

PROMTPRESS PUBLIC REPORT

Channel audit

Cello case



@futlyar_info

No one is forgotten, nothing is forgotten 👁 For all questions:
Telegram contacts: @vchkogpu_pr

SUBSCRIBERS

19 459

86 posts 27 days

ERR (% SEE POSTS)

6.0%

per day 6.2%

REACH/POST

1.2K

ad reach 1.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period.

 SUBSCRIBERS 19 459 —	 SUBSCRIBER REACH 5.97% avg % of subs see post	 VIEWS/POST 1.2K median 674 · 27 days	 POSTS/WK 22.2 over period
 7D TREND -46.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 908 chars median 1000 · 27 days	 POSTS IN ANALYSIS 86 27 days
 AD REACH 1.2K 24h avg	 CITATION RATE 5 citation index · 17 channels mentioned ever	 CHANNEL AGE 28 days created 13.06.2026	

AI EDITOR SUMMARY

Channel «Cello case» – 19 459 subs. Each post averages 1.2K people (6% of subs), reach is low – expand audience. Publishes 22 posts per week (~3/day) – active posting. Week Jun 29 – Jul 5 reach dropped -46.3% vs week Jun 22–28 – analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **86** posts over 27 days.
- 02 Dominant format — **Text** (73/86 posts).
- 03 Avg post length — **908** chars (median 1000).
- 04 Audience peak activity — **Thursday**, 09:00 MSK.
- 05 Top posts gather **357x** more views than the weakest (8.6K avg for top vs 24 for worst) — among 86 posts over 27 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 06:36 TEXT Power OPS of Rostov region According to sources, a long-standing organized crime group operates in Rostov region...	VIEWS 14 832 REPOSTS 2	REACTIONS — ER 76.2%
Nº2 21.06 · 13:09 TEXT Kuban octopus of Colonel Bogotsan: how the main MVD «purifier» devoured his own department, and Forbes supercars were cowardly stashed away...	VIEWS 7 365 REPOSTS 1	REACTIONS — ER 37.8%
Nº3 07.07 · 12:05 TEXT Kuban. Nationalization and auction. What does oligarch Deripaska have to do with it? Back on June 5, 2026, as part of privatization, it was...	VIEWS 3 532 REPOSTS 1	REACTIONS — ER 18.2%

Nº4 03.07 · 07:01 TEXT Judge Dmitry Derunov of Samara District Court refused the investigation's request to remand in custody...	VIEWS 2 539 REPOSTS —	REACTIONS — ER 13.0%
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Nº5 04.07 · 09:42 TEXT Here's a fresh structured rewrite of the text on European sanctions. EU expands sanctions lists over Navalny case EU Council approved...	VIEWS 2 499 REPOSTS —	REACTIONS — ER 12.8%
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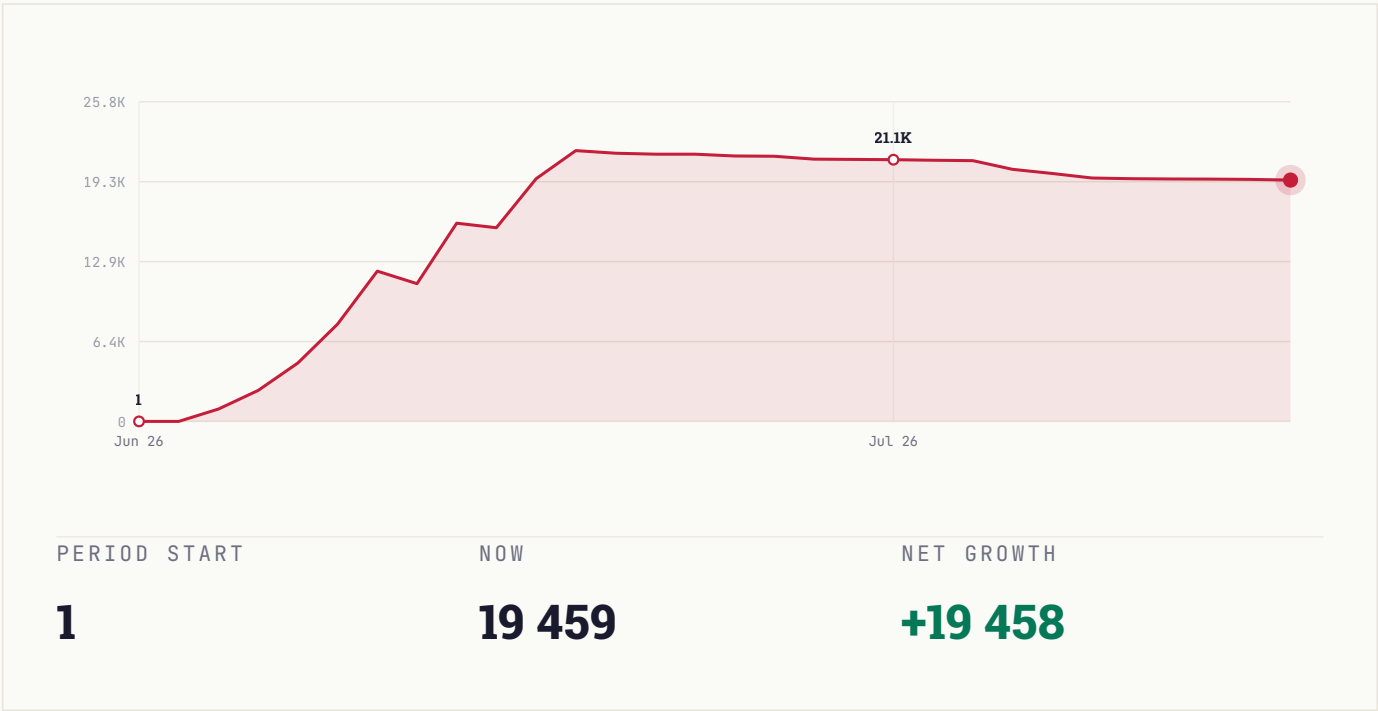
WORST 3

