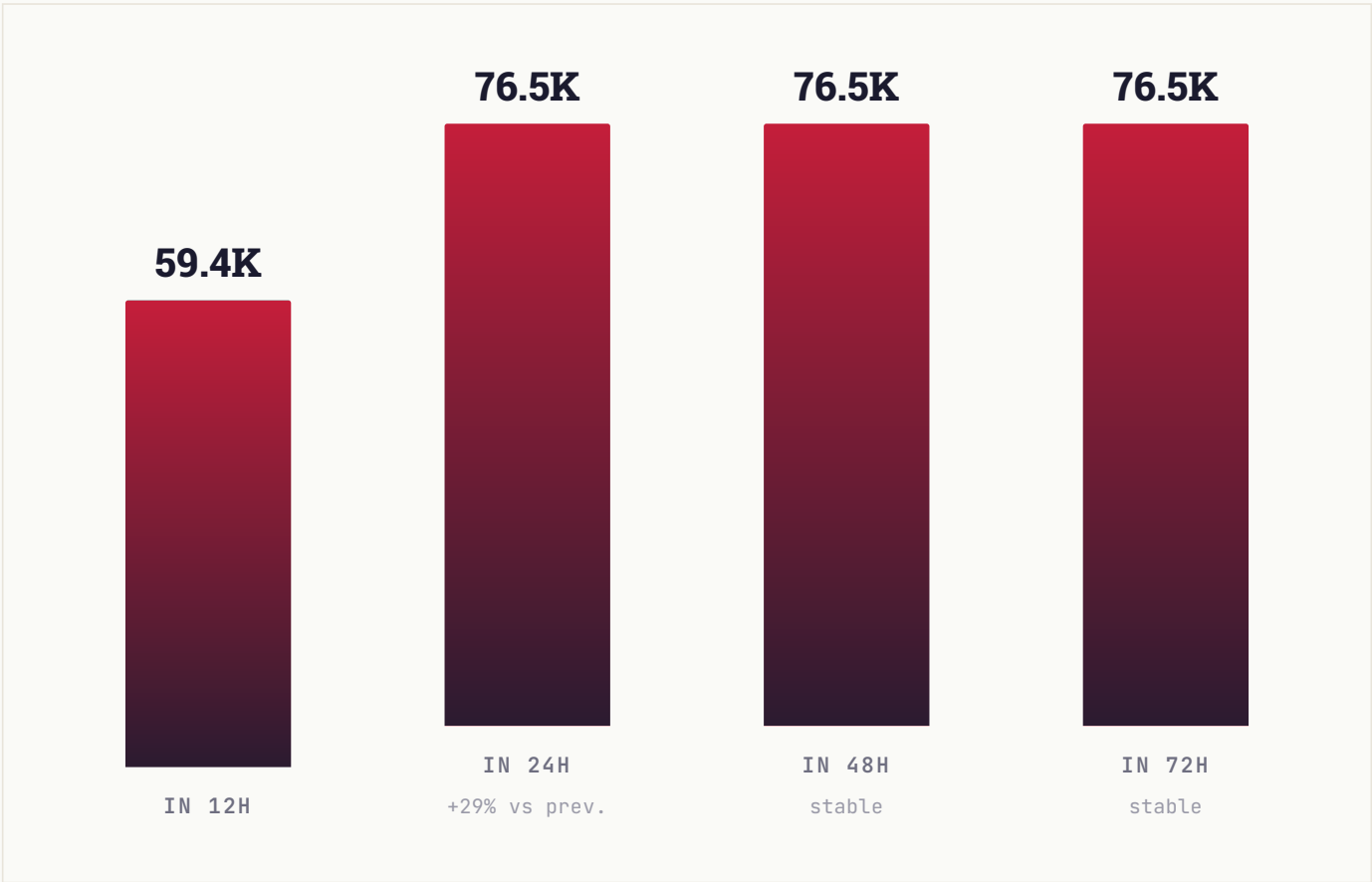
Citation index **433** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **1 521** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Live • 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
Ch/ ChP / Crimea YOU	450.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#93 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live • News (4.1M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **130**, they brought **42 975** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	13	11	1 425
November 2025	37	32	1 561
October 2025	22	14	3 403
September 2025	15	11	7 936
August 2025	25	17	14 606
July 2025	18	14	14 044

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
130	6	42 975

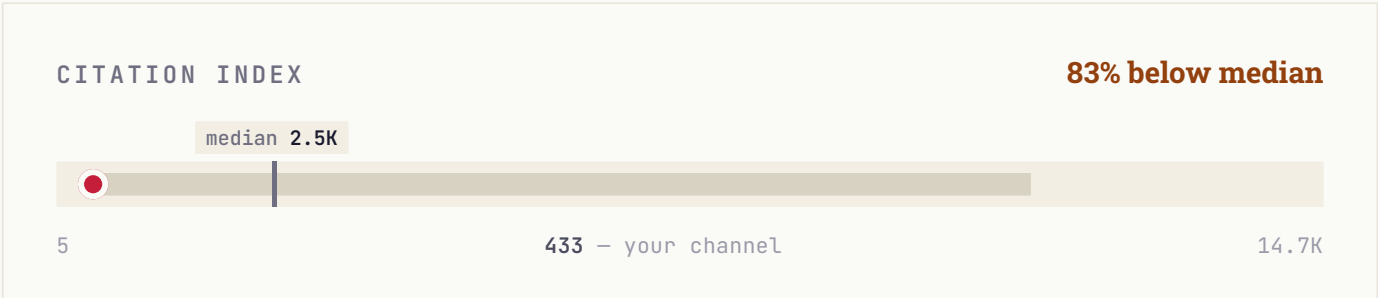
SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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

#86/100

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 in a month.

01

Top post of the week — on Wednesday

Audience most active on this day at 01:00 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

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

02 Contact manager t.me/PromptPress_manager
