

PROMTPRESS PUBLIC REPORT

Channel audit

Dagestan Blog / news



@dagestanblog

Dagestan events and incidents For ads: @rekderbent Also buy ads here: <https://telega.in/c/dagestanblog>

SUBS

240 721

+19671 per month

ERR (% SEE POSTS)

14.0%

per day 9.4%

REACH/POST

31.9K

ad reach 22.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 240 721 —	 SUBSCRIBER REACH 13.23% avg. % subs see post	 VIEWS/POST 31.9K median 32.2K · 28 days	 POSTS/DAY 9.6 ~67 per week
 TREND 7D -1.9% vs last week	 REACTIONS/POST 242.9 Total 65 839 react., 19 893 rep., 22 233 comm.	 POST LENGTH 262 chars median 246 · 28 days	 POSTS ANALYZED 271 28 days
 AD REACH 22.7K 24h avg	 CHURN / MONTH +19671 last month	 QUOTABILITY 119 citation index · 360 channels mentioned all time	 CHANNEL AGE 4y 5m created 11.03.2022

AI EDITOR SUMMARY

Channel «Dagestan Blog / news» – 240 721 subs. Each post on average views 31.9K people (13% of subs) reach is low – worth expanding audience. Publishes 67 posts per week (~10 per day) – active publishing. Week Aug 10–16 reach stable (-1.9% vs week Aug 3–9).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 271 posts over 28 days.
- 02 Dominant format – Video (152/271 posts).
- 03 Average post length – 262 chars (median 246).
- 04 Audience activity peak – Tuesday, 08:00 MSK.
- 05 Top posts get 2 times More views than weakest (49.3K avg top vs 26.7K worst) – across 271 posts over 28 days. Worth analyzing what top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 12.08 · 19:55 PHOTO ⚡ Security forces detained two people in Dagestan planning a terrorist attack One was taken in Dagestanskiye Ogni, the other in the village of Kayakent. 🇷🇺...	VIEWS 53 355 REACTS 151 REP. 59 ER 22.2%
Nº2 04.08 · 05:37 VIDEO Hello, yesterday we were at the Berezka beach in Makhachkala and saw a very unpleasant situation. Many people, kids swimming in the sea, all...	VIEWS 49 171 REACTS 617 REP. 959 ER 20.4%
Nº3 04.08 · 06:25 VIDEO Video for those claiming this isn't the Berezka beach in Makhachkala. We shouldn't have this, but it's a priori there, and it's already public.	VIEWS 45 406 REACTS 372 REP. 409 ER 18.9%

Nº4

04.08 • 06:58

PHOTO

Fun fact: today, August 4, is the birthday of both former head of Dagestan Ramazan Abdulatipov and the current one - Fedor...

VIEWS

44 228

REP.

22

REACTS

206

ER

18.4%

Nº5

04.08 • 07:47

VIDEO

⚡ In Makhachkala, you'll be fined 1m for feeding a cat. Notice posted in a major city store 🇷🇺 Blog...

VIEWS

44 006

REP.

45

REACTS

484

ER

18.3%

WORST 3

↓ 20.08 • 14:58 VIDEO

Tyube relocation. When will this chaos end? While some drivers drive in one lane, others commit 'zulm'. After a hard day's work...

VIEWS

26 763

REP.

7

REACTS

84

ER

11.1%

↓ 19.08 • 10:22 PHOTO

⚡ Woman drug courier from St. Petersburg caught in Derbent 39-year-old St. Petersburg resident sold 7... to an undercover buyer in Derbent

VIEWS

26 729

REP.

25

REACTS

111

ER

11.1%

↓ 20.08 • 12:42 VIDEO

⚡ Over 4 kg of hashish and ephedrone found on a Makhachkala resident. During a search of a 38-year-old Makhachkala resident's home, ephedrone and hashish were found...

VIEWS

26 517

REP.

33

REACTS

49

ER

11.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months have exact subscriber counts.
Shows months of growth and decline.



