

PUBLIC REPORT BY PROMTPRESS

Channel audit

Pivot to the East



@east_shift

Author channel by Maxim Kuznetsov, Asia business expert Up-to-date analytics on Russia's friendliest region Feedback: @repostmodern RKN:...

SUBSCRIBERS

11 265

-11 per month

ERR (% SEE POSTS)

35.0%

last 24 hrs 4.9%

REACH/POST

4.1K

ad reach 553/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 11 265 —	 SUBSCRIBER REACH 36.18% avg % subs see post	 VIEWS/POST 4.1K median 1.4K · 29 days	 POSTS/WEEK 7.7 for period
 7D TREND -81.0% vs previous week	 REACTIONS/POST 23.5 total 752 reactions, 836 reposts, 0 comments	 POST LENGTH 597 chars median 544 · 29 days	 POSTS ANALYZED 32 29 days
 AD REACH 553 24h avg	 CHURN / MONTH -11 last month	 CITATION RATE 380 citation index · 989 channels mentioned all time	 CHANNEL AGE 3 years 11 months created Jul 29, 2022

AI EDITOR SUMMARY

Channel «Turn to the East» — 11 265 subs. Avg views per post 4.1K people (36% of subs), good reach. Publishes 8 posts/week (~1/day) — regular. Week Jun 29–Jul 5 reach dropped -81.0% by week Jun 22–28 — worth analyzing.

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 TOP POSTS SHARE

- 01 Analysis based on 32 posts in 29 days.
- 02 Dominant format — Photo (26/32 posts).
- 03 Avg post length — 597 chars (median 544).
- 04 Peak audience activity — Friday, 19:00 MSK.
- 05 Top posts get the most 28x 28x more views than the weakest (29K avg for top vs 1.1K for worst) — among 32 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 16:19 PHOTO More people across countries consciously avoid news content to avoid negative emotions.	VIEWS 57 640 REPOSTS 415	REACTIONS 41 ER 511.7%
Nº2 25.06 · 07:03 PHOTO US & China are home to 55% of ultra-high-net-worth individuals (\$30M+), Russia — 1.24% (13th globally between Spain and...	VIEWS 14 785 REPOSTS 22	REACTIONS 21 ER 131.2%
Nº3 09.07 · 07:07 PHOTO There are 2 main GDP estimates. First is nominal GDP (total value of goods & services produced in a year divided by...	VIEWS 14 672 REPOSTS 24	REACTIONS 29 ER 130.2%

Nº4

02.07 · 06:43

PHOTO

Europe is moving to the periphery of the global economy, gradually turning into the world's largest museum combined with a retirement home. This...

VIEWS

3 365

REACTIONS

28

REPOSTS

25

ER

29.9%

Nº5

17.06 · 08:14

PHOTO

Among 40 largest economies, Russia ranks 27th by median age (half the population is older than this age and half...

VIEWS

3 230

REACTIONS

17

REPOSTS

23

ER

28.7%

WORST 3

↓ 08.07 · 05:59 PHOTO Russia spends 4.2% of GDP on education, higher than Italy, India, China, and Japan, but below the US...	VIEWS 1 120 REACTIONS 29 REPOSTS 15 ER 9.9%
↓ 07.07 · 05:39 PHOTO 30 most profitable global companies span 7 countries/regions: USA, China, South Korea, Saudi Arabia, Taiwan, Japan and...	VIEWS 1 098 REACTIONS 24 REPOSTS 16 ER 9.7%
↓ 13.07 · 05:22 PHOTO Korean stock market by capitalization overtook UK, Germany, and France. This landmark event happened thanks to...	VIEWS 949 REACTIONS 22 REPOSTS 12 ER 8.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

