

PUBLIC REPORT BY PROMTPRESS

Channel audit

Idem Moskva



@idemmsk

Where to go in Moscow — all events in one channel: top spots, unusual routes, interesting places and secret corners of the capital.
For inquiries: @tg_rina Exchange: <https://telega.in/c/idemmsk>
MAX:...

SUBSCRIBERS

124 250

-1037 per month

ERR (% SEE POSTS)

8.0%

per day 3.8%

REACH/POST

9.2K

ad reach 4.8K/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 124 250 —	 SUBSCRIBER REACH 7.42% avg % of subs see post	 VIEWS/POST 9.2K median 9.7K · 29 days	 POSTS/WEEK 19.7 for period
 7D TREND -8.6% vs previous week	 REACTIONS/POST 36.7 total 3,045 reactions, 15,168 reposts, 0 comments	 POST LENGTH 584 chars median 538 · 29 days	 POSTS ANALYZED 83 29 days
 AD REACH 4.8K 24h avg	 CHURN / MONTH -1037 last month	 CITATION RATE 414 citation index · 666 channels mentioned over all time	 CHANNEL AGE 5 years 1 month created 03.05.2021

AI EDITOR SUMMARY

Channel «Idem Moskva» — 124 250 subs. Each post averages 9.2K people (7% of subs), reach is low — expand audience. Publishes 20 posts per week (~3/day) — consistent. Week Jun 8–14 reach dropped -8.6% vs week Jun 1–7 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **83** posts over 29 days.
- 02 Dominant format — **Photo** (81/83 posts).
- 03 Avg post length — **584** chars (median 538).
- 04 Peak audience activity — **Monday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (12K avg for top vs 7.7K for worst) — among 83 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 17:41 PHOTO Free beer for 12k steps ☑ until end of June Mon 12:00–00:00 Tue-Thu 12:00–06:00 ☑ Nikitsky Blvd, 12 Until end of June at the bar...	VIEWS 12 231 REP. 599	REACTIONS 60 ER 9.8%
Nº2 01.06 · 05:04 PHOTO Open-air pools in Moscow ☑ by sessions ☑ various parks and venues of «Moscow Seasons» ☑ kids from 200₽, adults from...	VIEWS 12 214 REP. 252	REACTIONS 45 ER 9.8%
Nº3 01.06 · 18:03 PHOTO Walking VDNKh with Mitya Fomin & Dmitry Guberniev ☑ Jun 7 09:00–16:00 ☑ VDNKh ☑ free entry, registration (opens tomorrow) On...	VIEWS 11 554 REP. 190	REACTIONS 53 ER 9.3%

Nº4 31.05 · 16:45 PHOTO Where to get a free retro-style photo? ☒ Jun 10 – Sep 6, Mon-Fri 11:00–21:00, Sat-Sun 10:00–21:00 ☒ Manege Square ☒ Entry...	VIEWS 11 220 REP. 164	REACTIONS 47 ER 9.0%
Nº5 29.05 · 04:40 PHOTO Free jazz concerts ☒ Jun 8–14 ☒ various venues ☒ free entry Moscow Jazz Festival...	VIEWS 11 182 REP. 341	REACTIONS 37 ER 9.0%

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WORST 3

↓ 20.06 · 05:42 PHOTO «Moscow Karelia»: Tomilinsky Forest Park ☒ Tomilinsky Forest Park Tomilinsky Forest Park is a large and scenic forest area, full...	VIEWS 8 038 REP. 159	REACTIONS 33 ER 6.5%
↓ 22.06 · 05:18 PHOTO SUP boarding to Maillot and setting a world record ☒ Jul 4–5 ☒ Bolshoy Stroginsky Backwater ☒ free entry Moscow hosts a big...	VIEWS 7 883 REP. 168	REACTIONS 37 ER 6.3%
↓ 22.06 · 16:47 PHOTO Moscow region castle: Marfino Estate ☒ Mon-Fri 12:00–20:00, Sat-Sun 10:00–20:00 ☒ Mytishchi, Marfino village ☒ 50 ₪, need...	VIEWS 7 046 REP. 121	REACTIONS 27 ER 5.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

