

PUBLIC REPORT PROMTPRESS

Channel audit

Typical Krasnodar



@krd_tipich_ru

📍 Krasnodar's first online media ! over 1,000,000 readers 🗣️ voice of Kuban people since 2011 📩 send news @tipich_bot Ads: @manager_tk Legal entity ads:...

SUBSCRIBERS

366 649

+1220 per month

ERR (% SEE POSTS)

15.0%

daily 10.7%

REACH/POST

52.2K

ad reach 39.3K/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 366 649 —	 SUBS REACH 14.23% avg % subs see post	 VIEWS/POST 52.2K median 51.4K · 29 days	 POSTS/DAY 12.7 ~89 per week
 7D TREND +0.0% vs previous week	 REACTIONS/POST 399.0 151K reactions, 81.6K reposts, 44.1K comments	 POST LENGTH 503 chars median 458 · 29 days	 POSTS ANALYZED 379 29 days
 AD REACH 39.3K 24h avg	 CHURN / MONTH +1220 last month	 CITATION RATE 494 citation index · 1,927 channels mentioned all time	 CHANNEL AGE 9 years 2 months created 03.05.2017

AI EDITOR SUMMARY

Channel «Typical Krasnodar» — 366 649 subs. Avg views per post: 52.2K people (14% subs), low reach — consider expanding audience. Publishes 89 posts/week (~13/day) — very active. Week Jun 29–Jul 5 reach stable (+0.0% vs week Jun 22–28).

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 **379** posts in 29 days.
- 02 Dominant format – **Photo** (201/379 posts).
- 03 Avg post length – **503** chars (median 458).
- 04 Peak audience activity – **Thursday**, 23:00 MSK.
- 05 Top posts get **2x** more views than the weakest (93.7K avg for top vs 40.4K for worst) – among 379 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 11.06 · 07:49 PHOTO Pieces, presumably drone debris, found in the yard of a house on Mekhanicheskaya St. in Krasnodar. Photo from our reader. If not...	VIEWS 96 782 REPOSTS 480	REACTIONS 466 ER 26.4%
Nº2 11.06 · 09:59 PHOTO Krasnodar to assess damage after overnight drone attack In the Central district, a multi-story building and a neighboring...	VIEWS 94 359 REPOSTS 1 534	REACTIONS 553 ER 25.7%
Nº3 11.06 · 12:55 VIDEO Apartment after drone debris hit a Krasnodar high-rise As the resident said, their dog saved the family by...	VIEWS 89 864 REPOSTS 2 758	REACTIONS 1 505 ER 24.5%

Nº4 11.06 • 18:10 VIDEO Readers spotted an unusual cloud in the sky tonight If images/ videos don't load, check them on VK - vk.ru/typical_krd...	VIEWS 83 725 REPOSTS 1 269 REACTIONS 699 ER 22.8%
Nº5 11.06 • 19:39 VIDEO 🌌:Yubileyny District is floating today 🌈	VIEWS 81 566 REPOSTS 450 REACTIONS 300 ER 22.2%

