

PUBLIC PROMTPRESS REPORT

Channel audit

Kerch 24/7 |

News



@kerch_24_7

Kerch media covering the most important in our city. Simple and interesting.

SUBSCRIBERS

94 258

+11075 per month

ERR (% SEE POSTS)

18.0%

per day **18.5%**

REACH/POST

16.8K

ad reach **17.5K**/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 94 258 —	 SUBSCRIBER REACH 17.8% avg % subs see post	 VIEWS/POST 16.8K median 16.9K · 29 days	 POSTS/WEEK 44.5 over period
 7D TREND -2.7% vs previous week	 REACTIONS/POST 208.3 total 39,569 reactions, 23,553 reposts, 0 comments	 POST LENGTH 445 chars median 430 · 29 days	 POSTS ANALYZED 190 29 days
 AD REACH 17.5K 24h avg	 CHURN / MONTH +11075 last month	 CITATION RATE 28 citation index · 97 channels mentioned all time	 CHANNEL AGE 3 years 6 months created 12.01.2023

AI EDITOR SUMMARY

Channel «Kerch 24/7 | News 🇷🇺» — 94 258 subs. Each post averages 16.8K people (18% of subs), average reach — room to grow. Publishes 44 posts/week (~6/day) — active posting. For the week of Jul 6–12, reach stable (-2.7% vs week of 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 **190** posts in 29 days.
- 02 Dominant format – **Photo** (74/190 posts).
- 03 Avg post length – **445** chars (median 430).
- 04 Peak audience activity – **Sunday**, 14:00 MSK.
- 05 Top posts get **2×** more views than the weakest (18.9K avg for top vs 11.1K for worst) – among 190 posts in 29 days. Worth analyzing what top posts share: topic, format, publish time.

TOP 5 POSTS

Nº1 11.07 · 16:33 TEXT  Crimean gets 4 years in prison for calls to strike Crimean Bridge. He also posted comments on social media calling for...	VIEWS 19 026 REPOSTS 142	REACTIONS 199 ER 20.2%
Nº2 11.07 · 10:30 PHOTO  Kerch asphalt plant employee to be tried for air pollution Investigation found the chief engineer allowed...	VIEWS 18 930 REPOSTS 441	REACTIONS 198 ER 20.1%
Nº3 20.06 · 10:32 TEXT  Kerch scam courier defrauded pensioners of 2.8M rubles, gets prison term 28-year-old local resident conspired with...	VIEWS 18 681 REPOSTS 103	REACTIONS 199 ER 19.8%

Nº4 12.07 • 11:30 VIDEO !! ⚡ Illegal fuel and gas prices: why Kerch residents are asking questions again? In Rostov region, police uncovered two cases of illegal...	VIEWS 18 566 REPOSTS 151 REACTIONS 195 ER 19.7%
Nº5 28.06 • 04:34 PHOTO 💡 Power outages of 2 to 5 hours possible in Crimea in coming days Over 500 specialists continue restoration...	VIEWS 18 462 REPOSTS 109 REACTIONS 193 ER 19.6%

