

PROMTPRESS PUBLIC REPORT

Channel audit

DTM



@dntreadonme

Don't tread on me. Questions: @dntreadonme_bot Ads:
@MATROSKIN_YA

SUBSCRIBERS

91 778

+10512 per month

ERR (% SEE POSTS)

34.0%

per day 18.4%

REACH/POST

30.8K

ad reach 16.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 91 778 —	 SUBS REACH 33.56% avg % subs see post	 VIEWS/POST 30.8K median 17.3K · 28 days	 POSTS/WEEK 7.3 over period
 7D TREND +3.4% vs previous week	 REACTIONS/POST 60.9 only 1,828 reactions, 2,346 reposts, 0 comments	 POST LENGTH 1,000 chars. median 1,000 · 28 days	 POSTS ANALYZED 30 28 days
 AD REACH 16.9K 24h avg	 CHURN / MONTH +10512 over last month	 CITATION RATE 635 citation index · 1,575 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 29.03.2022

AI EDITOR SUMMARY

Channel «DTM» – 91 778 subs. Each post averages 30.8K people (34% of subs), good reach. Publishes 7 posts/week (~1/day) – regular. Week of Jul 6–12 reach stable (+3.4% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 30 posts in 28 days.
- 02 Dominant format – Photo (30/30 posts).
- 03 Avg post length – 1000 chars (median 1,000).
- 04 Audience peak – Wed, 13:00 MSK.
- 05 Top posts get ×1 more views than the weakest (19K avg for top vs 14.1K for worst) – among 30 posts over 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 07:31 PHOTO  OSCE launches another summer school for journalists in Central Asia. Classes will be held in Tajikistan, where the rewriting of the writing and...	VIEWS 19 484 REPOSTS 53	REACTIONS 62 ER 21.2%
Nº2 13.07 · 14:32 PHOTO  Since we've got a mini-series on how foreigners work with post-Soviet youth, we can't ignore Turkish quirks. ▀ On...	VIEWS 19 305 REPOSTS 32	REACTIONS 82 ER 21.0%
Nº3 08.07 · 11:32 PHOTO  Forget "language patrols", this is rock bottom. In Kazakhstan, people decided that the best marketing for the state language is...	VIEWS 18 294 REPOSTS 34	REACTIONS 80 ER 19.9%

Nº4 12.07 • 19:06 PHOTO  A bit more about building foreign agent networks. The EU opened applications for Fellowships Without Borders 2026 – a program for...	VIEWS 18 225 REPOSTS 23 REACTIONS 38 ER 19.9%
Nº5 09.07 • 13:23 PHOTO  Uzbekistan decided back in 1993 to switch the Uzbek alphabet from Cyrillic to Latin. They planned to finish by 2005, then by...	VIEWS 18 148 REPOSTS 33 REACTIONS 81 ER 19.8%

WORST 3

↓ 20.06 • 17:58 PHOTO  No other defenders for DUM RF. Historian-Caucasologist Khadji-Murad Donogo defended the figure of the spiritual administration of Muslims Damir...	VIEWS 14 630 REPOSTS 28 REACTIONS 81 ER 15.9%
↓ 19.06 • 10:35 PHOTO  In one unit of the South-Western Operational Command of the Kyrgyz Armed Forces, training sessions are underway with Turkish instructors. ▀ Up...	VIEWS 14 581 REPOSTS 30 REACTIONS 55 ER 15.9%
↓ 17.06 • 15:01 PHOTO  The chief decolonizer of the Western think tank Jamestown Foundation, Paul Goble, paints an apocalyptic picture of the future...	VIEWS 12 970 REPOSTS 45 REACTIONS 58 ER 14.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

