

PROMTPRESS PUBLIC REPORT

Channel audit

Это Дагестан



@etodag

The first news & analytics Telegram channel of the republic. Editorial
– @yugred1

SUBS

36 104

+17903 per month

ERR (% SEE POSTS)

3.0%

daily 4.9%

REACH/POST

1.2K

ad reach 1.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBS 36 104 —	 SUBS REACH 3.29% avg. % subs see post	 VIEWS/POST 1.2K median 1.1K · 29 days	 POSTS/DAY 12.4 ~87 per week
 TREND 7D +46.9% vs previous week	 REACTIONS/POST 6.1 total 2 219 reactions, 395 reposts, 99 comments	 POST LENGTH 452 chars. median 379 · 29 days	 POSTS ANALYZED 366 29 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH +17903 last month	 QUOTABILITY 21 citation index · 96 channels mentioned all time	 CHANNEL AGE 1y 2m created 03.06.2025

EDITOR'S AI SUMMARY

Channel «Это Дарестан» — 36 104 subscribers. Each post on average 1.2K people (3% from subscribers), reach is low — expand audience. Publishes 87 posts per week (~12 per day) — very active publishing. For week Aug 10–16 reach up +46.9% by week Aug 3–9 — positive trend.

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 SHARE

- 01 Analysis based on **366** posts over 29 days.
- 02 Dominant format — **Photo** (196/366 posts).
- 03 Avg post length — **452** characters (median 379).
- 04 Peak audience activity — **Sunday**, 22:00 MSK.
- 05 Top posts get **by 47x** more views than the weakest (8.3K avg for top vs 179 for worst) — among 366 posts over 29 days. Worth seeing what top posts share — topic, format, timing.

TOP-5 POSTS

Nº1 16.08 · 19:13 TEXT  Waste sorting complex in Karabudakhkent district, designed to process up to 500k tons of waste annually and...	VIEWS 8 924 REPOSTS 3	REACTIONS 13 ER 24.7%
Nº2 14.08 · 09:40 TEXT  100 days of governance Day 3: Dagestan channels sum up first 100 days of acting head Fyodor Shchukin and PM...	VIEWS 8 349 REPOSTS 3	REACTIONS 14 ER 23.1%
Nº3 20.08 · 09:00 PHOTO  Roberto Carlos denies reports of converting to Islam "I have great respect for Islam. Great to see my wife...	VIEWS 7 768 REPOSTS 25	REACTIONS 12 ER 21.5%

Nº4

19.08 · 08:38

TEXT

 Babayurt district resident sentenced for fake certificate
Young man tried to join police, providing a forged...

VIEWS

7 252

REPOSTS

7

REACTIONS

8

ER

20.1%

Nº5

14.08 · 12:06

PHOTO

! Makhachkala five-story residential demolition ruled legal
on appeal Dagestan Supreme Court upheld the demolition...

