

PUBLIC PROMTPRESS REPORT

Channel audit

DTiChP

MOSCOW and

MO



@dtp777

Accidents, crime, emergencies on roads and in life of Moscow and Moscow region! Our chat @dtp77chat Send news @dtp777bot Ad inquiries: @petrov77

SUBSCRIBERS

135 192

25.06.2026 **+2165** per month

ERR (% SEE POSTS)

24.0%

in 24h **18.3%**

REACH/POST

31.8K

ad reach **24.8K**/24h

[HTTPS://PROMTPRESS.COM/AUDIT/DTP777](https://promptpress.com/audit/dtp777)

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 135 192 —	 SUBSCRIBER REACH 23.51% avg % subs see post	 VIEWS/POST 31.8K median 31K · 29 days	 POSTS/WEEK 49.0 for period
 7D TREND -10.8% vs previous week	 REACTIONS/POST 182.1 total 38,053 reactions, 37,506 reposts, 9,066 comments	 POST LENGTH 121 chars median 100 · 29 days	 POSTS ANALYZED 209 29 days
 AD REACH 24.8K avg 24h	 CHURN / MONTH +2165 last month	 CITATION RATE 652 citation index · 1,860 channels mentioned all time	 CHANNEL AGE 5 years 6 months created 08.12.2020

AI EDITOR SUMMARY

Channel «DTiChP MOSCOW and MO» – 135 192 subs. Each post avg views 31.8K people (24% of subs), this is avg reach – room to grow. Publishes 49 posts per week (~7/day) – active posting. Week Jun 8–14 reach dropped -10.8% by week Jun 1–7 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **209** posts over 29 days.
- 02 Dominant format — **Video** (149/209 posts).
- 03 Avg post length — **121** chars (median 100).
- 04 Peak audience activity — **Thursday**, 16:00 MSK.
- 05 Strongest posts get **2×** more views than the weakest (50.2K avg for top vs 26K for worst) — among 209 posts over 29 days. Worth analyzing what the top has in common — topic, format, publish time.

TOP 5 POSTS

Nº1 18.06 · 06:35 VIDEO Add.Video, Moscow Kapotnya District Moscow Oil Refinery on fire Subscribe @dtp777 Send news @dtp777bot	VIEWS 52 096 REP. 2 811	REACTIONS 379 ER 38.5%
Nº2 18.06 · 07:53 VIDEO Add.Video, Moscow Kapotnya District Moscow Oil Refinery on fire Subscribe @dtp777 Send news @dtp777bot	VIEWS 50 031 REP. 2 256	REACTIONS 295 ER 37.0%
Nº3 18.06 · 07:09 VIDEO Add.Video, Moscow Kapotnya District Moscow Oil Refinery on fire Subscribe @dtp777 Send news @dtp777bot	VIEWS 48 435 REP. 891	REACTIONS 214 ER 35.8%

Nº4 17.06 · 17:52 VIDEO Moscow region, Krasnogorsk Dmitrovskoye village Two women injured Subscribe @dtp777 Send news @dtp777bot	VIEWS 46 456 REP. 60	REACTIONS 221 ER 34.4%
Nº5 18.06 · 10:38 VIDEO Moscow, Shmitovsky Proyezd Subscribe @dtp777 Send news @dtp777bot	VIEWS 45 321 REP. 264	REACTIONS 398 ER 33.5%

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WORST 3

↓ 13.06 · 09:39 VIDEO Moscow, Volokolamskoye Shosse 71/22 Subscribe @dtp777 Send news @dtp777bot	VIEWS 26 245 REP. 12	REACTIONS 70 ER 19.4%
↓ 13.06 · 17:42 VIDEO Moscow, Kommunarka Sosensky Stan 11 Subscribe @dtp777 Send news @dtp777bot	VIEWS 26 227 REP. 126	REACTIONS 90 ER 19.4%
↓ 12.06 · 09:45 VIDEO Moscow, Kievskoye Shosse from 12.06.26 / 02:00 Subscribe @dtp777 Send news @dtp777bot	VIEWS 25 628 REP. 49	REACTIONS 94 ER 19.0%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