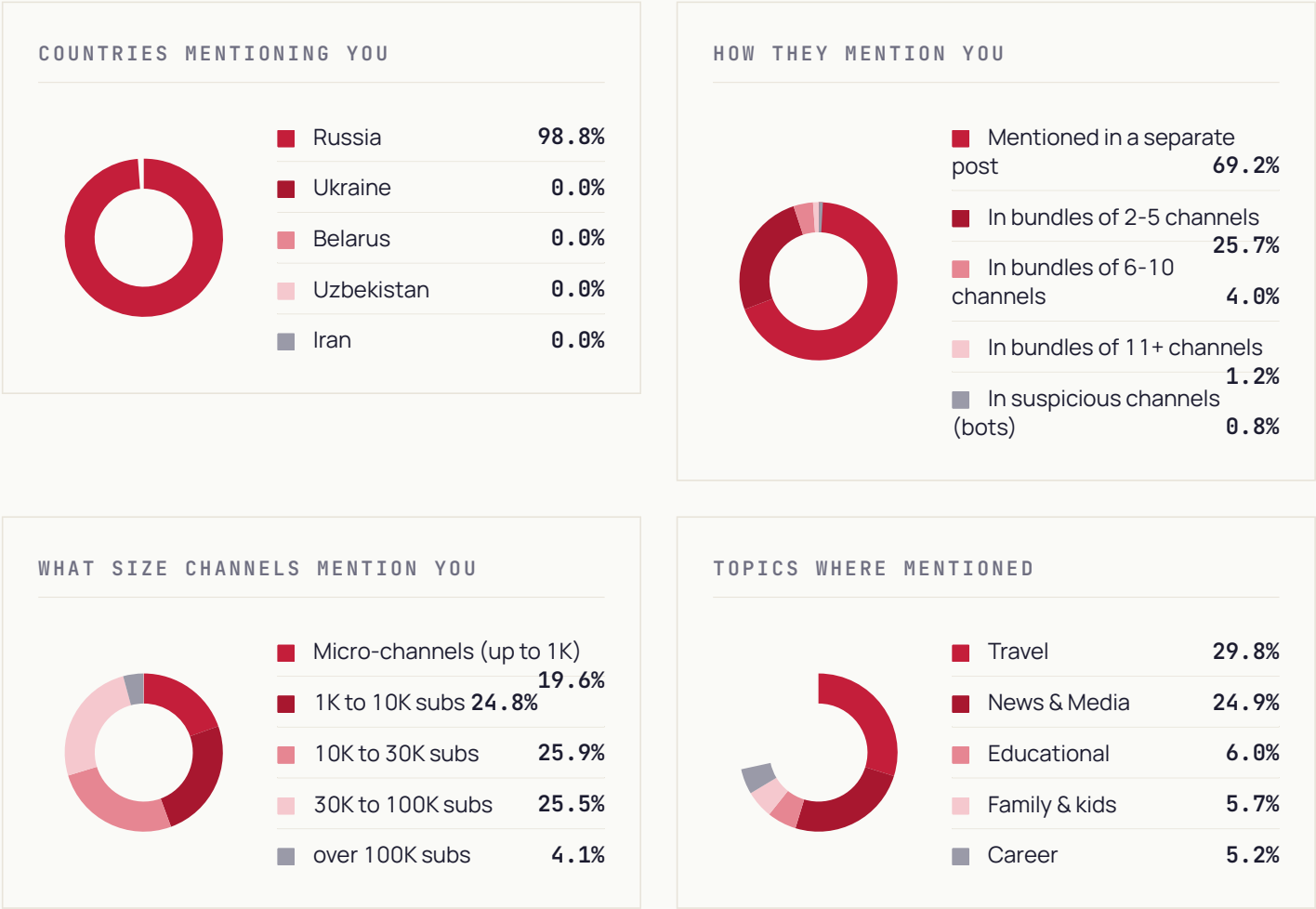
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel how