↓ 05.07 · 08:40 TEXT Billions under epaulets: how a Kuban anti-corruption fighter built a shadow business on the traffic police Journalists from VChK-OGPU and Rucriminal.info...	VIEWS 58 REPOSTS —	REACTIONS — ER 0.3%
↓ 15.06 · 06:19 TEXT Sergey Potashov: contractor with govt contracts worth nearly 50 billion rubles found linked to Rostec, Ministry of Defense and former...	VIEWS 9 REPOSTS —	REACTIONS — ER 0.0%
↓ 15.06 · 06:19 TEXT Sergey Potashov: contractor with govt contracts worth nearly 50 billion rubles found linked to Rostec, Ministry of Defense and former...	VIEWS 5 REPOSTS —	REACTIONS — ER 0.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

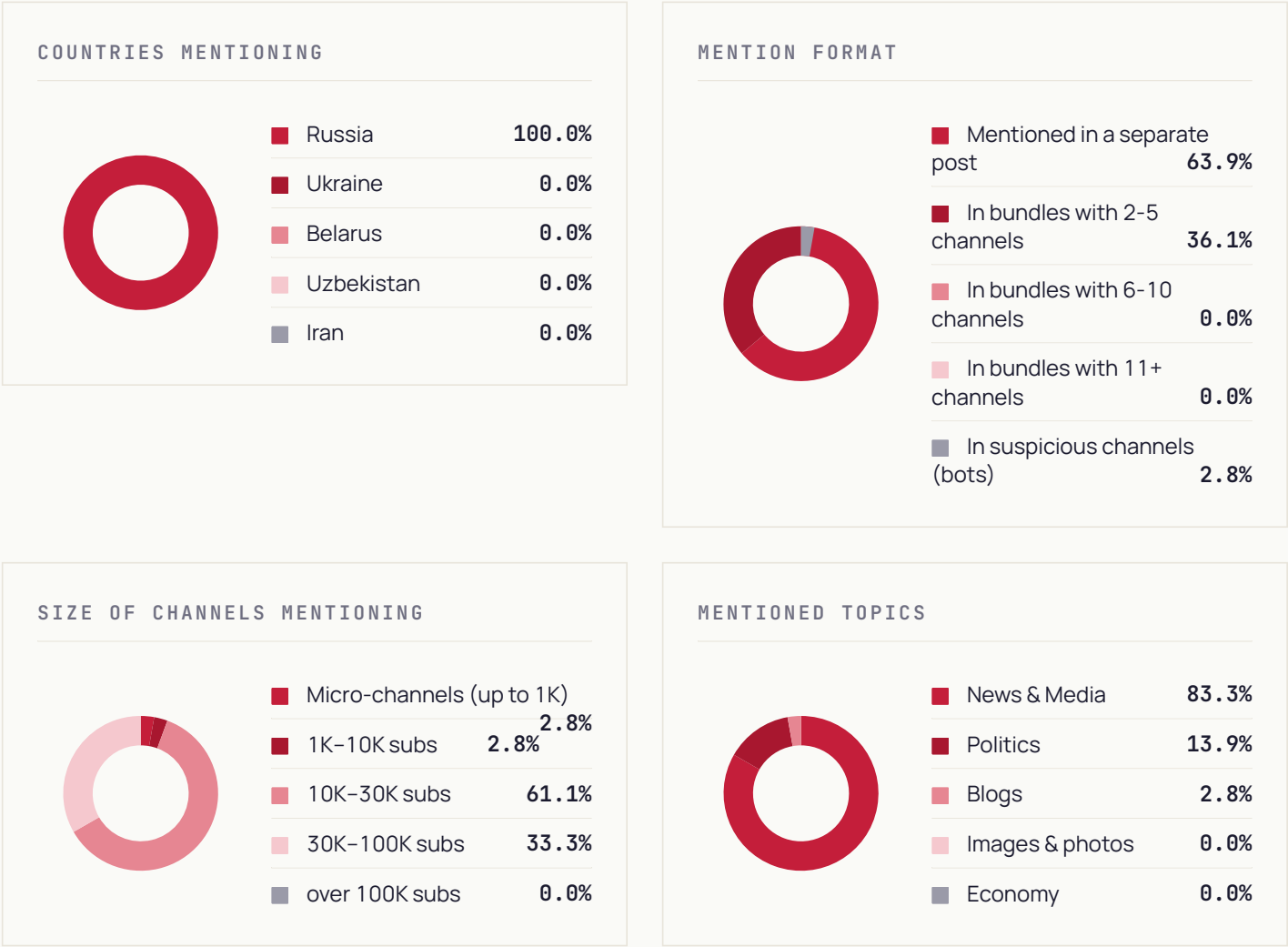
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

