

PUBLIC REPORT BY PROMTPRESS

Channel audit

Emergencies



@chpdigest

The very news channel - emergencies. For ads: @newstg Registered with RKN: clck.ru/3RYbfd

SUBS

302 413

-3103 per month

ERR (% SEE POSTS)

5.0%

per day 3.0%

REACH/POST

12.6K

ad reach 9.2K/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.

 SUBS 302 413 —	 SUBSCRIBER REACH 4.17% avg % of subs see post	 VIEWS/POST 12.6K median 12.6K · 29 days	 POSTS/DAY 17.2 ~120 per week
 7D TREND -7.4% vs previous week	 REACTIONS/POST 81.6 total 41,708 reactions, 48,055 reposts, 2,425 comments	 POST LENGTH 290 chars median 257 · 29 days	 POSTS ANALYZED 511 29 days
 AD REACH 9.2K 24h avg	 CHURN / MONTH -3103 over the last month	 CITATION RATE 3 223 citation index · 3,386 channels mentioned all time	 CHANNEL AGE 5 years 4 months created 03.03.2021

AI EDITOR SUMMARY

Channel «ChP» — 302 413 subs. Each post gets avg 12.6K people (4% from subs), reach is low — need to grow audience. Publishes 120 posts per week (~17/day) — very active. For the week Jun 29 — Jul 5, reach dropped by -7.4% by the week of June 22–28 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 511 posts over 29 days.
- 02 Dominant format – Photo (264/511 posts).
- 03 Avg post length – 290 characters (median 257).
- 04 Audience peak – Saturday, 18:00 MSK.
- 05 Top posts get 3× more views than the weakest (32.1K avg for top vs 10.4K for worst) – among 511 posts over 29 days. Worth analyzing what the top has in common – topic, format, posting time.

TOP 5 POSTS

Nº1 11.07 · 15:04 VIDEO A thousand snakes escaped in China due to flooding – a snake farm was washed out and about 1000 venomous cobras got out. Scary, turn it off. 🛑...	VIEWS 61 850 REPOSTS 802	REACTIONS 78 ER 20.5%
Nº2 26.06 · 07:04 VIDEO A snow globe with a poop truck made by a Russian craftsman. Inside: a ZIL and the liquid he just pumped out. Atmosphere...	VIEWS 18 175 REPOSTS 253	REACTIONS 99 ER 6.0%
Nº3 24.06 · 21:05 VIDEO Meme «Six-seven» went too far... 🛑 – Subscribe	VIEWS 16 199 REPOSTS 158	REACTIONS 134 ER 5.4%

Nº4 11.07 · 21:03 PHOTO 2026 World Cup participant from South Africa, footballer Jayden Adams, died at 25 – preliminary suicide The tragedy happened after...	VIEWS 15 971 REPOSTS 88	REACTIONS 179 ER 5.3%
Nº5 23.06 · 21:02 VIDEO A very expensive accident happened in Moscow. On Smolenskaya Embankment, right by the Government House, a Ferrari Purosangue worth ≈60 million collided...	VIEWS 15 800 REPOSTS 91	REACTIONS 185 ER 5.2%