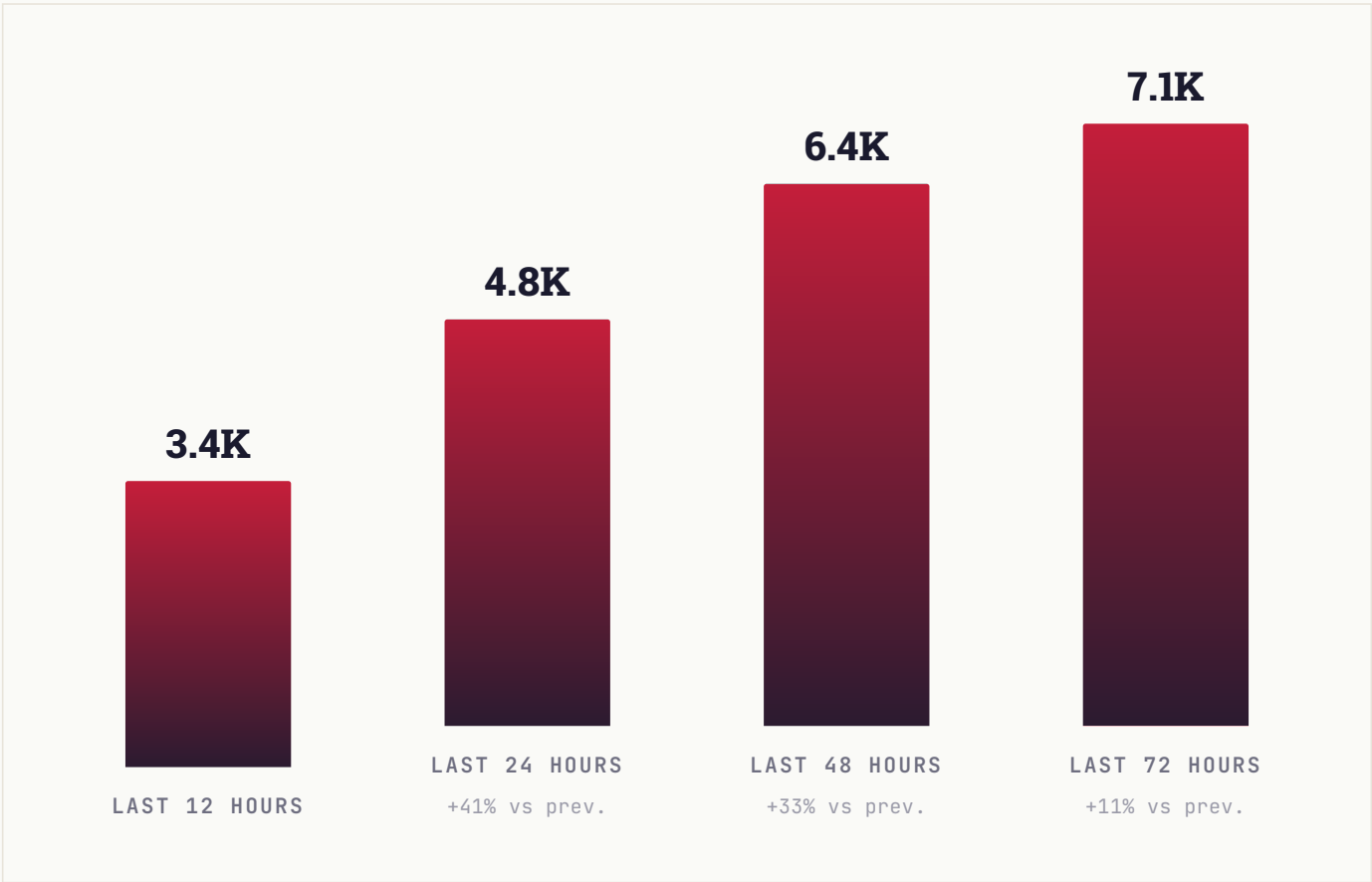
Citation index **414** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **666** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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 neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	569.1K
AE AEROFLOT	526.1K
MO Moscow Girl	510.9K
TU Tutu	505.7K
JP Yandex Travel	502.4K
Sun Discount train	433.7K
OT Ozon Travel	407.8K
JV How to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.8K
IM Idem Moskva YOU	124.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#57 of 94). Niche median — 153.9K subs. First growth KPI — reach median. Leader: Moscow - where to go | Poster (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **194**, they brought **8 921** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	18	15	0	
November 2025	10	9	0	
October 2025	15	11	495	
Sep 2025	47	27	1 920	
August 2025	46	16	3 045	
July 2025	58	20	3 461	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
194	6	8 921

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

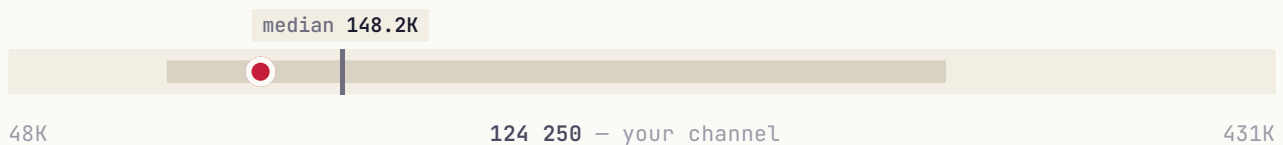
Took top-**100** channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#57 /100

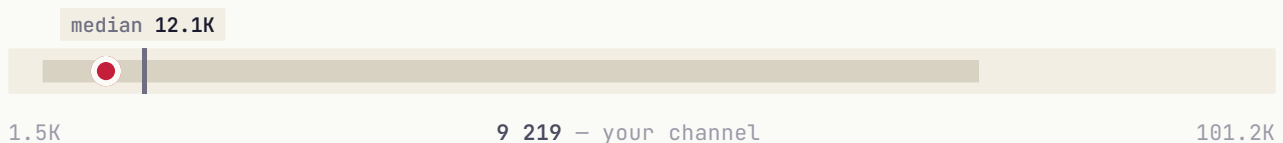
RANK IN NICHE

Channel in the bottom half of the ranking

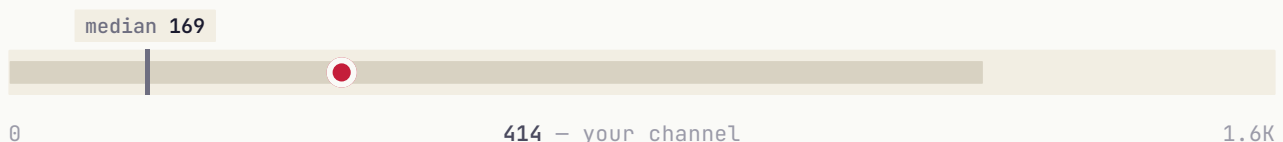
SUBSCRIBERS

worse than median by 16%

AVG REACH / POST

worse than median by 24%

CITATION INDEX

better than 59% of niche

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

- 01

Main post of the week — on Monday

Audience is most active on this day at 21:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

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

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 7.42% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+0.1pp ER
- 04

Systematic traffic buying

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

EFFECT

+1000-3000 subs
- 05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us & 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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