

PROMTPRESS PUBLIC REPORT

Channel audit

Donetsk now | News



@donetsk_tdy

Latest news from the Donetsk People's Republic. #7CYSY
Cooperation - @miraMtg Channel link: <https://t.me/+40XxAF9aErIzYWEy> RKN: No. 6356100469

SUBS

87 361

+28430 per month

ERR (% SEE POSTS)

10.0%

per day 7.1%

REACH/POST

8.6K

Ad reach 6.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · takeaways

03 Subscriber trends

Year chart · growth

04 Citations

Who mentions the channel and how

05 Ad potential

Post reach duration

06 Competitors

Niche neighbors · your place

07 Mention trends

5 months · monthly

08 Niche comparison

Position in category "News & Media"

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 87 361 —	 SUBS REACH 9.85% Avg % subs see post	 VIEWS/POST 8.6K median 8.4K · 29 days	 POSTS/WK. 20.3 for period
 TREND 7D -0.5% vs previous week	 REACT./POST — MTPROTO only	 POST LENGTH 366 chars median 296 · 29 days	 POSTS ANALYZED 86 29 d
 AD REACH 6.2K Avg 24h	 CHURN / MONTH +28430 last month	 CITATIONS 5 citation index · 184 channels mentioned all time	 CHANNEL AGE 10 mo 12 d Created 11.10.2025

AI EDITOR SUMMARY

Channel «Donetsk now | News» – 87 361 subs. Each post on avg gets 8.6K people (10% from subs), low reach – expand audience. Publishes 20 posts per week (~3 per day) – regular. For week Aug 10–16 reach stable (-0.5% vs week of 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 **86** posts over 29 days.
- 02 Dominant format – **Photo** (69/86 posts).
- 03 Average post length – **366** characters (median 296).
- 04 Audience activity peak – **Saturday**, 16:00 MSK.
- 05 Strongest posts get **3 times** More views than weakest (17.5K on avg for top vs 6.7K for worst) – among 86 posts in 29 days. Check what top posts share – topic, format, timing.

TOP-5 POSTS

Nº1 27.07 · 17:08 PHOTO School No. 2 renovation continues in Khartsyzk with support from Nizhny Novgorod region Donetsk now News	VIEWS 20 235 REP. 81	REACT. — ER 23.2%
Nº2 01.08 · 13:51 VIDEO Today – Cash Collectors' Day. Daily readiness for risk, responsibility for transported cash and valuables, preserving...	VIEWS 17 852 REP. 64	REACT. — ER 20.4%
Nº3 24.07 · 17:33 PHOTO More than 65% of entrepreneurs – ПСБ clients accept cashless payments using POS terminals and ПСБ Касс. With them you can: ♦ ...	VIEWS 14 435 REP. 92	REACT. — ER 16.5%

Nº4 31.07 · 16:48 PHOTO The DPR plans to start regional maternity capital payments in 2027 "To date, this project is still in the Ministry...	VIEWS 11 021 REP. 84	REACT. — ER 12.6%
Nº5 31.07 · 13:04 PHOTO A bit of beautiful Donetsk atmosphere for your feed 🥰 — just look how pretty, clean and well-kept it is! The love and care are obvious...	VIEWS 10 969 REP. 64	REACT. — ER 12.6%

WORST 3

↓ 29.07 · 11:53 PHOTO Current fuel prices in DPR Donetsk now News	VIEWS 6 889 REP. 86	REACT. — ER 7.9%
↓ 29.07 · 16:03 PHOTO Exit from Uspenka checkpoint shut from Rostov side: how to get to Donetsk Donetsk now News	VIEWS 6 677 REP. 38	REACT. — ER 7.6%
↓ 29.07 · 17:50 VIDEO New asphalt laid on Ovnatanyan St in Donetsk, markings refreshed, dead trees along the road cut down. Donetsk now News	VIEWS 6 425 REP. 96	REACT. — ER 7.4%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

