

PROMTPRESS PUBLIC REPORT

Channel audit

Ingosstrakh



@ingosofficial

Finance & insurance without boredom: news, trends, memes, and useful life hacks. Registered with Roskomnadzor: click.ru/3GUR6S

SUBSCRIBERS

70 417

+10021 per month

ERR (% WHO SEE
POSTS)

4.0%

per day 1.5%

REACH/POST

2.6K

ad reach 1K/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 70 417 —	 SUBS REACH 3.7% avg % subs see post	 VIEWS/POST 2.6K median 2.6K · 27 days	 POSTS/WEEK 6.8 for the period
 7D TREND +7.4% vs previous week	 REACTIONS/POST 57.3 only 1,546 reactions, 265 reposts, 338 comments	 POST LENGTH 687 chars median 737 · 27 days	 POSTS ANALYZED 27 27 days
 AD REACH 1K 24h avg	 CHURN / MONTH +10021 over the last month	 CITATION RATE 536 citation index · 794 channels mentioned all time	 CHANNEL AGE 4 years 4 months created Feb 26, 2022

AI EDITOR SUMMARY

Channel «Ingosstrakh» – 70 417 subs. Each post averages 2.6K people (4% from subs), reach is low – consider expanding audience. Publishes 7 posts per week (~1/day) – rare posts. For week Jul 6–12, reach grew +7.4% by week Jun 29 – Jul 5 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts over 27 days.
- 02 Dominant format — Photo (23/27 posts).
- 03 Avg post length — 687 chars (median 737).
- 04 Peak audience activity — Monday, 12:00 MSK.
- 05 Top posts get 2× more views than the weakest (4K avg for top vs 1.9K for worst) — among 27 posts in 27 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

№106.07 · 09:04PHOTO	VIEWS	REACTIONS
	4 710	223
Theater night for two 🎭 Bolshoi Theater premieres R. Shchedrin's ballet 'Anna Karenina' — we're giving away one pair ticket for 17...	REPOSTS	ER
	105	6.7%
№223.06 · 14:11PHOTO	VIEWS	REACTIONS
	3 716	63
The dacha won't fix itself. Russians are ready to spend an average of 281,000 rubles on repairs 🏠 Together with the Financial University...	REPOSTS	ER
	6	5.3%
№324.06 · 09:09PHOTO	VIEWS	REACTIONS
	3 467	57
New talents on the big stage ❤️ Since June 1, two participants of the Youth Ballet Program, supported by us, have become...	REPOSTS	ER
	2	4.9%

Nº4 28.06 · 09:28 PHOTO «And when do I go to Egypt?» ✈️ That's how it feels when the aggregator support sends you to the tour operator, and they send you to the airline...	VIEWS 3 204 REPOSTS 4	REACTIONS 52 ER 4.6%
Nº5 25.06 · 15:09 PHOTO European accident report saves time and nerves after a crash. But several conditions must be met: 🚗 only two vehicles involved...	VIEWS 3 167 REPOSTS 8	REACTIONS 47 ER 4.5%

|

WORST 3

↓ 17.07 · 12:18 PHOTO When insurance goes beyond Earth 🚀 On July 14, a Soyuz-2.1a rocket launched from Baikonur with a cargo...	VIEWS 2 009 REPOSTS 7	REACTIONS 44 ER 2.9%
↓ 16.07 · 13:46 PHOTO Cyber defense without extra complexity 💻 Together with 4sec we launched «Cyber-Ingo Smart» – a comprehensive solution for small and...	VIEWS 1 876 REPOSTS 4	REACTIONS 51 ER 2.7%
↓ 17.07 · 10:13 PHOTO Heavy rainfall and spring floods in 2026 again showed that nature can unexpectedly destroy hundreds or even thousands of homes. 🏠 But...	VIEWS 1 749 REPOSTS 3	REACTIONS 35 ER 2.5%

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 grew and which months subscribers left.



