

PUBLIC REPORT BY PROMTPRESS

Channel audit

News • Dedovsk • Nakhabino



@dedovsk_news



City's biggest channel. For ads & questions - @Alice_ads

SUBSCRIBERS

50 559

-1050 per month

ERR (% SEE POSTS)

26.0%

per day **26.8%**

REACH/POST

13.3K

ad reach **13.6K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 50 559 —	 SUBSCRIBER REACH 26.28% avg % subs see a post	 VIEWS/POST 13.3K median 14.3K · 29 days	 POSTS/WEEK 33.8 for the period
 7D TREND +0.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 341 chars median 214 · 29 days	 POSTS ANALYZED 144 29 days
 AD REACH 13.6K 24h avg	 CHURN / MONTH -1050 last month	 CITATIONS 6 citation index · 11 channels mentioned it ever	 CHANNEL AGE 2 years 5 months created 06.02.2024

AI EDITOR SUMMARY

Channel «News • Dedovsk • Nakhabino» — 50 559 subs. Each post gets avg 13.3K people (26% from subs), good reach. Publishes 34 posts per week (~5/day) — active posting. Week of Jun 22–28 reach stable (+0.9% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 144 posts in 29 days.
- 02 Dominant format — Photo (93/144 posts).
- 03 Avg post length — 341 chars (median 214).
- 04 Audience peak — Tuesday, 13:00 MSK.
- 05 Top posts get 30x 30x more views than the weakest (16.2K avg top vs 533 worst) — among 144 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 18:51 PHOTO 🗿 Admin of Telegram channel 'Podslushano MCD-4' found dead on roof of Yaroslavl direction train In his posts he spoke out...	VIEWS 16 397 REPOSTS —	REACTIONS — ER 32.4%
Nº2 10.06 · 05:55 VIDEO ☀️ Good morning! ☀️ Today partly cloudy. 🌡️ High +28°C.	VIEWS 16 265 REPOSTS —	REACTIONS — ER 32.2%
Nº3 09.06 · 10:33 PHOTO 👤 Virtual 'Troika' card now in 'My ID' app Now you can pay for rides with a QR code right in the app. New feature...	VIEWS 16 064 REPOSTS —	REACTIONS — ER 31.8%

Nº4 10.06 · 08:04 PHOTO Hi, I'm a stretch ceiling installer! Any complexity, color, texture, from simple to...	VIEWS 15 958 REPOSTS —	REACTIONS — ER 31.6%
Nº5 07.06 · 13:30 PHOTO  Moscow region again allocates 4 bln rubles to Mostransavto. This is the 6th bailout for the carrier in recent years. Ministry of Transport...	VIEWS 15 910 REPOSTS —	REACTIONS — ER 31.5%

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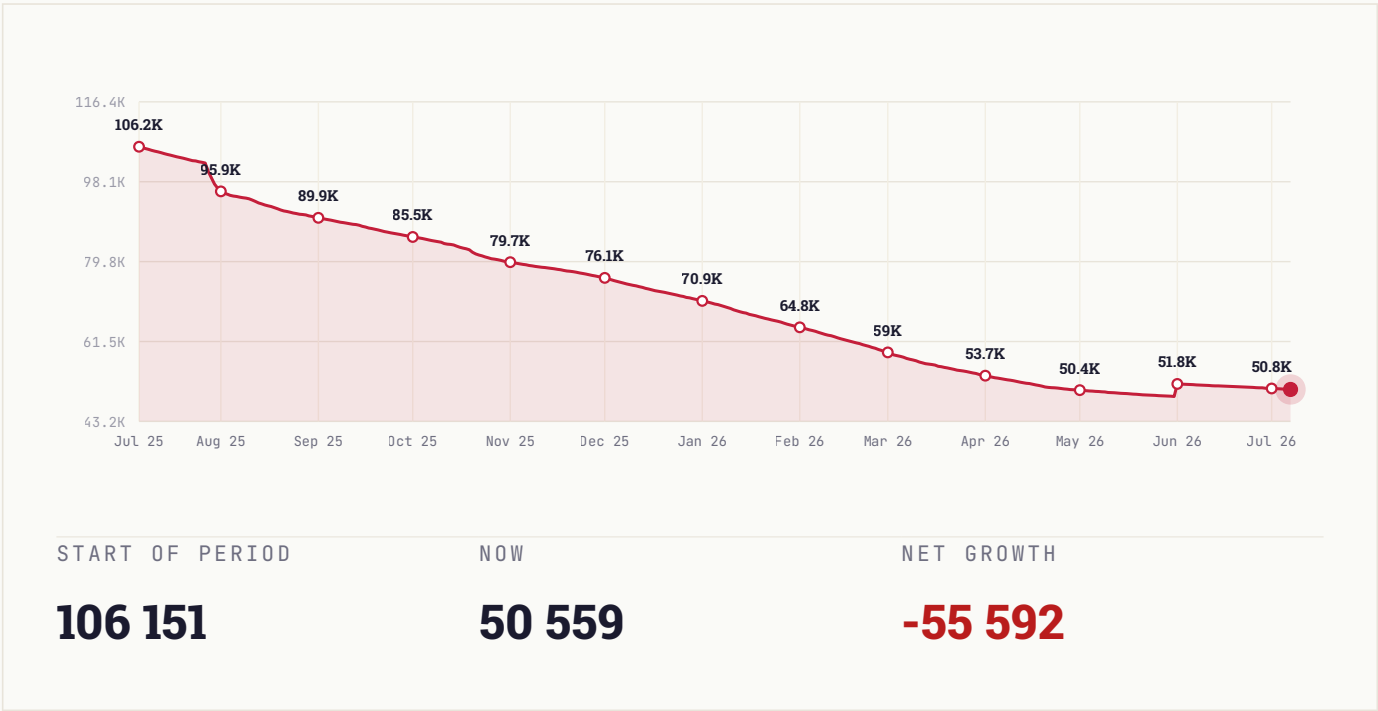
WORST 3