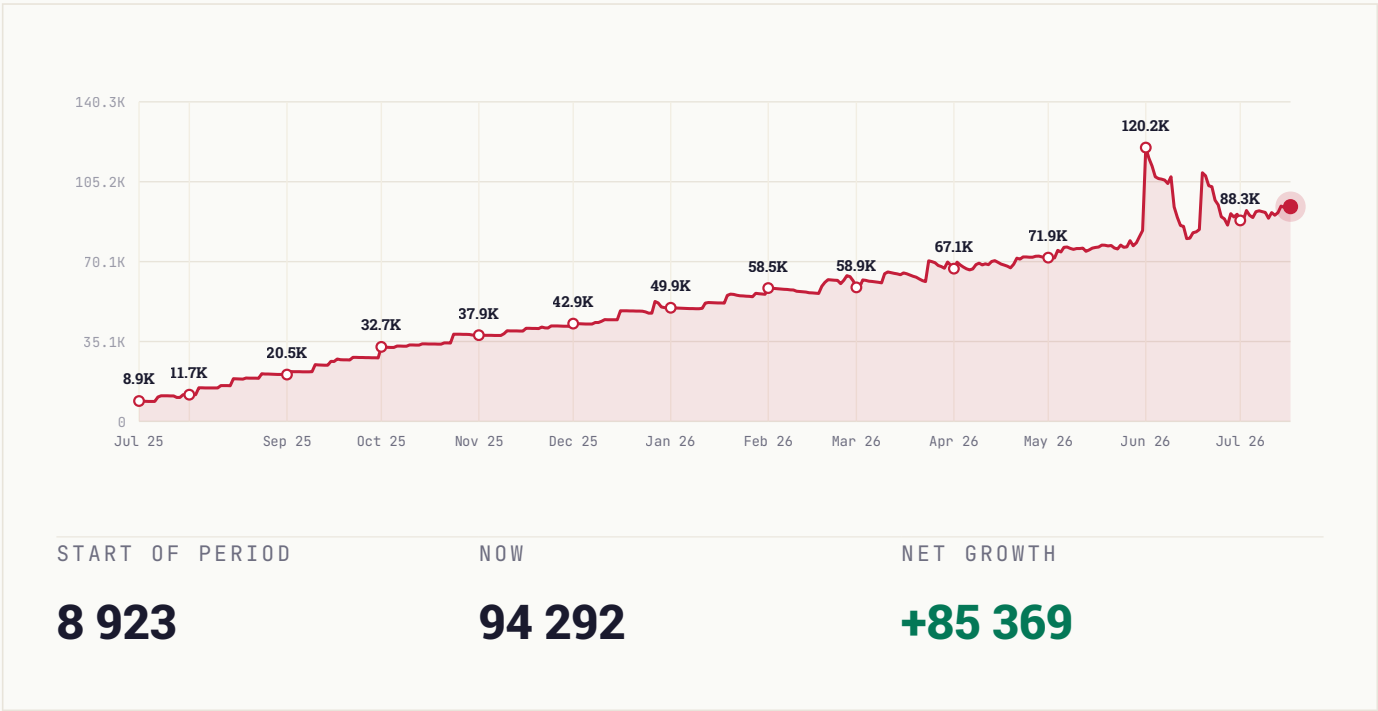
WORST 3

↓ 05.07 • 16:27 PHOTO 😞 Stavropol trailer plant hit by Ukrainian strike Serious fire broke out at the facility after the attack.	VIEWS 14 325 REPOSTS 109 REACTIONS 197 ER 15.2%
↓ 22.06 • 15:15 VIDEO 😞 Ukraine missile strike on Voronezh Local semiconductor plant targeted. Many casualties at the site.	VIEWS 14 247 REPOSTS 42 REACTIONS 191 ER 15.1%
↓ 09.07 • 14:22 PHOTO In Irkutsk, a gas station posted an Interior Ministry notice about new queue rules for fuel. The document bans...	VIEWS 4 683 REPOSTS 2 REACTIONS 395 ER 5.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