VIEWS

2 123

REPOSTS

2

REACTIONS

5

ER

5.9%

|

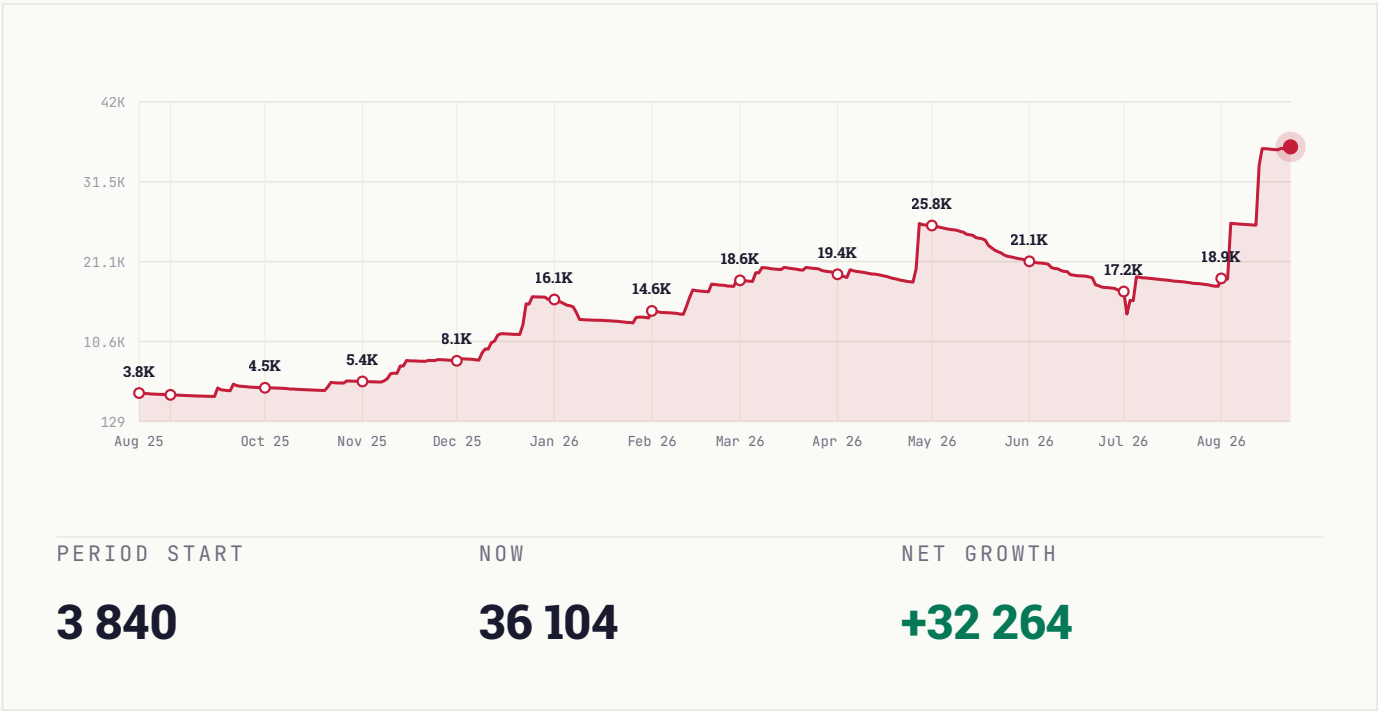
BOTTOM 3

↓ 30.07 · 08:37 PHOTO + New hospital wing for 700k people to be built in Derbent New Derbent Central Hospital wing to become the largest medical facility in the south...

