

PUBLIC REPORT BY PROMTPRESS

Channel audit

ChP / Sevastopol



@chp_sevastopol

Information about events in Sevastopol: – News – Events – Facts 📱
 instagram: https://instagram.com/chp_sevastopol 📱 MAX: max.ru/
 chp_sevastopol Contact: @russia_kremlin RKN:...

SUBSCRIBERS

390 117

+6359 per month

ERR (% SEE POSTS)

27.0%

per day **18.9%**

REACH/POST

104.5K

ad reach **73.6K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the calculation period.

 SUBSCRIBERS 390 117 —	 SUBS REACH 26.8% avg % subs see post	 VIEWS/POST 104.5K median 103.2K · 29 days	 POSTS/DAY 19.9 ~139 per week
 7D TREND -9.1% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 291 chars median 142 · 29 days	 POSTS ANALYZED 591 29 days
 AD REACH 73.6K 24h avg	 CHURN / MONTH +6359 last month	 CITATION RATE 509 citation index · 2,006 channels mentioned all time	 CHANNEL AGE 7 years 10 months created 18.09.2018

AI EDITOR SUMMARY

Channel «ChP / Sevastopol» – 390 117 subs. Each post averages 104.5K people (27% of subs), good reach. Publishes 139 posts per week (~20/day) – very active posting. For week Jul 6–12 reach dropped -9.1% by week Jun 29 – Jul 5 – worth analyzing reasons.

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 **591** posts over 29 days.
- 02 Dominant format – **Text** (425/591 posts).
- 03 Avg post length – **291** chars (median 142).
- 04 Peak audience activity – **Monday**, 22:00 MSK.
- 05 Top posts get **3×** more views than the weakest (212.8K avg for top vs 63.5K for worst) – among 591 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 11:11 TEXT  Sevastopol. Earthquake	VIEWS 223 576 REPOSTS 2 124	REACTIONS — ER 57.3%
Nº2 21.06 · 17:31 TEXT ! Sevastopol residents, switch to public transport en masse.  No fuel in the coming days.	VIEWS 211 768 REPOSTS 2 018	REACTIONS — ER 54.3%
Nº3 22.06 · 06:30 TEXT  7 earthquakes occurred near Sevastopol this morning – no city objects damaged.	VIEWS 203 108 REPOSTS 2 575	REACTIONS — ER 52.1%

Nº4 22.06 • 09:29 TEXT ⚡ Sevastopol children vacationing in Crimea camps to be returned home	VIEWS 201 681 REPOSTS 934 REACTIONS — ER 51.7%
Nº5 27.06 • 09:27 PHOTO 📄 Today's fuel prices in Sevastopol. Sale by QR codes only. 🔗 max.ru/chp_sevastopol	VIEWS 200 279 REPOSTS 4 314 REACTIONS — ER 51.3%

WORST 3

↓ 16.07 • 11:12 PHOTO In Sevastopol, priority changed at Admiral Oktyabrsky intersections With the opening of traffic on Admiral Oktyabrsky Street, the...	VIEWS 64 051 REPOSTS 188 REACTIONS — ER 16.4%
↓ 16.07 • 11:42 TEXT 📄 From 14:45, distribution of second additional batch of 2,700 AI-92 codes for 30 liters each begins – governor. Refuel strictly...	VIEWS 63 456 REPOSTS 64 REACTIONS — ER 16.3%
↓ 15.07 • 13:06 TEXT Sevastopol. All clear.	VIEWS 63 038 REPOSTS — REACTIONS — ER 16.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