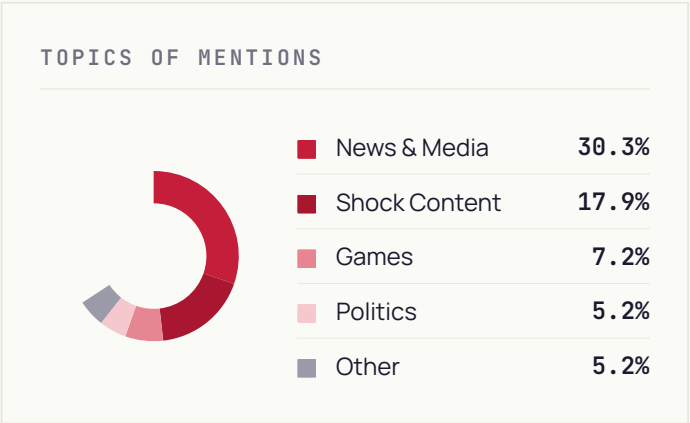
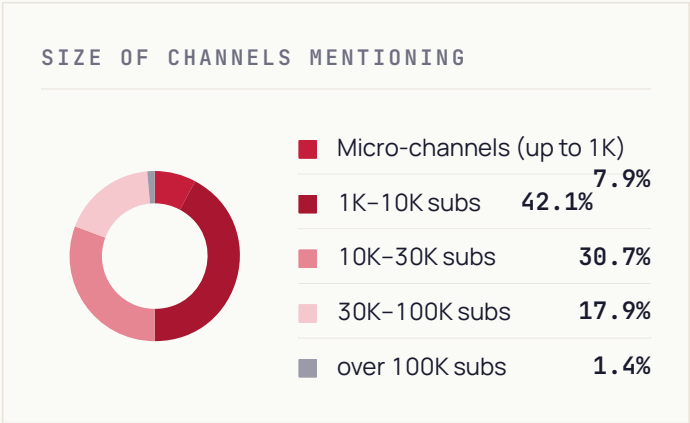
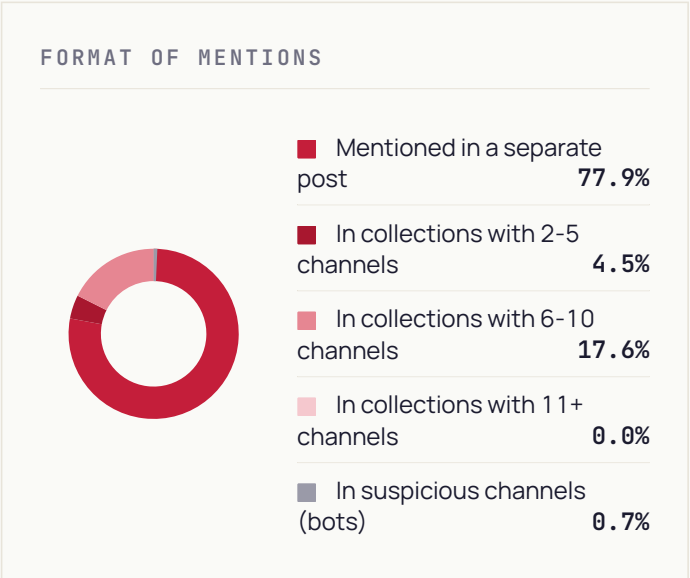
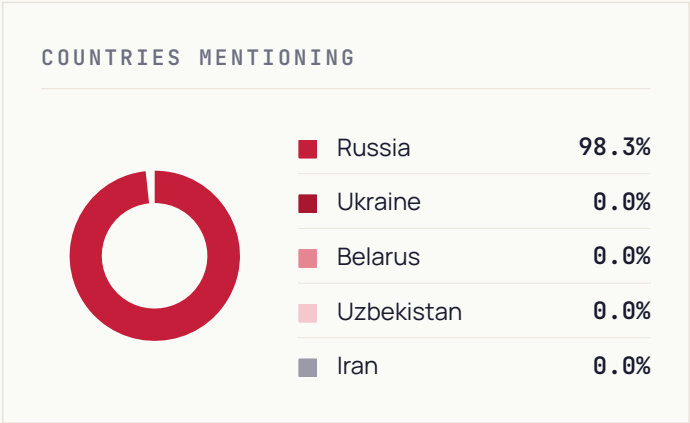
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