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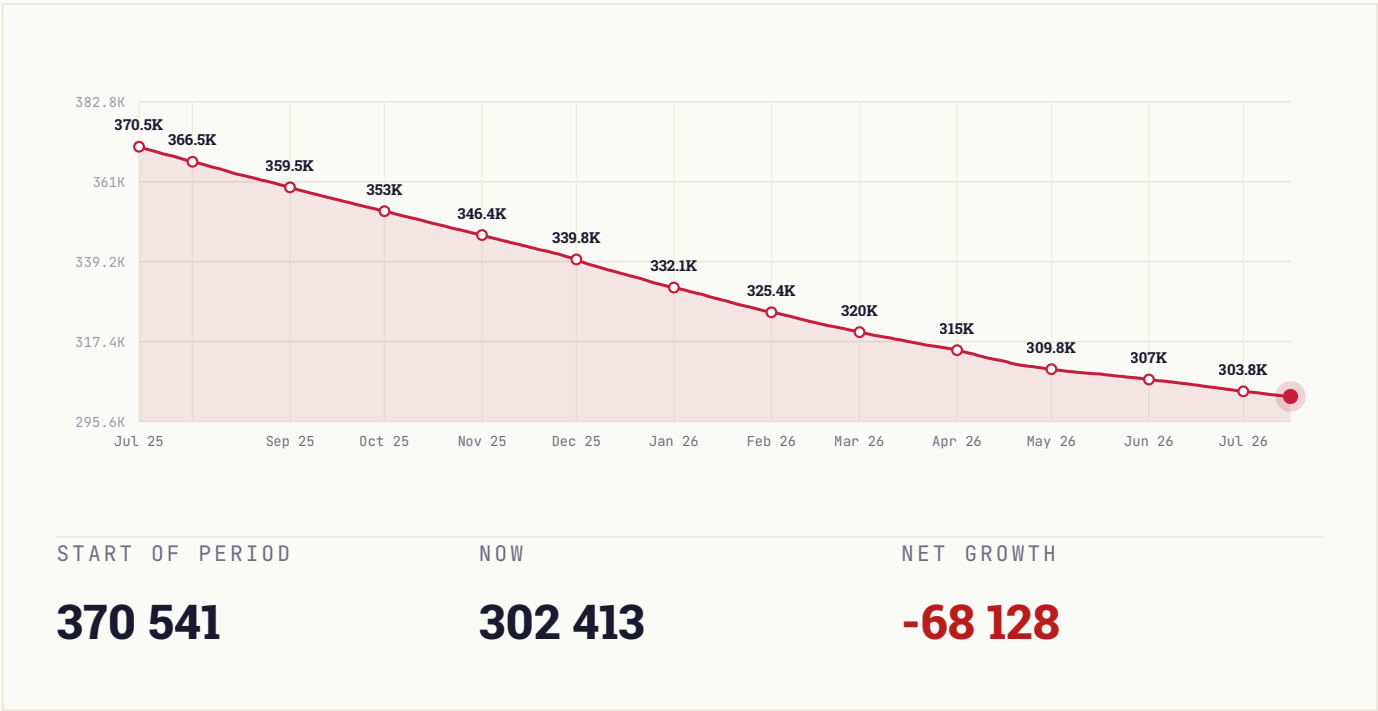
WORST 3

↓ 11.07 · 07:00 VIDEO 16 days of China travel cost only 65,000 rubles. See several different cities: •...	VIEWS 10 909 REPOSTS 122	REACTIONS 26 ER 3.6%
↓ 03.07 · 14:01 VIDEO Multitasking on Fridays only like this 🛑 – Subscribe	VIEWS 10 382 REPOSTS 80	REACTIONS 56 ER 3.4%
↓ 07.07 · 14:44 PHOTO Destination in reality: the unluckiest girl in Kryvyi Rih got into 3 accidents in one day. First...	VIEWS 9 928 REPOSTS 82	REACTIONS 98 ER 3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

