

PUBLIC REPORT PROMTPRESS

Channel audit

«Гроза»



@groza_media

Send news: @grozalistensbot Support: <https://wxyz.page/LeOGm>
 Ads: @GrozaAdsBot Site: <https://www.groza.media> Regional
 editions: • Kazan @mediagroza_kzn; • Novosibirsk...

SUBSCRIBERS

14 767

+36 per month

ERR (% SEE POSTS)

18.0%

per day **12.8%**

REACH/POST

2.7K

ad reach **1.9K**/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 14 767 —	 SUBSCRIBER REACH 18.14% avg % subs see post	 VIEWS/POST 2.7K median 2.5K · 29 days	 POSTS/WEEK 46.7 over period
 7D TREND -11.5% vs previous week	 REACTIONS/POST 77.6 total 15,525 reactions, 5,535 reposts, 317 comments	 POST LENGTH 768 chars median 850 · 29 days	 POSTS ANALYZED 200 29 days
 AD REACH 1.9K 24h avg	 CHURN / MONTH +36 last month	 CITATION RATE 367 citation index · 957 channels mentioned ever	 CHANNEL AGE 3 years 10 months created 02.09.2022

AI EDITOR SUMMARY

Channel ««Groza»» — 14 767 subs. Each post avg views 2.7K people (18% from subs), avg reach — room to grow. Publishes 47 posts per week (~7/day) — active posting. For week Jun 29 — Jul 5, reach dropped -11.5% to week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **200** posts over 29 days.
- 02 Dominant format — **Text** (101/200 posts).
- 03 Avg post length — **768** chars (median 850).
- 04 Peak audience activity — **Sunday**, 12:00 MSK.
- 05 Top posts get **6x** more views than the weakest (12K avg top vs 2K worst) — among 200 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.06 · 09:47 TEXT «Makes you seriously question whether to take government grants. Rosmolodezh filed hundreds of lawsuits against students to...		VIEWS 21 710	REACTIONS 80
REP. 167		ER 147.0%	
Nº2 18.06 · 11:23 PHOTO Students abroad and professors — this is our appeal to you We want to tell everyone that young people in Russia are not what they are...		VIEWS 8 158	REACTIONS 101
REP. 35		ER 55.2%	
Nº3 09.07 · 09:11 TEXT Who goes to universities and urges students to fight against Ukraine? «Groza» found a convicted murderer among the agitators...		VIEWS 6 155	REACTIONS 26
REP. 28		ER 41.7%	

Nº4 27.06 • 09:48 PHOTO Today, June 27 – Youth Day in Russia. On this day they tell us what the youth in our country is like: 'patriotic', loyal, devoted...	VIEWS 5 634 REACTIONS 69 REP. 17 ER 38.2%
Nº5 26.06 • 12:09 PHOTO ! «Fucking bastards». A teacher at the GITR Institute of Cinema and Television and TV host of an NTV show Anastasia Pak swore about...	VIEWS 5 068 REACTIONS 180 REP. 462 ER 34.3%

WORST 3

↓ 25.06 • 11:13 VIDEO Lenin Library to create closed repository of 'destructive literature,' says Deputy Culture Minister Zhanna Alekseeva By...	VIEWS 2 079 REACTIONS 106 REP. 27 ER 14.1%
↓ 16.06 • 10:04 PHOTO Chair of the youth chamber of the Levoberezhny district of Moscow was summoned to testify against the deputy chairman of «Yabloko» Maxim Kruglov. This is the third...	VIEWS 2 052 REACTIONS 49 REP. 4 ER 13.9%
↓ 02.07 • 10:54 PHOTO 1.3B ₺ Russian authorities will spend on internet restrictions & VPN bans. Spend just 261 ₺ to bypass them 🤖...	VIEWS 2 002 REACTIONS 19 REP. 6 ER 13.6%

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.

