

PUBLIC REPORT BY PROMTPRESS

Channel audit

CHTD



@chtddd

Ads & WP - @politmanagertg @voprosyreklamy — Why was I banned in comments? — Because

SUBSCRIBERS

444 955

-6712 per month

ERR (% SEE POSTS)

19.0%

daily **13.0%**

REACH/POST

79.9K

ad reach **58.2K**/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 period it covers.

 SUBSCRIBERS 444 955 —	 SUBS REACH 17.96% avg % subs see post	 VIEWS/POST 79.9K median 77.8K · 29 days	 POSTS/DAY 15.6 ~109 per week
 7D TREND +8.6% vs previous week	 REACTS/POST 1311.1 613,613 reactions, 177,866 reposts, 0 comments	 POST LENGTH 462 chars. median 431 · 29 days	 POSTS ANALYZED 468 29 days
 AD REACH 58.2K 24h avg	 CHURN / MONTH -6712 last month	 CITATIONS 2 471 citation index · 6,739 channels mentioned ever	 CHANNEL AGE 9 years 10 months created 04.08.2016

AI EDITOR SUMMARY

Channel «CHTD» – 444 955 subs. Each post avg views 79.9K people (18% from subs), avg reach – room to grow. Publishes 109 posts/week (~16/day) – very active. Week May 25–31 reach up +8.6% week May 18–24 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **468** posts in 29 days.
- 02 Dominant format – **Video** (192/468 posts).
- 03 Avg post length – **462** chars (median 431).
- 04 Audience peak – **Thu**, 20:00 MSK.
- 05 Strongest posts get **3x** more views than weakest (158.2K avg top vs 56.7K worst) – among 468 posts in 29 days. Find common traits: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 11:19 VIDEO 🇷🇺Governor of Vologda region Filimonov doubted that surviving WWII veterans deserve the same reverence as 'heroes...	VIEWS 178 188 REPOSTS 1 547	REACTS 2 510 ER 40.0%
Nº2 04.06 · 06:34 PHOTO ☹️🇷🇺Max stopped sending push notifications to Russians' iPhones, CHTD confirmed. After removal from AppStore, new messages now come...	VIEWS 156 897 REPOSTS 303	REACTS 1 289 ER 35.3%
Nº3 14.05 · 11:28 PHOTO 🇷🇺New Russian Human Rights Commissioner appointed – State Duma deputy Yana Lantratova Here are just some of the initiatives of the new...	VIEWS 139 445 REPOSTS 1 468	REACTS 2 153 ER 31.3%

Nº4 10.05 · 10:00 PHOTO ☒☒ 'Hero of the SMO' blew his appointment as head of the Belgorod region because he came to the Kremlin drunk. Gladkov's dismissal and appointment of...	VIEWS 136 202 REPOSTS 1 724	REACTS 1 986 ER 30.6%
Nº5 12.05 · 14:29 PHOTO ☒☒ Putin announced that the 'Sarmat' system will be put on combat duty by the end of 2026 Putin apparently forgot that 'Sarmat' has already...	VIEWS 127 036 REPOSTS 739	REACTS 2 579 ER 28.6%

|

WORST 3

↓ 25.05 · 13:01 TEXT «Ночные волки» открывают новые филиалы в ЕС несмотря на войну и санкции. Новое расследование «Вот Так» о байкерах Путина Наши журналисты...	VIEWS 58 796 REPOSTS 101	REACTS 880 ER 13.2%
↓ 26.05 · 12:34 TEXT ☒☒ Haven't written about Yakut shaman Alexander Gabyshev for a long time. Not because he's forgotten – just nothing happened. His condition...	VIEWS 57 551 REPOSTS 43	REACTS 587 ER 12.9%
↓ 24.05 · 12:02 TEXT ☒☒ 'The Russian elite can only be sadists.' Nevzorov on what's wrong with the opposition in exile, why the Russian army is engaged in crime...	VIEWS 53 828 REPOSTS 78	REACTS 531 ER 12.1%

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.



PERIOD START

461 051

NOW

444 957

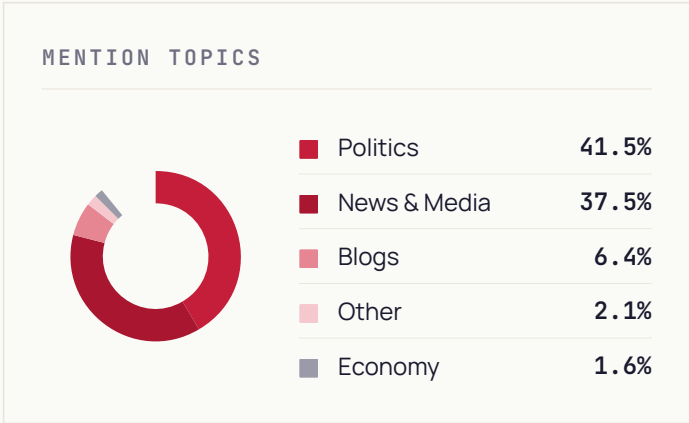
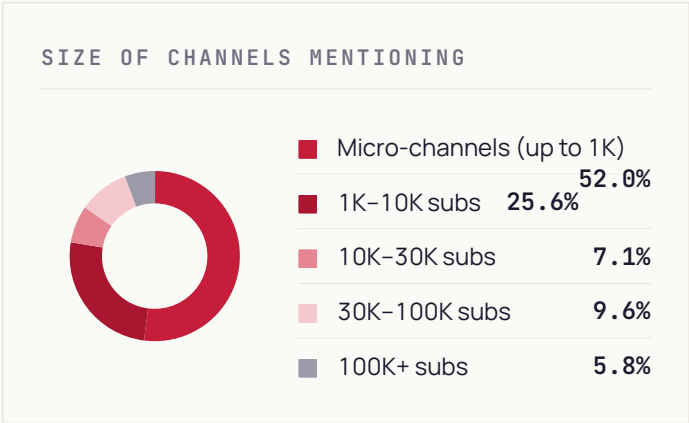
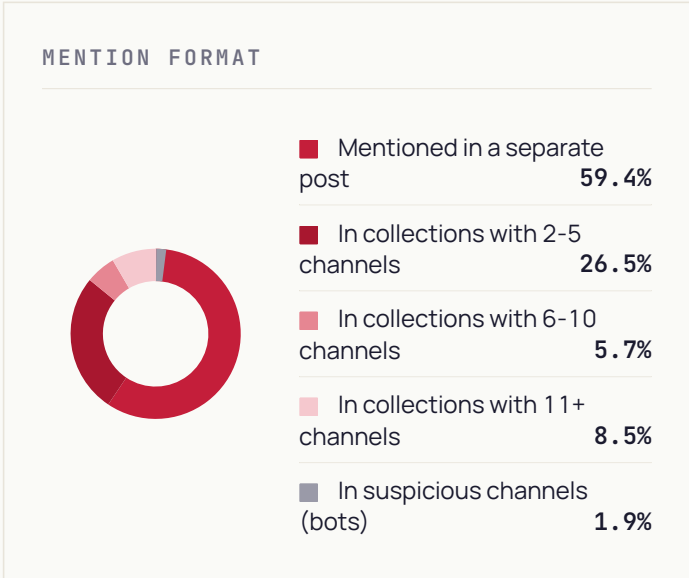
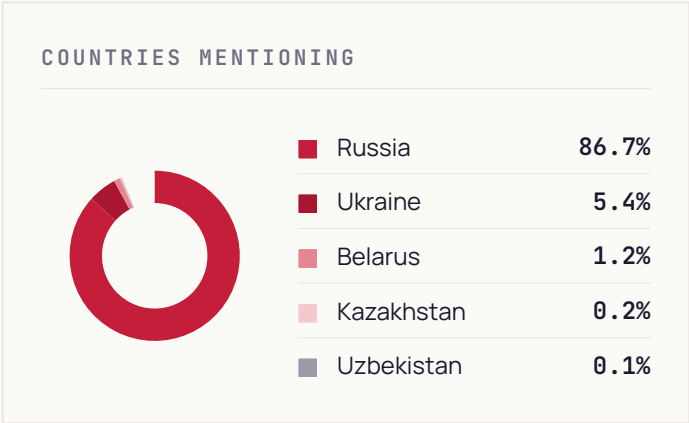
NET GROWTH

