

PROMTPRESS PUBLIC REPORT

Channel audit

Khimki



@khimkii

Send news or ask about ads in our bot: @PoVoprosamReklami_bot

SUBS

25 665

+16642 per month

ERR (% SEE POSTS)

11.0%

last day **11.6%**

REACH/POST

2.7K

ad reach **3.1K/24h**

— CONTENT · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 25 665 —	 SUB REACH 10.69% avg % subs see post	 VIEWS/POST 2.7K median 2.6K · 29 days	 POSTS/WK 15.4 over period
 7D TREND +18.5% vs previous week	 REACTIONS/POST 13.4 860 reactions, 54 reposts, 7 comments	 POST LENGTH 501 chars median 520 · 29 days	 POSTS ANALYZED 64 29 days
 AD REACH 3.1K 24h avg	 CHURN / MONTH +16642 last month	 CITATION RATE 0 citation index · 2 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 30.03.2022

AI EDITOR SUMMARY

Channel «Khimki» — 25 665 subs. Avg views per post: 2.7K people (11% subs), low reach — consider expanding audience. Publishes 15 posts/week (~2/day) — regular. Week Jun 29–Jul 5 reach up +18.5% Week 22–28 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 64 posts over 29 days.
- 02 Dominant format – Photo (59/64 posts).
- 03 Avg post length – 501 chars (median 520).
- 04 Peak audience activity – Wed, 04:00 MSK.
- 05 Top posts get 4× more views than the weakest (4.4K avg for top vs 1.2K for worst) – among 64 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

№106.07 · 08:20VIDEO	A Priora driver didn't dream of touching a Lamborghini like this.	VIEWS	REACTIONS
		5 025	12
№201.07 · 01:48PHOTO	Weekend in Moscow: 'weather curse' – forecasters After hot weekdays, the capital will face downpours, thick clouds and...	REPOSTS	ER
		—	19.6%
№328.06 · 07:42PHOTO	Over 50,000 graduates from 35 Russian regions gathered at the grand Scarlet Sails festival in St. Petersburg! 🎉 To us...	VIEWS	REACTIONS
		3 965	12
		REPOSTS	ER
		1	15.4%

Nº4

22.06 · 13:54

TEXT

Going to the movies is a great way to reduce anxiety! 🎬🍿

Why? Darkness, stillness, and a gripping plot help calm...

VIEWS

3 890

REPOSTS

—

REACTIONS

15

ER

15.2%

Nº5

14.06 · 13:11

PHOTO

Lost women's underwear found on flooded Moscow streets — a quick recap of the recent downpour 😊

