

PROMTPRESS PUBLIC REPORT

Channel audit

Day.Az



@dayaz

Top news - Azerbaijan, Armenia, world events. <https://www.day.az>

SUBS

20 564

+15386 per month

ERR (% SEE POSTS)

3.0%

per day 1.8%

REACH/POST

451

ad reach 362/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – an individual channel health indicator. The subtitle under the number tells the period it covers.

 SUBS 20 564 —	 SUBSCRIBER REACH 2.19% avg % of subs who see a post	 VIEWS/POST 451 median 434 · 29 days	 POSTS/DAY 15.6 ~109 per week
 TREND 7D -26.7% vs previous week	 REACTS/POST 1.3 only 612 reactions, 630 reposts, 0 comments	 POST LENGTH 520 chars. median 495 · 29 days	 POSTS ANALYZED 468 29 days
 AD REACH 362 24h average	 CHURN / MONTH +15386 past month	 CITATIONS 36 citation index · 141 channels mentioned all time	 CHANNEL AGE 8 years 9 months created 01.11.2017

EDITOR'S AI SUMMARY

Channel «Day.Az» – 20 564 subs. Each post on average is viewed by 451 people (2% of subscribers), reach is low – worth expanding audience. Publishes 109 posts per week (~16 per day) – very active publishing. For week Aug 10–16, reach dropped by -26.7% by week Aug 3–9 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **468** posts over 29 days.
- 02 Dominant format – **Text** (218/468 posts).
- 03 Avg post length – **520** characters (median 495).
- 04 Audience activity peak – **Thursday**, 11:00 MSK.
- 05 Top posts drive **15 times** more views than the weakest (3.5K avg for top vs 232 for worst) – across 468 posts over 29 days. Worth analyzing what the top have in common – topic, format, timing.

TOP 5 POSTS

Nº1 20.08 · 08:42 TEXT Azerbaijan's Foreign Ministry (MFA) expressed condolences to the Central African Republic. This was reported in a publication...	VIEWS 7 470 REPOSTS 1	REACTS 1 ER 36.3%
Nº2 04.08 · 10:32 TEXT ⚡⚡⚡ Starting August 15, a new train schedule will take effect in the Baku Metro, the press secretary of CJSC "Bakinsky..." told reporters.	VIEWS 1 632 REPOSTS 13	REACTS 4 ER 7.9%
Nº3 04.08 · 10:48 PHOTO  Azerbaijani blogger Huseyn Hasanov sentenced in absentia to 4 years in a general-regime colony in Russia. It is claimed that Hasanov...	VIEWS 1 514 REPOSTS 3	REACTS 1 ER 7.4%

Nº4 04.08 · 10:29 PHOTO Azerbaijan expects more active OSCE involvement in demining liberated territories and implementing concrete projects, stated...	VIEWS 1 499 REPOSTS 1	REACTS — ER 7.3%
Nº5 04.08 · 10:58 TEXT ⚡⚡⚡ President Ilham Aliyev approved amendments to the Customs Code of the Republic of Azerbaijan.	VIEWS 1 214 REPOSTS —	REACTS 1 ER 5.9%

