

PUBLIC REPORT PROMTPRESS

Channel audit

Kartoteka



@kartotekaio

All sorted Ads: @krtvova

SUBSCRIBERS

253 149

+6769 per month

ERR (% SEE POSTS)

35.0%

last day 31.8%

REACH/POST

89.9K

ad reach 79.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 253 149 —	 SUBS REACH 35.53% avg % subs see post	 VIEWS/POST 89.9K median 93K · 29 days	 POSTS/DAY 19.1 ~134 per week
 7D TREND -4.2% vs previous week	 REACTIONS/POST 190.0 total 108,700 reactions, 69,191 reposts, 0 comments	 POST LENGTH 338 chars median 316 · 29 days	 POSTS ANALYZED 572 29 days
 AD REACH 79.3K 24h avg	 CHURN / MONTH +6769 last month	 CITATION RATE 92 citation index · 400 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 04.02.2023

AI EDITOR SUMMARY

Channel «Kartoteka» – 253 149 subs. Each post averages 89.9K people (36% of subs), good reach. Publishes 134 posts per week (~19/day) – very active. Week Jul 6–12 reach stable (-4.2% vs week June 29 – July 5).

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 **572** posts over 29 days.
- 02 Dominant format – **Photo** (310/572 posts).
- 03 Avg post length – **338** chars (median 316).
- 04 Peak audience activity – **Tue**, 22:00 MSK.
- 05 Top posts get **10x** more views than the weakest (152.4K avg for top vs 15.7K for worst) – among 572 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 16.07 · 20:54 VIDEO The cute squeaky frog that became an internet meme is now endangered. The desert narrow-mouthed frog has been officially listed...	VIEWS 154 016 REPOSTS 125	REACTIONS 189 ER 60.8%
Nº2 25.06 · 19:11 PHOTO Pavel Durov spotted in Tbilisi Why Telegram CEO flew to Georgia is unknown 👍 Kartoteka Everything in order	VIEWS 151 752 REPOSTS 133	REACTIONS 185 ER 59.9%
Nº3 25.06 · 17:20 PHOTO Saburov started selling off assets after being banned from entering Russia for 50 years According to Shot, the stand-up comedian sold his Cadillac...	VIEWS 151 549 REPOSTS 124	REACTIONS 187 ER 59.9%

Nº4 25.06 • 20:02 VIDEO Guys stole a live sturgeon from a pool in Krasnoyarsk Krai They broke into a farm, one dove in, pulled out a 12 kg fish and all...	VIEWS 151 456 REPOSTS 109 REACTIONS 191 ER 59.8%
Nº5 25.06 • 15:31 PHOTO E. coli found in Bombbar protein desserts The ice cream also had less protein than...	VIEWS 151 412 REPOSTS 107 REACTIONS 182 ER 59.8%

WORST 3

↓ 11.07 • 07:51 PHOTO Toxic bosses reduce team productivity Scientists proved that tyrant bosses lead to employees performing...	VIEWS 15 775 REPOSTS 135 REACTIONS 185 ER 6.2%
↓ 03.07 • 06:52 PHOTO "Strawberries under scrutiny": Nutritionists report blueberries & strawberries reduce cancer risk Enough...	VIEWS 15 760 REPOSTS 107 REACTIONS 190 ER 6.2%
↓ 11.07 • 05:57 PHOTO In Japan, jar lids shaped like fat cats went viral – fluffy ones dive into sugar bowls and look like they're trying to steal your...	VIEWS 15 563 REPOSTS 129 REACTIONS 192 ER 6.1%

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.