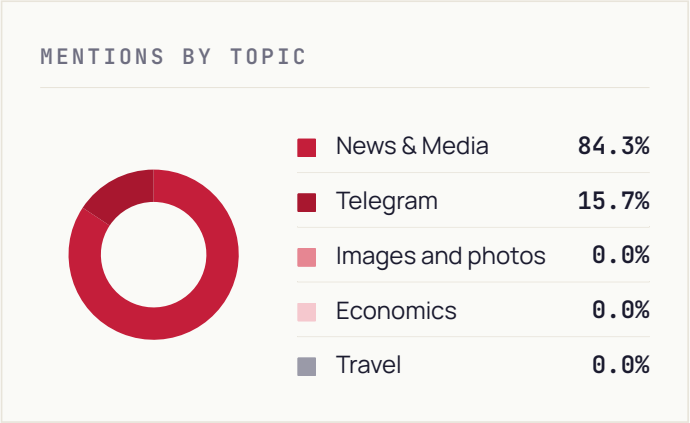
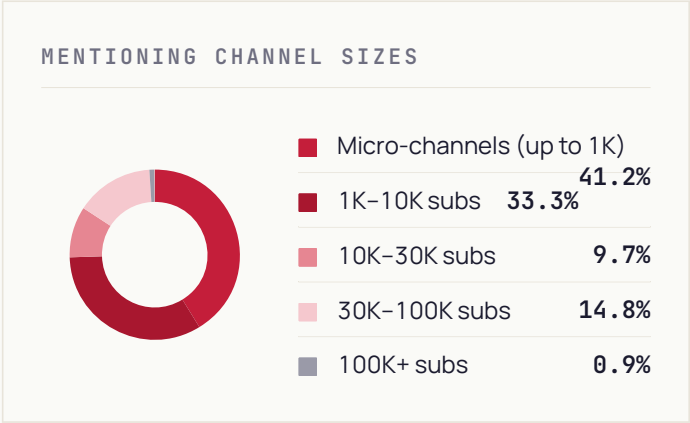
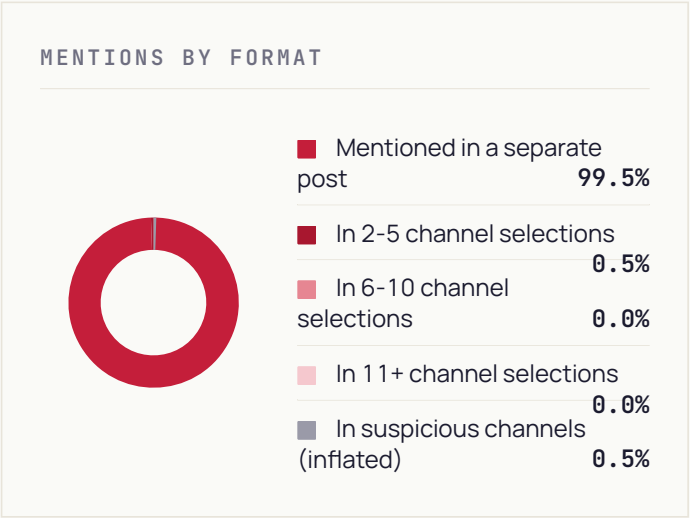
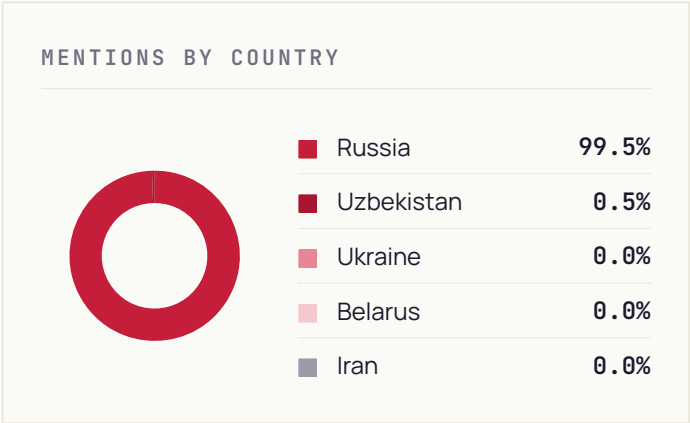
Subscriber growth chart for the year. On key months exact counts. See in which months channel gained/lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

