

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Pravda | News of Russia



@i_am_pravda

Russia news you can't keep silent about. Ads: @larinamaria2002

Registration: <https://gosuslugi.ru/snet/699ff5d3bcf8260dadd52e46>

SUBSCRIBERS

255 151

+69885 per month

ERR (% SEE POSTS)

37.0%

in 24h **33.5%**

REACH/POST

92.8K

ad reach **87K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 255 151 —	 SUBS REACH 36.37% avg % subs see post	 VIEWS/POST 92.8K median 93K · 29 days	 POSTS/WEEK 16.5 for period
 7D TREND +1.1% vs previous week	 REACTIONS/POST 95.4 total 6,586 reactions, 9,291 reposts, 0 comments	 POST LENGTH 356 chars. median 349 · 29 days	 POSTS ANALYZED 69 29 days
 AD REACH 87K 24h avg	 CHURN / MONTH +69885 last month	 CITATION RATE 11 citation index · 38 channels mentioned ever	 CHANNEL AGE 2 years 5 months created 24.01.2024

AI EDITOR SUMMARY

Channel «Pravda | News of Russia» – 255 151 subs. Each post avg views 92.8K people (36% of subs), good reach. Publishes 16 posts/week (~2/day) – regular. Week Jun 29 – Jul 5 reach stable (+1.1% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **69** posts in 29 days.
- 02 Dominant format – **Photo** (59/69 posts).
- 03 Avg post length – **356** chars (median 349).
- 04 Audience peak – **Saturday**, 13:00 MSK.
- 05 Top posts get **1x** more views than the weakest (98.7K avg for top vs 88.8K for worst) – among 69 posts over 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 01.07 · 07:46 PHOTO In St. Petersburg, half a ton of cocaine was found in tuna carcasses. According to the FSB, the drugs were hidden there by smugglers: the container arrived from...	VIEWS 98 823 REPOSTS 182	REACTIONS 138 ER 38.7%
Nº2 20.06 · 04:42 PHOTO ⚡ Russian students will study Arabic. Arabic language program in Russian schools starts Sep 1, 2026/2027...	VIEWS 98 658 REPOSTS 141	REACTIONS 295 ER 38.7%
Nº3 19.06 · 03:20 PHOTO 💻 Messages in building chat can lead to heavy fines or even prison. Lawyer says defamation penalty up to 5M...	VIEWS 98 643 REPOSTS 66	REACTIONS 92 ER 38.7%

Nº4

18.06 • 08:17

PHOTO

Russians may have already issued Schengen visas annulled. EU discusses revising previously issued Schengen visas and residence permits to Russian citizens...

VIEWS

98 523

REPOSTS

158

REACTIONS

47

ER

38.6%

Nº5

06.07 • 07:47

PHOTO

Anxious zoomer cats raised by millennials Pet sedative sales surged 120% in recent years, and fluffy ones increasingly...

VIEWS

98 051

REPOSTS

56

REACTIONS

85

ER

38.4%

WORST 3



20.06 • 11:53

PHOTO

! Russian female sabre fencers win European Championship gold in team event In the final, Alina Mikhaylova, Alexandra Mikhaylova, and Yana Yegoryan...

VIEWS

89 096

REPOSTS

166

REACTIONS

92

ER

34.9%



16.06 • 08:45

PHOTO

Russians can bring pets to work. Lawyers confirmed: no direct ban in the Labor Code – be it a cat, dog, parrot or...

VIEWS

88 992

REPOSTS

170

REACTIONS

41

ER

34.9%



07.07 • 13:16

PHOTO

Russians will not pay for foreign internet traffic. Introduction of such a measure for mobile operators is not being considered, the Ministry of Digital Development said.

