

PROMTPRESS PUBLIC REPORT

Channel audit

Gazstroyprom



@gspromru

Official channel of the general contractor for construction of Gazprom PJSC facilities. www.gsprom.ru Included in Roskomnadzor list: <https://gosuslugi.ru/snet/67a32d7c88ec79363f3083b0>

SUBSCRIBERS

26 882

-240 per month

ERR (% SEE POSTS)

13.0%

in 24 hrs **5.3%**

REACH/POST

3.5K

ad reach **1.4K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 26 882 —	SUBS REACH 13.01% avg % of subs see post	VIEWS/POST 3.5K median 3.5K · 28 days	POSTS/WEEK 6.8 over period
7D TREND -12.2% vs previous week	REACTIONS/POST 32.0 total 896 reactions, 293 reposts, 0 comments	POST LENGTH 607 chars median 540 · 28 days	POSTS ANALYZED 28 28 days
AD REACH 1.4K 24h avg	CHURN / MONTH -240 over last month	CITATION RATE 713 citation index · 836 channels mentioned all time	CHANNEL AGE 5 years 2 months created 20.04.2021

AI EDITOR SUMMARY

Channel «Gazstroyprom» — 26 882 subs. Each post gets avg 3.5K people (13% of subs), reach is low — need to grow audience. Publishes 7 posts per week (~1/day) — rare posts. For week Jun 29 – Jul 5 reach dropped by -12.2% to week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **28** posts in 28 days.
- 02 Dominant format – **Photo** (19/28 posts).
- 03 Avg post length – **607** chars (median 540).
- 04 Peak audience activity – **Thursday**, 11:00 MSK.
- 05 Top posts get **2×** more views than the weakest (4.7K avg for top vs 2.9K for worst) – among 28 posts in 28 days. Worth analyzing what top posts share – topic, format, time.

TOP 5 POSTS

Nº1 23.06 · 14:25 PHOTO  Shift workers are people who never sit idle. The active pace on the construction site teaches constant movement in everyday life.  Foreman...	VIEWS 4 861 REACTIONS 26 REPOSTS 7 ER 18.1%
Nº2 18.06 · 08:33 PHOTO  Jobs with character GSP-4 Want to work at Gazprom construction sites? Follow the #Hot_Seven selection in our...	VIEWS 4 714 REACTIONS 25 REPOSTS 16 ER 17.5%
Nº3 21.06 · 09:03 VIDEO  The company keeps receiving congratulations and good wishes. The most creative part of our team – participants of the 'Stars...' project	VIEWS 4 674 REACTIONS 42 REPOSTS 24 ER 17.4%

Nº4 25.06 • 14:14 **PHOTO**

 Jobs with character | Servicegazavtomatika Want to work at Gazprom construction sites? Follow the selection...

VIEWS
4 630

REACTIONS
26

REPOSTS
35

ER
17.2%

Nº5 19.06 • 13:02 **VIDEO**

 17 Gazstroyprom was founded on June 21, 2018. A key milestone in the company's history was the consolidation of Gazprom's construction complex...

VIEWS
4 491

REACTIONS
43

REPOSTS
13

ER
16.7%

WORST 3

↓ 06.07 • 13:31 **PHOTO**

 What was discussed this week – key points   Future construction Gazprom and Gazstroyprom at a joint meeting...

VIEWS
3 028

REACTIONS
19

REPOSTS
2

ER
11.3%

↓ 08.07 • 08:02 **VIDEO**

 Times change, but family support remains our main strength.  17 Today we congratulate you on Family, Love and Fidelity Day!...

VIEWS
2 928

REACTIONS
30

REPOSTS
8

ER
10.9%

↓ 10.07 • 13:50 **VIDEO**

 Three intense days of the Scientific and Technical Council of Gazprom and Gazstroyprom are over. But the most interesting can be seen again.  We invite...