PERIOD START

240 818

NOW

240 723

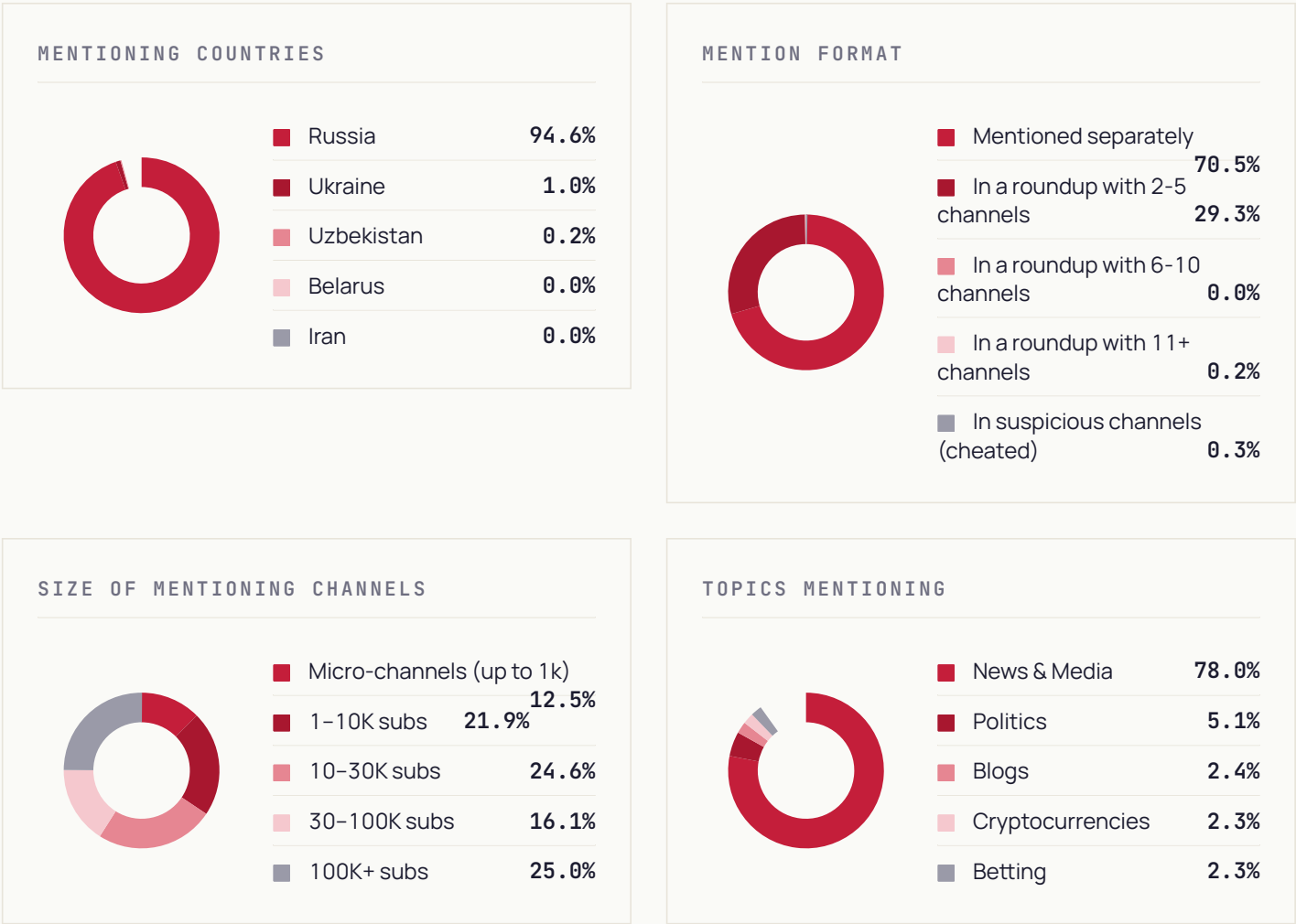
NET GROWTH

-95

SECTION 04 · CITATIONS

Who and how mentions the channel

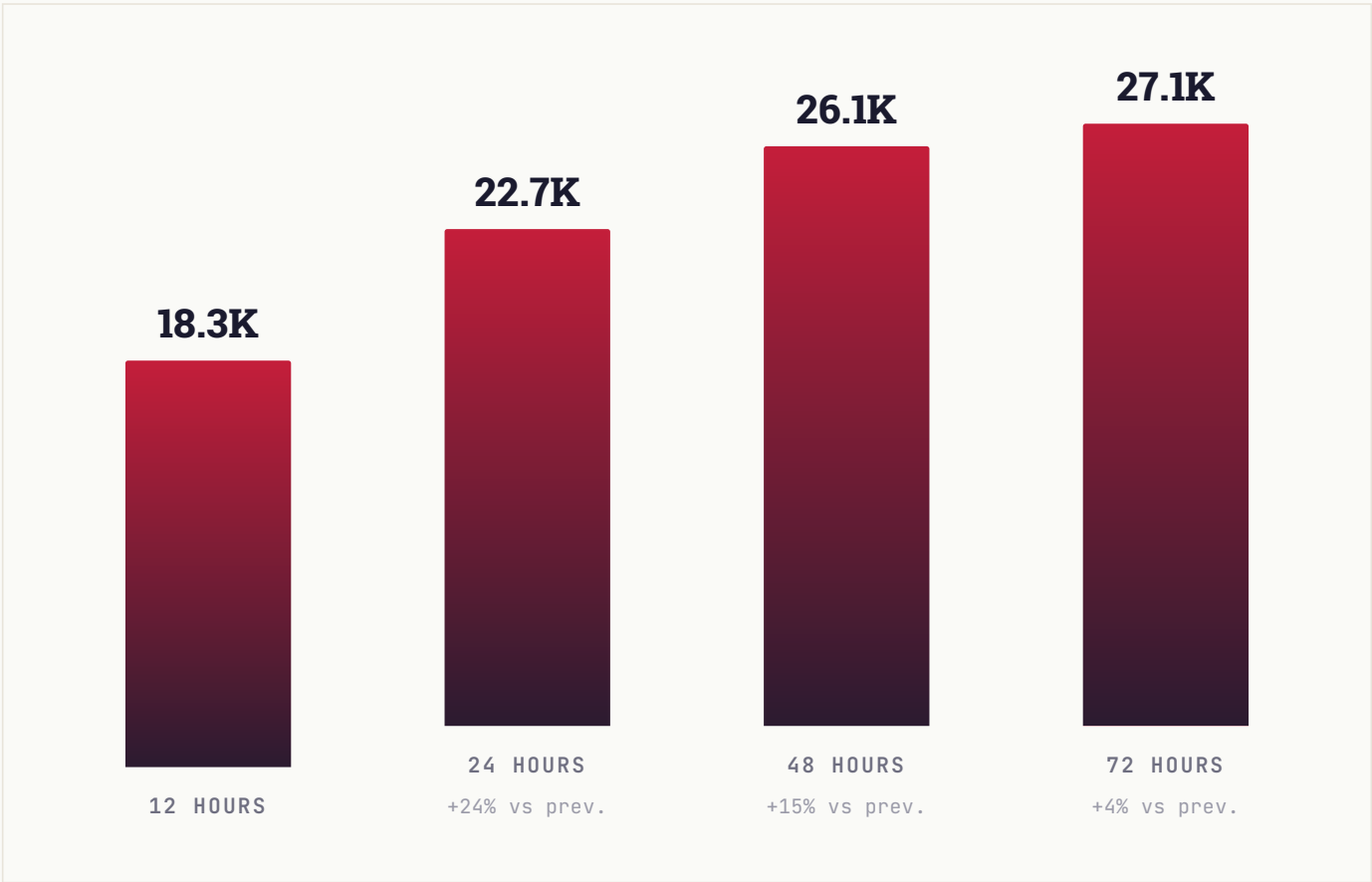
Citation index **119** — channel popularity rating based on mentions. Counts not only their count but also the weight of mentioners: a post from a channel with 100 thousand subs weighs more than from a channel with 1 thousand subs. All time mentions: **360** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Average reach of an ad post over time since publication. Helps evaluate how long a placement should "live".



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — see what place it takes among niche peers.

CHANNEL	SUBS
M• MoskvaCh • Moscow News	4.3M
TL Топор Live	4.1M
PE Live • News	4M
M- Moscow Is Interesting	3.3M
PM First Moscow	3.2M
MA Mash	3.1M
RN RIA Novosti	3M
NM Moscow News	2.7M
MS Moscow Today	2.7M
Avg. Media Russia outside Moscow	2.6M
BD Dagestan Blog / news	240.7K

COMPARISON

Channel so far outside niche top-99 — early growth stage. Niche leader — MoskvaCh • Moscow News (4.3M), median top-99: 776.9K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTIONS DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels mentioning your channel. Over the last **6 months** such mentions were **181**, they drove **15 733** new subs.