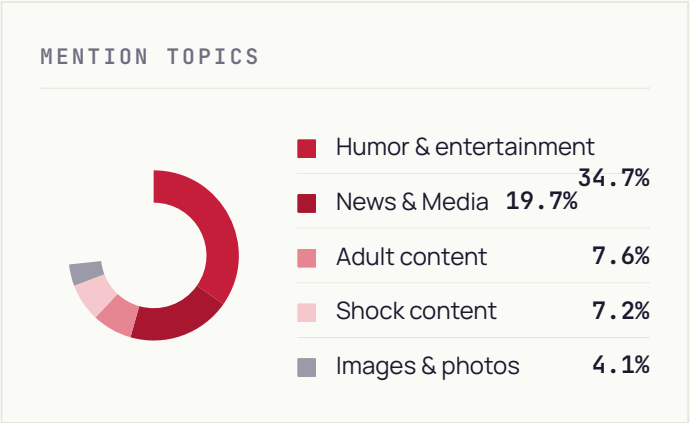
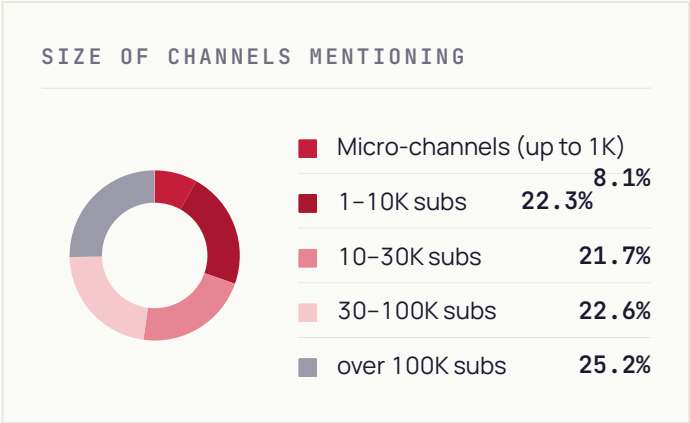
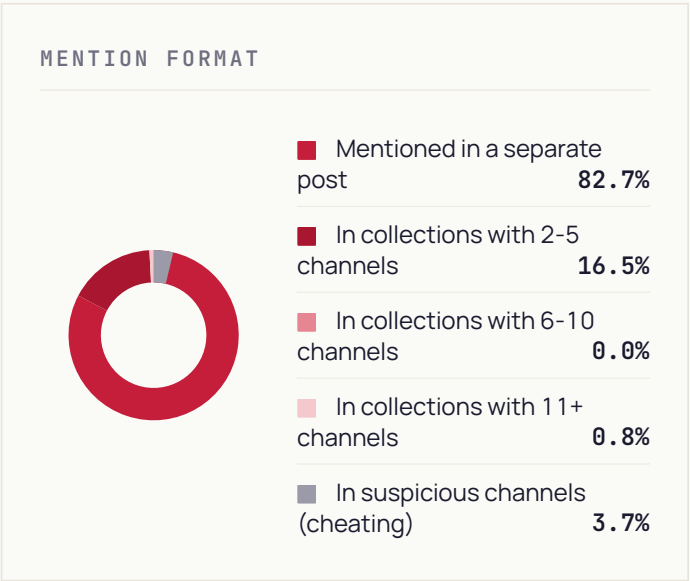
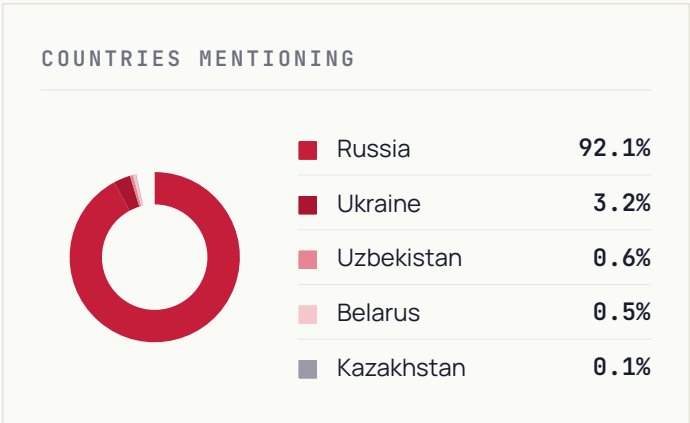
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

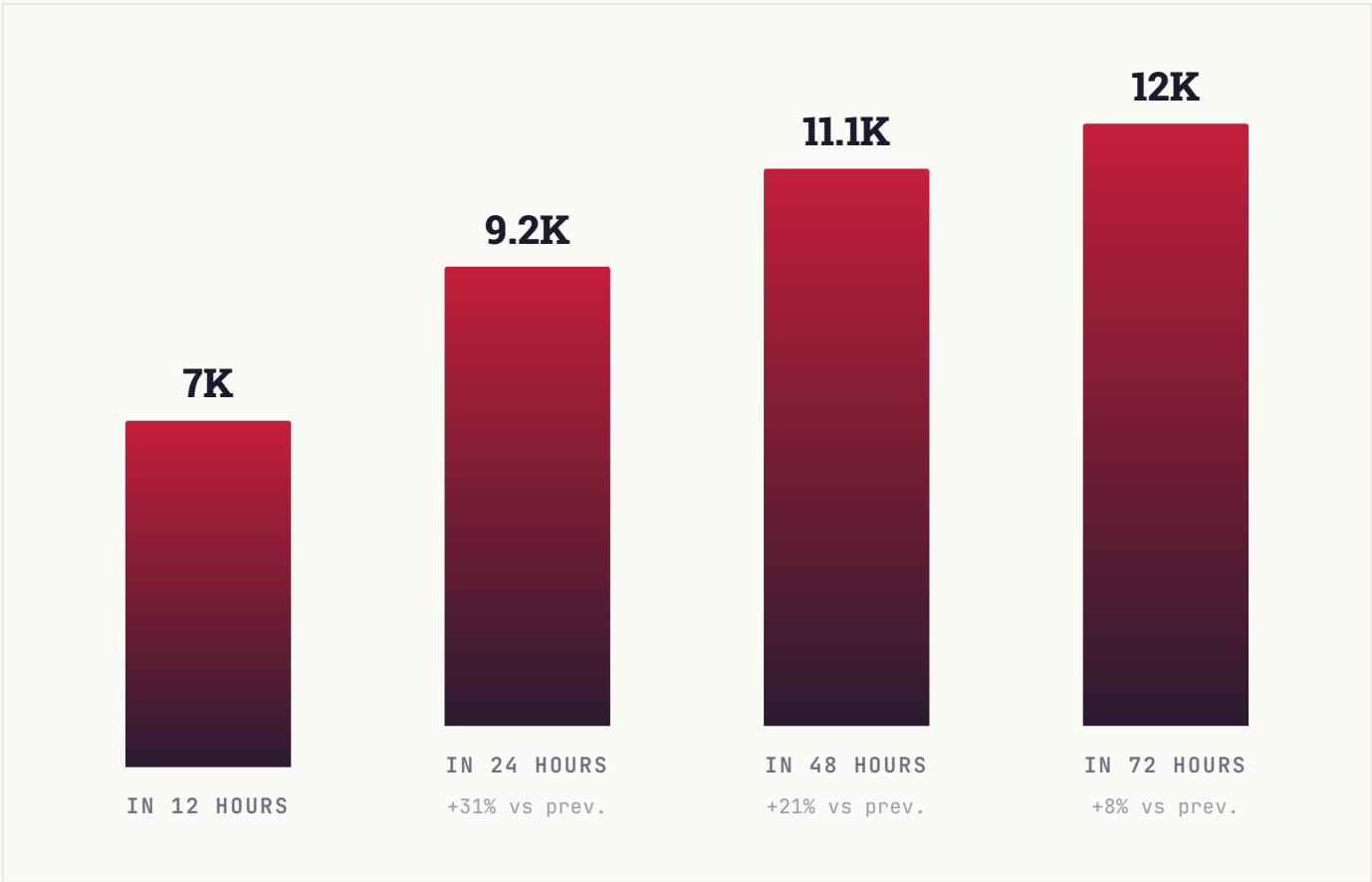
Citation index **3 223** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **3 386** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should live.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live • 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
TR Trukha ⚡ Ukraine	3.1M
Emergency Emergencies YOU	302.4K