VIEWS

3 835

REPOSTS

—

REACTIONS

17

ER

14.9%

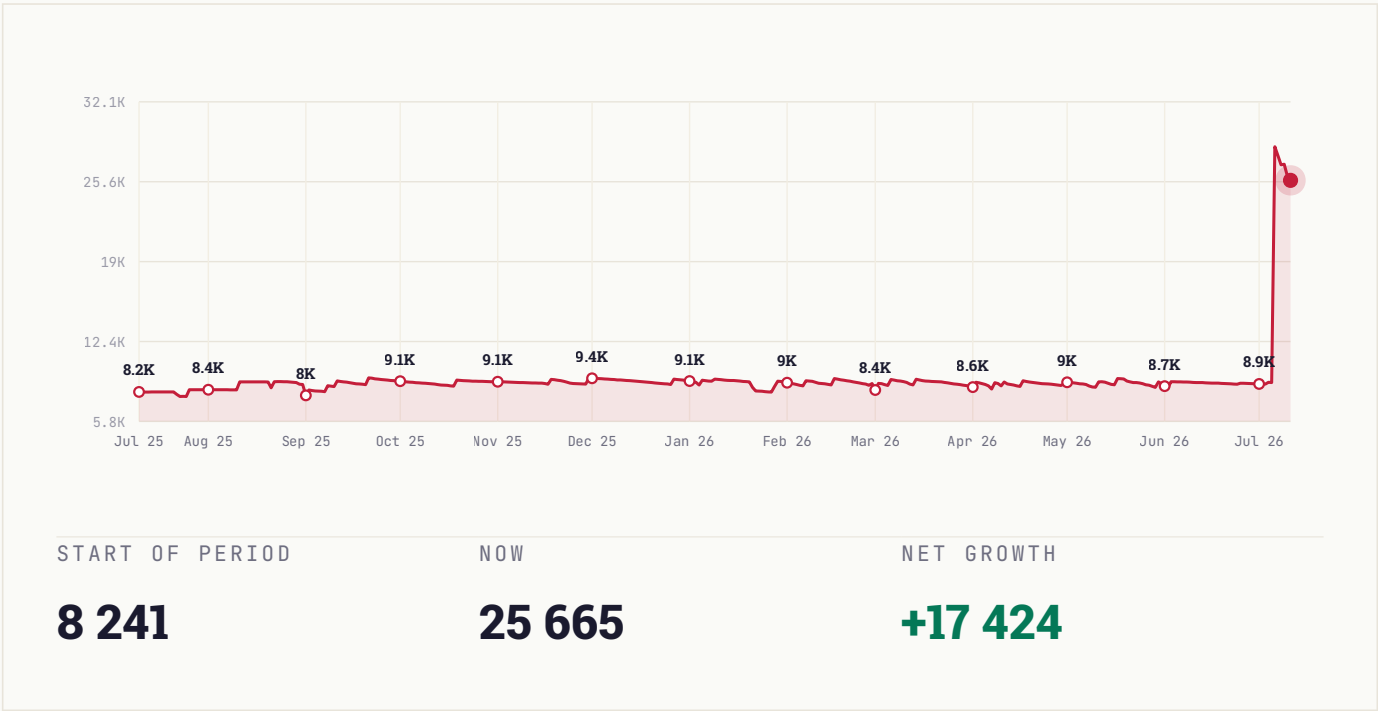
WORST 3

↓ 29.06 · 08:22 PHOTO 🎬 The film 'Michael' broke all records and became the highest-grossing biopic in history! 🎉🎊 The movie grossed an impressive \$977 million worldwide...	VIEWS 1 632 REPOSTS 1	REACTIONS 12 ER 6.4%
↓ 16.06 · 08:48 PHOTO Now you can bring your furry friends to work! 🐾🐾 Lawyers confirmed: the Russian Labor Code has no direct ban on having...	VIEWS 1 256 REPOSTS 1	REACTIONS 15 ER 4.9%
↓ 27.06 · 10:48 PHOTO A smartphone in the bedroom can negatively affect your libido, researchers say. 📱 The constant stream...	VIEWS 659 REPOSTS 1	REACTIONS 12 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

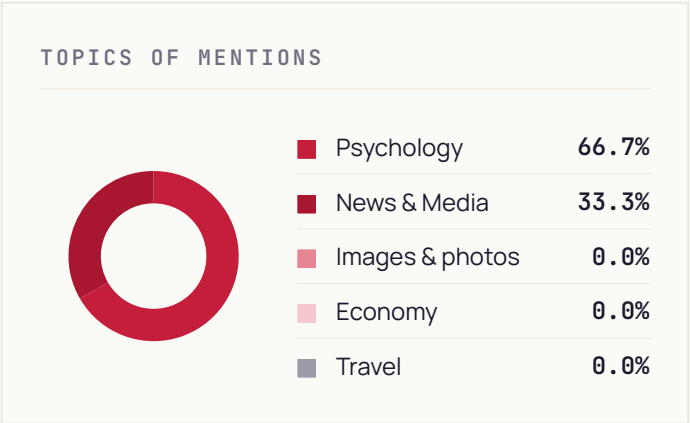
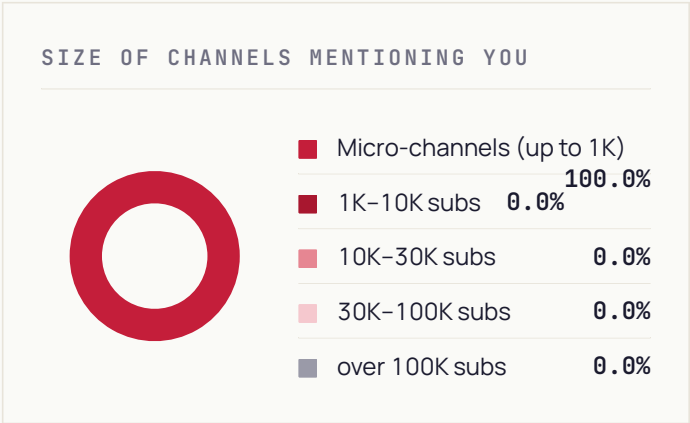
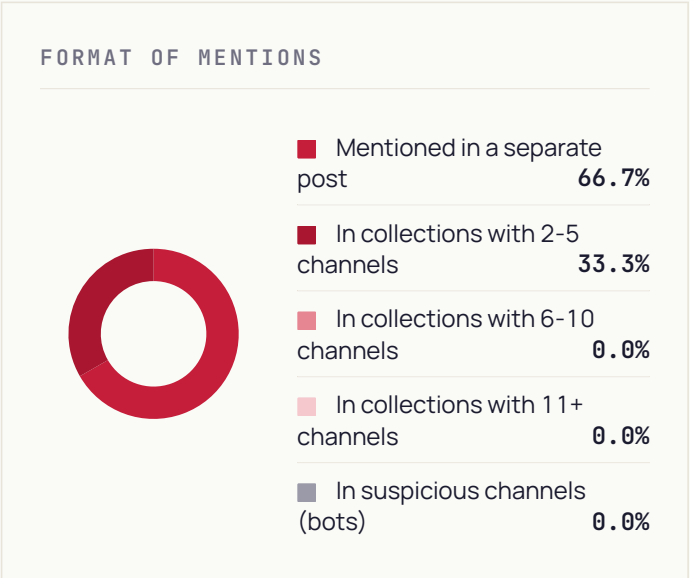
Subscriber growth chart for the year. Key months show exact sub count. See which months grew or lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