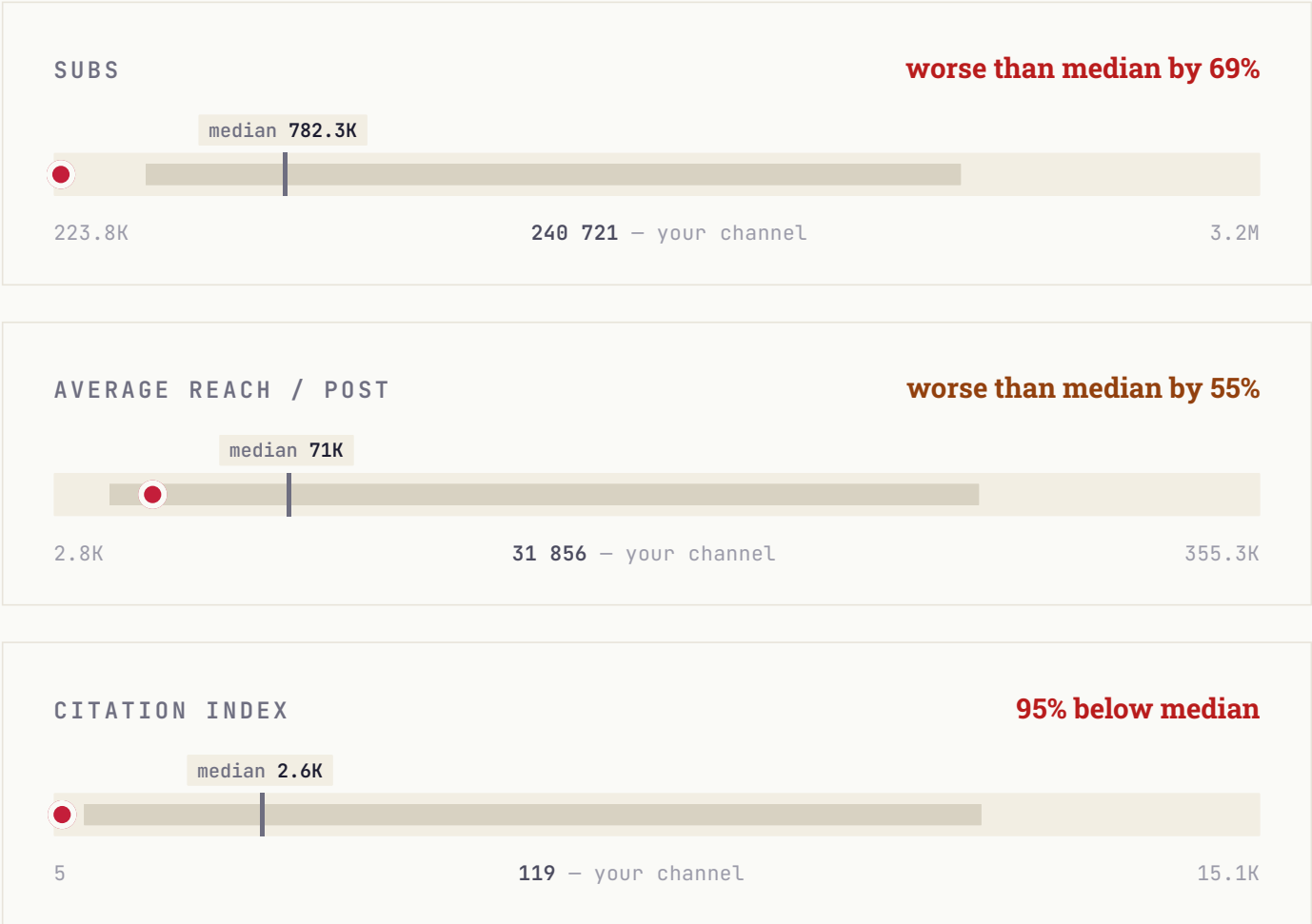
PERIOD	MENTIONS	CHANNELS	ACQUIRED SUBS
February 2026	47	9	5 085
January 2026	26	12	2 428
December 2025	19	5	0
November 2025	33	15	3 990
October 2025	27	11	2 563
September 2025	29	14	1 667

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
181	6	15 733

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «News & Media» (Russia) and looked at how the channel compares. Gray band — range covering 80% of niche channels (from p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do now

5 priority actions ordered by expected impact. Check them off as a checklist and return to this report in a month.

- 01

Weekly top post — on Tuesday
 On this day and at 08:00 MSK the audience is most active.

EFFECT
Best window for an important post
- 02

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress picks sources per niche.

EFFECT
+1000-3000 subs
- 03

Test polls and interactive formats
 Posts with polls/reactions typically add +5-15% to ER. One poll per week on a 'hot' topic — an easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Swap posts with same-segment channels quarterly. Don't do it daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
 Telegram search looks at descriptions. Add 3-5 niche keywords — a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done **PromptPress?**

This audit — is what we can do in minutes based on public data. If you want to go further — launch ads through us and close your growth plan in a month.

01 Run Telegram ads <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
