

— PROMTPRESS PUBLIC REPORT

Channel audit

Insider Armenia



@insidarm

Top Armenia news in real time. Analysis, reports, interviews & key events shaping the country's future.

SUBS

44 528

+20540 per month

ERR (% WHO SEE
POSTS)

36.0%

per day **28.2%**

REACH/POST

16K

ad reach **12.6K**/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.

 SUBS 44 528 —	 SUBSCRIBER REACH 35.88% avg % subs see post	 VIEWS/POST 16K median 12.9K · 29 days	 POSTS/WK 20.2 over period
 7D TREND -25.3% vs prev week	 REACTS/POST — MTPROTO only	 POST LENGTH 817 chars median 883 · 29 days	 POSTS ANALYZED 85 29 days
 AD REACH 12.6K 24h avg	 CHURN / MONTH +20540 last month	 CITATION RATE 54 citation index · 54 channels mentioned ever	 CHANNEL AGE 1 year 4 months created 11.03.2025

AI EDITOR SUMMARY

Channel «Insider Armenia» — 44 528 subs. Avg views per post 16K people (36% from subs), good reach. Publishes 20 posts/week (~3/day) — regular. Week Jun 29 – Jul 5 reach dropped -25.3% to week Jun 22–28 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 85 posts in 29 days.
- 02 Dominant format — Text (80/85 posts).
- 03 Avg post length — 817 chars (median 883).
- 04 Peak audience activity — Tuesday, 09:00 MSK.
- 05 Top posts get 14x more views than the weakest (88K avg top vs 6.1K worst) — among 85 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

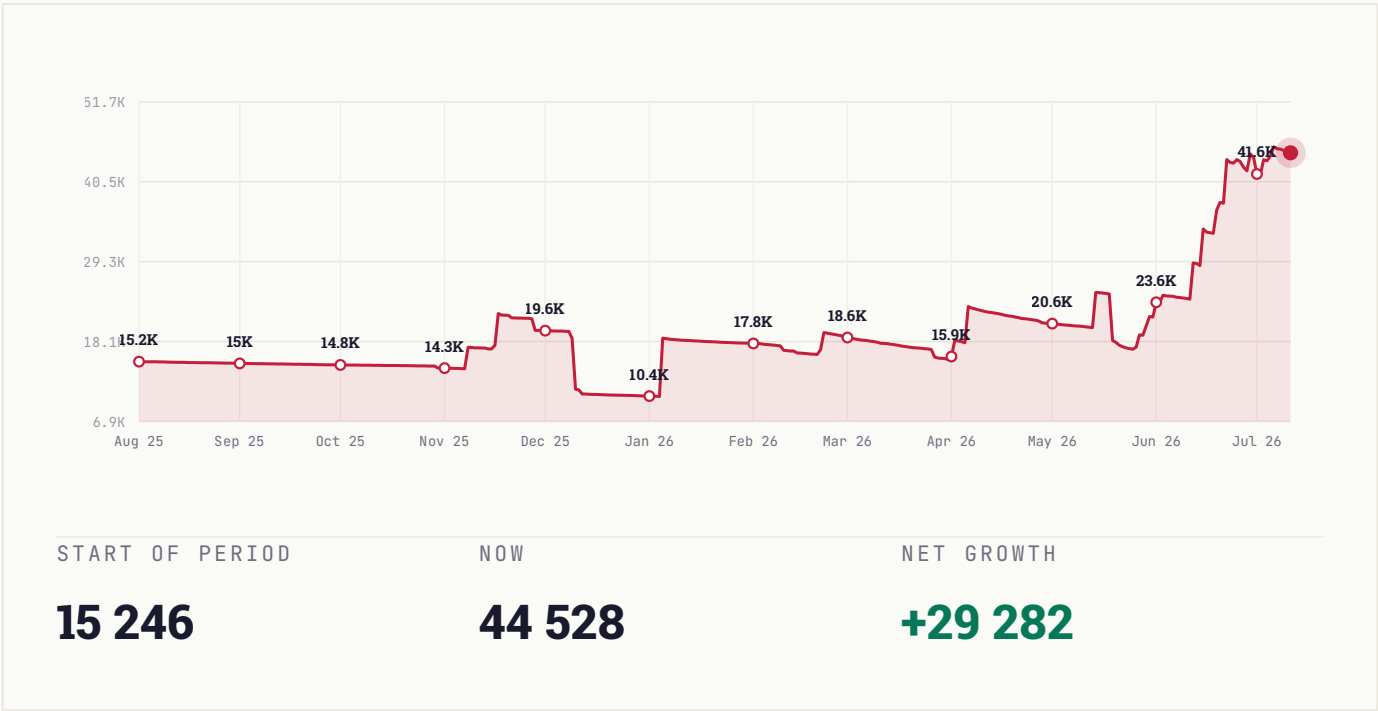
Nº1 21.06 · 19:00 VIDEO #insight Per our info, Pashinyan is stepping up work with Armenian influencers. First 'in the game' is UFC fighter and famous blogger...	VIEWS 95 894 REPOSTS 624	REACTS — ER 215.4%
Nº2 22.06 · 08:09 TEXT #forecast Armenia could become a key tool for pressuring Georgia in the foreseeable future. Given Ivanishvili's pro-Russia stance...	VIEWS 90 990 REPOSTS 742	REACTS — ER 204.3%
Nº3 16.06 · 06:21 TEXT #sources PM Nikol Pashinyan held a meeting on exports and next steps for export development...	VIEWS 77 095 REPOSTS 349	REACTS — ER 173.1%