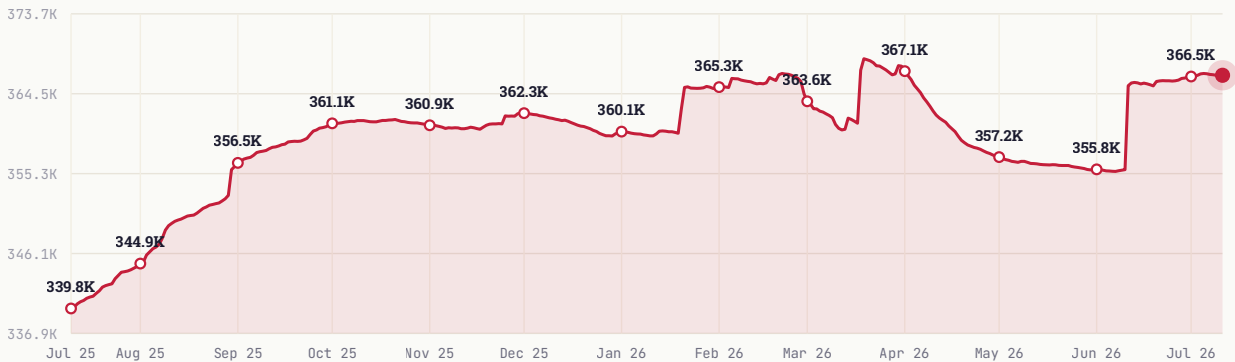
WORST 3

↓ 17.06 • 15:42 PHOTO Traffic light at Turgenev & Atarbekov intersection to be turned off due to road repairs in Krasnodar On June 18, the traffic light will be temporarily disabled...	VIEWS 41 439 REPOSTS 27 REACTIONS 102 ER 11.3%
↓ 08.07 • 06:33 PHOTO In Krasnodar, residents built a makeshift crossing over the canal themselves In the Severny settlement area, for about a year...	VIEWS 40 796 REPOSTS 66 REACTIONS 361 ER 11.1%
↓ 08.07 • 06:50 PHOTO 🌻 Today is Family, Love & Fidelity Day. A holiday many call Russian Valentine's Day. But its meaning is far...	VIEWS 38 897 REPOSTS 32 REACTIONS 119 ER 10.6%

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 gained or lost subs.