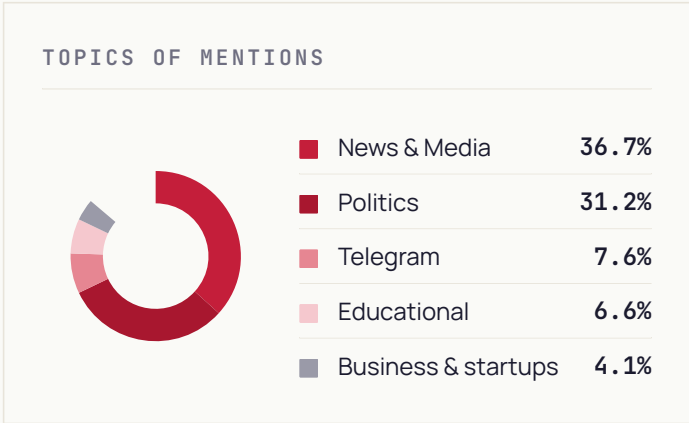
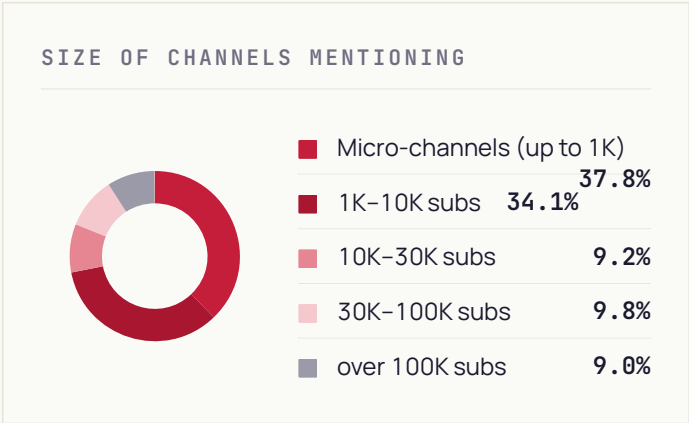
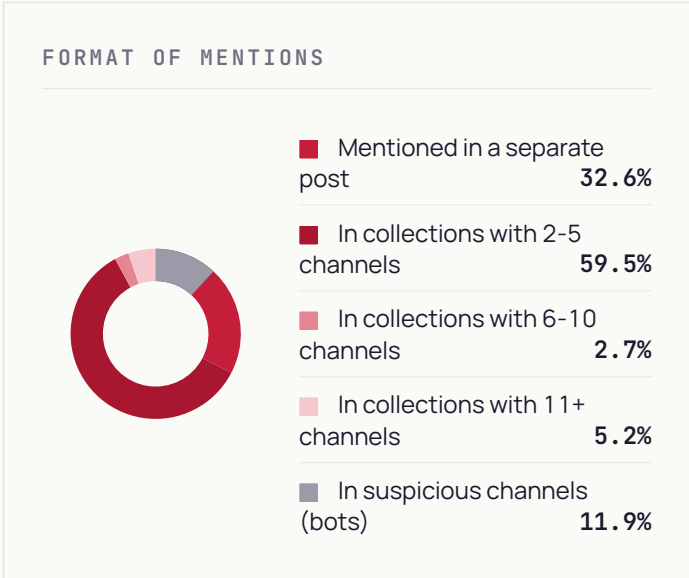
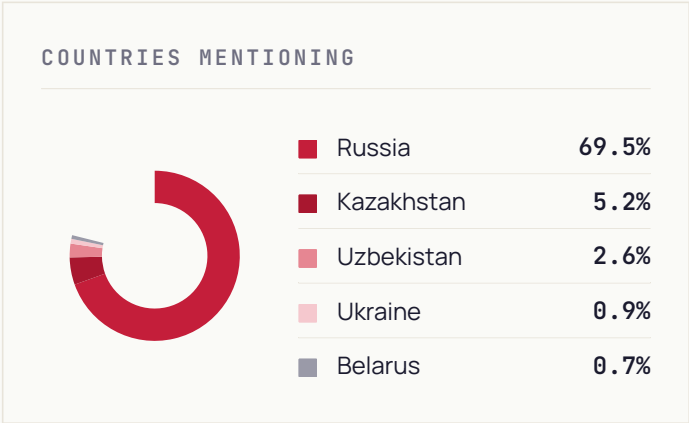
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