VIEWS
2 819

REACTIONS
27

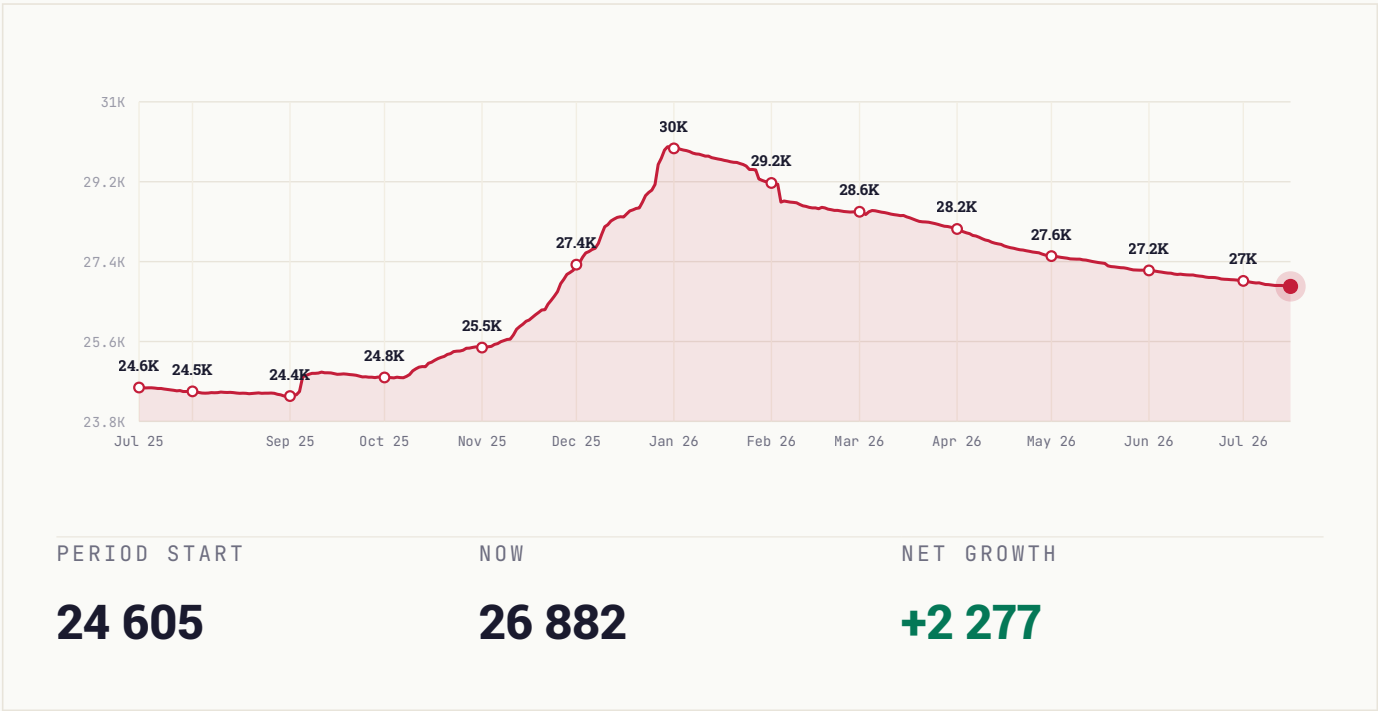
REPOSTS
13

ER
10.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

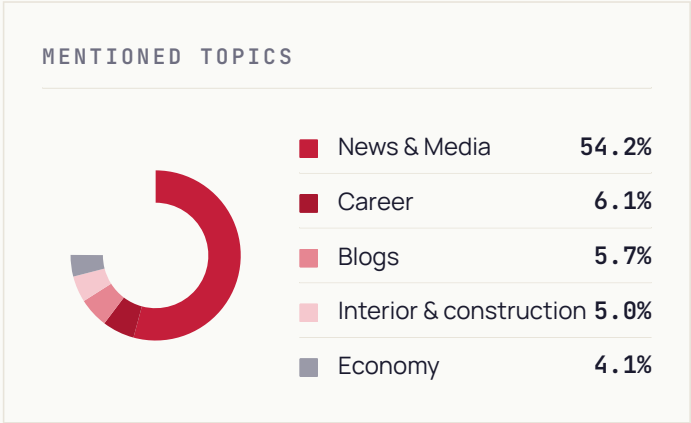
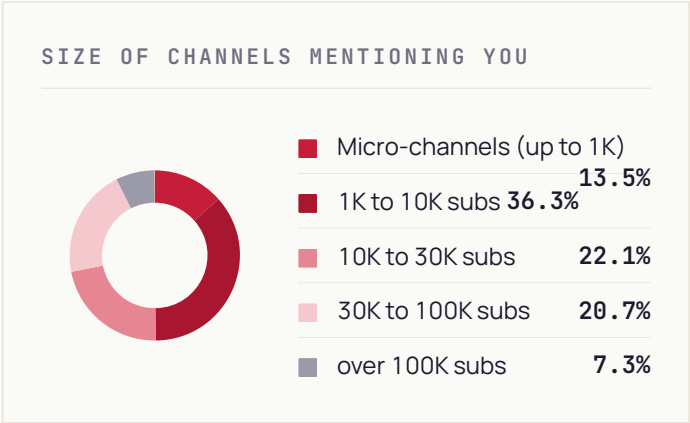
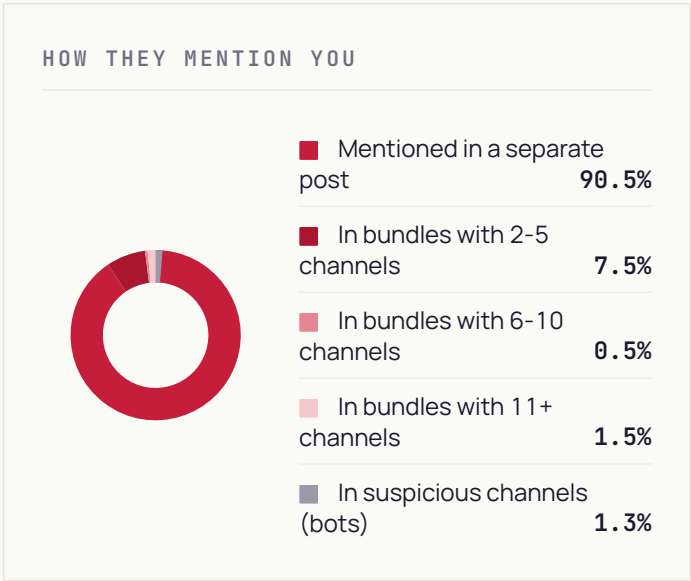
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