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

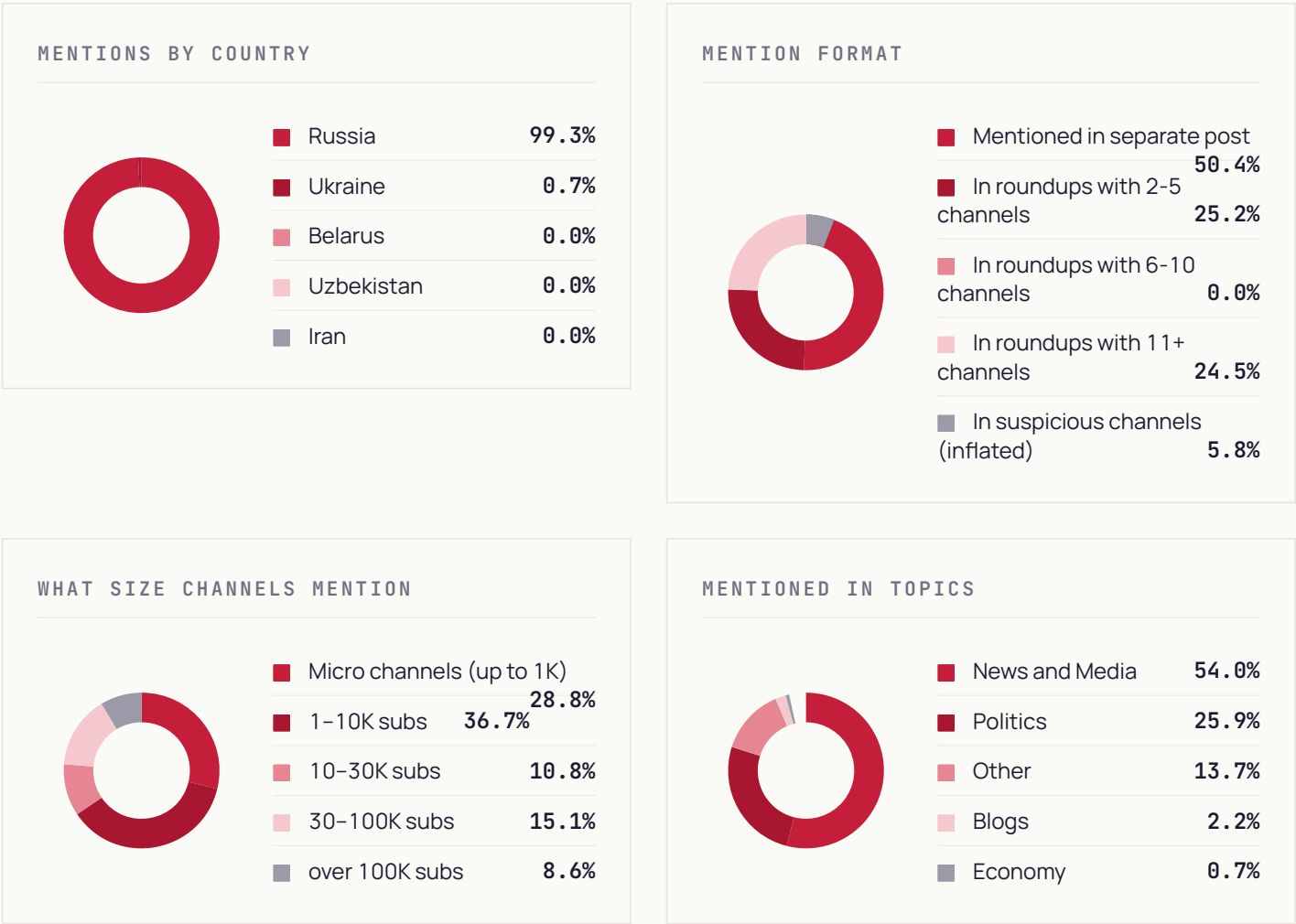
Subscriber growth chart for the year. On key months, exact subscriber counts are shown. See which months the channel gained, and in which it lost.