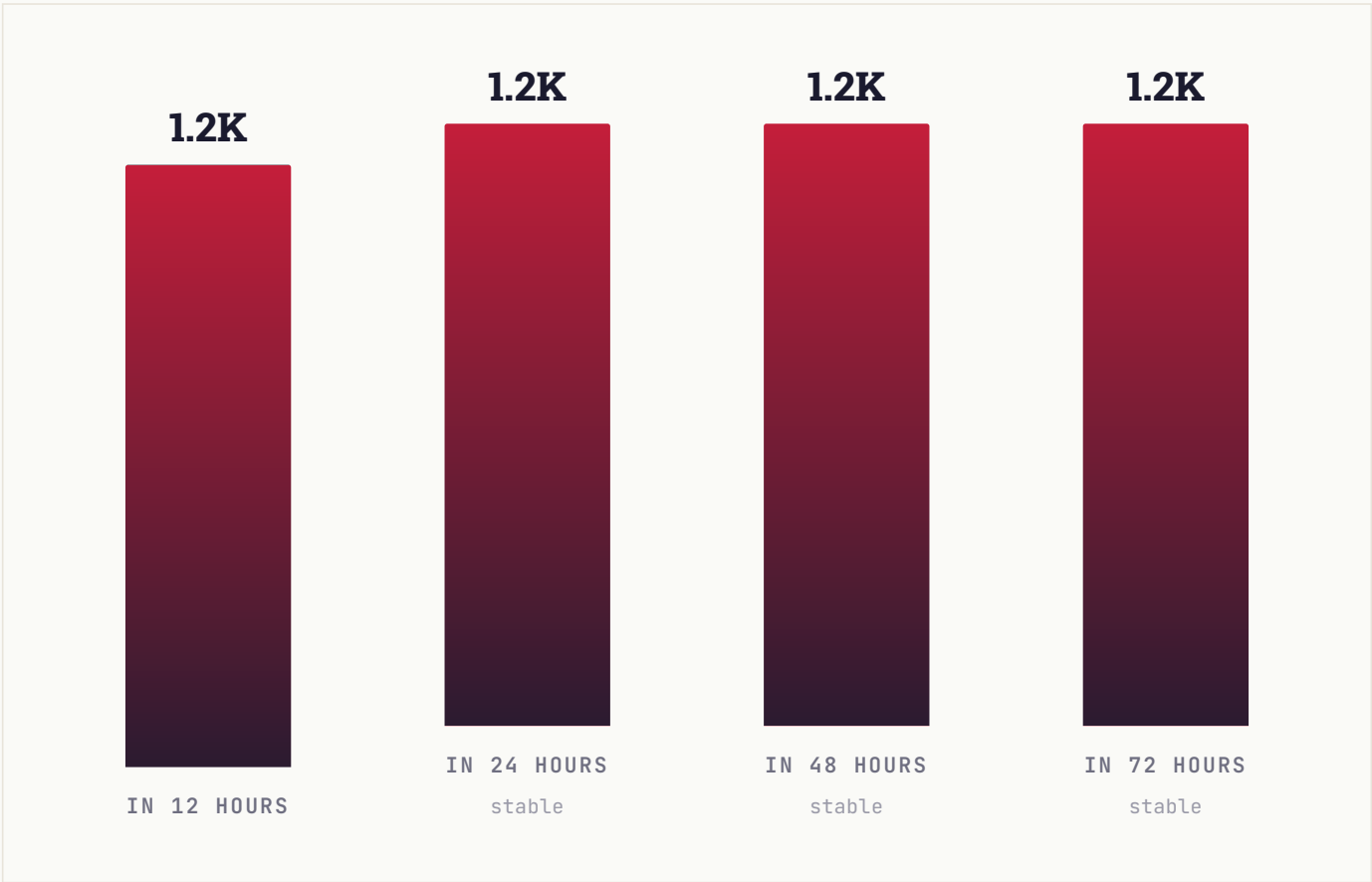
Citation index 5 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All-time channel mentions: 17 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.5M
کانال اخبار فوری خبر فوری	4.4M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trash ⚡ Ukraine	3.1M
FO Cello case YOU	19.5K

COMPARATIVE INSIGHT

Channel yet outside top-97 niche — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal: enter top-97 through systematic traffic and content work.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · 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 most active on this day at 09:00 MSK.

EFFECT
Best window for an important post
- 02

Increase video posts share
 Video in Telegram retains audience longer and is algorithm-friendly. 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 and interactive formats
 Posts with polls/reactions usually boost ER by 5-15%.
 One weekly poll on a hot topic is an easy growth lever.

EFFECT
+5-15% ER
- 05

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

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