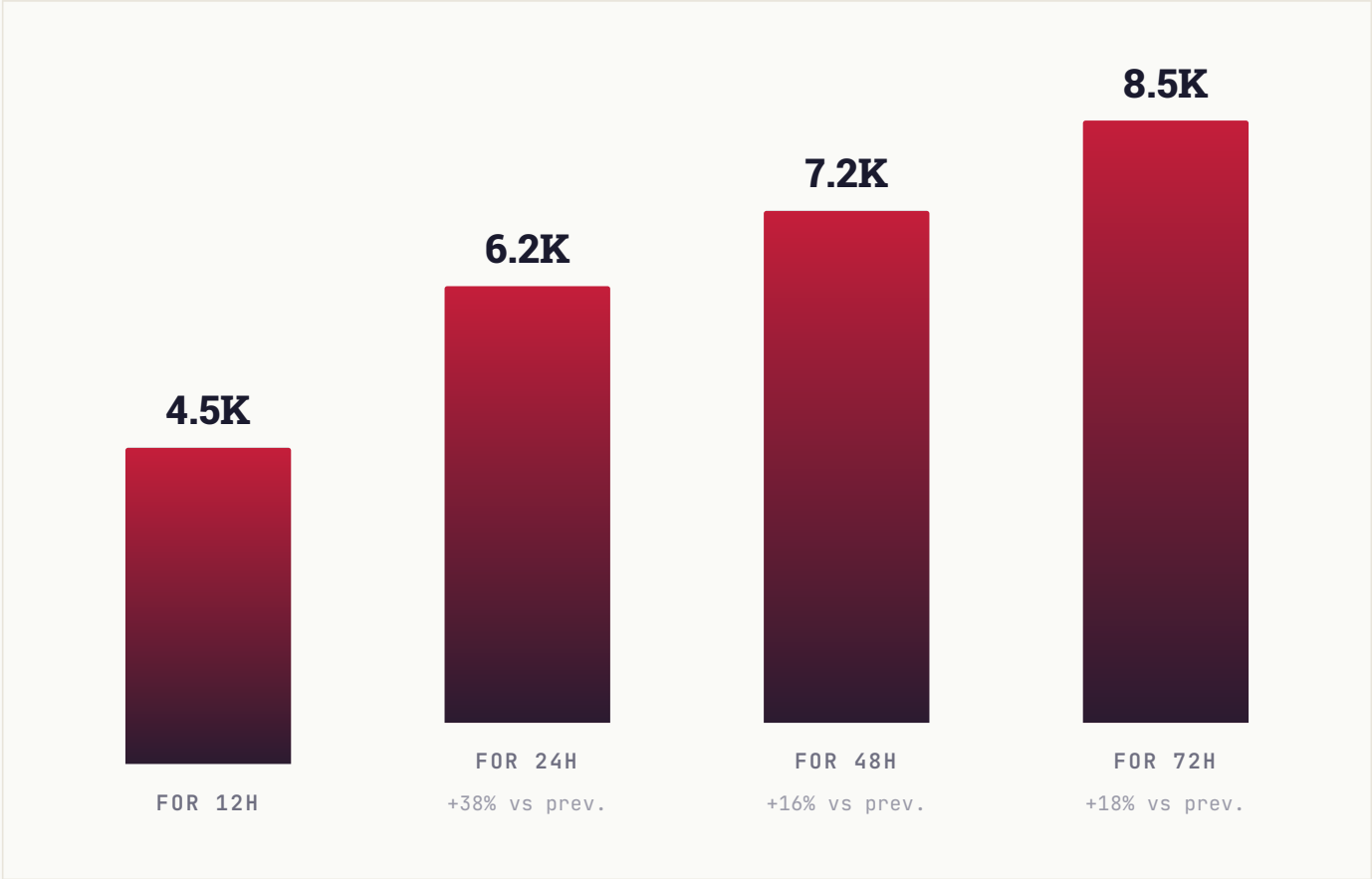
Citation index 5 – channel popularity score based on mentions. Considers not just mention count but also mentioner weight: a 100k channel's post outweighs a 1k channel's. All-time mentions: **184** different channels.



SECTION 05 · AD POTENTIAL

Post reach duration

Average reach of 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 highlighted — see where it ranks 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 not Moscow	2.6M
Created Donetsk now News YOU	87.4K

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 — to get into top-99 via systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

Mention frequency

Every month we track posts in other channels mentioning your channel. For the last... **5 months** Such mentions were **183**, they brought **760** New subs.

PERIOD	MENTIONS	CHANNELS	REFERRED	SUBS
February 2026	0	0	0	
January 2026	0	0	760	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	183	183	0	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
183	5	760

SECTION 08 · NICHE COMPARISON

Channel's league standing

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Main weekly post — Saturday

Audience peaks this day at 16:00 MSK.

EFFECT

**Best window
for important
posts****02**

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (natural integrations), **Premium** (target audience). PromptPress selects sources for the niche.

EFFECT

**+1000-3000
subs****03**

Test polls and interactive formats

Posts with polls/reactions usually add +5-15% to ER.
One 'hot' poll per week — an easy win.

EFFECT

+5-15% ER**04**

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need for daily — 2-3 collabs drive relevant growth.

EFFECT

**Relevant
audience
growth****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? **PromptPress?**

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

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