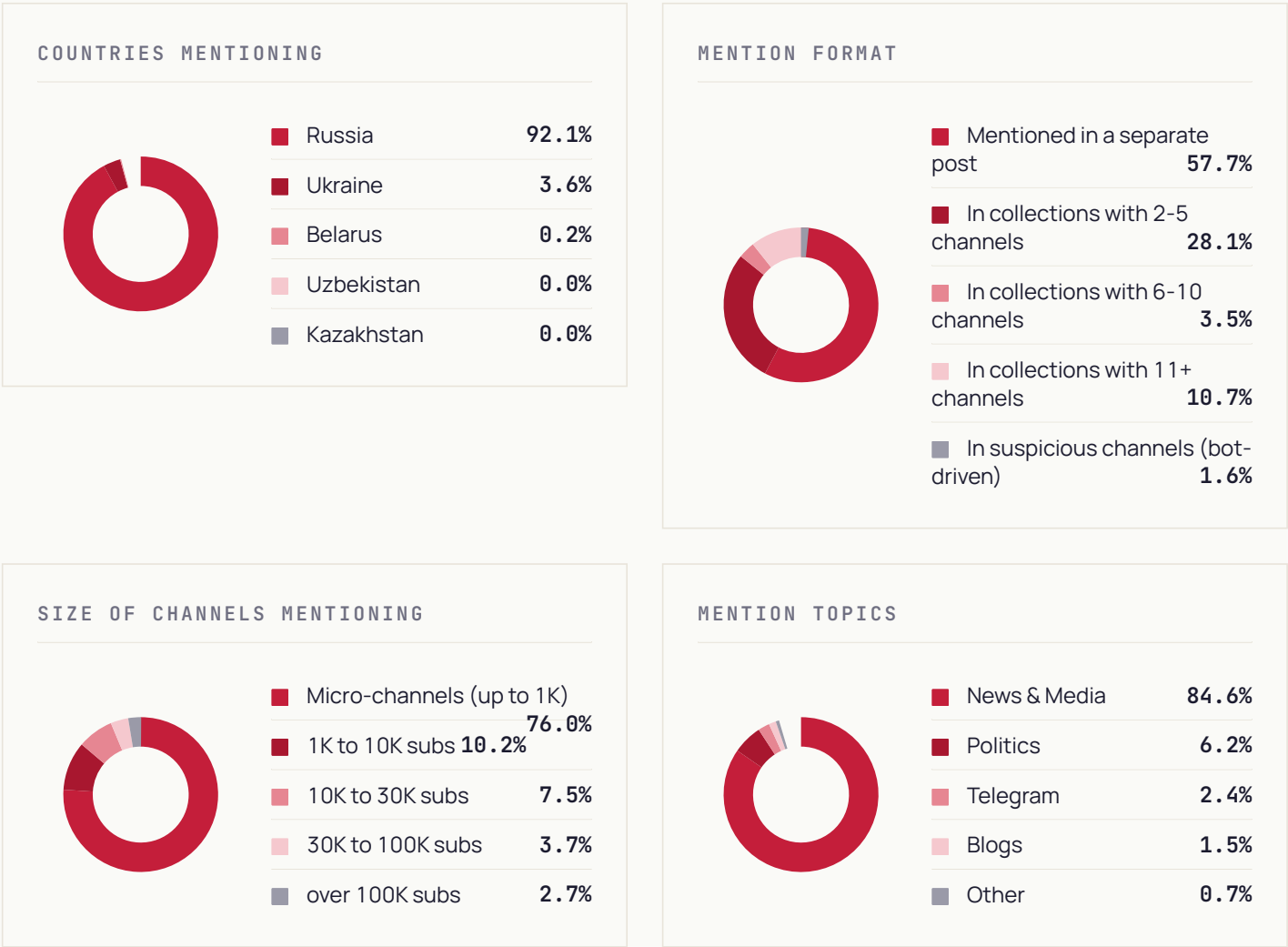
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

