

PROMTPRESS PUBLIC REPORT

Channel audit

CONTEXT



@kontext_channel

18+. By subscribing to this channel, you confirm you are 18+. Ads:
@achicheleva_bot Send news: @kontext_channel_bot RKN:...

SUBSCRIBERS

833 237

+2655 per month

ERR (% SEE POSTS)

21.0%

per day 20.1%

REACH/POST

171.9K

ad reach 167.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 833 237 —	 SUBS REACH 20.63% avg % subs see post	 VIEWS/POST 171.9K median 171K · 23 days	 POSTS/DAY 29.7 ~208 per week
 7D TREND -0.9% vs previous week	 REACTIONS/POST 2135.2 total 1,488,233 reactions, 220,329 reposts, 0 comments	 POST LENGTH 766 chars median 839 · 23 days	 POSTS ANALYZED 697 23 days
 AD REACH 167.1K 24h avg	 CHURN / MONTH +2655 last month	 CITATION RATE 2 460 citation index · 9,708 channels mentioned all time	 CHANNEL AGE 6 years 11 months created 20.06.2019

AI EDITOR SUMMARY

Channel «CONTEXT» – 833 237 subs. Each post averages 171.9K people (21% of subs), it's average reach – room to grow. Publishes 208 posts per week (~30/day) – very active. Week of May 25–31 reach stable (-0.9% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **697** posts in 23 days.
- 02 Dominant format — **Photo** (332/697 posts).
- 03 Avg post length — **766** chars (median 839).
- 04 Audience peak — **Sunday, 07:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (243.1K avg for top vs 137.3K for bottom) — across 697 posts in 23 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 04:41 PHOTO Drone attack on Moscow and region: 3 dead, 17 wounded, 120 UAVs downed Air defense repels massive...	VIEWS 250 323 REPOSTS 4 311	REACTIONS 4 203 ER 30.0%
Nº2 24.05 · 12:41 PHOTO Nikol Pashinyan expects visa-free regime between Armenia and EU no later than two years ☒We say that no later than two...	VIEWS 241 355 REPOSTS 571	REACTIONS 2 903 ER 29.0%
Nº3 17.05 · 05:08 TEXT Drone debris fell on Sheremetyevo airport territory Debris is at a safe distance from passenger service areas and...	VIEWS 237 552 REPOSTS 1 095	REACTIONS 1 948 ER 28.5%

Nº4

23.05 · 19:30

PHOTO

🔗

Grand Prix of the 79th Cannes Film Festival goes to Andrey Zvyagintsev's 'Minotaur' This is the festival's second most important award. 'Minotaur' —...

VIEWS

223 614

REACTIONS

4 903

REPOSTS

1 290

ER

26.8%

Nº5

17.05 · 17:55

VIDEO

🔗

Man with Japanese knife in boot sat on the Great Imperial Throne in the Hermitage and started reading a speech, but was detained 🔗The day before...

VIEWS

217 610

REACTIONS

2 408

REPOSTS

926

ER

26.1%

WORST 3

↓ 05.06 · 16:07 TEXT Russia's dependence on oil & gas revenues has significantly decreased, Putin says The president stated that oil & gas revenues...	VIEWS 138 619	REACTIONS 2 352
	REPOSTS 84	ER 16.6%
↓ 05.06 · 18:20 TEXT NASA astronauts returned to ISS after repair due to air leak detection Deputy Director General for Manned Programs...	VIEWS 137 485	REACTIONS 998
	REPOSTS 129	ER 16.5%
↓ 05.06 · 15:09 VIDEO Putin calls claims of Russia's isolation 'fairy tales' Previous US admin tried to isolate Russia, then...	VIEWS 135 829	REACTIONS 4 568
	REPOSTS 71	ER 16.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