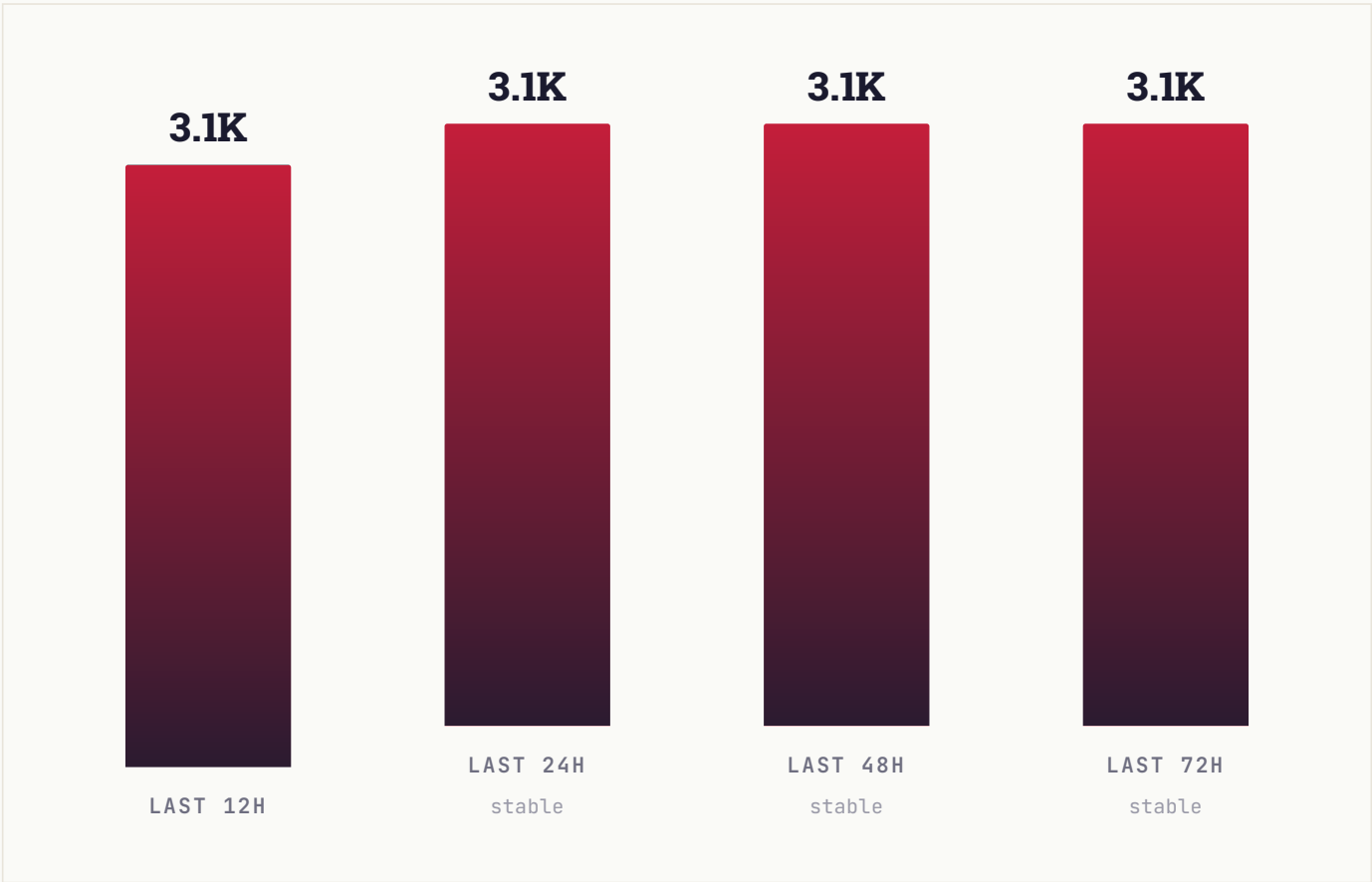
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs one. All-time mentions: 2 different channels.



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 — you can see its rank among niche neighbors.

CHANNEL	SUBS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.5M
ک ا کانال اخبار فوری خبر فوری	4.4M
PE Live • 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
TP Trukha ⚡ Ukraine	3.1M
HI Khimki YOU	25.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic & content work.

SECTION 07 · 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 **6 413** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	1 467
Dec 2025	0	0	440
Nov 2025	0	0	902
Oct 2025	0	0	493
September 2025	0	0	1 942
August 2025	0	0	1 169

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	6 413

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 where 80% of niche channels fall (p10 to 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

Top post of the week — on Wednesday

Audience most active on this day at 04:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25%.

EFFECT

Video holds 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. 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 — what we can do in minutes from public data. 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>

02 **Contact manager** t.me/PromptPress_manager