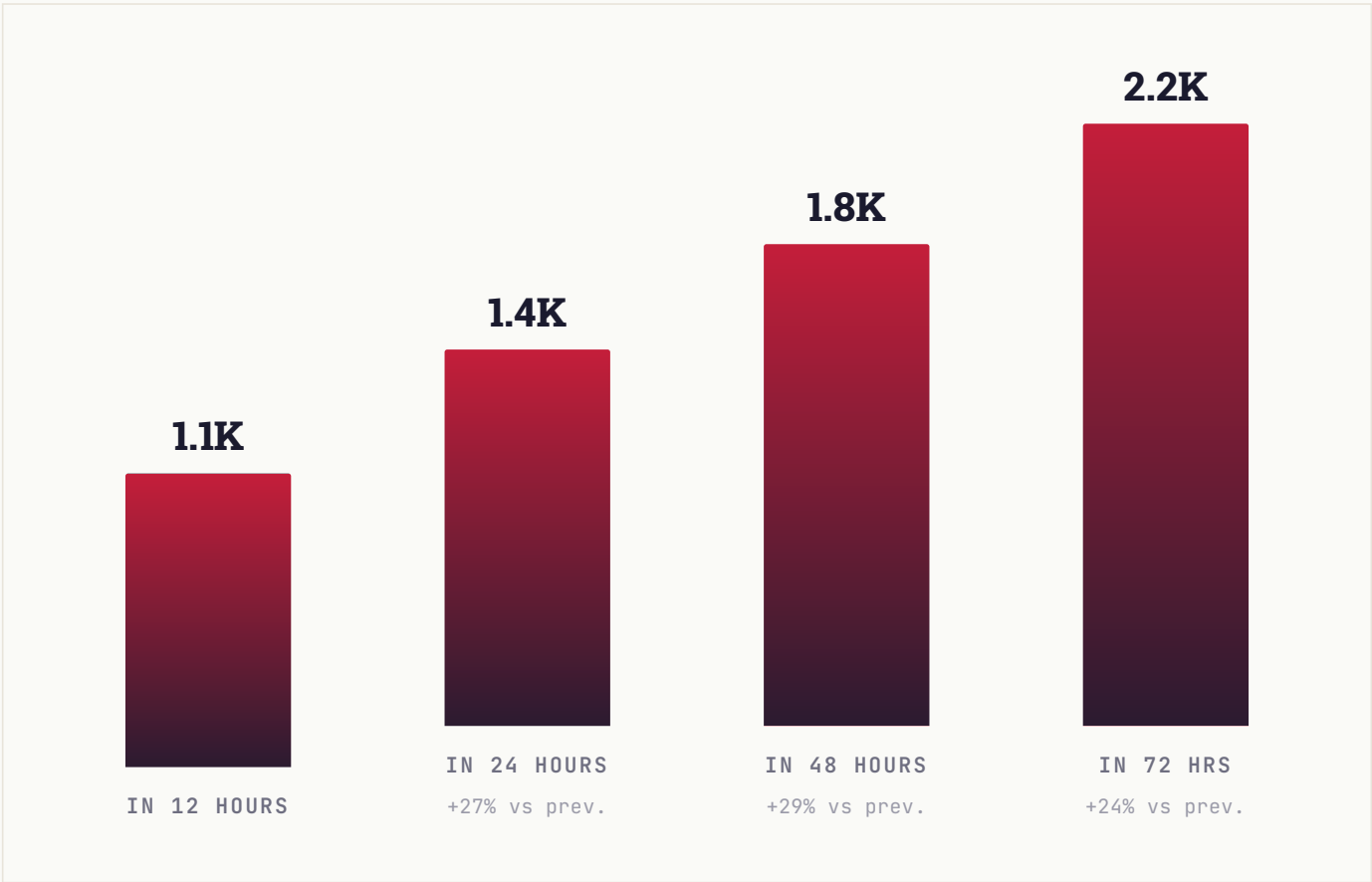
Citation index **713** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **836** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

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
RP Roxman typing...	529.9K
AB Акула Бизнеса	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
GA Gazstroyprom YOU	26.9K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **119**, they brought **5 880** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	16	9	15	
December 2025	17	11	2 785	
Nov 2025	22	16	1 741	
Oct 2025	27	24	709	
September 2025	29	15	574	
August 2025	8	8	56	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
119	6	5 880

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Business & startups» (Russia) and compared your channel. Gray band – range for 80% of niche channels (p10 to p90). 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

Best post day — Thursday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic purchase

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

EFFECT

**+1000-3000
subs**

03

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 point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. 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 this done by **PromptPress?**

This audit — what we can do in minutes using public data. 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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