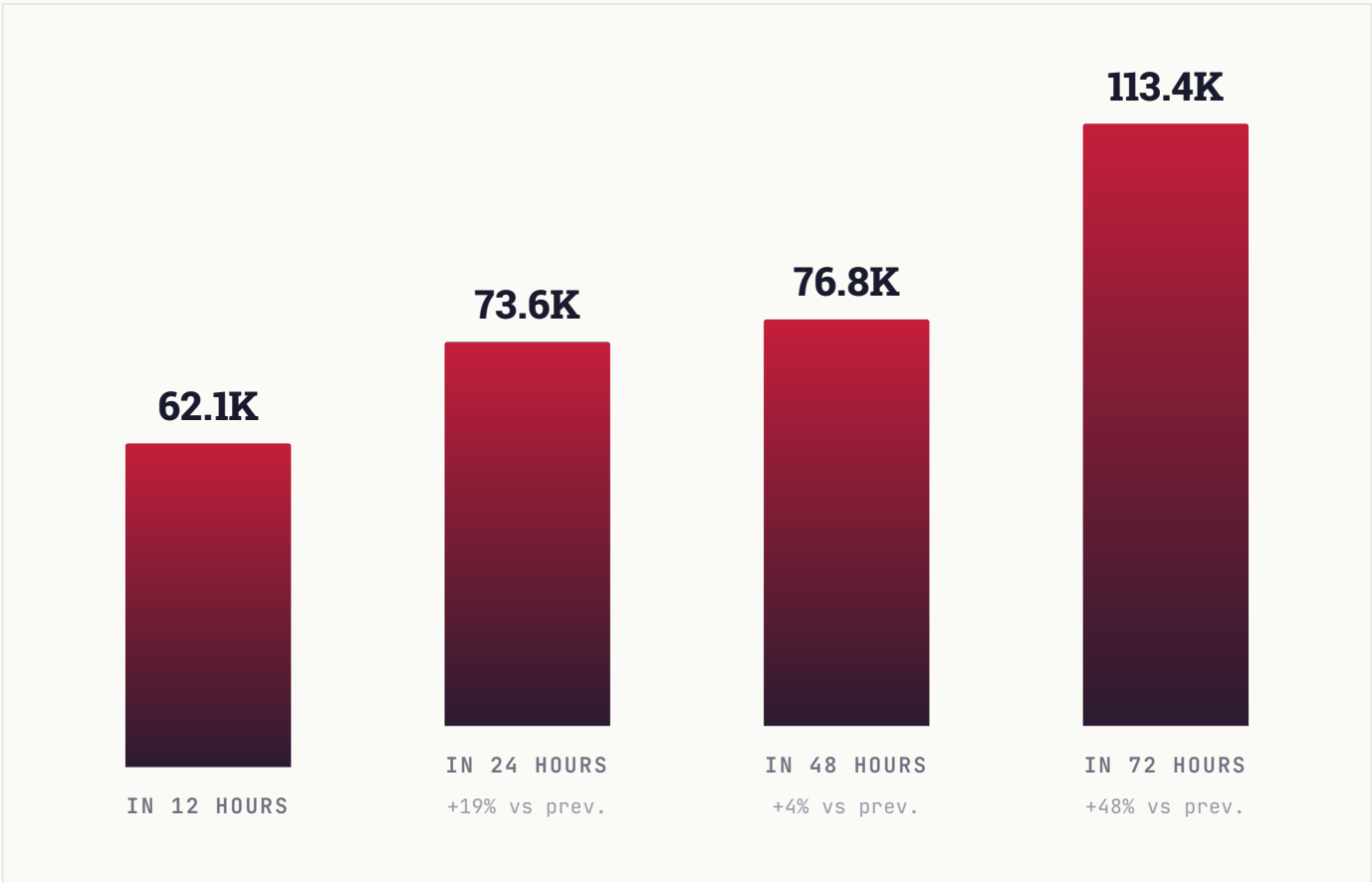
Citation index **509** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel was mentioned **2 006** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 nearest channels by topic and audience. Your channel is highlighted — see where it stands among niche peers.

CHANNEL	SUBSCRIBERS
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
ا 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 Perviy Moskovskiy	3.2M
MA Mash	3.1M
Ch/ ChP / Sevastopol YOU	390.1K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6.1M), median top-97: 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 yours. Over the last **6 months** such mentions were **1 261**, they brought **17 029** new subs.