PERIOD START

165 961

NOW

253 199

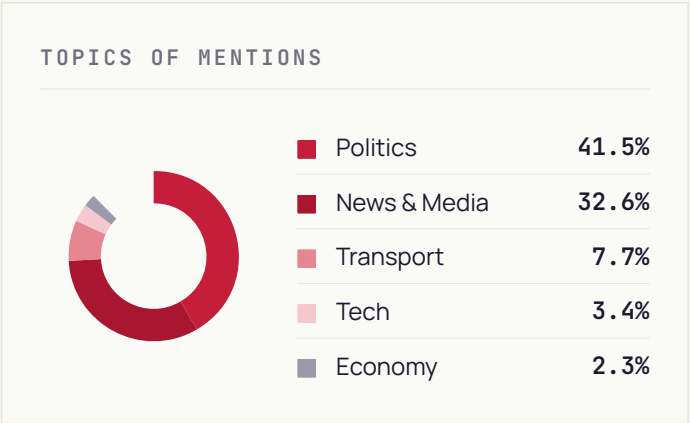
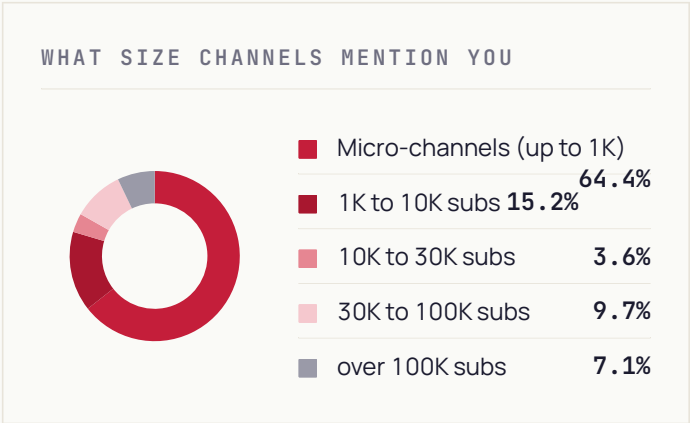
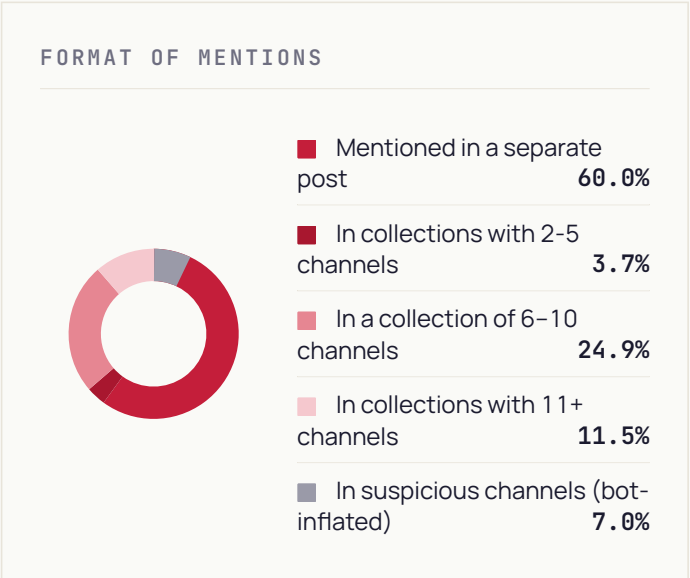
NET GROWTH