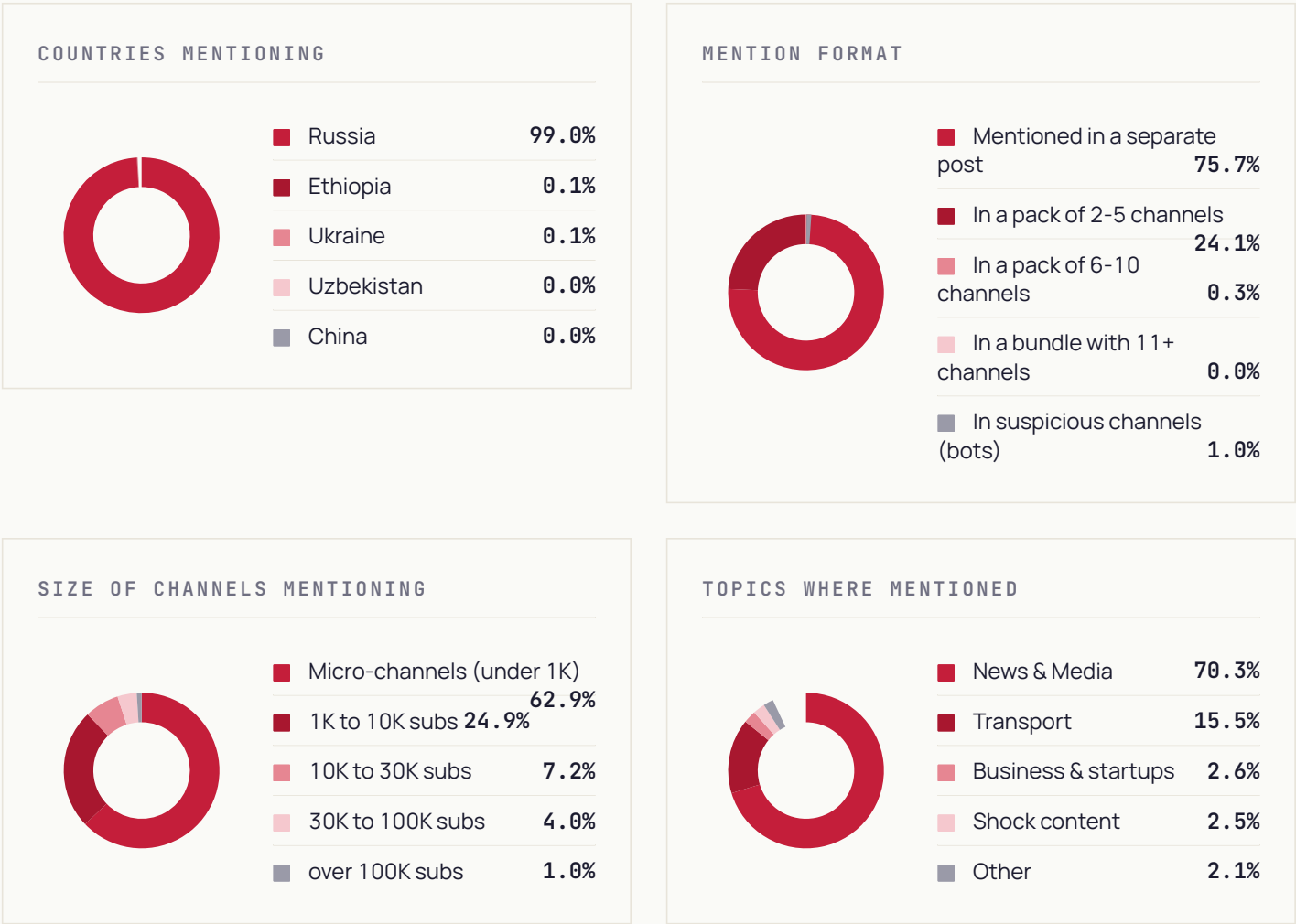
Yearly subscriber growth chart. Key months show exact subs. See gains and losses.