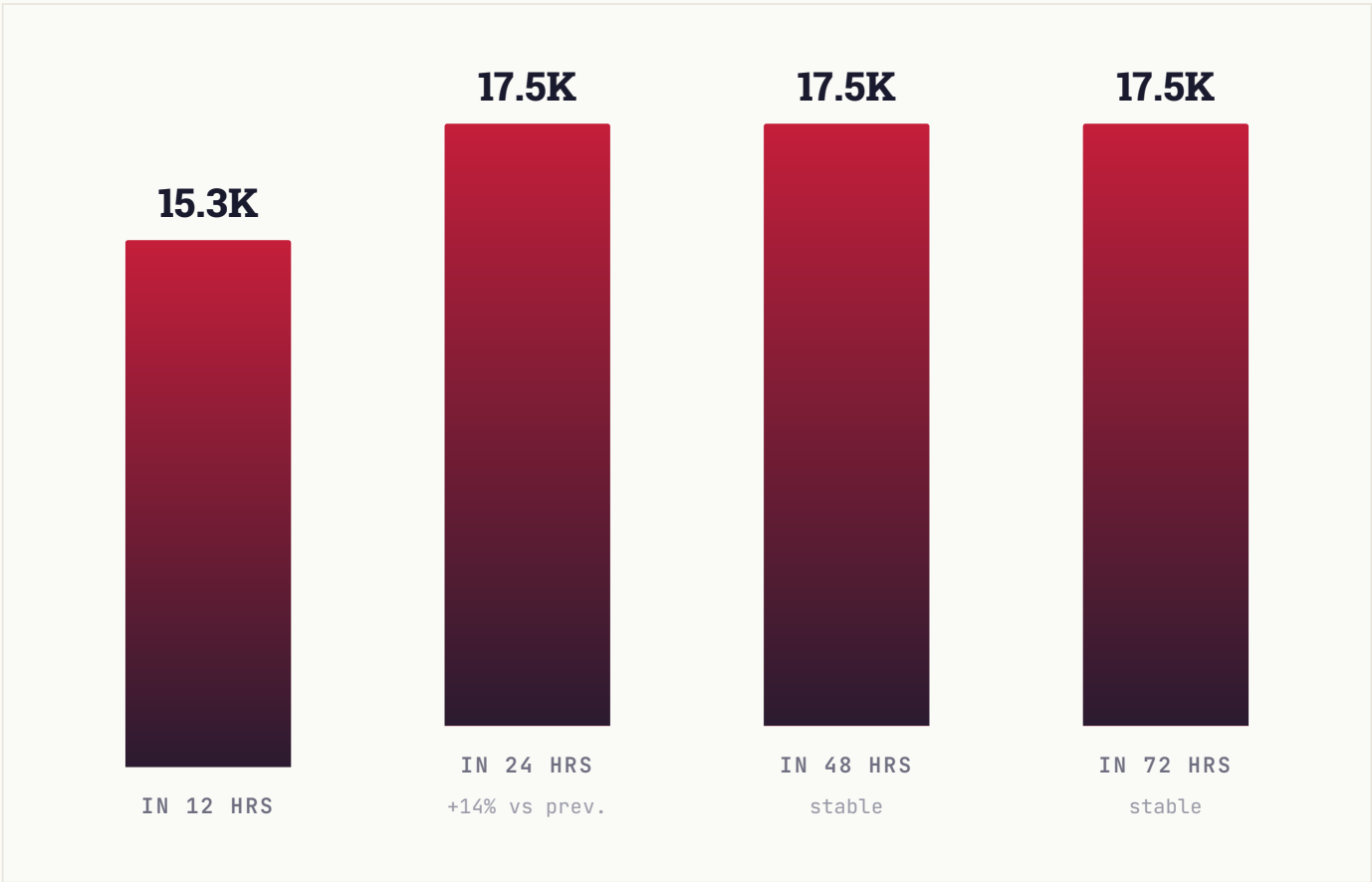
Citation index **28** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **97** different channels.



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 stays relevant.



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
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.4M
کا کانال اخبارفوری خبرفوری	4.3M
PE Live Stream • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡Ukraina	3.1M
K2 Kerch 24/7 News  YOU	94.3K

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 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions **94**, they brought **54 247** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	15	15	8 147	
December 2025	15	15	12 262	
November 2025	16	16	4 807	
October 2025	16	16	11 063	
September 2025	17	16	8 443	
August 2025	15	15	9 525	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
94	6	54 247

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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 09 · STRATEGY

What to do right now

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

01

Top post of the week — Sunday

Audience most active on this day at 14:00 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