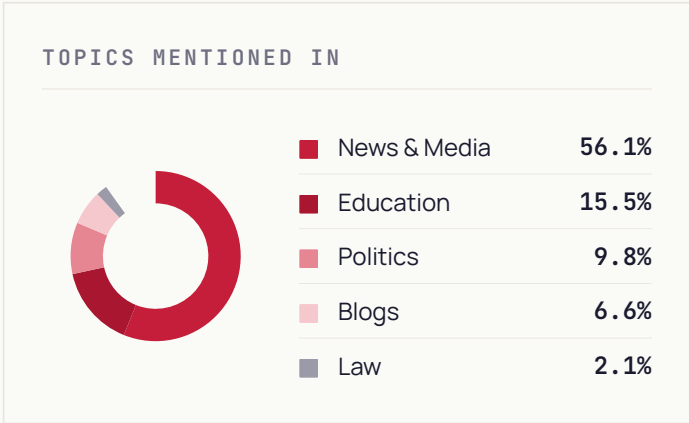
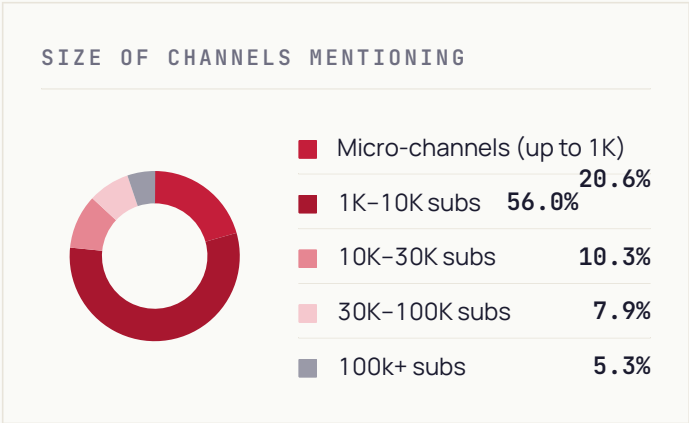
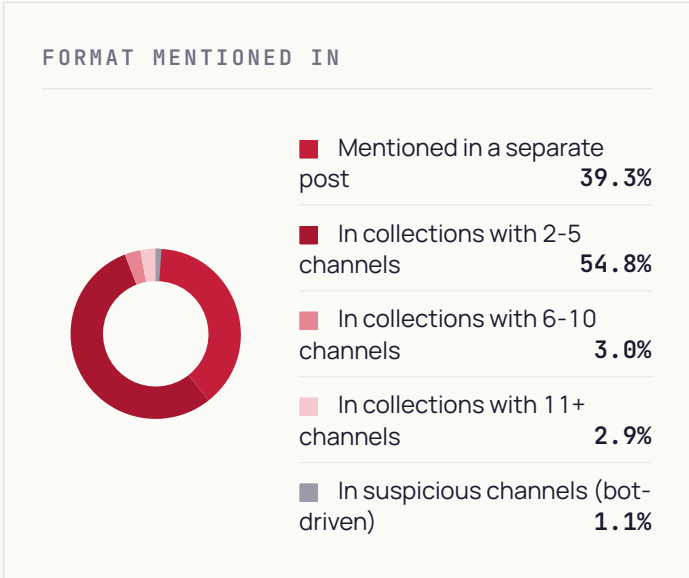
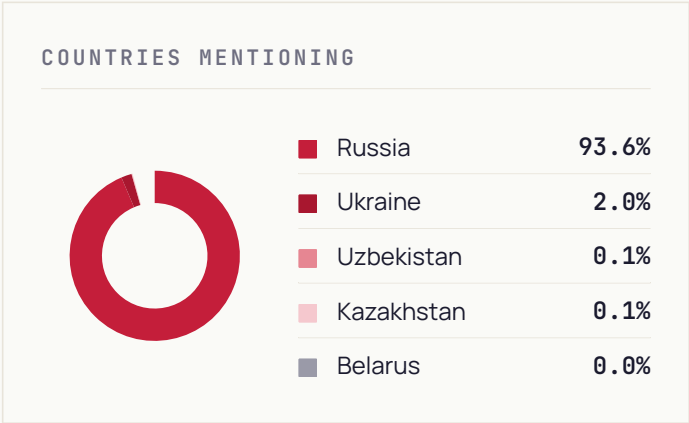