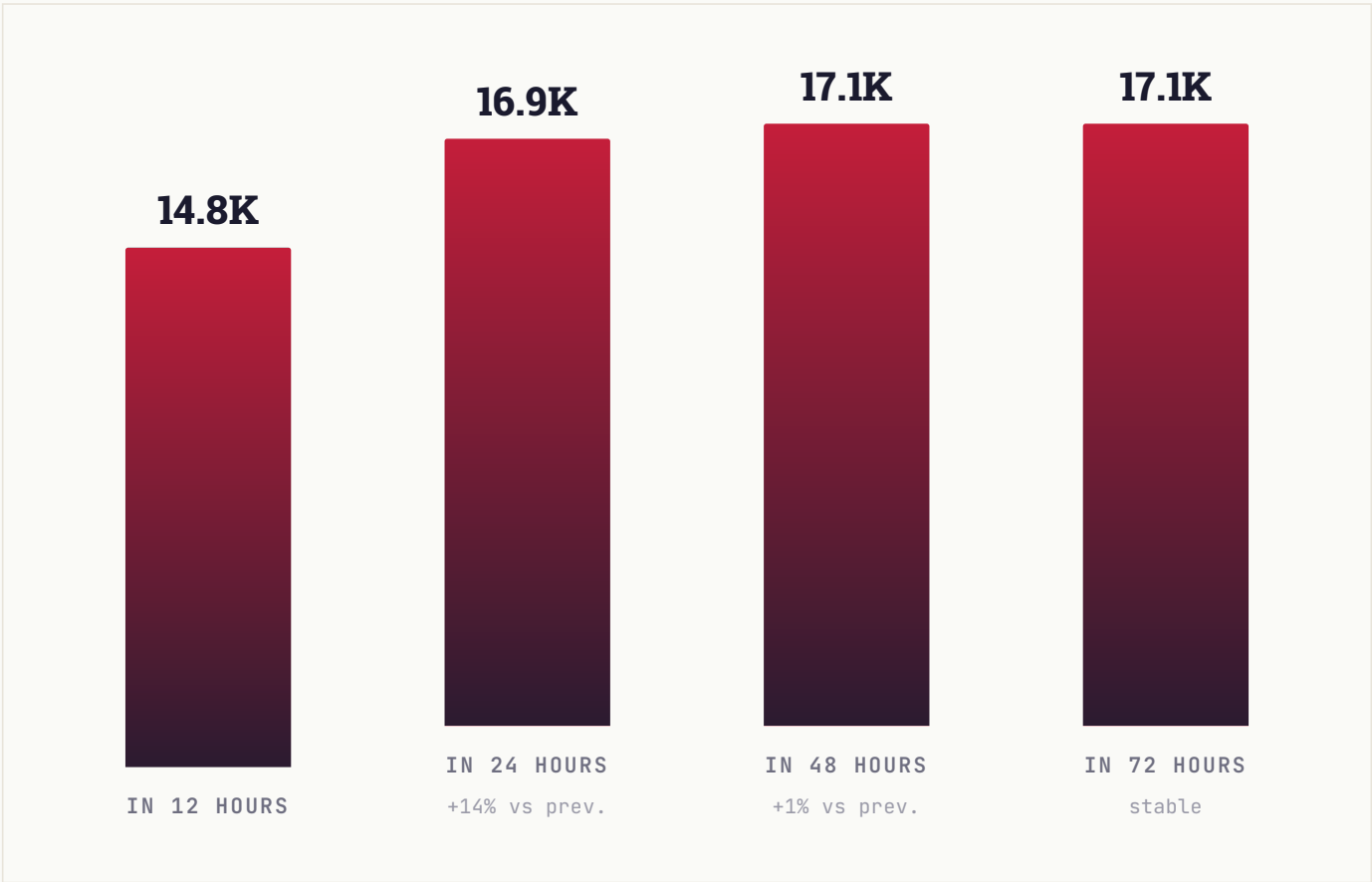
Citation index **635** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **1 575** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live • 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
TP Trukha ⚡ Ukraine	3.1M
DT DTM YOU	91.8K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 209**, they brought **49 081** new subs.

