

PROMTPRESS PUBLIC REPORT

Channel audit

INSIDER-T



@insider_best_tg

Insider Telegram media. Analytics and exclusive info. Ads/native/
posts: @mockingbird

SUBSCRIBERS

247 075

+2875 per month

ERR (% SEE POSTS)

40.0%

per day 24.8%

REACH/POST

93.3K

ad reach 61.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 247 075 —	 SUBS REACH 37.75% avg % subs see post	 VIEWS/POST 93.3K median 89.2K · 29 days	 POSTS/WEEK 33.0 for the period
 7D TREND -18.1% vs previous week	 REACTIONS/POST 1972.8 total 278 170 reactions, 170 512 reposts, 0 comments	 POST LENGTH 982 chars median 1000 · 29 days	 POSTS ANALYZED 141 29 days
 AD REACH 61.2K 24h avg	 CHURN / MONTH +2875 for the last month	 QUOTABILITY 828 citation index · 4,049 channels mentioned ever	 CHANNEL AGE 2 years 9 months created 23.09.2023

AI EDITOR SUMMARY

Channel «INSIDER-T» — 247 075 subs. Avg views per post: 93.3K people (38% of subs), good reach. Publishes 33 posts/week (~5/day) — active. Week Jul 6–12 reach dropped -18.1% by week Jun 29 — Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 141 posts in 29 days.
- 02 Dominant format – Text (134/141 posts).
- 03 Avg post length – 982 chars (median 1000).
- 04 Peak audience activity – Tuesday, 13:00 MSK.
- 05 Top posts get 4 times more views than the weakest (202.4K avg for top vs 45.9K for worst) – among 141 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 29.06 · 08:12 TEXT Russian General Staff launched 'Plan-2029'. Nomenclature shocked by preparations for a big war. According to detailed sources, the RF Armed Forces General Staff began...	VIEWS 210 780 REPOSTS 6 521	REACTIONS 2 784 ER 85.3%
Nº2 04.07 · 07:26 TEXT Russia offers China Siberian forest in exchange for gasoline Moscow has started offering China access to large forest areas in Siberia in exchange...	VIEWS 205 112 REPOSTS 4 757	REACTIONS 4 807 ER 83.0%
Nº3 01.07 · 06:47 TEXT Gasoline shortage set to hit grocery store chains. After marketplace supply issues, now...	VIEWS 191 309 REPOSTS 1 946	REACTIONS 1 788 ER 77.4%

Nº4 30.06 · 10:01 TEXT Social fund warned authorities that without urgent additional funding, it may not have enough money to pay pensions in the next six months. In...	VIEWS 179 184 REPOSTS 2 718	REACTIONS 1 788 ER 72.5%
Nº5 03.07 · 21:16 TEXT Several sources report that mobilization may start not in October, but possibly as early as July. This week, various Telegram channels...	VIEWS 178 987 REPOSTS 7 586	REACTIONS 2 968 ER 72.4%

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WORST 3

↓ 11.07 · 08:49 TEXT Unprecedented contract student quotas issued to universities. Education sources say top universities again...	VIEWS 58 518 REPOSTS 1 279	REACTIONS 1 842 ER 23.7%
↓ 14.07 · 13:14 TEXT In Russian political elite circles, quiet but palpable discontent is growing: Umar Kremlev, president of the International Boxing Association...	VIEWS 56 452 REPOSTS 243	REACTIONS 1 067 ER 22.8%
↓ 11.07 · 15:50 TEXT Unprecedented contract student quotas issued to universities. Education sources say top universities again...	VIEWS 22 839 REPOSTS 457	REACTIONS 1 255 ER 9.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