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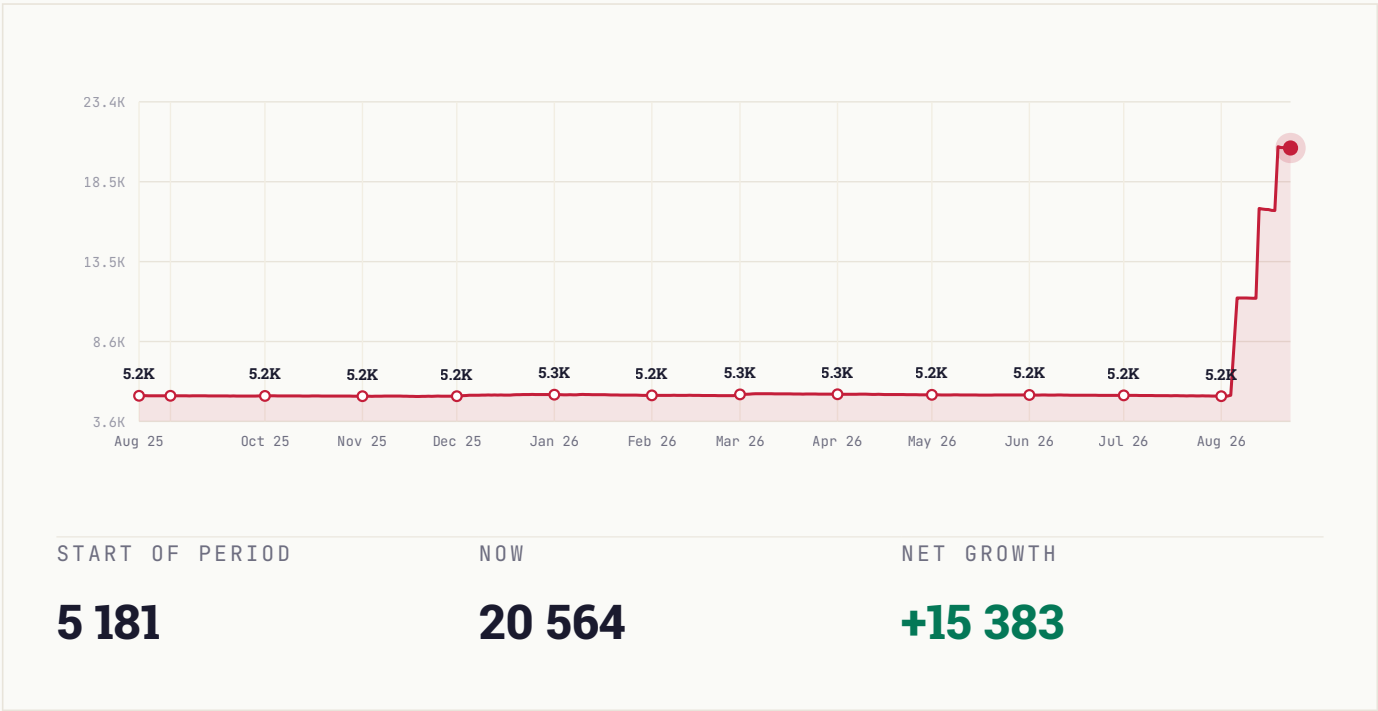
WORST 3

↓ 11.08 · 19:00 PHOTO Azerbaijan's military carries weight in the region. This was said by President Ilham Aliyev in an interview...	VIEWS 238 REPOSTS 1	REACTS — ER 1.2%
↓ 11.08 · 19:00 PHOTO President Ilham Aliyev: The Nakhchivan Autonomous Republic is developing comprehensively. Noting that he visits Nakhchivan for the 17th time...	VIEWS 230 REPOSTS 1	REACTS — ER 1.1%
↓ 11.08 · 19:01 PHOTO President Ilham Aliyev: If today in our region there are rare countries that have no electricity problems, then Azerbaijan occupies...	VIEWS 229 REPOSTS 1	REACTS — ER 1.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

