

PUBLIC REPORT BY PROMTPRESS

Channel audit

Two Majors



@dva_majors

@major_adv - Ads @dvamajorsbot - majors UNBAN
 @TA57_Razban_bot Humanitarian @front_narod_bot Escape from
 404: @Evacfrom404bot Goals:...

SUBS

1 161 647

-2025 this month

ERR (% SEE POSTS)

10.0%

per day 8.6%

REACH/POST

112.5K

ad reach 100K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 1 161 647 —	 SUB REACH 9.69% avg % of subs see post	 VIEWS/POST 112.5K median 100.1K · 19 days	 POSTS/DAY 31.1 ~218/week
 7D TREND — no data for period	 REACTIONS/POST 1484.3 total 895 010 reactions, 123 297 reposts, 47 733 comments	 POST LENGTH 636 chars. median 627 · 19 days	 POSTS ANALYZED 603 19 days
 AD REACH 100K 24h avg	 CHURN / MONTH -2025 last month	 CITATION RATE 5 785 citation index · 14 127 channels mentioned ever	 CHANNEL AGE 3 years 11 months created 26.06.2022

AI EDITOR SUMMARY

Channel «Two Majors» – 1 161 647 subs. Each post averages 112.5K people (10% from subs), reach is low – consider expanding audience. Publishes 218 posts per week (~31/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **603** posts over 19 days.
- 02 Dominant format — **Video** (215/603 posts).
- 03 Avg post length — **636** chars (median 627).
- 04 Peak audience activity — **Monday**, 07:00 MSK.
- 05 Top posts get **6x** more views than the weakest (433.8K avg for top vs 68.8K for worst) — among 603 posts over 19 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 03:49 PHOTO #Briefing, June 4, 2026 ■ Overnight, the enemy attacked Crimea and Sevastopol, continuing the operation to disrupt southern logistics...	VIEWS 446 319 REP. 622	REACTIONS 1 628 ER 38.4%
Nº2 27.05 · 09:26 PHOTO 🇷🇺🇺🇦Pindos revealed testing of military software in Ukraine Shield AI rep Brandon Tseng said that...	VIEWS 430 491 REP. 2 682	REACTIONS 2 927 ER 37.1%
Nº3 03.06 · 03:38 TEXT #Briefing, June 3, 2026 ■ By morning, at least 30 enemy drones were downed over Leningrad Oblast; the enemy is spreading...	VIEWS 424 590 REP. 535	REACTIONS 1 300 ER 36.6%

Nº4

26.05 · 04:08

PHOTO

#Briefing, May 26, 2026 ■ The main news of the past 24 hours: Russia's Foreign Ministry announced systematic bombing of Kyiv...

VIEWS

395 635

REACTIIONS

1 443

REP.

415

ER

34.1%

Nº5

24.05 · 05:22

TEXT

#Overview #Morning Briefing, May 24, 2026 ■ The past week was marked by massive Ukrainian drone raids on rear areas...

VIEWS

389 061

REACTIIONS

1 585

REP.

620

ER

33.5%

WORST 3

↓ 21.05 · 07:59 TEXT To candidates for deputies of all levels Soon the single voting day (in autumn). PR people are already reaching out to channel ad managers. And...	VIEWS 70 031 REACTIIONS 1 641 REP. 92 ER 6.0%
↓ 22.05 · 06:39 TEXT ☒Main from Rybar☒ digest of materials for May 21 Traditional air defense systems are increasingly turning from hunters into prey – the reason is the 'revolution...	VIEWS 69 651 REACTIIONS 306 REP. — ER 6.0%
↓ 05.06 · 06:40 TEXT ☒Main from Rybar☒ digest of materials for June 4 According to official data alone, over the year almost 55... were intercepted over the 'old' regions...	VIEWS 66 610 REACTIIONS 517 REP. 10 ER 5.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