VIEWS

88 259

REPOSTS

151

REACTIONS

87

ER

34.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

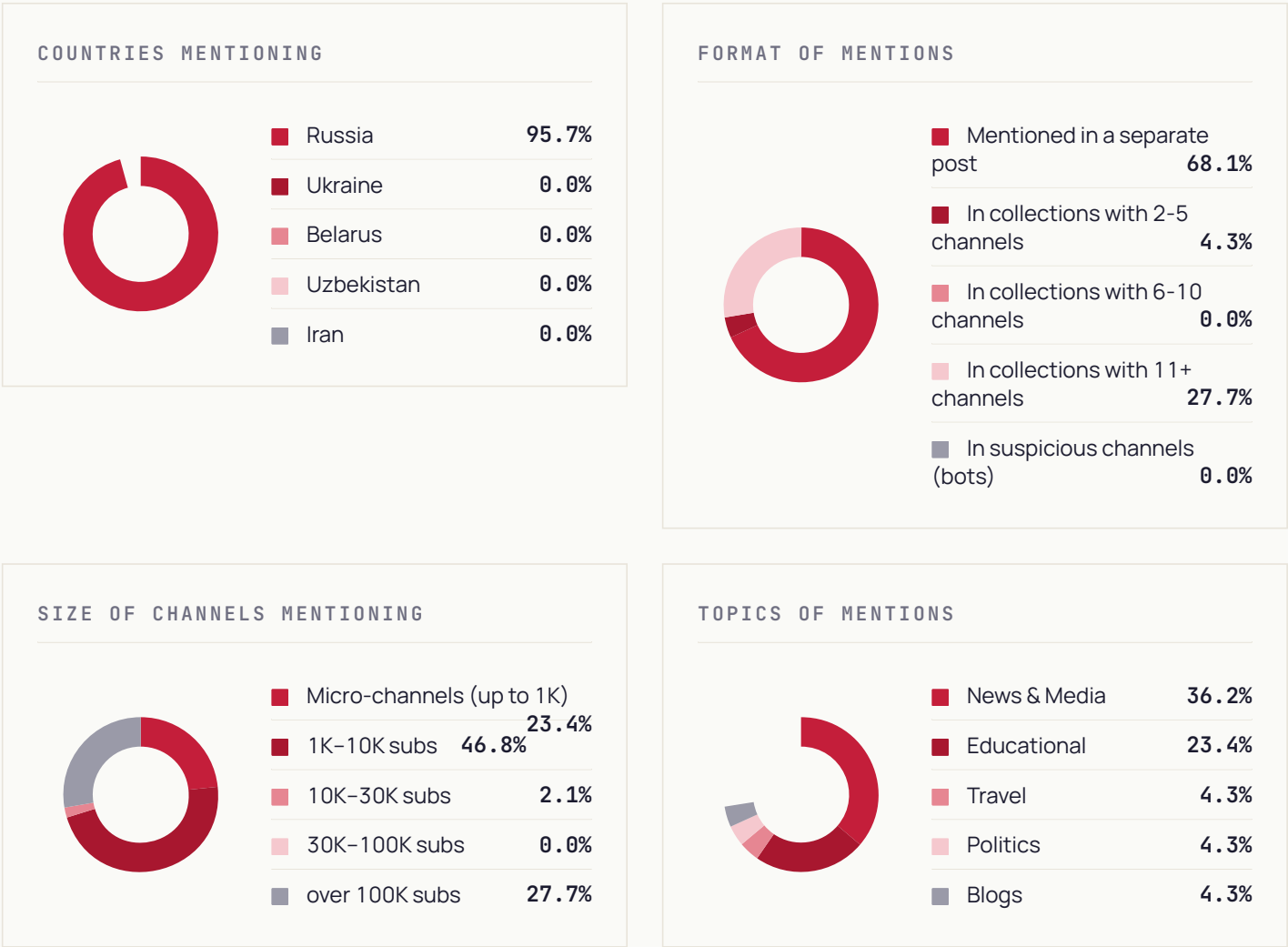
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