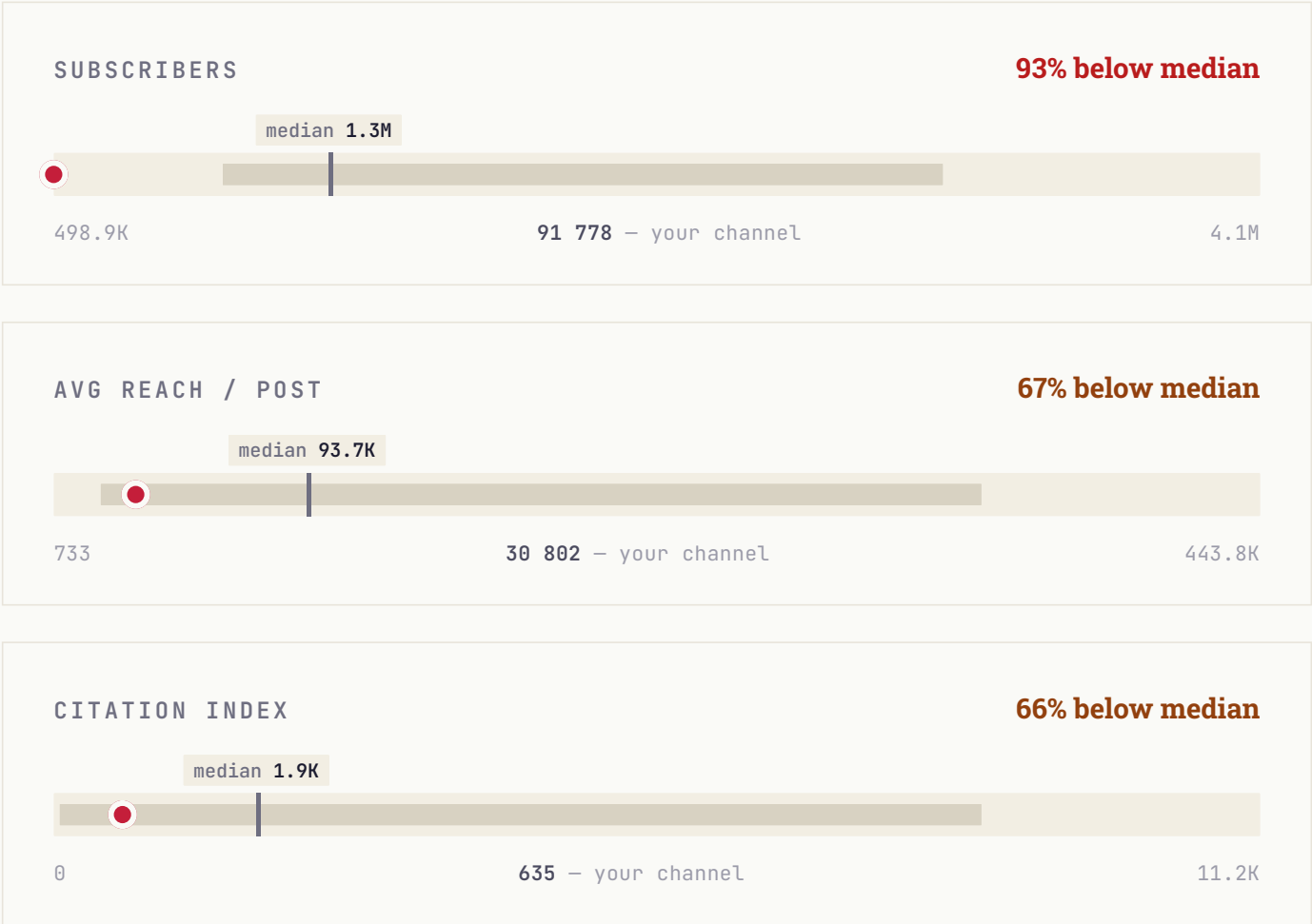
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	204	81	5 240
December 2025	219	124	10 164
November 2025	230	98	6 519
October 2025	106	46	8 929
September 2025	203	99	16 828
August 2025	247	118	1 401

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1 209	6	49 081

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

01

Top post of the week — on Wednesday

Most active on this day at 13:00 MSK.

EFFECT

**Best window
for important
post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%.

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 & 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

05

Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