START OF PERIOD	NOW	NET GROWTH
12 389	14 768	+2 379

SECTION 04 · MENTIONS

Who mentions the channel and how

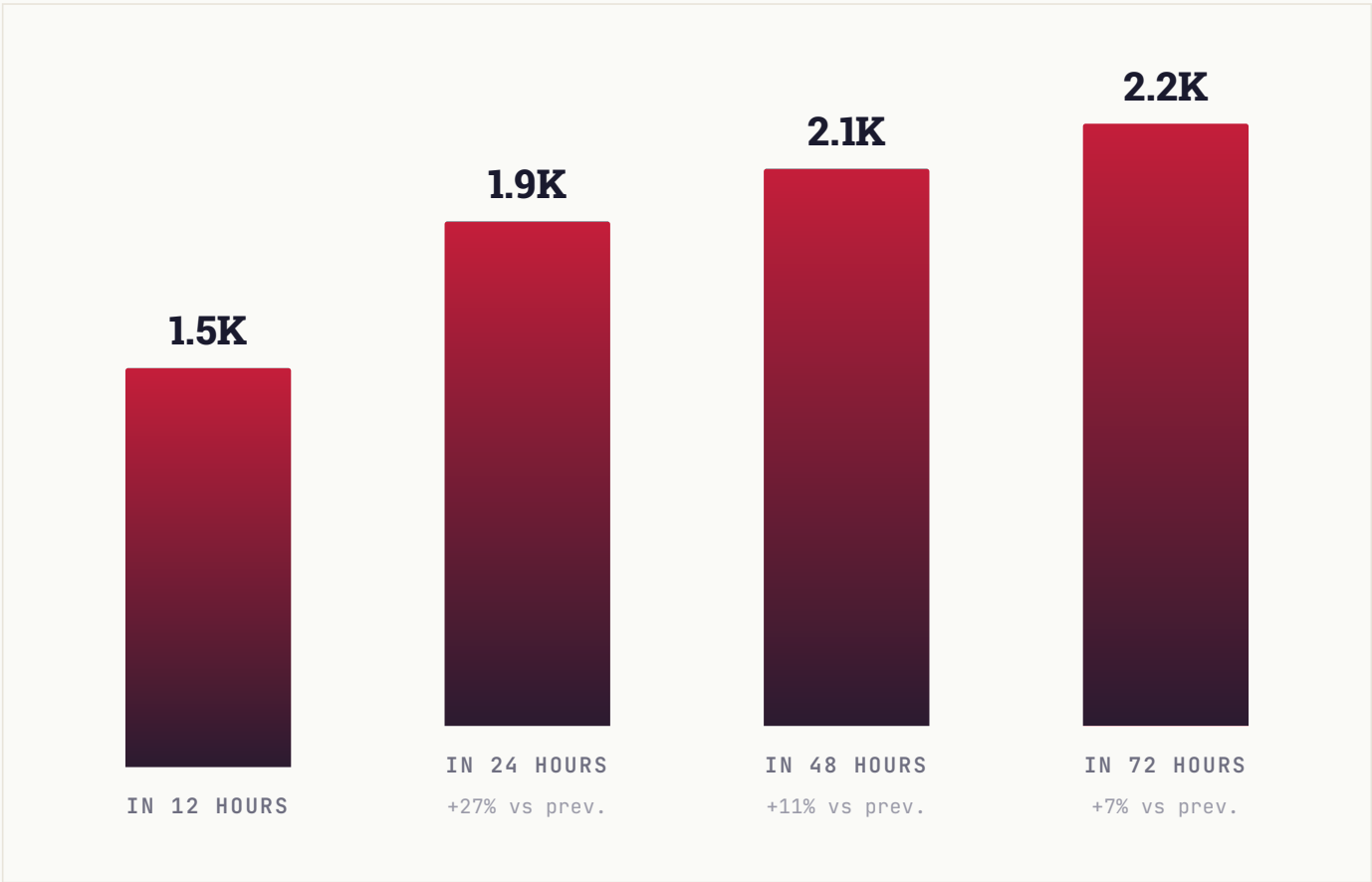
Citation index **367** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **957** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg 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 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umskul Territory of Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
«Г» «Гроза» YOU	14.8K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 niche — early growth stage. Niche leader — Mathematician Andrey (1M), median top-99: 78.8K. First goal: enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

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 **594**, they brought **1 552** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	70	36	307
December 2025	164	67	177
November 2025	121	68	188
October 2025	90	42	167
September 2025	59	29	135
August 2025	90	51	578

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
594	6	1 552

Where the channel stands in its league

Black vertical: median. Red dot: your channel.

— 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

Top post of the week — on Sunday

Audience is most active on this day at 12:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. We recommend a share of 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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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