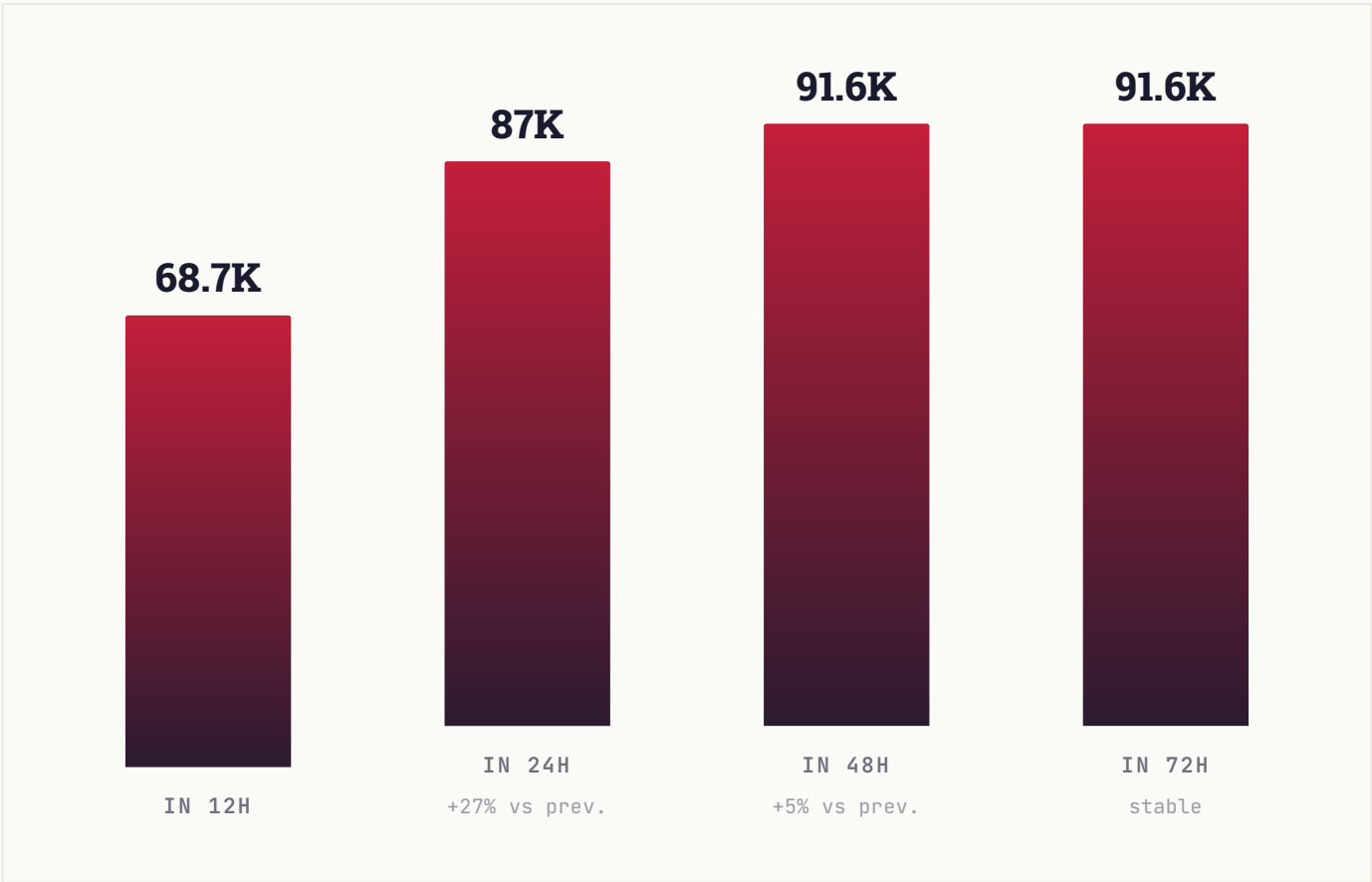
Citation index **11** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel 'weighs' more than from a 1k subs channel. All-time channel mentions: **38** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.5M
کا کانال اخبار فوری خبر فوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
TP Trukha ⚡ Ukraine	3.1M
PI Pravda News of Russia YOU	255.2K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels mentioning yours. Over the last **6 months** such mentions were **27**, they brought **70 926** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	27	23	25 690
December 2025	0	0	0
November 2025	0	0	36 175
October 2025	0	0	9 061
September 2025	0	0	0
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
27	6	70 926

Where 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 bar representing the niche range, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is consistently low across all metrics, being 80% below the median for subscribers, better than 51% of the niche for reach, and 99% below the median for the citation index.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	255 151	1.3M	80% below median
AVG REACH / POST	92 809	85.3K	better than 51% of niche
CITATION INDEX	11	1.8K	99% below median

SUBSCRIBERS 80% below median

501K 255 151 — your channel 4.1M

median 1.3M

AVG REACH / POST better than 51% of niche

744 92 809 — your channel 438.6K

median 85.3K

CITATION INDEX 99% below median

0 11 — your channel 11.2K

median 1.8K

— 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 Saturday

Audience most active on this day at 13:00 MSK.

EFFECT

Best window for important posts
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

System traffic purchase

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects 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 — easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Cross-post with same-niche 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 is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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