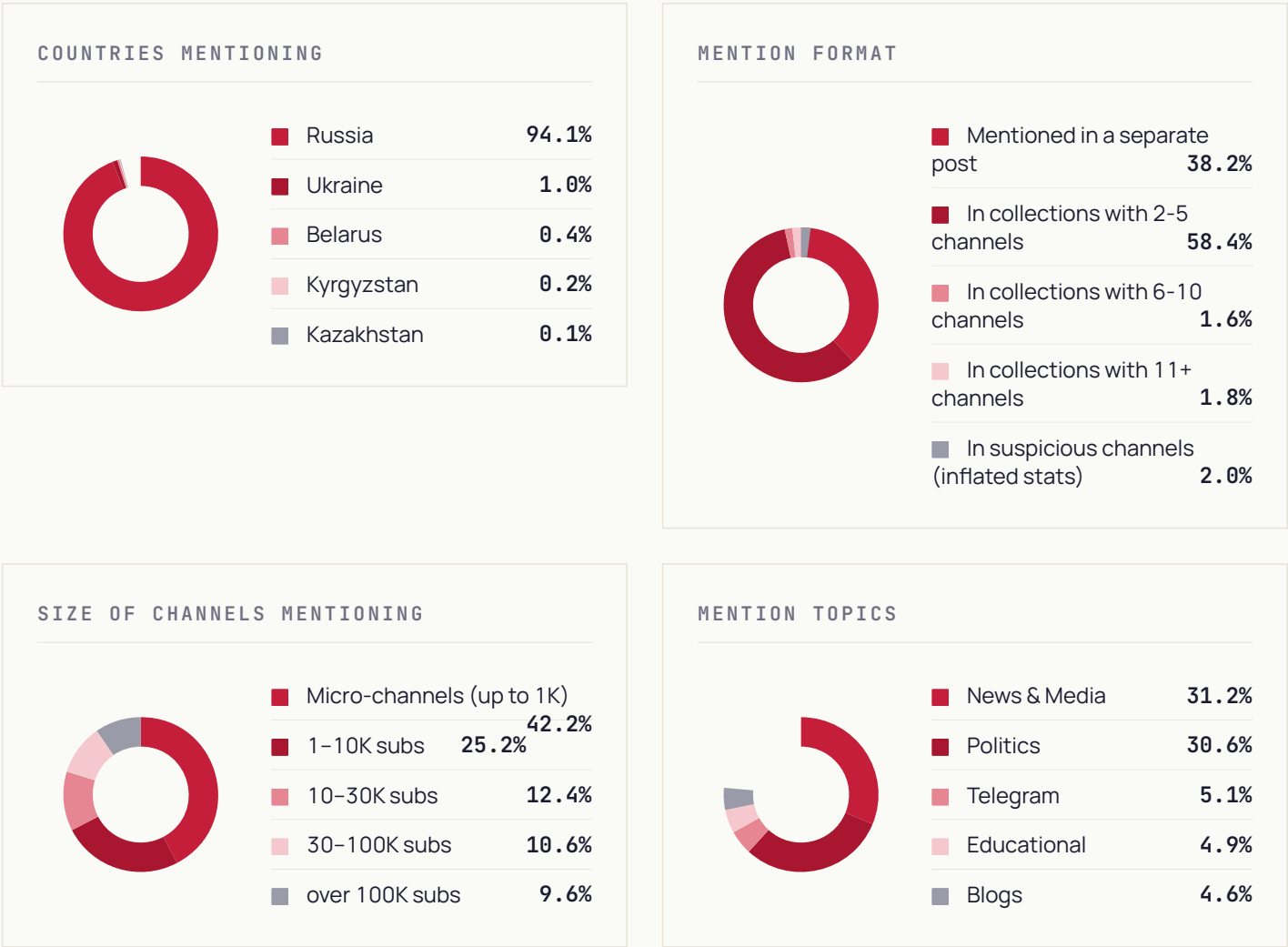
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · CITATIONS

