

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Criminal Russia



@crimerussia_com

Independent investigative journalism project on corruption and organized crime. Media: <https://crimerussia.com> Contact: Telegram @vchkogpu_pr

SUBS

19 410

83 posts 27 days

ERR (% SEE POSTS)

6.0%

per day 3.8%

REACH/POST

1.1K

ad reach 747/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBS 19 410 —	 SUBSCRIBER REACH 5.53% avg % of subs see post	 VIEWS/POST 1.1K median 663 · 27 days	 POSTS/WEEK 21.5 over the period
 7-DAY TREND -25.2% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 919 chars median 1000 · 27 days	 POSTS ANALYZED 83 27 days
 AD REACH 747 24h average	 CITATION RATE 3 citation index · 10 channels mentioned ever	 CHANNEL AGE 28 days created 13.06.2026	

AI EDITOR SUMMARY

Channel «Criminal Russia» — 19 410 subs. Each post averages 1.1K people (6% subs), reach is low — consider expanding audience. Publishes 22 posts per week (~3 per day) — active posting. For the week of June 29 – July 5, reach dropped by -25.2% to the week of Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **83** posts in 27 days.
- 02 Dominant format – **Text** (73/83 posts).
- 03 Avg post length – **919** chars (median 1000).
- 04 Audience peak activity – **Thursday**, 17:00 MSK.
- 05 Top posts get **574x** more views than the weakest (6.9K avg for top vs 12 for worst) – among 83 posts in 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 14:15 TEXT Ex-Vice Governor of Sakhalin and his business: Is Pinchevsky going into the shadows? On June 3, 2026, LLC «Trading House „ERC“» officially left...	VIEWS 13 918 REPOSTS 8	REACTIONS — ER 71.7%
Nº2 22.06 · 05:49 TEXT «Moscow will burn». Sergey Sobyenin's personal Telegram channel was hacked On the evening of June 21, the Telegram channel «Sergey Sobyenin. Personal blog»...	VIEWS 3 390 REPOSTS —	REACTIONS — ER 17.5%
Nº3 21.06 · 09:27 TEXT The era of easy money is over: VDO market hit by mass investor exodus Just 11 technical defaults in one...	VIEWS 3 375 REPOSTS —	REACTIONS — ER 17.4%

Nº4 22.06 • 16:42 **TEXT**

Roman Spiridonov and Ilya Traber: puppet masters of oil schemes and offshore billions  Roman Spiridonov is linked to the business of a German citizen...

VIEWS
2 596

REACTIONS
—

REPOSTS
—

ER
13.4%

Nº5 05.07 • 08:37 **TEXT**

Luxury fleet and secret assets of Kuban's top anti-corruption fighter Journalists of VChK-OGPU and Rucriminal.info did detailed work...

VIEWS
2 406

REACTIONS
—

REPOSTS
—

ER
12.4%

WORST 3

↓ 06.07 • 15:10 **TEXT**

From Yerevan Plaza to Dubai luxury: how the alliance of Gennady Stepanyan and Vladimir Kolokoltsev turned power into family...

VIEWS
22

REACTIONS
—

REPOSTS
1

ER
0.1%

↓ 29.06 • 14:55 **TEXT**

From Gosstroynadzor to Mariupol billions: how Vyacheslav Zakharov joined the occupation construction business  After leaving...

VIEWS
10

REACTIONS
—

REPOSTS
—

ER
0.1%

↓ 07.07 • 12:36 **PHOTO**

Under the sights of special services and VID: how aviation assets in Riga became a cover for espionage by Ilya Podkolzin and Russian beneficiaries