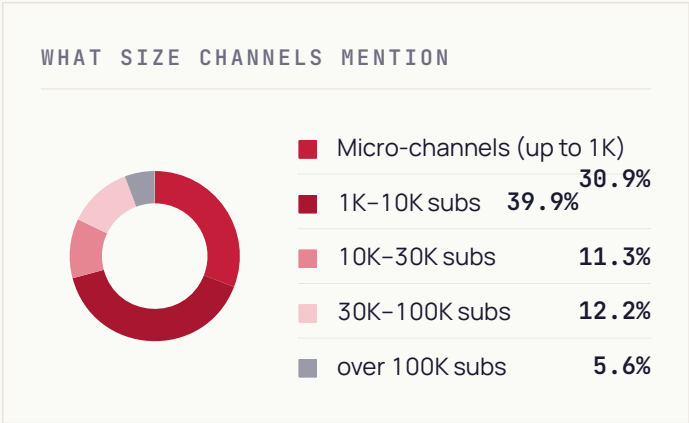
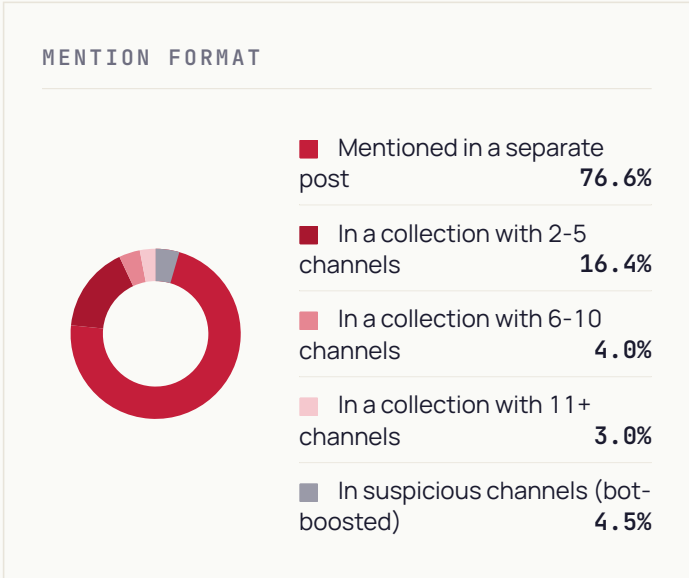
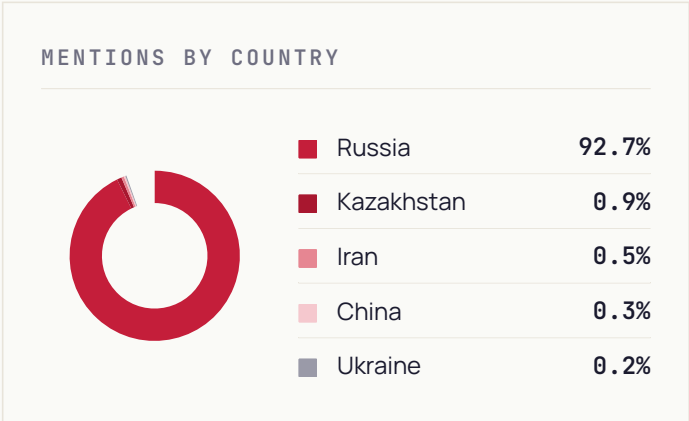
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