Nº4 22.06 · 18:51 TEXT #breakdown Armenia's Minister of Hightech Industry David Khudatyan met in Brussels with EU Enlargement Commissioner Marta Kos Khudatyan highly...	VIEWS 24 017 REPOSTS 429 REACTS — ER 53.9%
Nº5 28.06 · 19:50 TEXT #insight Personnel changes expected in Armenia's ruling party. After parliamentary elections, discussions on renewal have begun...	VIEWS 23 809 REPOSTS 346 REACTS — ER 53.5%
WORST 3	
↓ 12.06 · 14:39 TEXT #breakdown Opposition bloc 'Strong Armenia' asks the CEC to annul parliamentary election results and hold new ones, or...	VIEWS 6 368 REPOSTS 1 REACTS — ER 14.3%
↓ 18.06 · 09:12 TEXT #breakdown Pashinyan's party 'Civil Contract' proposes to revise voting rules: disenfranchise...	VIEWS 6 001 REPOSTS 1 REACTS — ER 13.5%
↓ 13.06 · 09:40 TEXT #forecast Pashinyan is expected to ramp up activity on the Russian front soon. A communication crisis doesn't benefit the PM and he...	VIEWS 5 901 REPOSTS 2 REACTS — ER 13.3%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

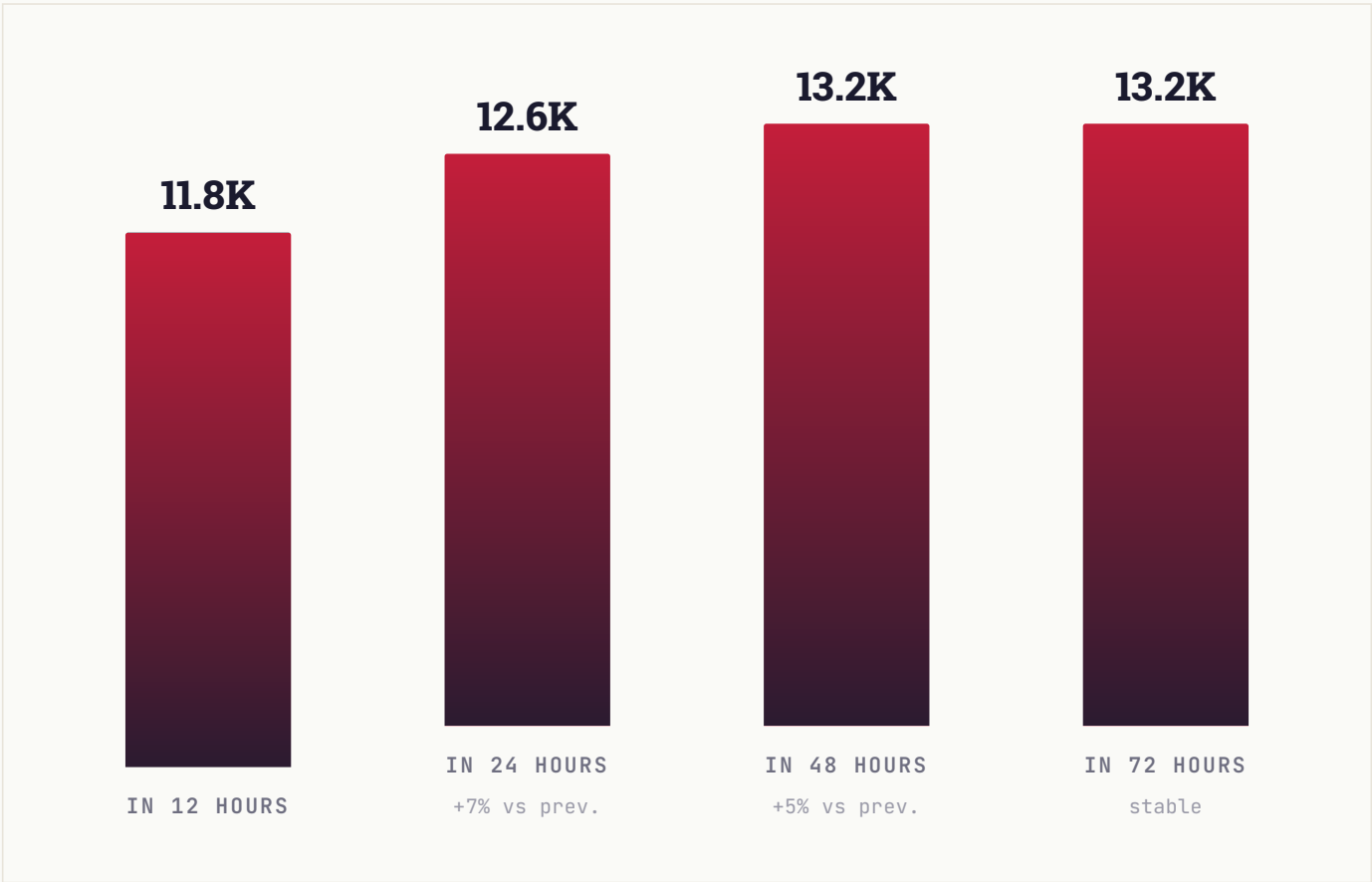
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.5M
ک ا کانال اخبارفوری خبرفوری	4.4M
PE Live • 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
TR Труха ⚡ Україна	3.1M
IA Insider Armenia YOU	44.5K

COMPARATIVE CONCLUSION

Channel is still outside top 97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 06 · 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 **0**, they brought **16 165** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	8 194
December 2025	0	0	0
November 2025	0	0	7 971
October 2025	0	0	0
September 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
0	6	16 165	

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Tuesday

Audience is most active on this day at 09:00 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% share.

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 — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