↓ 12.06 · 19:57 PHOTO  Fog envelops Trinity Lavra of St. Sergius	VIEWS 1 185 REPOSTS —	REACTIONS — ER 2.3%
↓ 13.06 · 10:52 VIDEO  From a subscriber Water has been leaking in Mostovik for over 2 weeks, no one cares. Now water reached private homes on Lesnaya St...	VIEWS 235 REPOSTS —	REACTIONS — ER 0.5%
↓ 13.06 · 06:22 VIDEO Good morning! ⚡ High +26°C. 🌧 Possible light rain in the afternoon...	VIEWS 180 REPOSTS —	REACTIONS — ER 0.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

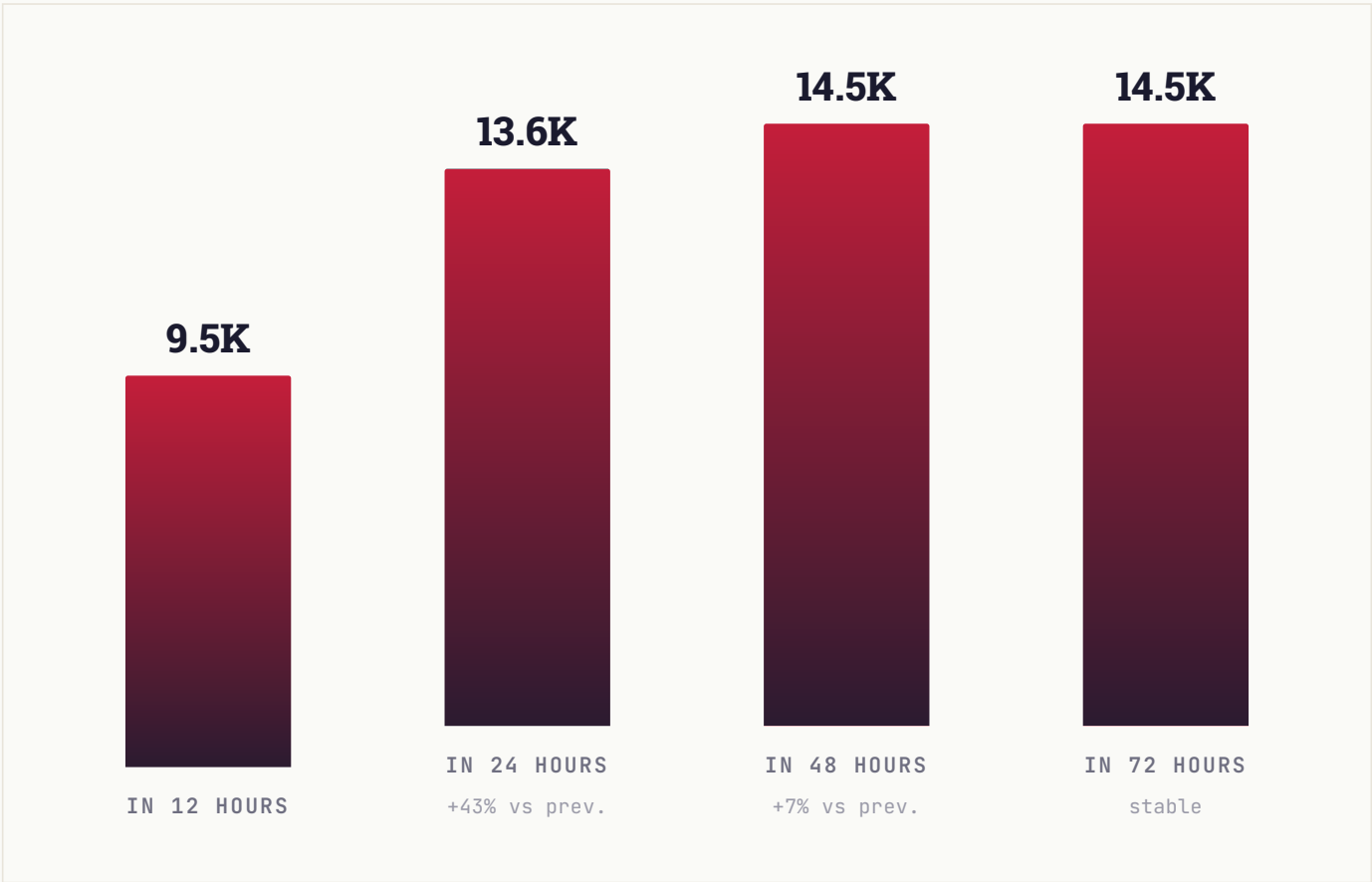
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post drives reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market Discounts	1M
Yandex Yandex Market	1M
Market X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries Finds Discounts Deals	922.2K
PB By Blat	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
IV ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
N• News • Dedovsk • Nakhabino YOU	50.6K