PERIOD START

36 395

NOW

70 417

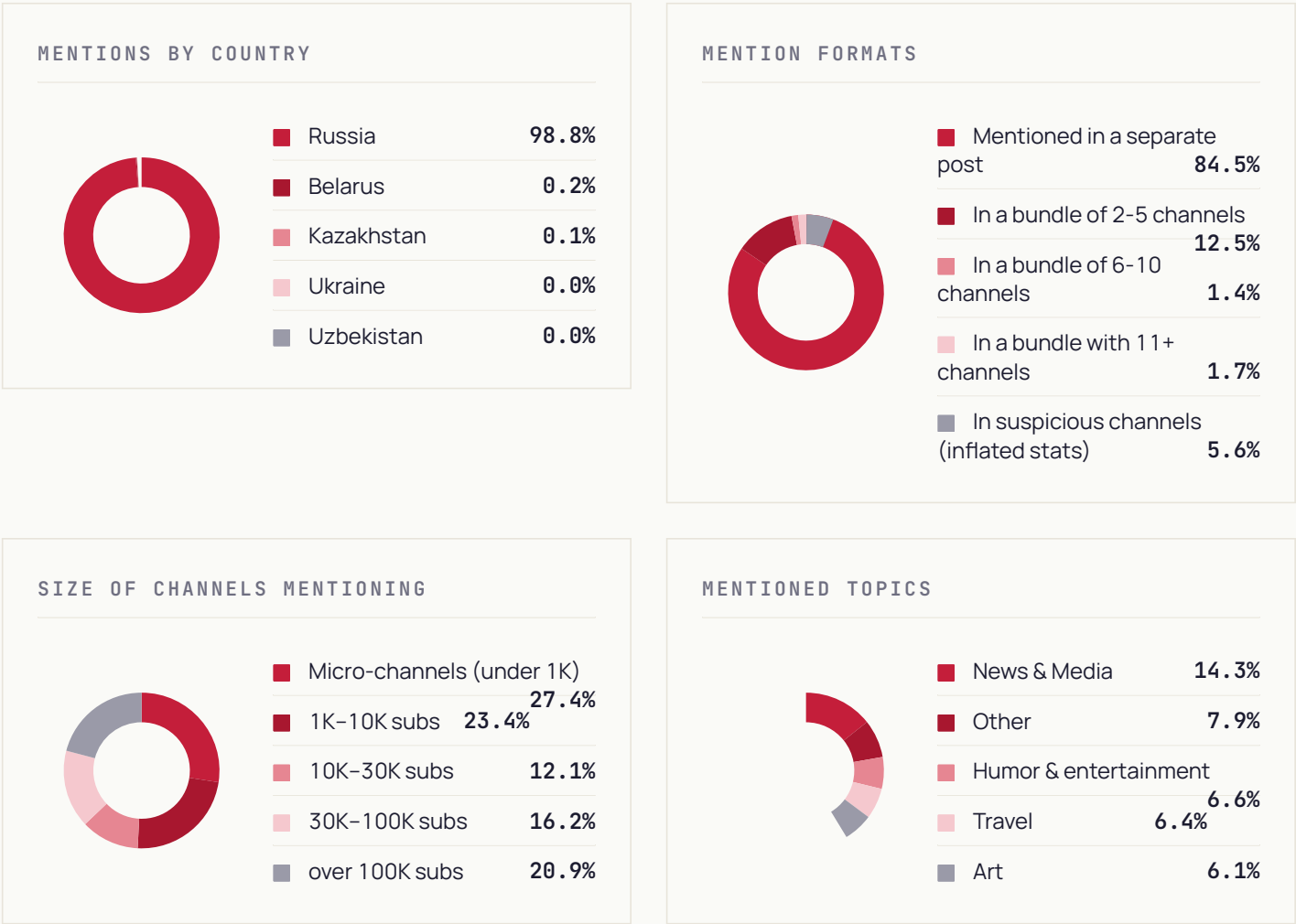
NET GROWTH

+34 022

SECTION 04 · MENTIONS

Who and how mentions the channel