SECTION 04 · CITATIONS

Who and how mentions the channel

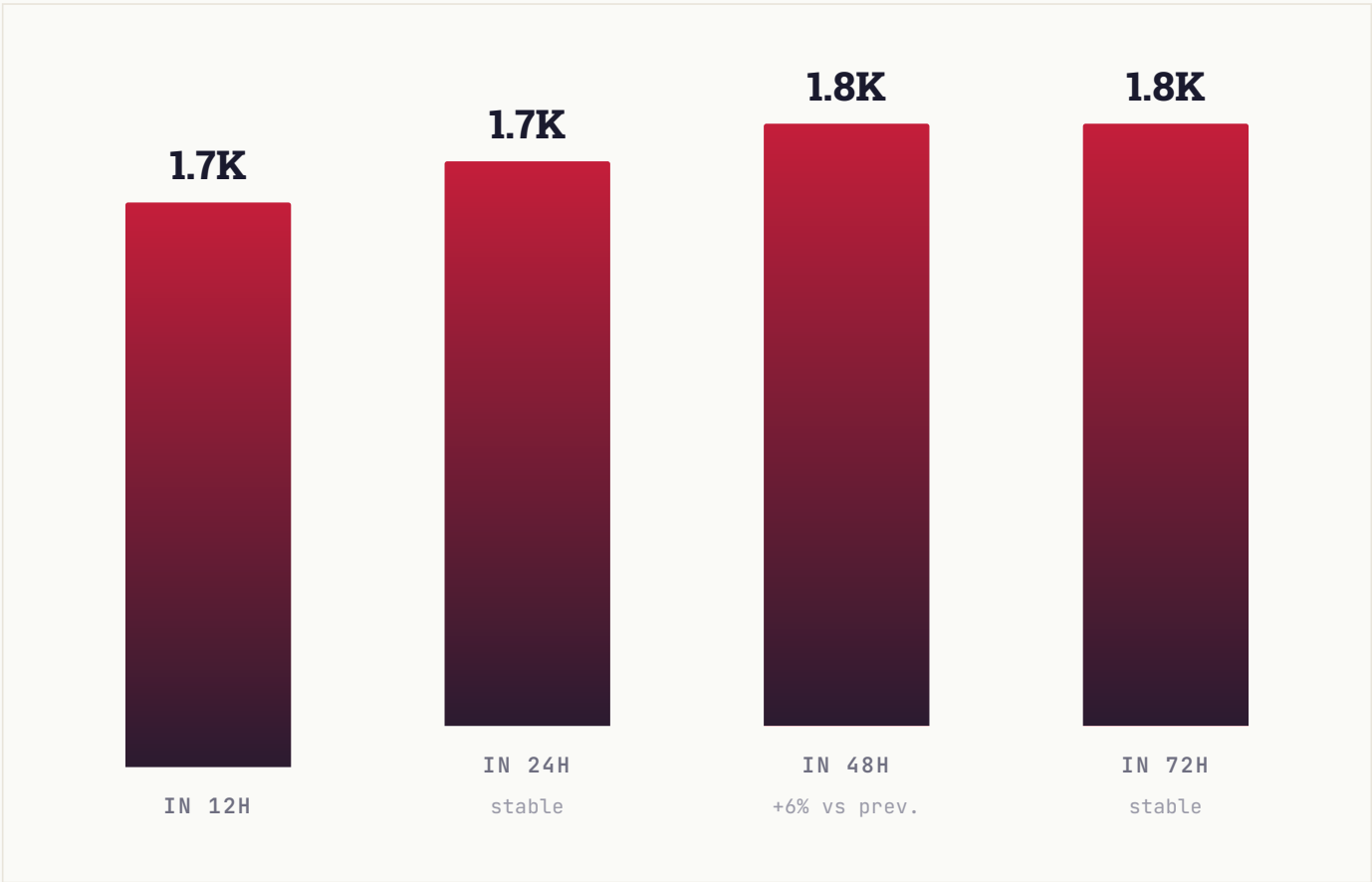
Citation index **21** — channel popularity rating based on mentions. Counts not only their count, but also the weight of mentioners: a post from a channel with 100K subs 'weighs' more than from a channel with 1K subs. Overall, the channel has been mentioned **96** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Average reach of an ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. We highlighted your channel — you can see where it stands among neighbors in the niche.

CHANNEL	SUBS
М• Москвач • Moscow News	4.3M
TL Топор Live	4.1M
ПЭ Прямой Эфир • Новости	4M
М- Москва - это интересно	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
РН РИА Новости	3M
NM Moscow News	2.7M
MS Москва сегодня	2.7M
CP Media Russia not Moscow	2.6M
ED Это Дагестан YOU	36.1K

COMPARATIVE CONCLUSION

Channel so far outside top-99 niche — early growth stage. Niche leader — **Москвач • Moscow News** (4.3M), median top-99: 776.9K. First goal — enter top-99 via systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. For the last 6 months such mentions: 57, they drove 21 809 new subscribers.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
February 2026	17	8	5 934
January 2026	7	5	753
December 2025	19	15	8 700
November 2025	14	10	3 075
October 2025	0	0	1 350
September 2025	0	0	1 997

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
57	6	21 809

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «News and Media» (Russia) and looked at how the channel looks against their background. The gray bar — the range in which 80% of niche channels fall (from p10 to p90). The black line — median. The 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

Top post of the week — Sunday

On this day at 22:00 MSK the audience is most active.

EFFECT

**Best window
for a key post**

02

ER below niche benchmark — reconsider formats

Current ER 3.29% vs benchmark 5.5%. Try polls and interactive formats.

EFFECT

+2.2pp ER

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll a week on a 'hot' topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Relevant
audience
growth**

★ WHAT'S NEXT

Want this done? **PromptPress?**

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

01 **Run ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