-16 094

SECTION 04 · CITATIONS

Who and how mentions the channel

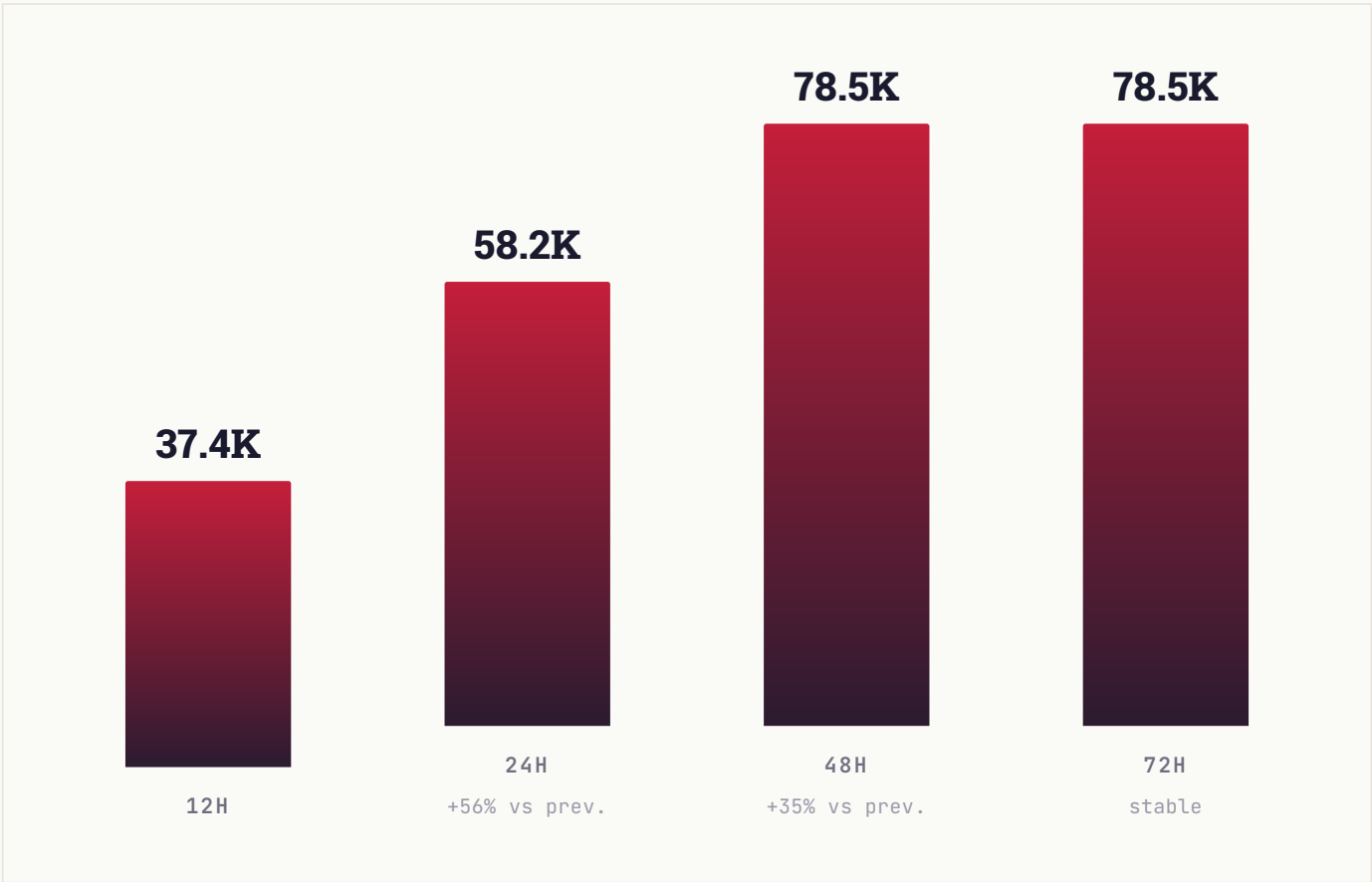
Citation index **2 471** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time channel mentions: **6 739** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is 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
Thu CHTD YOU	445K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#95 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live Broadcast • News (4.1M).

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 **1 500**, they brought **35 763** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	247	78	12 239
November 2025	222	94	4 874
October 2025	221	85	1 476
Sep 2025	235	93	11 032
August 2025	264	103	602
July 2025	311	162	5 540

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
1 500	6	35 763

SECTION 08 · NICHE COMPARISON

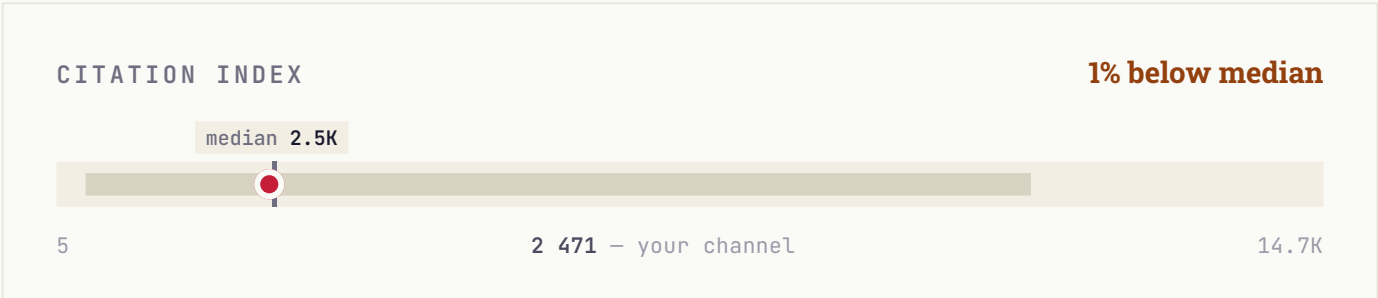
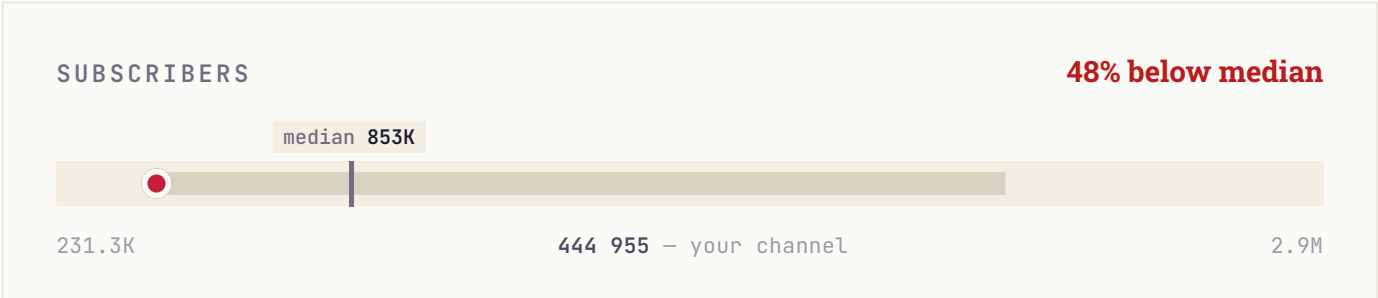
Where the channel ranks in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band — range of 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 sorted by expected impact. Check off and revisit next month.

- | | | |
|-----------|--|---|
| 01 | Top post of the week — on Thursday | <p>EFFECT</p> <p>Best window for an important post</p> |
| | <p>On this day and at 20:00 MSK the audience is most active.</p> | |
| 02 | Systematic traffic buying | <p>EFFECT</p> <p>+1000-3000 subs</p> |
| | <p>Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche.</p> | |
| 03 | Test polls & interactive formats | <p>EFFECT</p> <p>+5-15% ER</p> |
| | <p>Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.</p> | |
| 04 | Cross-promo with neighboring channels | <p>EFFECT</p> <p>Growth from relevant audience</p> |
| | <p>Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.</p> | |
| 05 | Update channel description for Telegram search | <p>EFFECT</p> <p>Organic traffic source</p> |
| | <p>Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.</p> | |

★ 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 with us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