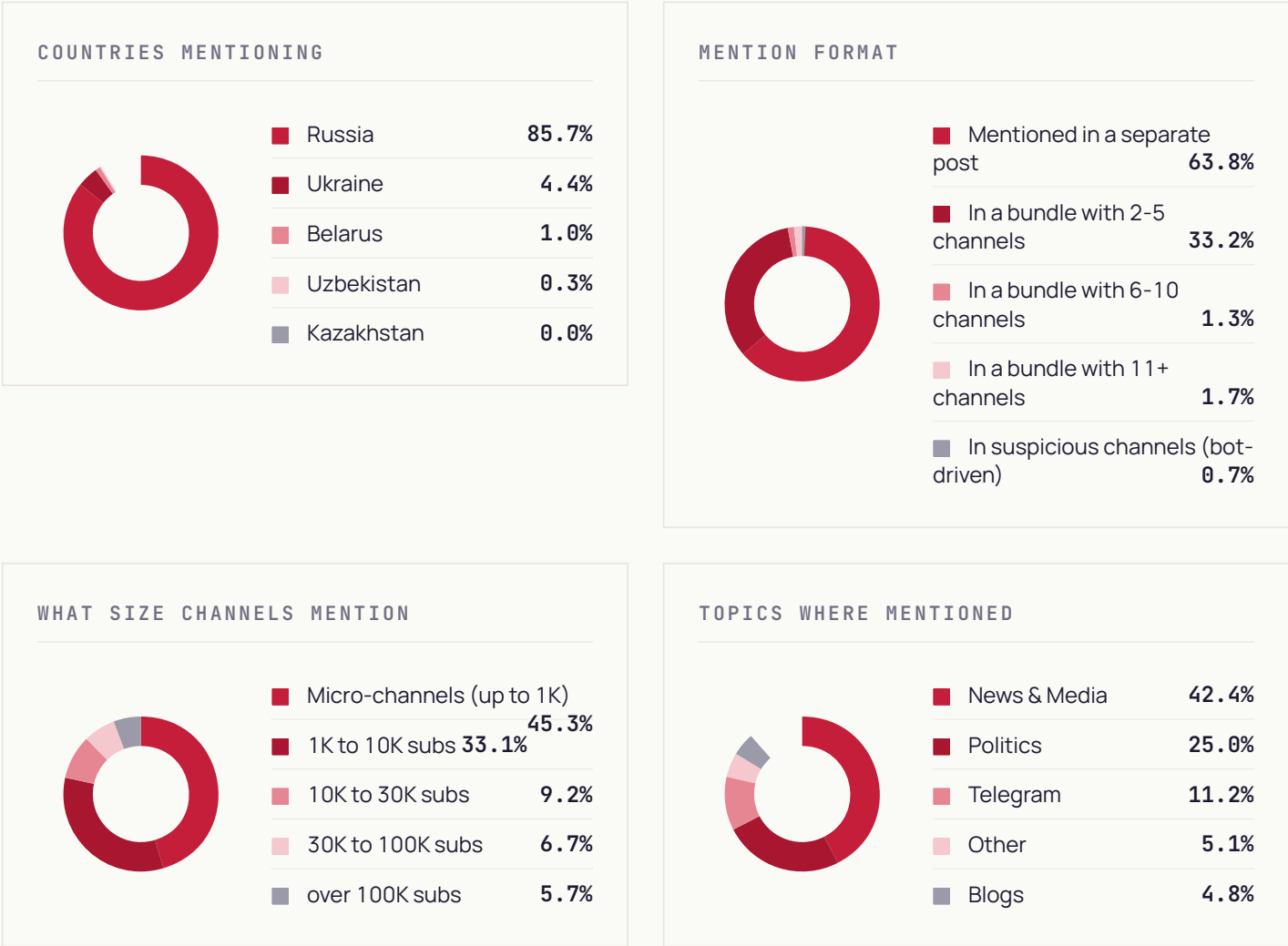
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