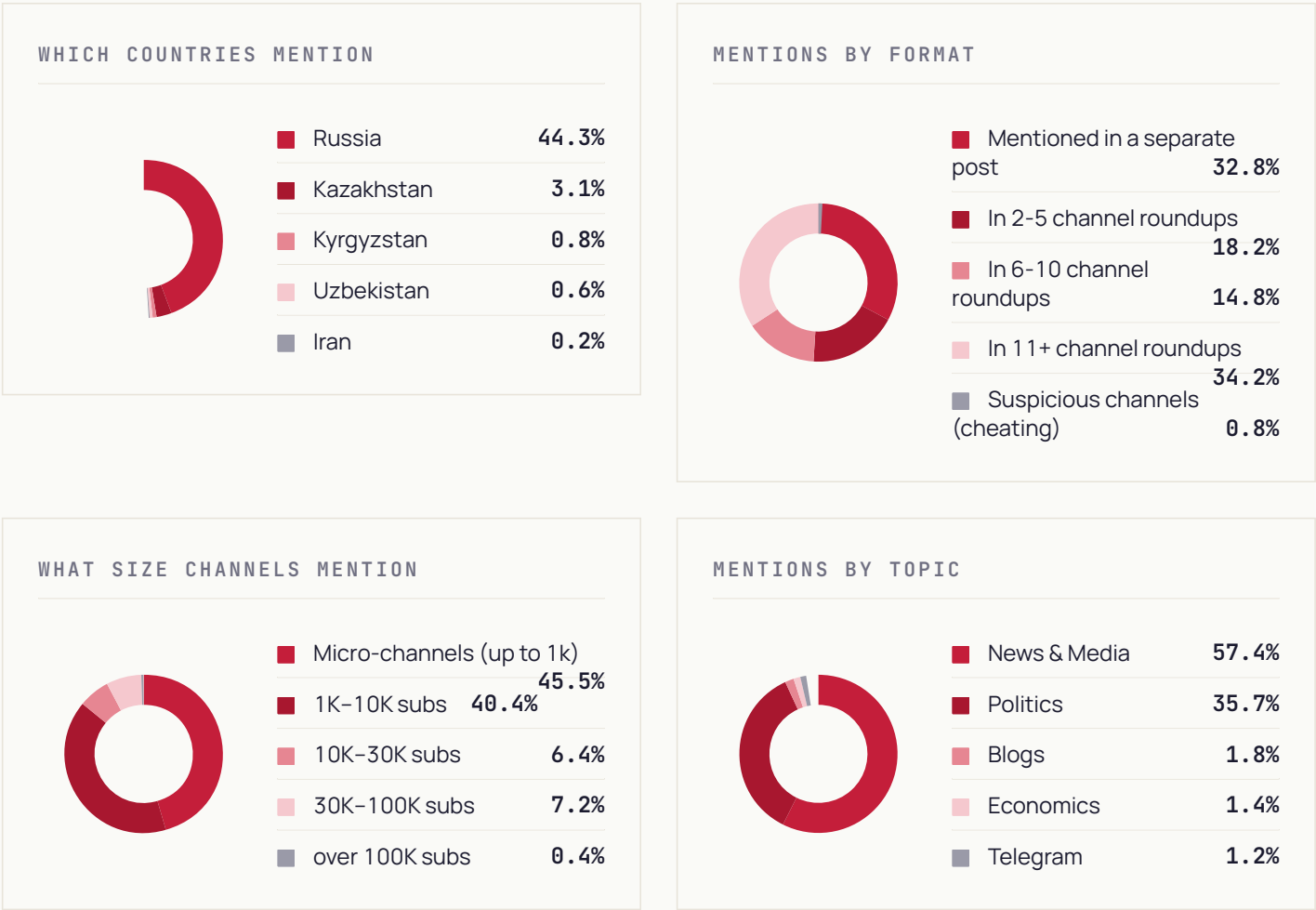
Subscriber growth over the year. Key months show exact counts. See which months the channel grew or lost subscribers.