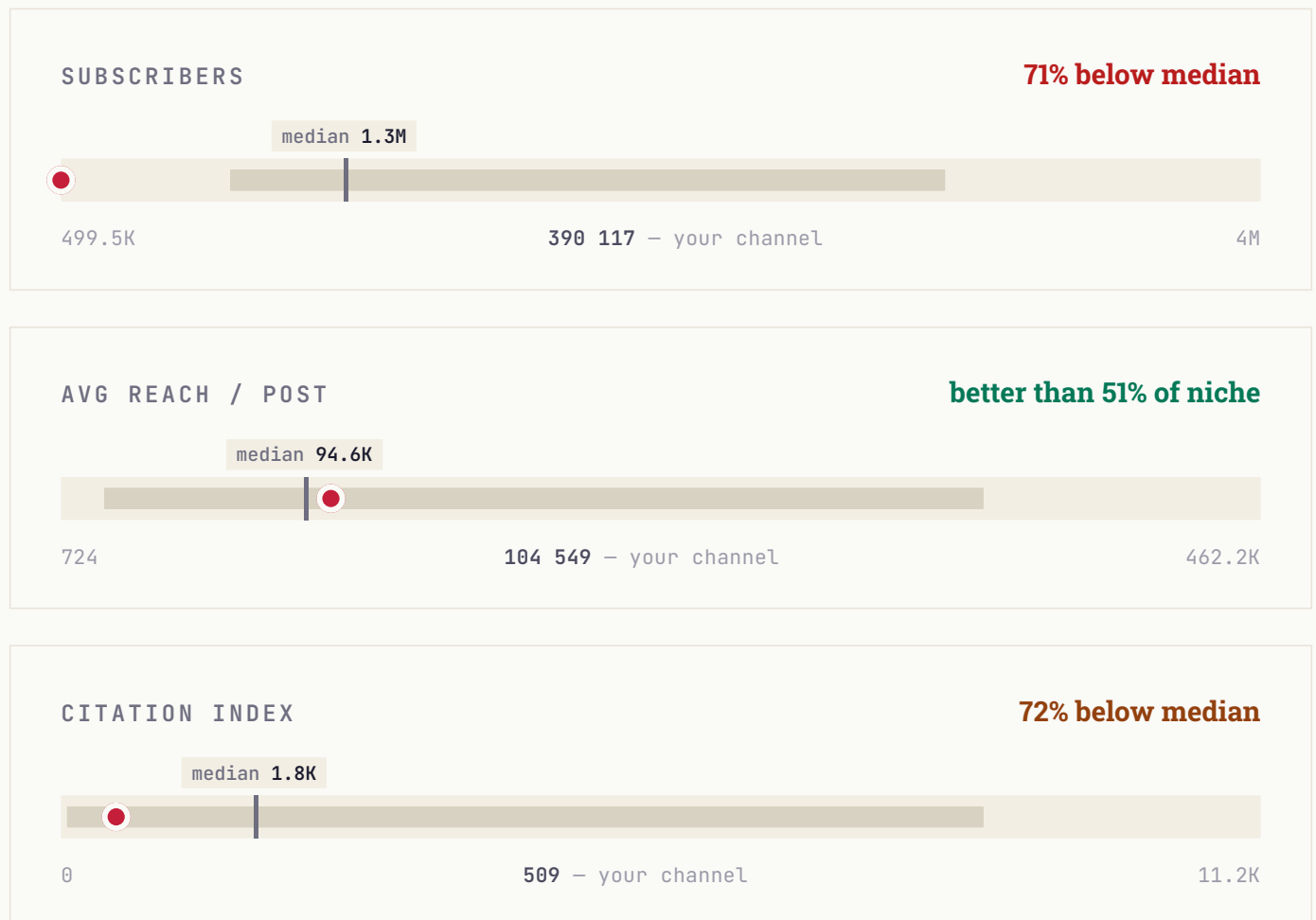
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	10	9	903
December 2025	51	10	1 105
November 2025	71	28	1 763
Oct 2025	185	7	73
Sep 2025	410	7	4 910
August 2025	534	42	8 275

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1 261	6	17 029

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (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 revisit this report in a month.

01

Best post day — Monday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for important
posts**

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). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

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 a few 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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