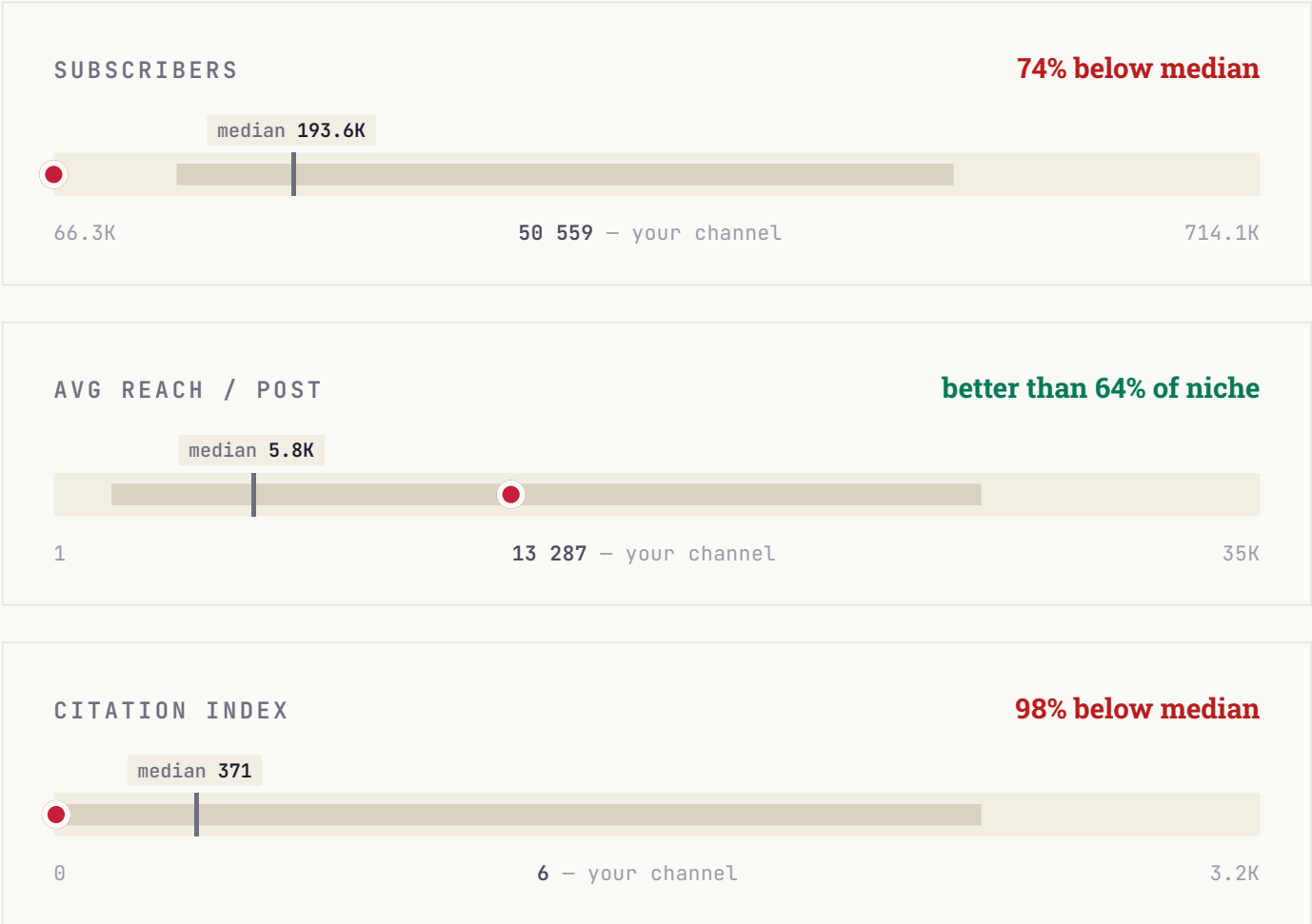
COMPARATIVE INSIGHT

Channel not yet outside top 94 of niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 via systematic traffic & content work.

SECTION 06 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (Russia) and compared your channel.
Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.



— SECTION 07 · 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 — Tuesday
Audience most active on this day at 13:00 MSK.

EFFECT
Best window for important posts
- 02

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

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Exchange posts quarterly with channels in the same niche. No need daily — 2-3 collabs bring relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT
Organic traffic source

★ 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 hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