PERIOD START

339 750

NOW

366 651

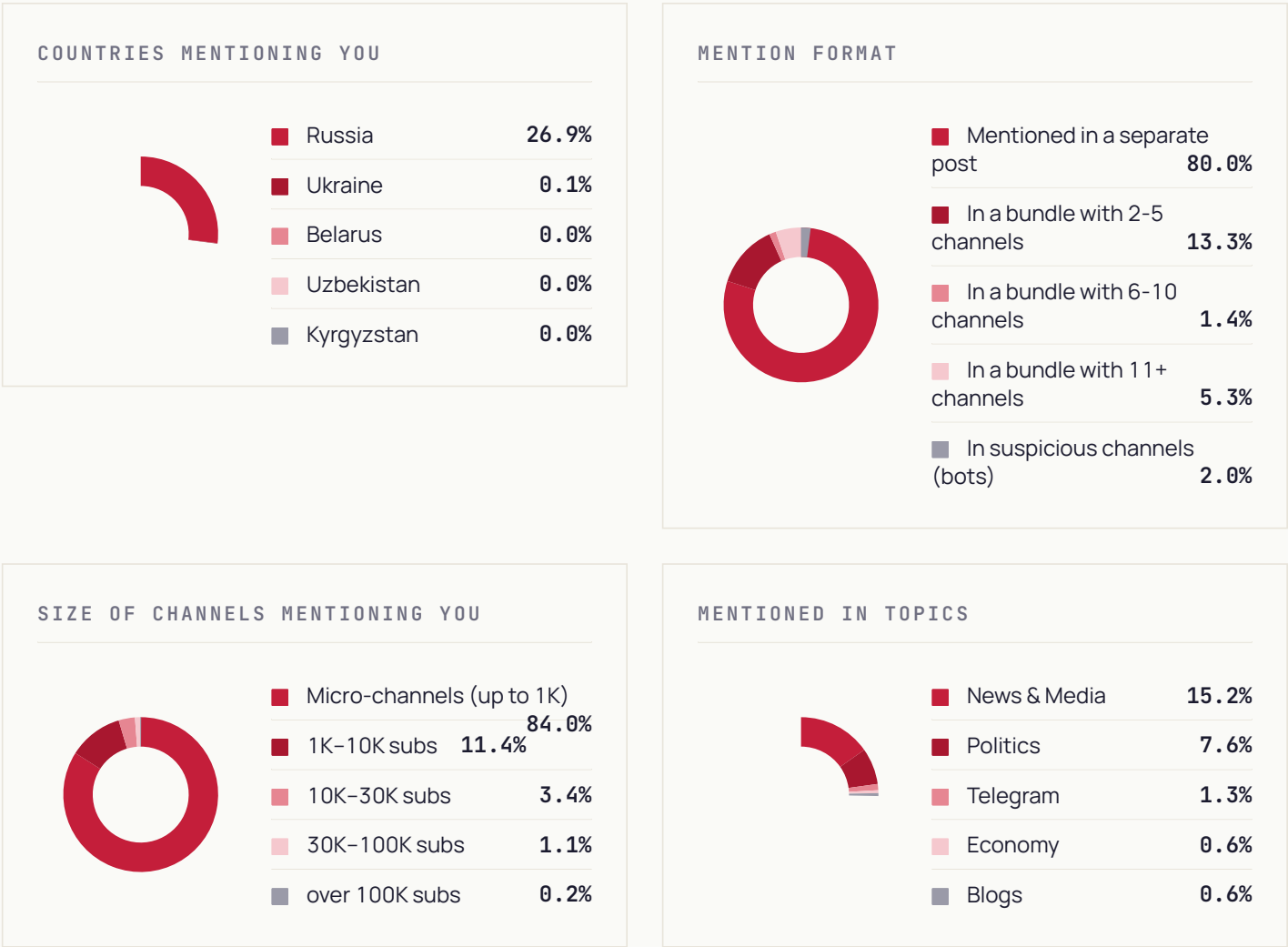
NET GROWTH

+26 901

SECTION 04 · CITATIONS

Who mentions the channel and how

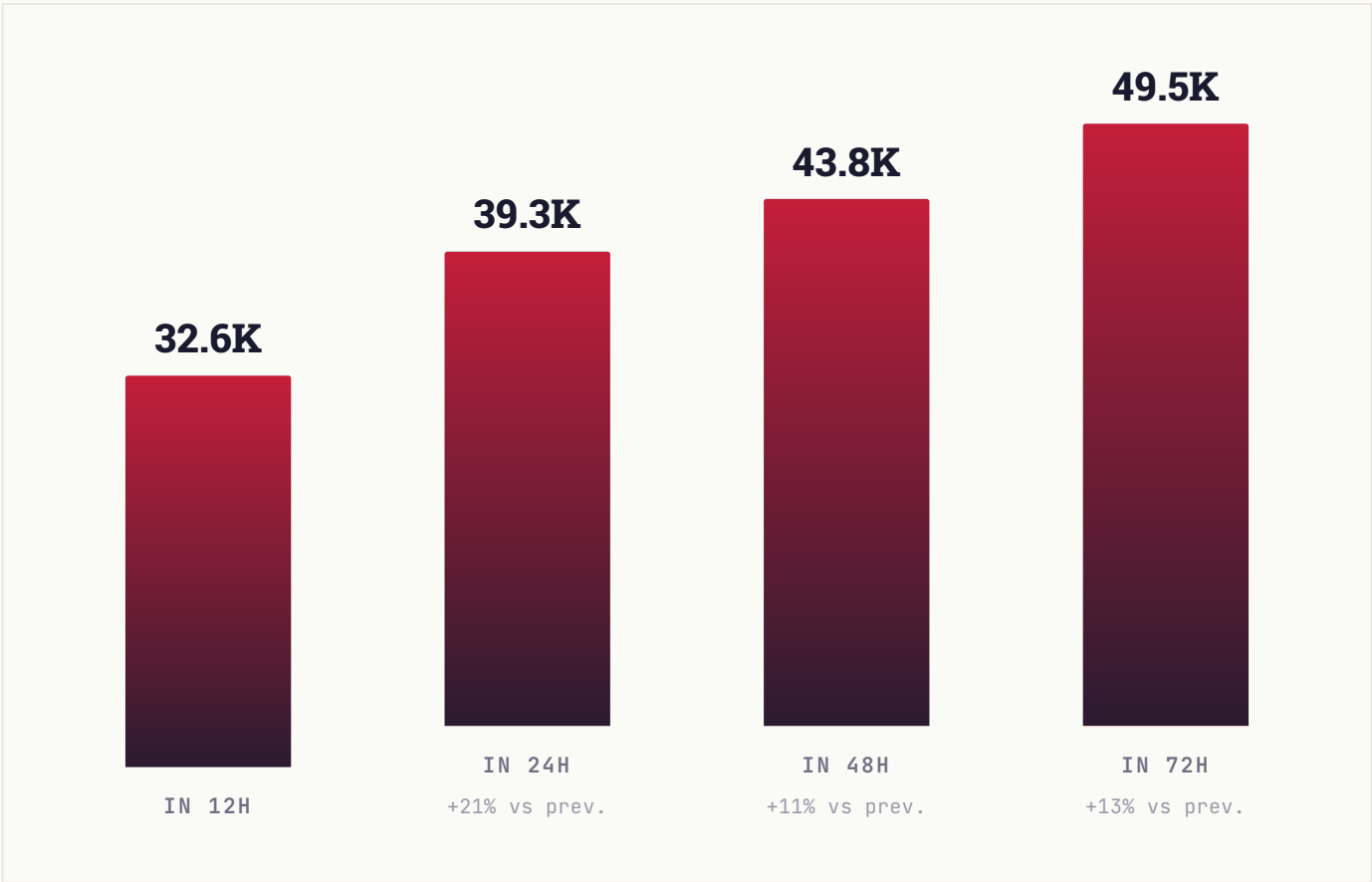
Citation index **494** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **1 927** different channels.