+87 238

SECTION 04 · CITATIONS

Who mentions the channel and how

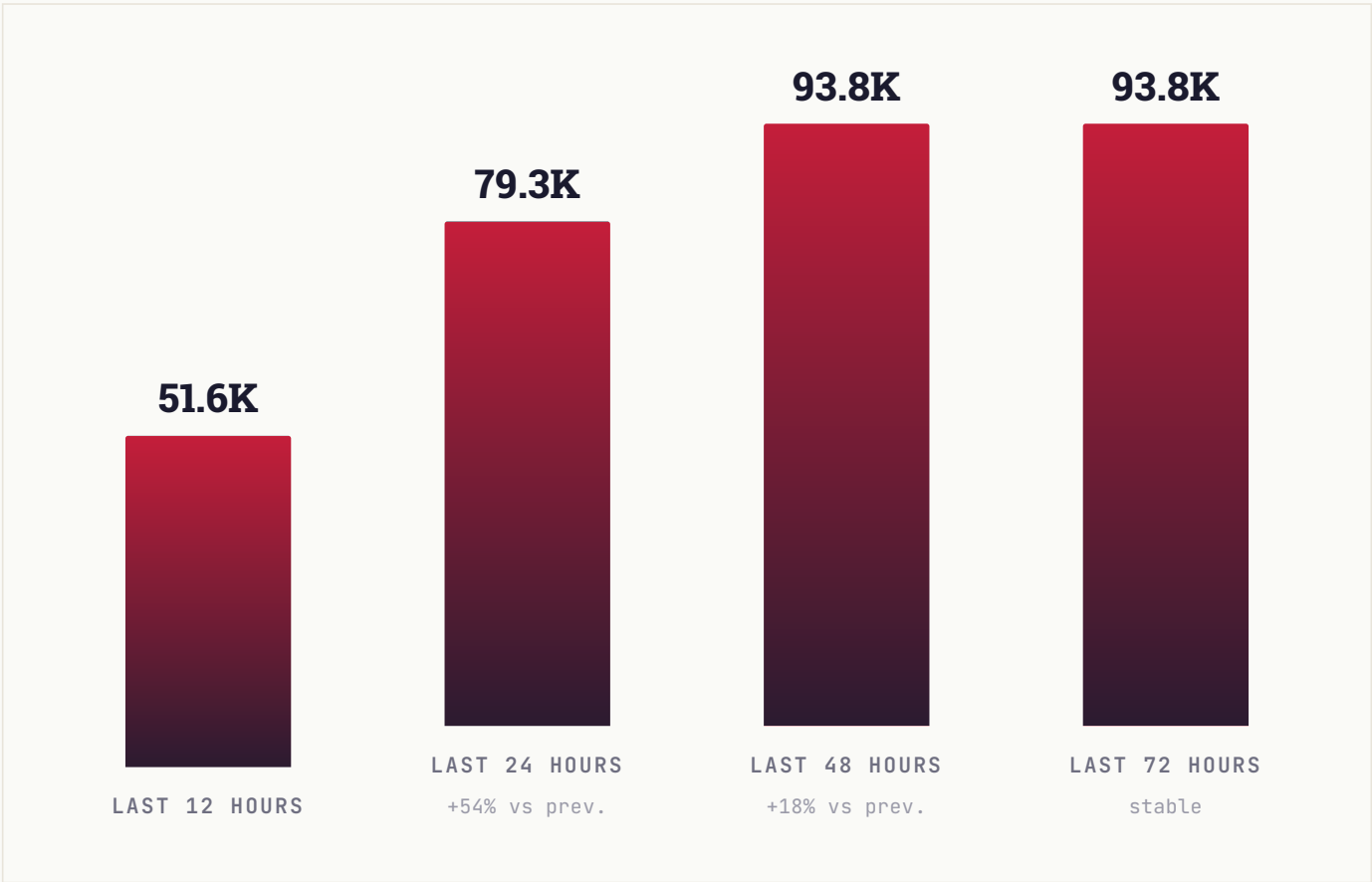
Citation index **92** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from 1k subs. All-time mentions: **400** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest 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 Direct Live • News	4.1M
TL Topor Live	4.1M
M• Moscow News • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
MA Mash	3.1M
KA Kartoteka YOU	253.1K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 niches — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6.1M), top-97 median: 1.3M. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **133**, they brought **148 449** new subs.