SECTION 04 · CITATIONS

Who and how mentions the channel

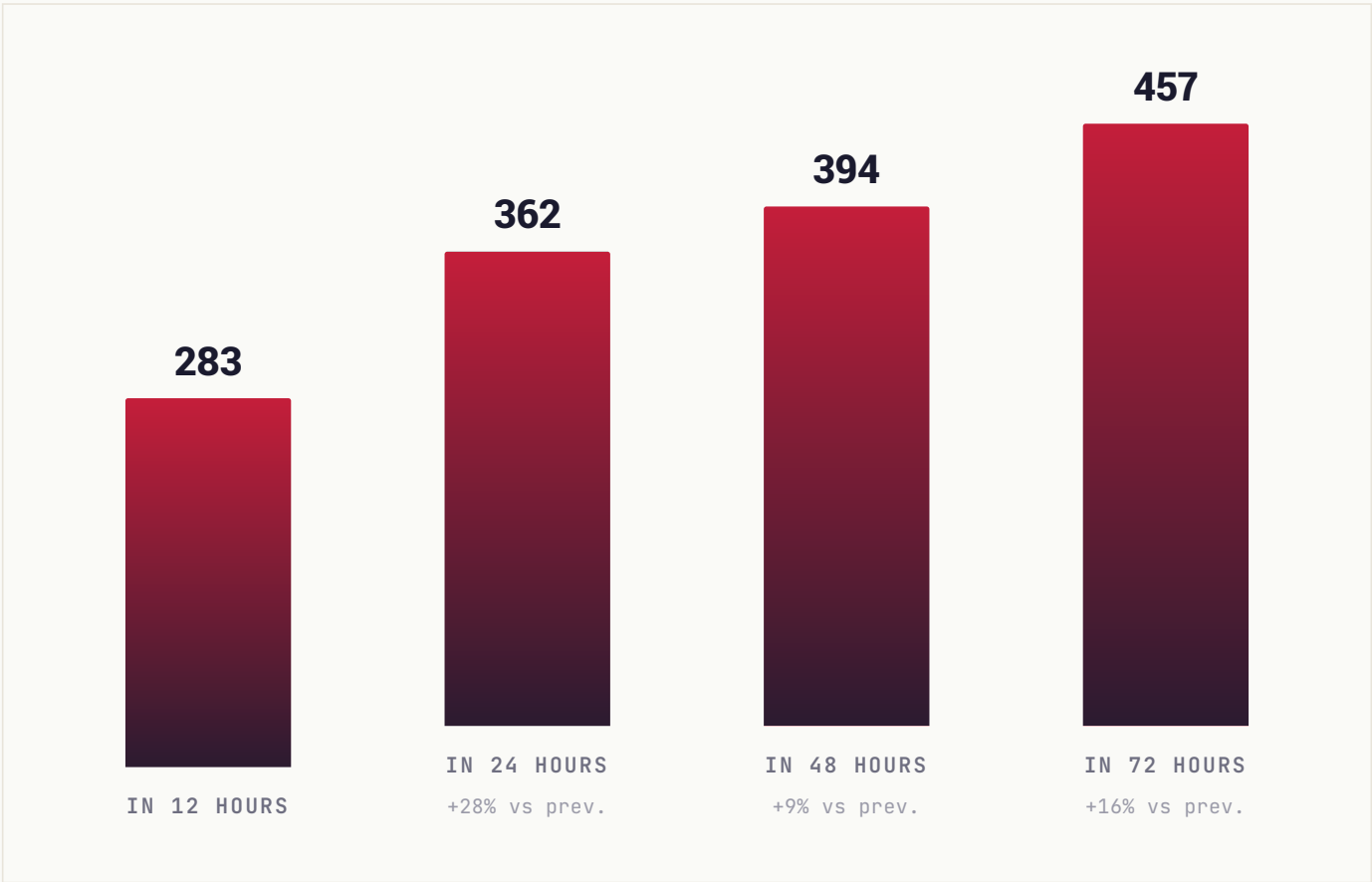
Citation index **36** — channel popularity rating based on mentions. Considers not only their count, but also the weight of mentioners: a post from a channel with 100 k subscribers 'weighs' more than from a channel with 1 k. Over all time, the channel has been mentioned **141** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Average reach of an ad post over time since publication. Helps assess how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
M• Moscowite • Moscow News	4.3M
TL Топор Live	4.1M
Last Live • News	4M
period M- Moscow is interesting	3.3M
Last First Moscow	3.2M
month MA Mash	3.1M
PH РИА Новости	3M
This Moscow News	2.7M
month MS Moscow today	2.7M
Avg Media outside Moscow	2.6M
DA Day.Az YOU	20.6K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **48**, they brought **324** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
February 2026	4	1	76	
January 2026	5	2	36	
December 2025	14	4	120	
November 2025	9	4	48	
October 2025	8	4	21	
September 2025	8	2	23	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
48	6	324

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «News & Media» (Russia) and looked at how the channel stacks up against them. The gray band – the range that 80% of niche channels fall into (from p10 to p90). The black vertical line – the median. The red dot – your channel.



— SECTION 09 • STRATEGY

What to do now

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

- | | | |
|-----------|---|--|
| 01 | Top weekly post – Thursday
Audience is most active on this day and at 11:00 MSK. | EFFECT
Best time for an important post |
| 02 | ER below niche benchmark – rethink formats
Current ER 2.19% vs norm 5.5%. Test polls and interactive formats. | EFFECT
+3.3pp ER |
| 03 | Systematic traffic buying
3 formats for your media: Inhouse (premium channels), Native (organic integrations), Premium (target audience). PromptPress selects sources for the niche. | EFFECT
+1000-3000 subs. |
| 04 | Test polls and interactive formats
Posts with polls/reactions typically give +5-15% to ER. One poll a week on a 'hot' topic – an easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with same-segment channels. No need daily – 2-3 collabs deliver relevant growth. | EFFECT
Relevant audience growth |

★ WHAT'S NEXT

Want this done? **PromptPress?**

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

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