SECTION 04 · MENTIONS

Who mentions the channel & how

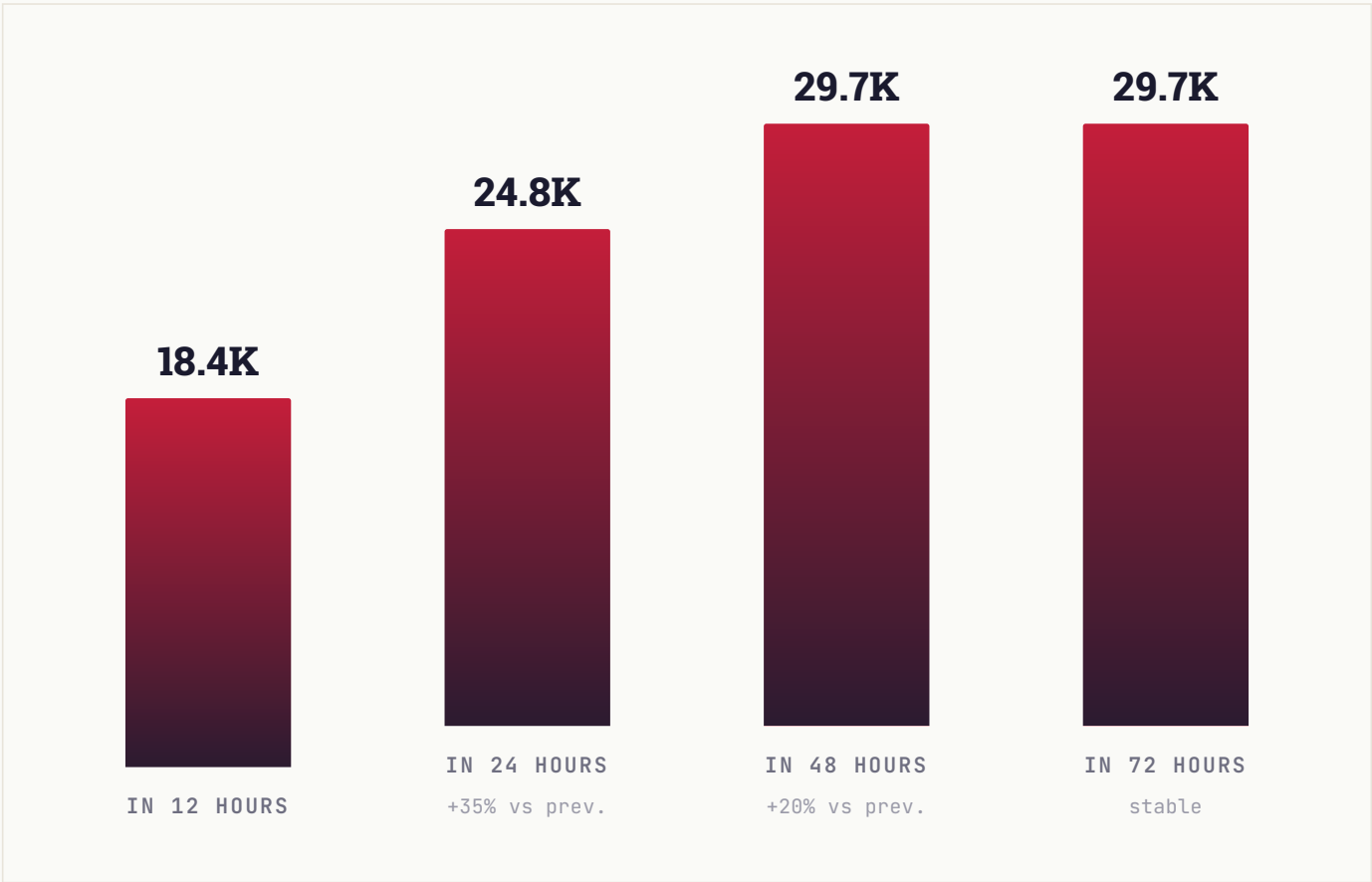
Citation index **652** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 860** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.4M
AB Automania	1.8M
WE WENGALLBI	1M
DS Dubrovsky Syndicate Zhekich Dubrovsky	694K
FI Fighterbomber	520.8K
AB Auto.ru	497.5K
GA Garage	487K
AB AVTOZAKAZ.RU	479.8K
ZR Behind the Wheel	473.8K
AB Driving instructor	466.8K
DI DTiChP MOSCOW and MO	135.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#66 of 98). Niche median — 166K subs. First KPI goal — reach median. Leader: Cars & Point (3.4M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 296**, they brought **13 208** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	172	67	1 597
November 2025	214	78	1 575
October 2025	122	56	1 648
September 2025	232	79	1 354
August 2025	227	84	3 433
July 2025	329	152	3 601

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
1 296	6	13 208

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

#66/100

RANK IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Best post day — Thursday
 Audience is most active on this day at 16:00 MSK.

EFFECT
Best time for important posts
- 02

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
- 03

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by 5-15%.
 One poll per week on a hot topic is an easy win.

EFFECT
+5-15% ER
- 04

Cross-promo with nearby channels
 Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
 Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **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 hit 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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