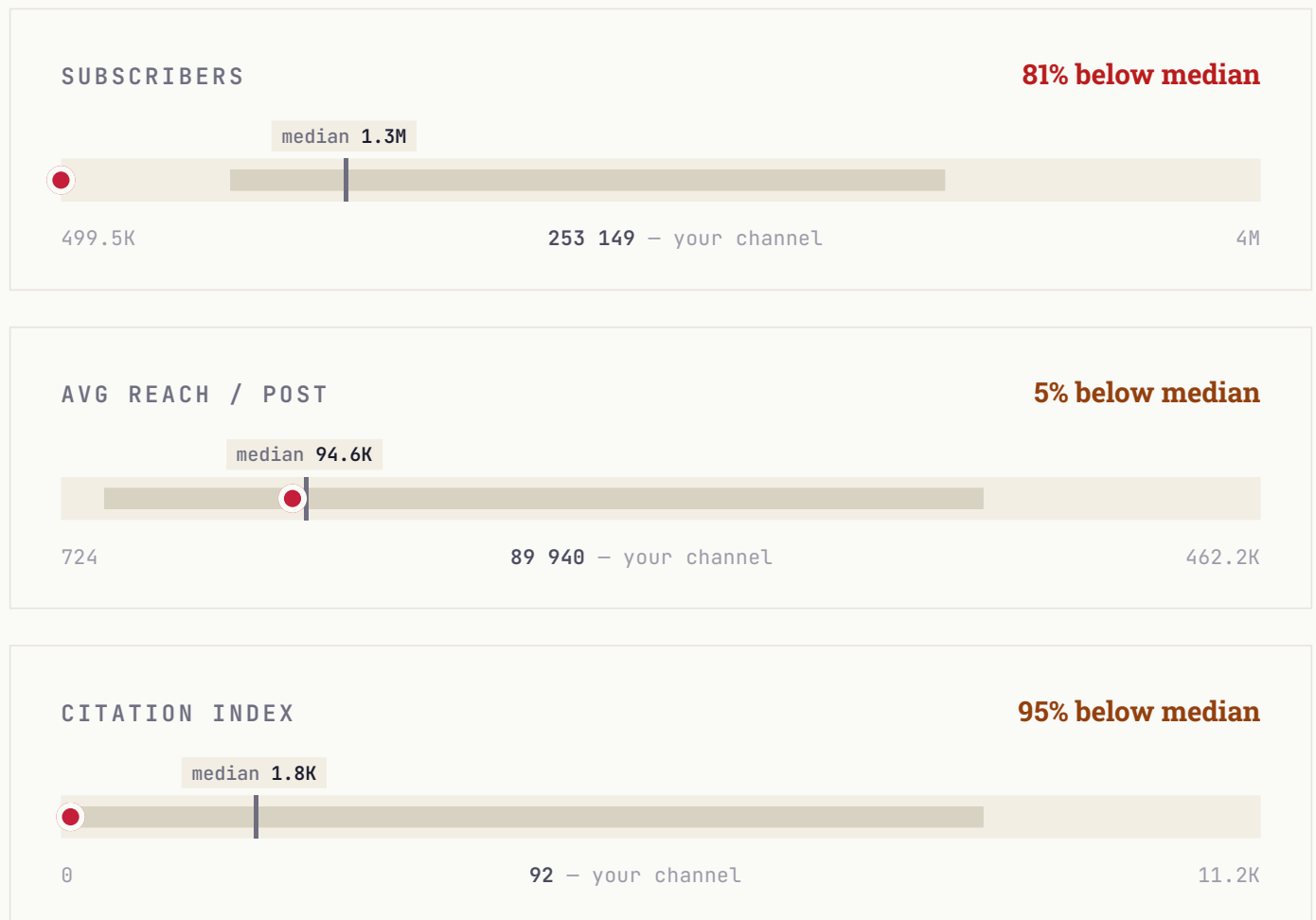
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	27	13	22 795	
December 2025	15	9	22 393	
November 2025	27	21	17 238	
October 2025	30	7	27 770	
September 2025	13	3	31 070	
August 2025	21	6	27 183	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
133	6	148 449

SECTION 08 • 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–p90). Black vertical = median. Red dot = your channel.



— 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 Tuesday

Audience is most active on this day at 22:00 MSK.

EFFECT

Best window for an important post
- 02

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
- 03

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 04

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
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want us to do this **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 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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