VIEWS
5

REACTIONS
—

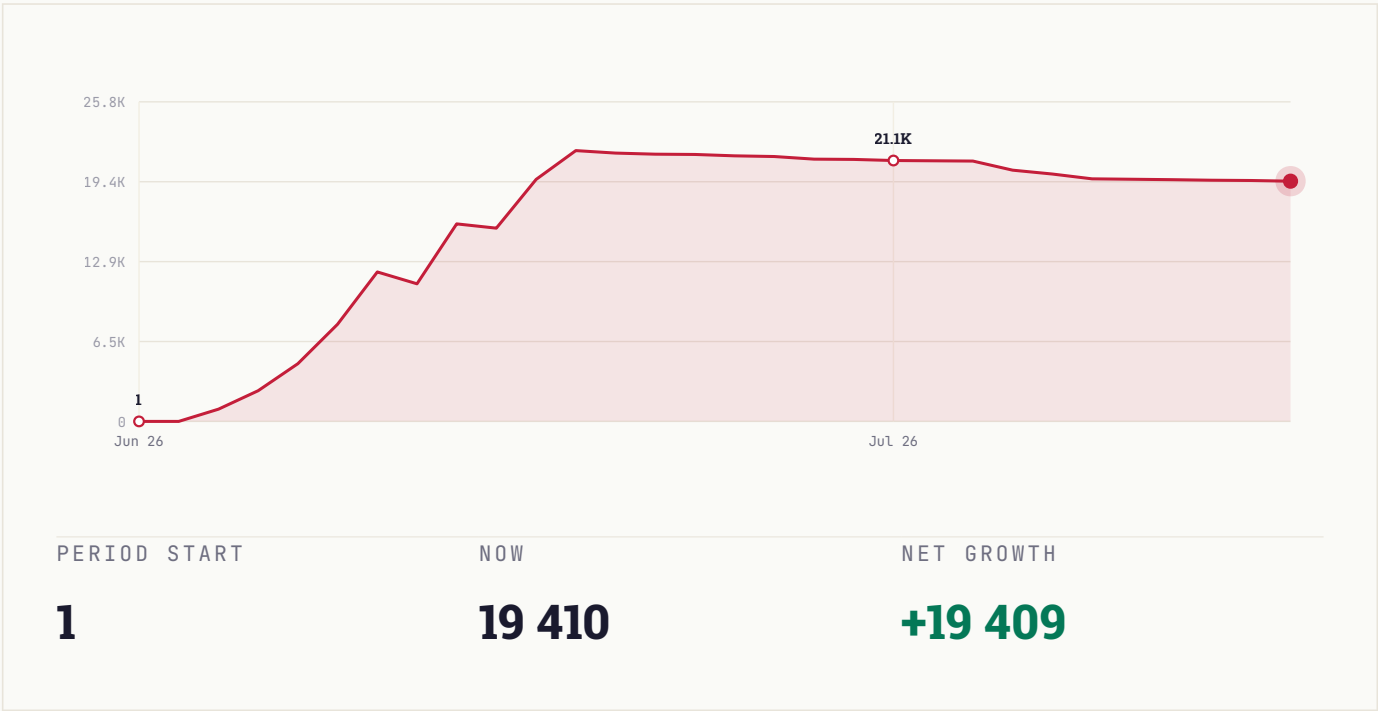
REPOSTS
—

ER
0.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

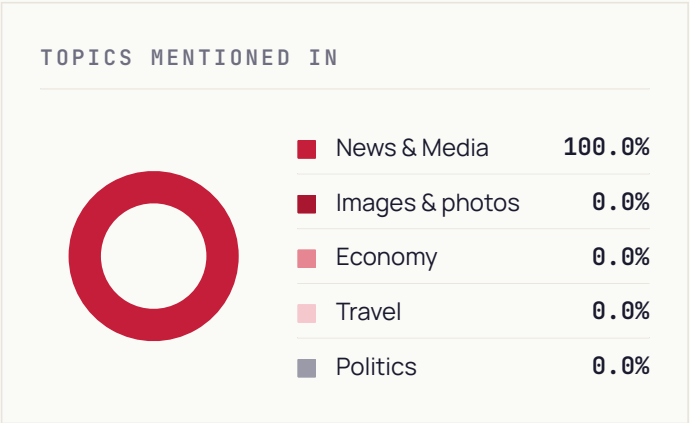
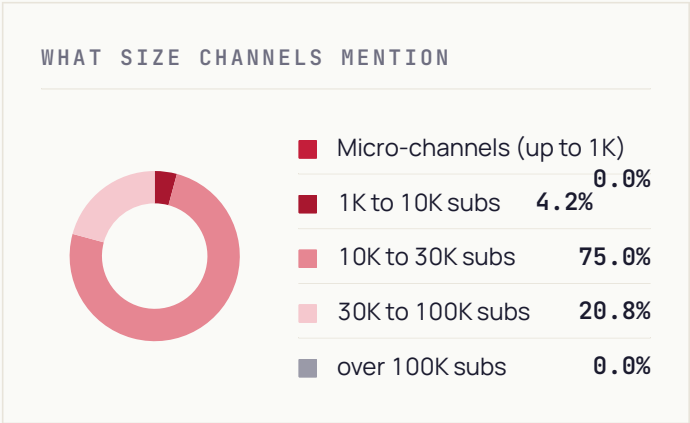
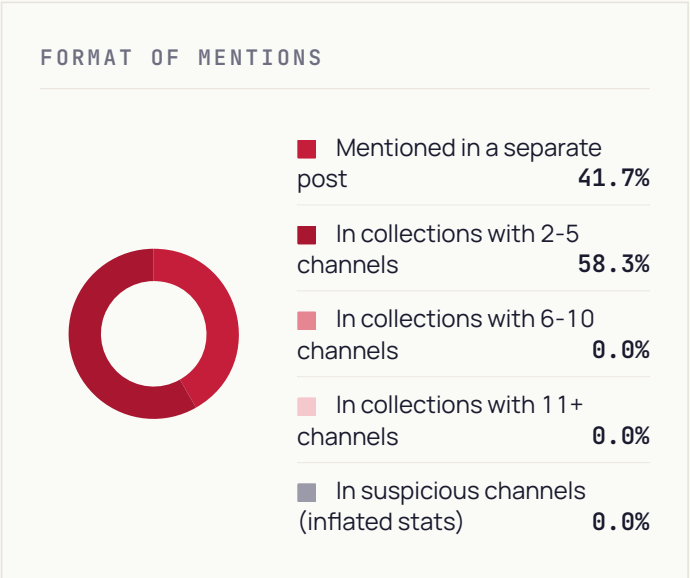
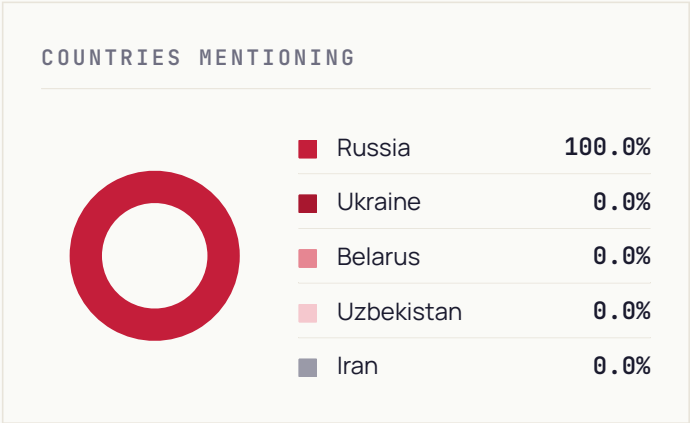
Subs growth chart over the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