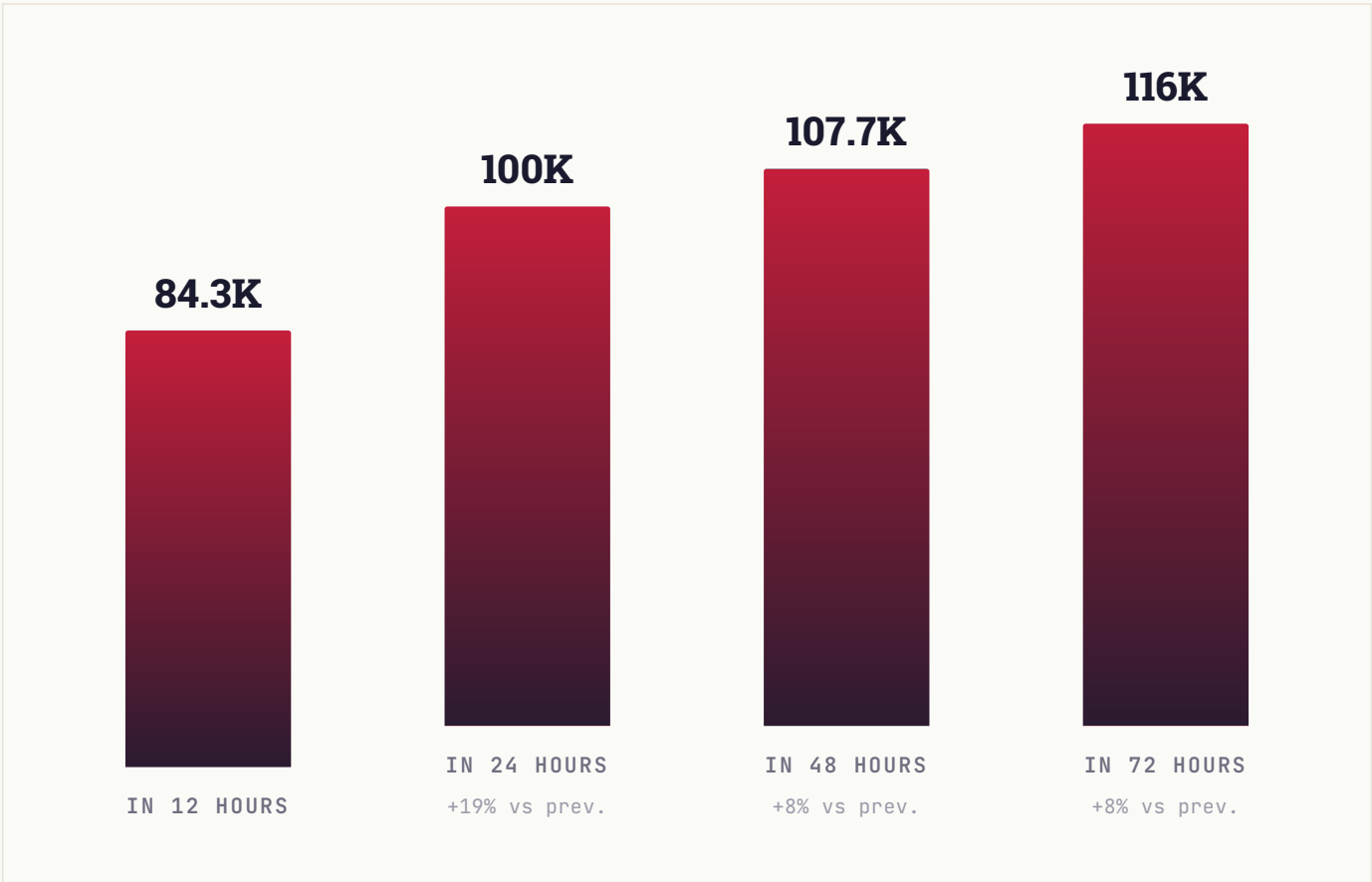
Citation index **5 785** — channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **14 127** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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 — see its rank among niche neighbors.

CHANNEL	SUBS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
CPM Media Russia non-Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
DM Two Majors YOU	1.2M

COMPARATIVE CONCLUSION

Channel in top half of niche (#32 of 99). Niche leader — Live Broadcast • News (4.1M), median subs 843.7K. Aiming for top quartile is realistic within 6-12 months.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **50 099**, they brought **56 051** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	6 912	945	210
Nov 2025	7 106	936	8 485
Oct 2025	8 151	1 093	12 092
September 2025	7 858	1 037	2 650
August 2025	8 143	1 012	11 338
July 2025	11 929	3 770	21 276

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
50 099	6	56 051

— SECTION 08 • NICHE COMPARISON

Where the channel ranks 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.

#86/100

POSITION IN NICHE

Channel in the bottom half of the ranking

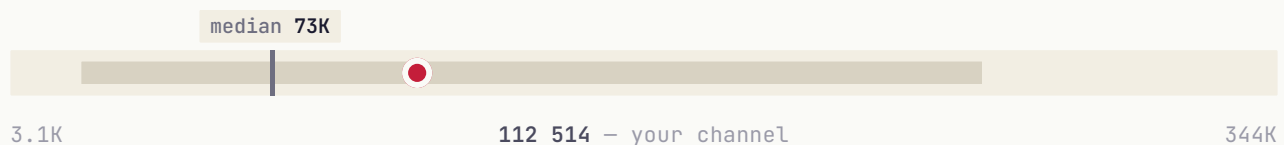
SUBS

better than 58% of niche



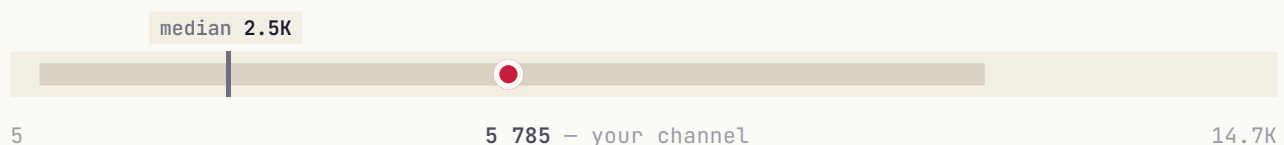
AVG REACH / POST

better than 58% of niche



CITATION INDEX

better than 64% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Monday**

On this day at 07:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****03****Test polls & interactive formats**

Posts with polls/reactions typically boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts with same-segment channels once a quarter. 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 us to do this **PromptPress?**

This audit is 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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