Who mentions the channel and how

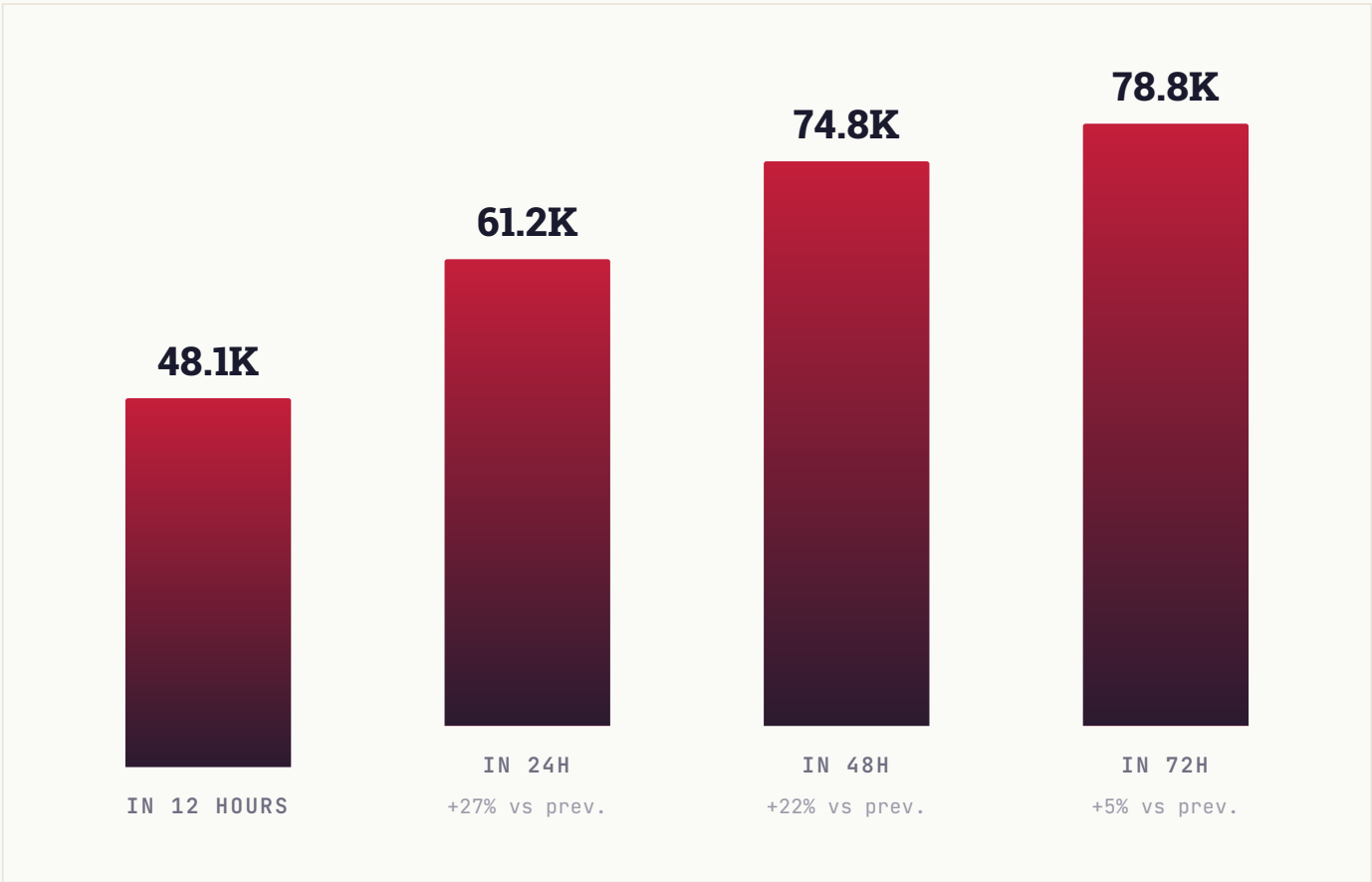
Citation index **828** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **4 049** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.1M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.9M
ا ج اخبار فوری جنگ	4.3M
ا ب خبر فوری	4.3M
PE Live Stream • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
MA Mash	3.1M
IN INSIDER-T YOU	247.1K

COMPARATIVE INSIGHT

Channel yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری (6.1M), median top-97: 1.3M. First goal: enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