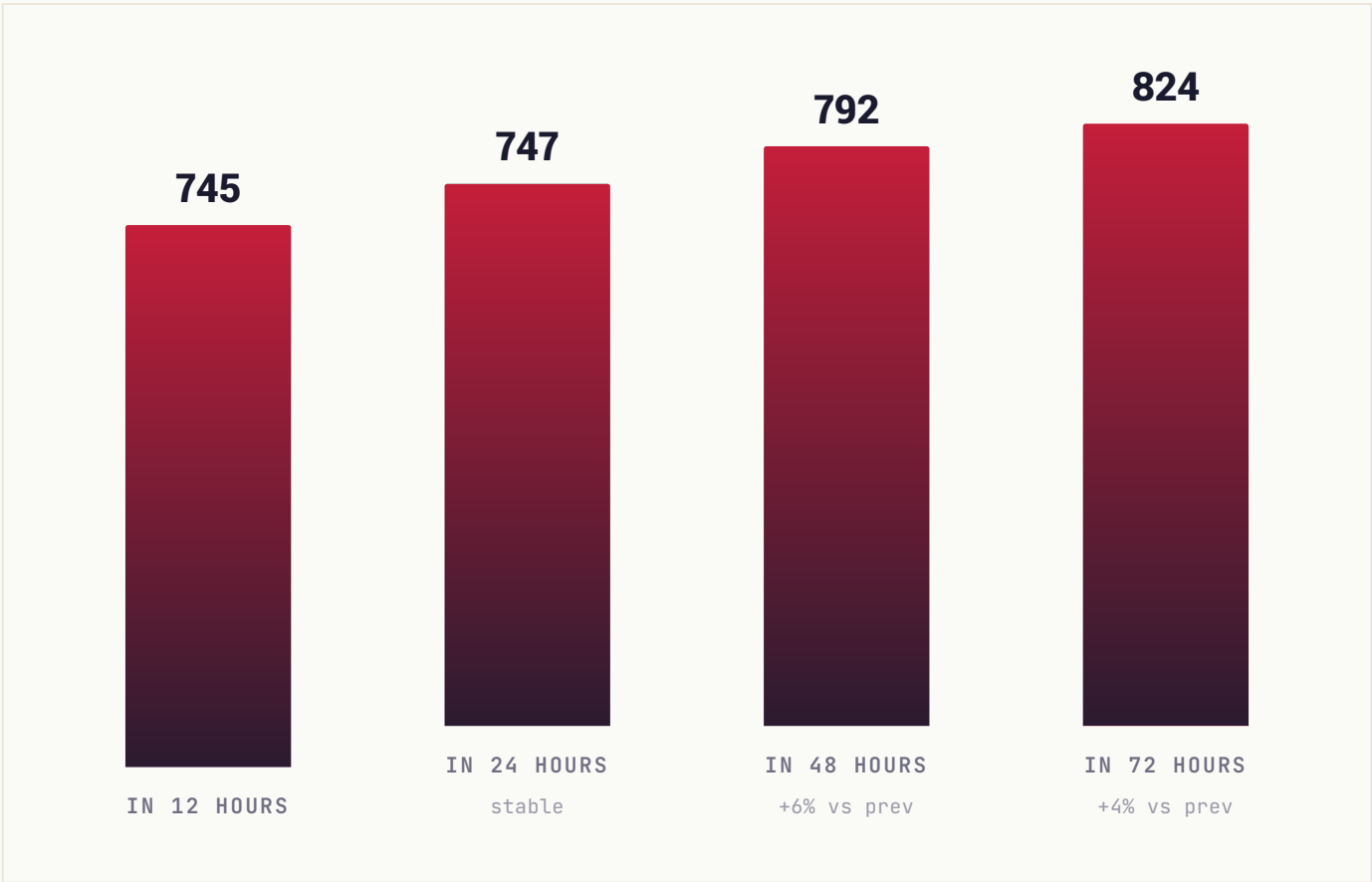
Citation index 3 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from 1k. All-time mentions: 10 different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of an 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 and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.5M
ک ا کانال اخبارفوری خبرفوری	4.4M
PE Live Broadcast • 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
PR Criminal Russia YOU	19.4K

COMPARATIVE CONCLUSION

Channel yet outside top 97 of niche — early growth stage. Niche leader — اخبارفوری (6M), top-97 median: 1.3M. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel to them. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Thursday

Audience is most active on this day at 17:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25% video share.

EFFECT

Video retains audience better
- 03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks 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 is an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with same-niche 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 — what we can do in minutes using public data. Want to go further — run ads with us and hit your growth target in a month.

01 **Launch ad in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