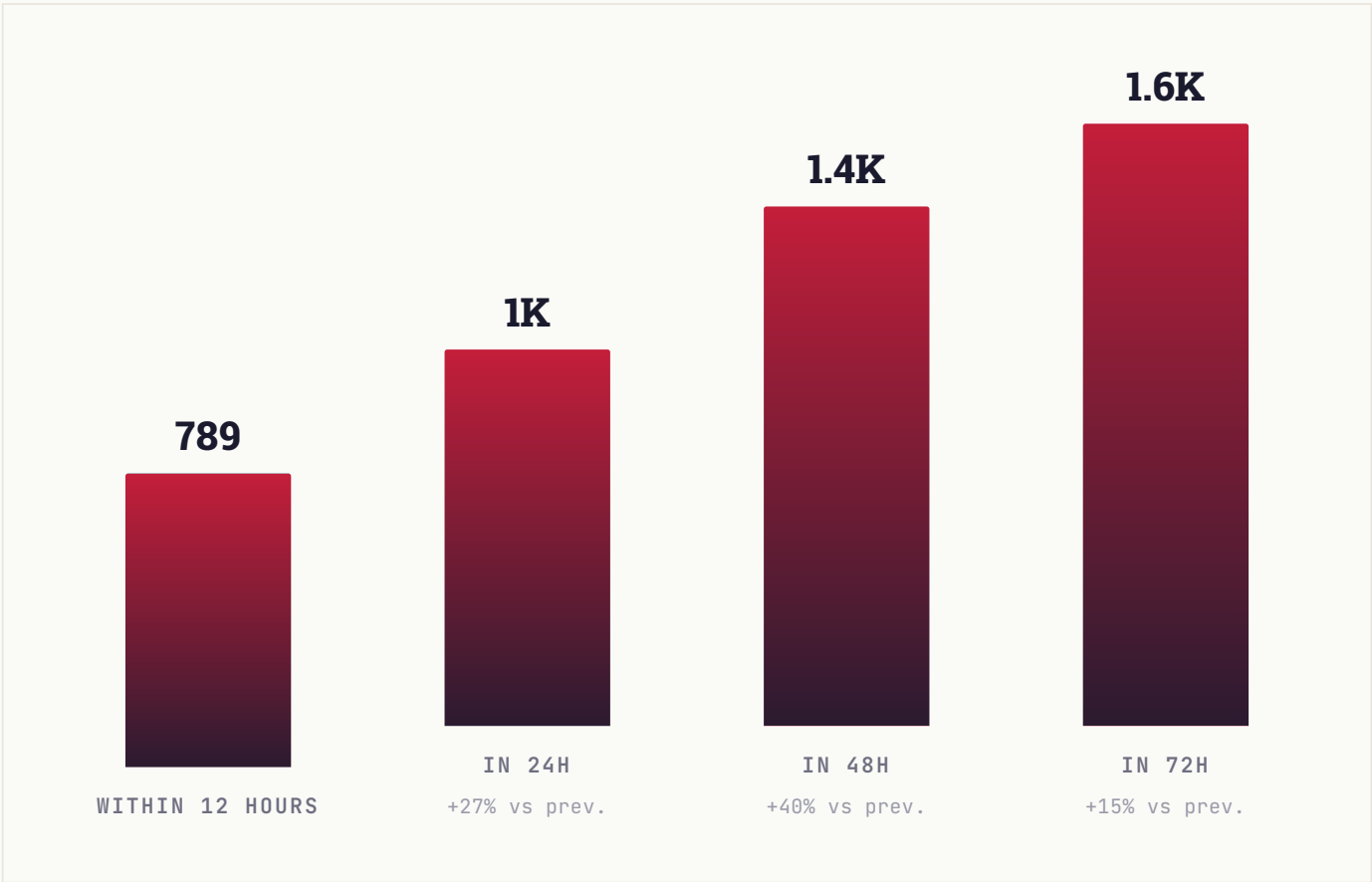
Citation index **536** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **794** different channels.