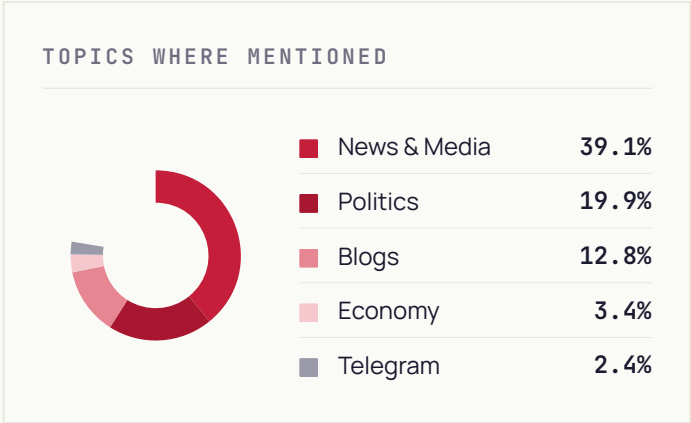
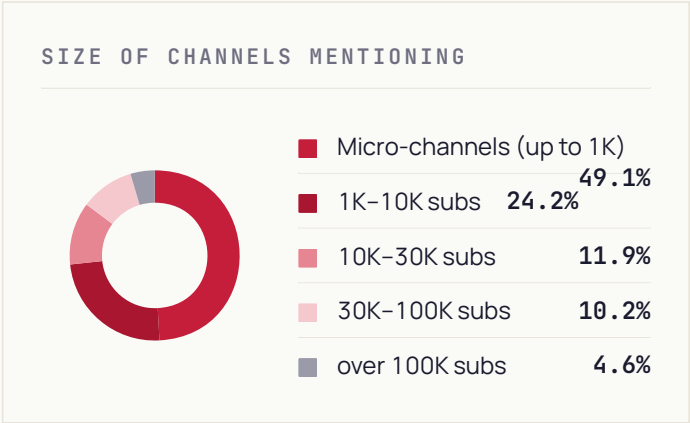
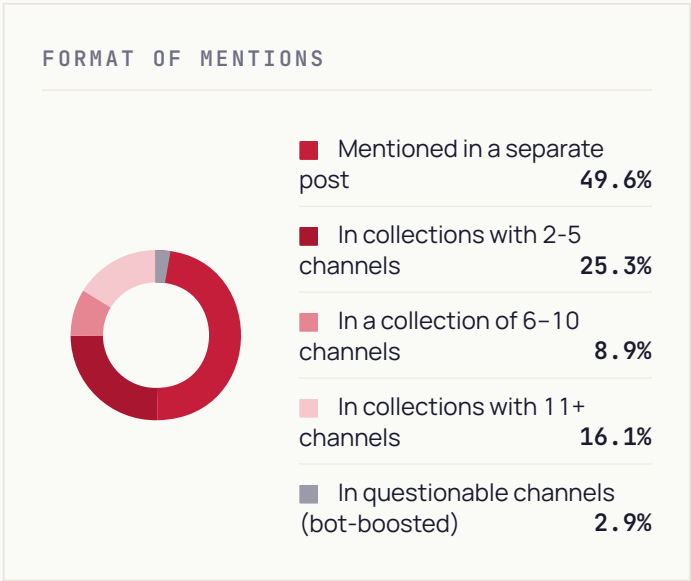
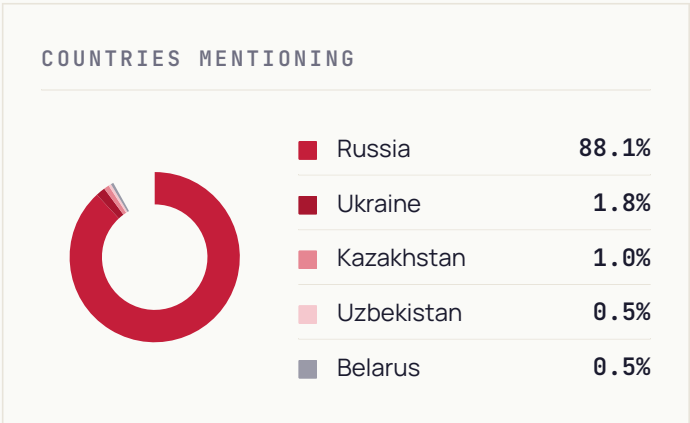
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