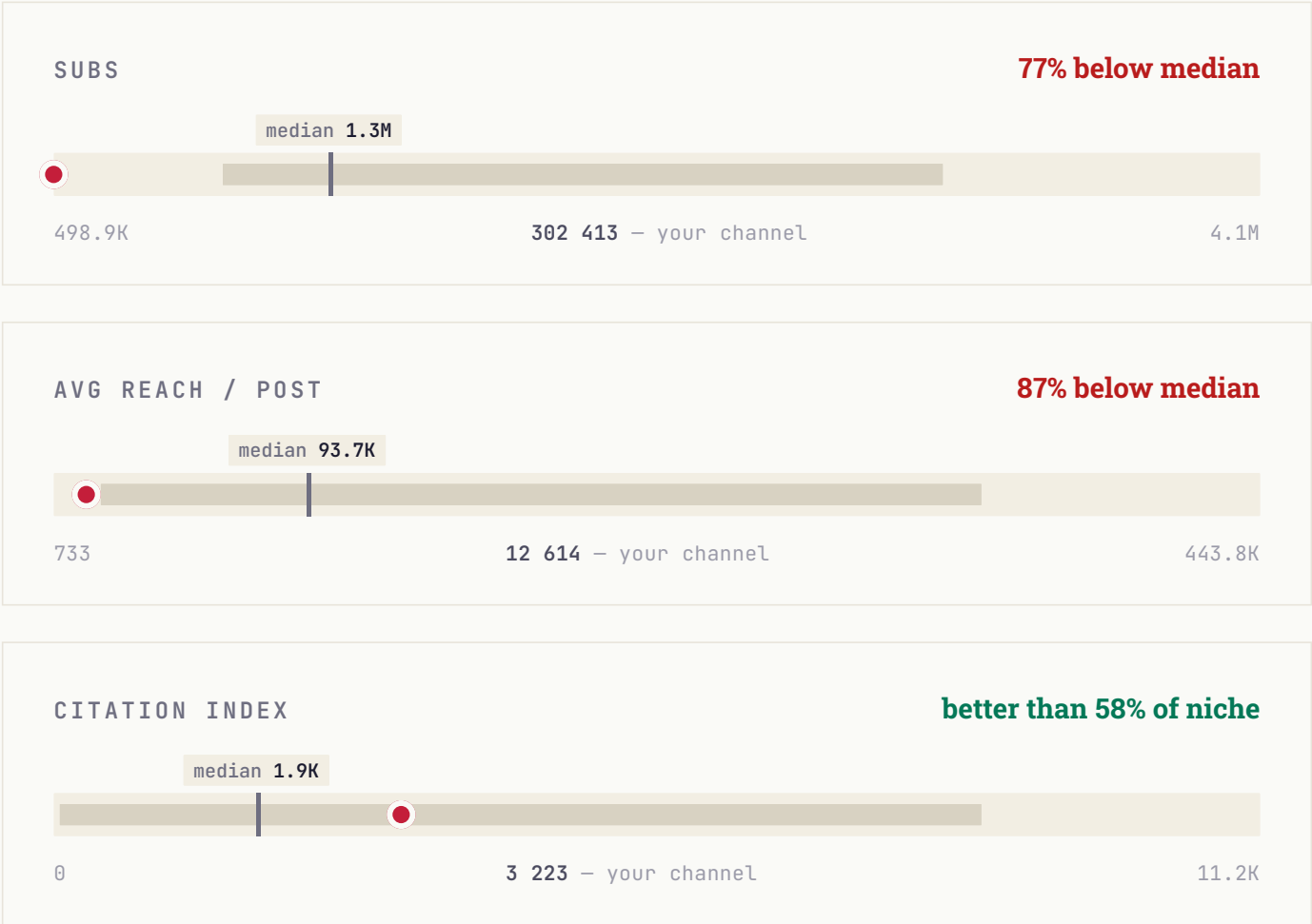
COMPARATIVE INSIGHT

Channel yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic work on traffic and content.

SECTION 07 · NICHE COMPARISON

Where 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.



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday

Audience most active on this day at 18:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 4.17% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.3pp 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 and 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 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 based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ad in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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