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. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
آقای تحلیلگر آت	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3.7M
اخبار فوری خبر فوری جنگ امریکا بندر عباس اخ	3.7M
Sharif شریف اش	2.8M
Trade Watcher TW	2.5M
قیمت لحظه ای دلار طلا خودرو قل	2M
KING EL GOLD 🏆 KE	1.8M
The Economist TE	1.3M
Axe. Economy. TE	1.2M
QUBTAN EL GOLD QE	1.1M
Ingosstrakh YOU INN	70.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 349.1K. First goal — enter top-98 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **192**, they brought **26 887** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	11	9	1 420
December 2025	18	16	4 518
Nov 2025	33	28	2 188
Oct 2025	31	17	1 775
Sep 2025	44	23	10 003
August 2025	55	40	6 983

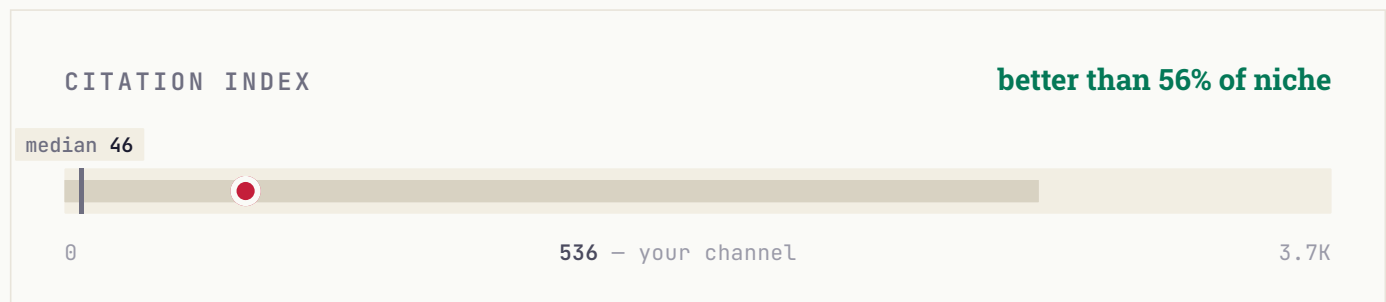
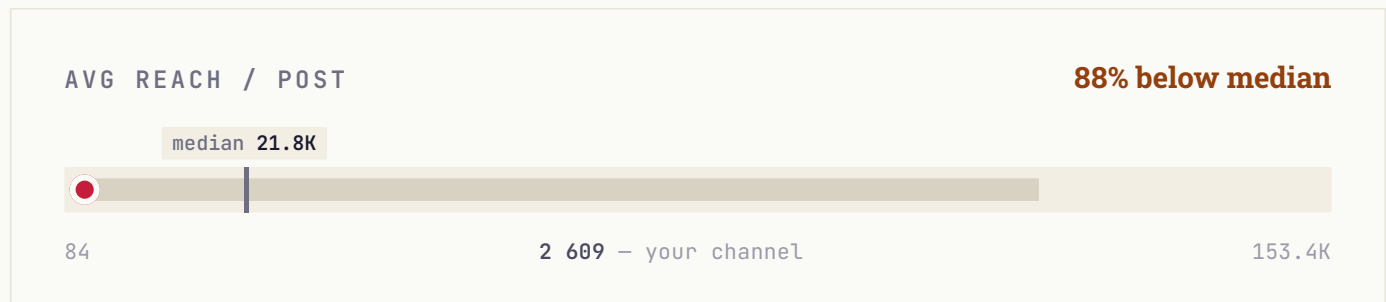
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
192	6	26 887

Where the channel stands in its league

SUBSCRIBERS 80% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 122.7K, 70 417, and 1.4M. A light beige bar represents the channel's performance, starting at 122.7K and ending at 70 417. A vertical line marks the median at 345.4K. A red dot is positioned at the start of the bar (122.7K). The text '80% below median' is displayed in red at the top right.

Metric	Value
Channel Subscribers	70 417
Median	345.4K
Start of Range	122.7K
End of Range	1.4M



— 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 12:00 MSK.

EFFECT
Best window for an important post

02

Increase video post share
 Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT
Video retains audience better

03

ER below niche benchmark — rethink formats
 Current ER 3.7% vs norm 4.5%. Try polls & interactive formats.

EFFECT
+0.8pp ER

04

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

05

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%. One poll per week 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 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 ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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