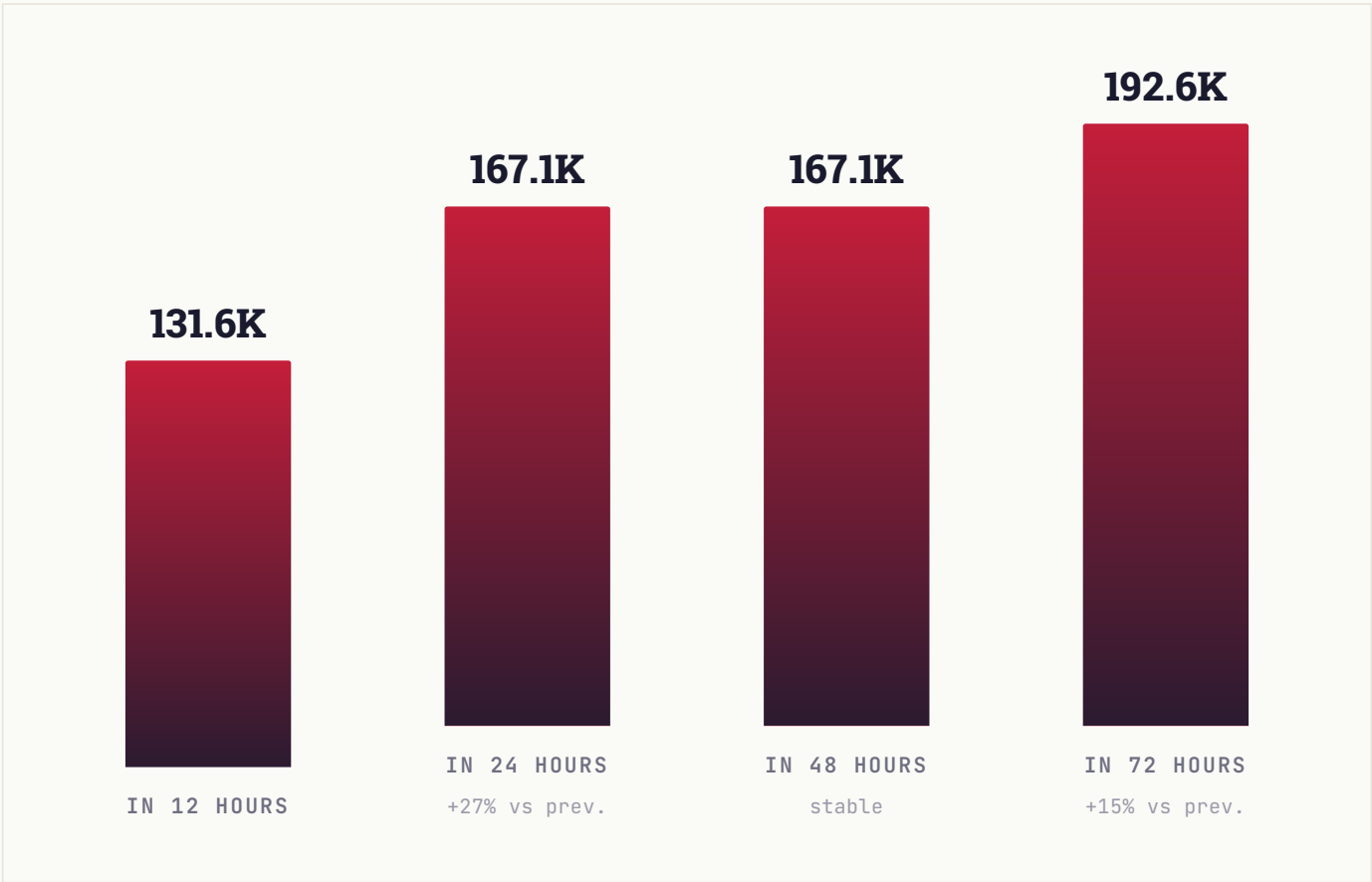
Citation index **2 460** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **9 708** different channels.



SECTION 05 · 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 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
KO CONTEXT YOU	833.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#52 of 99). Niche median — 843.7K subs. First growth KPI — reach the median. Leader: Live Broadcast • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **2 726**, they brought **2 605** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	604	153	0	
November 2025	490	116	0	
October 2025	615	177	0	
September 2025	380	160	283	
August 2025	305	133	1 716	
July 2025	332	177	606	
TOTAL MENTIONS		MONTHS IN DATA	ACQUIRED SUBS	
2 726		6	2 605	

— SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

#86/100

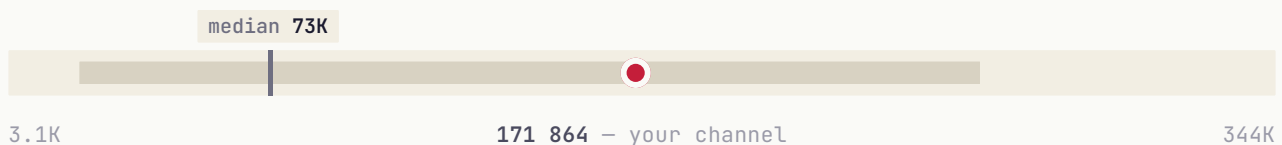
RANK IN NICHE

Channel in the bottom half of the ranking

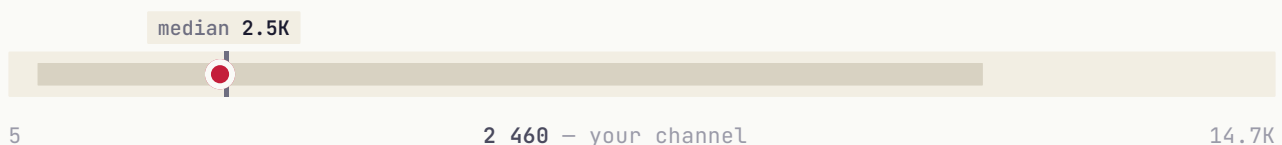
SUBSCRIBERS

2% below median

AVG REACH / POST

better than 70% of niche

CITATION INDEX

2% below median

— 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 Sunday

Audience most active on this day and at 07:00 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 is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange 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 this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager