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
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
کا کانال اخبار فوری خبر فوری	4.4M
PE Live Broadcast • 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
TR Trukha ⚡ Ukraine	3.1M
TK Typical Krasnodar YOU	366.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 niche — early growth stage. Niche leader — اخبار فوری (6M), 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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions: **175**, they brought **26 097** new subs.

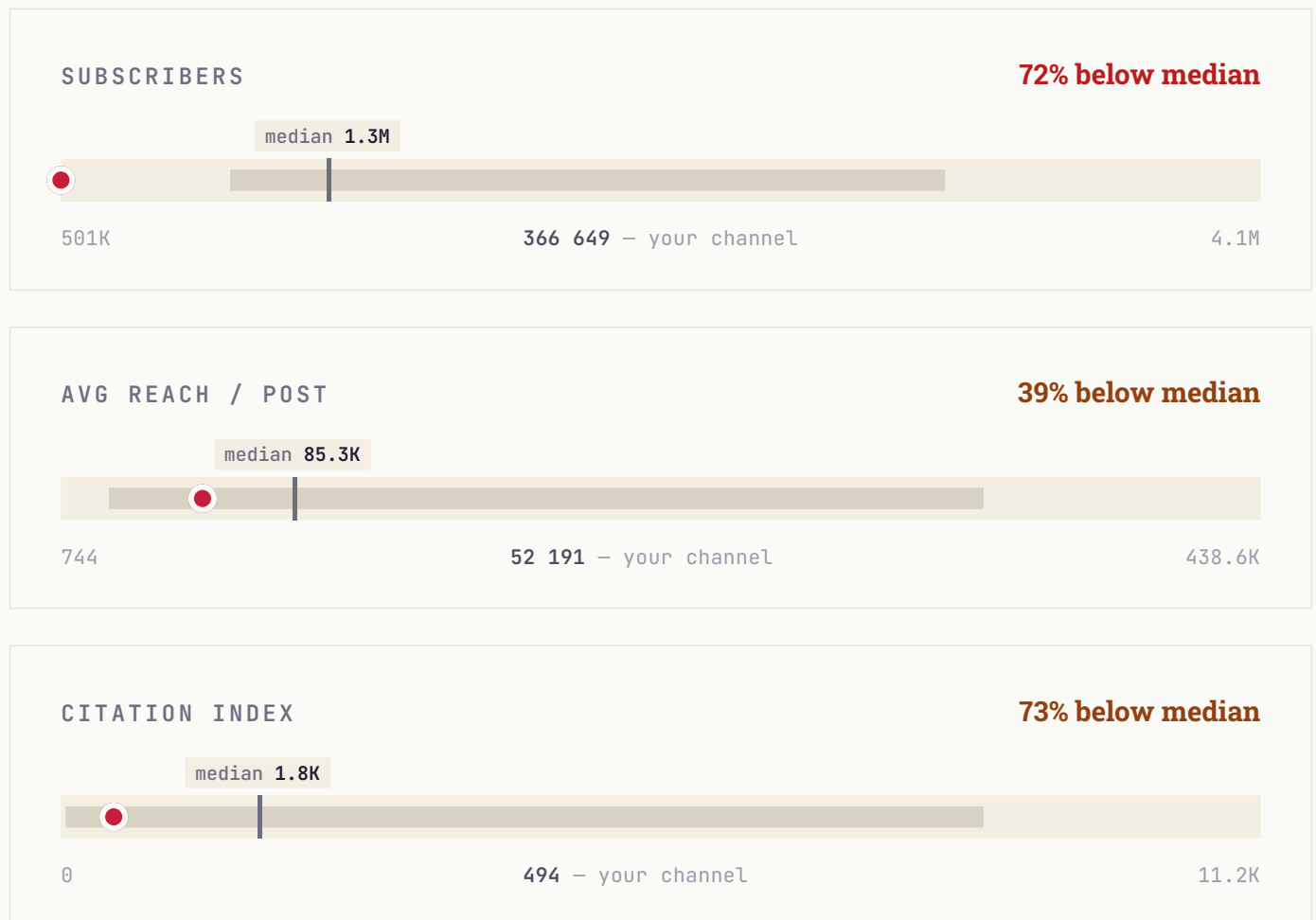
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	22	18	6 294
December 2025	16	14	394
November 2025	47	30	2 262
October 2025	24	13	845
Sep 2025	40	23	4 759
August 2025	26	19	11 543

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
175	6	26 097

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 as done and revisit in a month.

01**Best post day — Thursday**

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post****02****System traffic buy**

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

EFFECT

+5-15% ER**04****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****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 us to do this **PromptPress?**

This audit is 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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