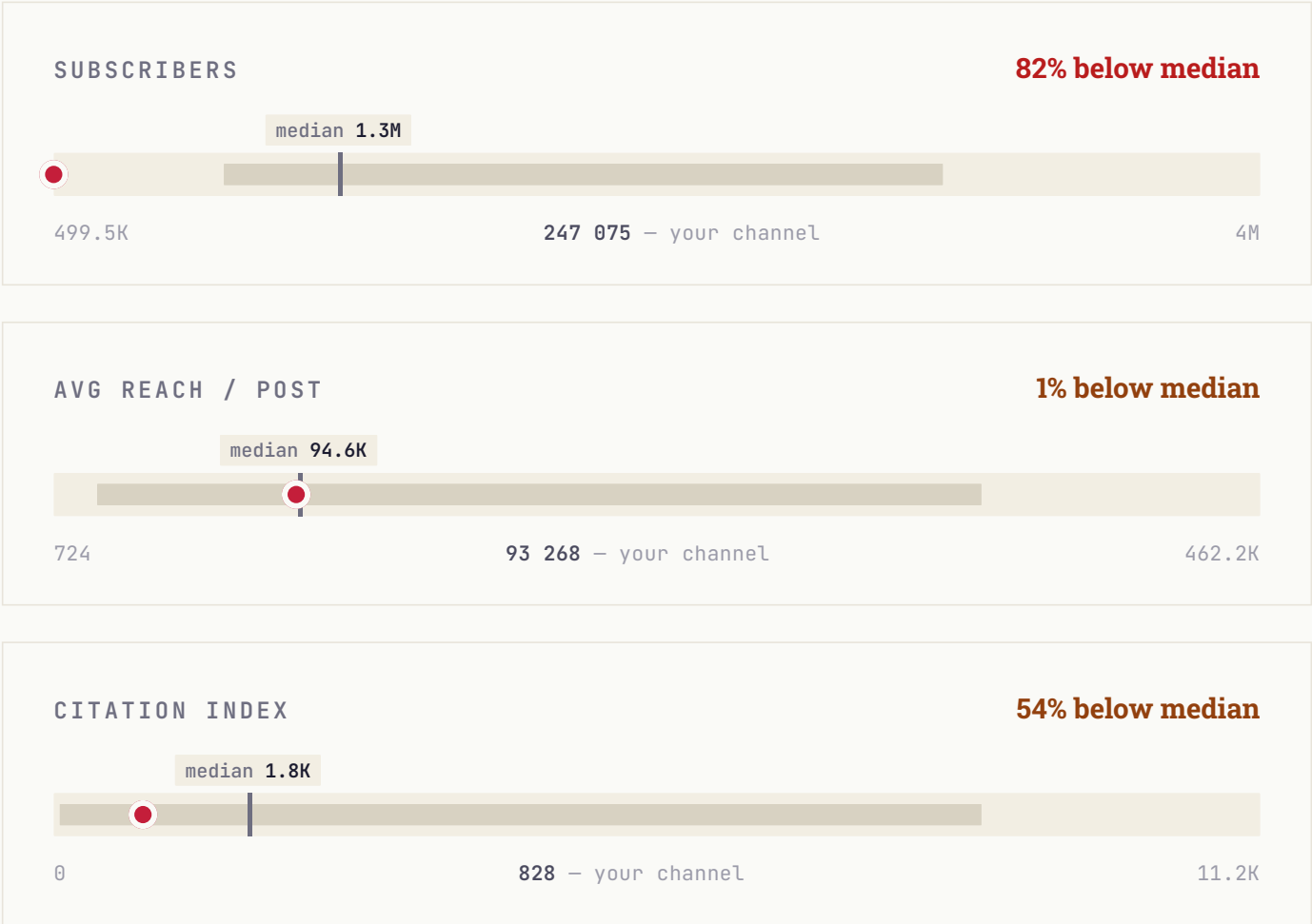
Monthly we track posts in other channels mentioning yours. Over the last **6 months** such mentions: **1 526**, they brought **24 041** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
January 2026	588	567	6 390	
December 2025	99	64	505	
Nov 2025	131	79	1 767	
Oct 2025	268	140	3 437	
September 2025	241	149	6 620	
August 2025	199	127	5 322	
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS	
1 526	6		24 041	

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and saw how your channel compares. Gray band: range covering 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 ranked by expected impact. Check them off and revisit this report in a month.

01

Top post of the week — on Tuesday

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

EFFECT

**Best window
for important
post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Recommend share of 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). PromtPress 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 poll per week on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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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