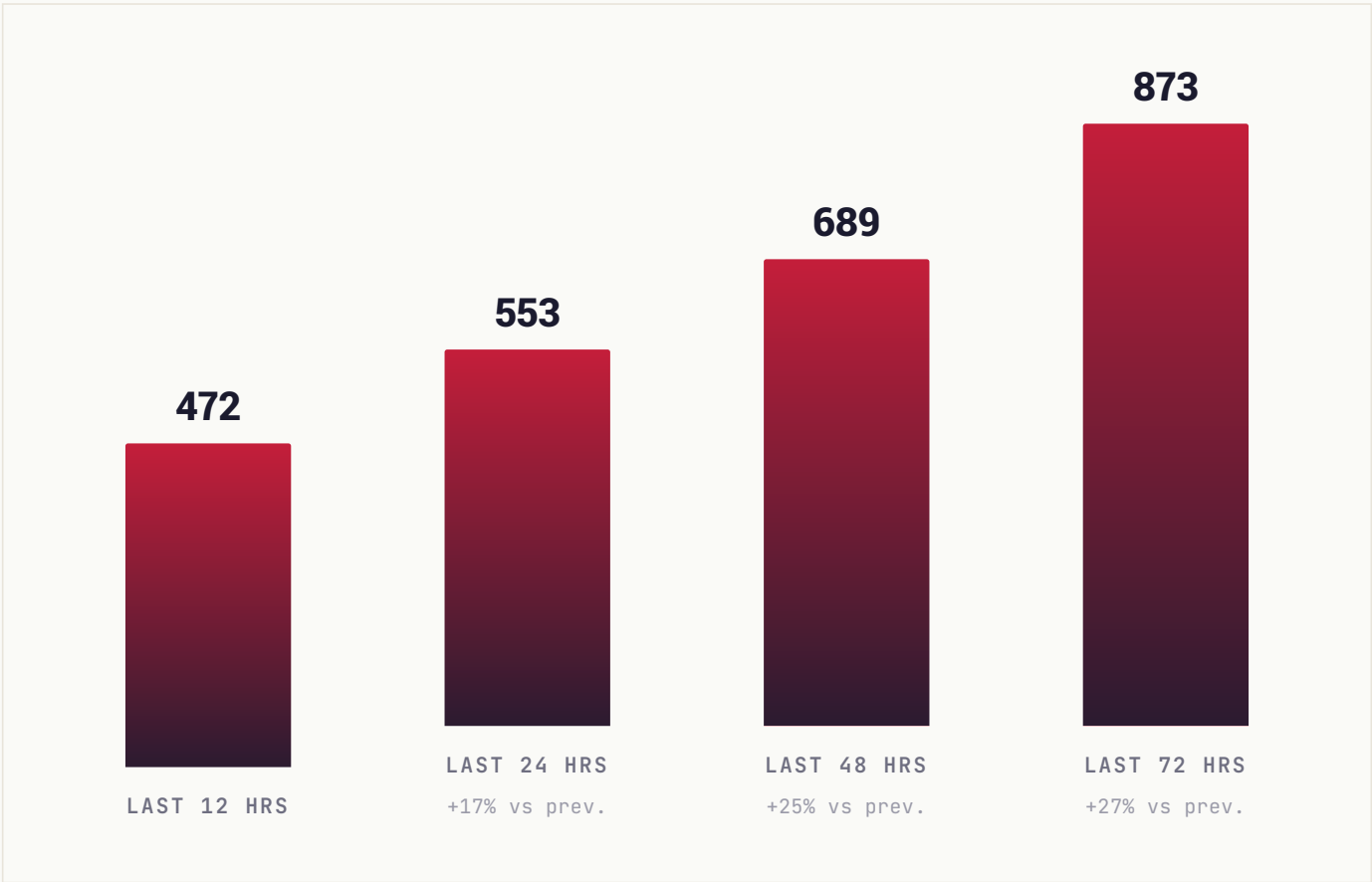
Citation index **380** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **989** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.2M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1.1M
CN Million-dollar books business blog	861.7K
RTI Roxman typing...	529.9K
AB Business Shark	502.2K
Wed Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
Mon Pivot to the East YOU	11.3K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **233**, they brought **433** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	47	28	96	
December 2025	44	16	10	
November 2025	33	13	157	
October 2025	43	22	64	
September 2025	39	16	88	
August 2025	27	13	18	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
233	6	433

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar indicating the range of other channels. A vertical line marks the median, and a red dot marks the channel's performance.

- SUBSCRIBERS:** The median is 171.2K. The channel's performance is 11,265, which is 93% below the median. The range of other channels is from 53.2K to 591.8K.
- AVG REACH / POST:** The median is 12.6K. The channel's performance is 4,075, which is 68% below the median. The range of other channels is from 2 to 57.2K.
- CITATION INDEX:** The median is 118. The channel's performance is 380, which is better than 62% of the niche. The range of other channels is from 0 to 1.2K.

Metric	Median	Channel Value	Comparison	Range (Min-Max)
SUBSCRIBERS	171.2K	11 265	93% below median	53.2K - 591.8K
AVG REACH / POST	12.6K	4 075	68% below median	2 - 57.2K
CITATION INDEX	118	380	better than 62% of niche	0 - 1.2K

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

On this day at 19:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 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 poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager