

PROMTPRESS PUBLIC REPORT

Channel audit

Where to go in Yekaterinburg



@kuda_vekb

Yekaterinburg lives in its own rhythm — and we feel it. We gather the best city events: music, culture, parties, new places. All you have to do is choose where to go. Collaboration: @maximvpotok RKN:...

SUBSCRIBERS

82 830

+44427 per month

ERR (% SEE POSTS)

33.0%

per day 25.1%

REACH/POST

26.5K

ad reach 21.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

SUBSCRIBERS 82 830 —	SUBSCRIBER REACH 31.97% avg % of subs see post	VIEWS/POST 26.5K median 29.1K · 29 days	POSTS/WEEK 10.5 over period
7D TREND -5.4% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 503 chars median 504 · 29 days	POSTS ANALYZED 44 29 days
AD REACH 21.2K 24h avg	CHURN / MONTH +44427 over last month	CITATION RATE 4 citation index · 894 channels mentioned ever	CHANNEL AGE 4 months 18 days created 23.02.2026

AI EDITOR SUMMARY

Channel «Where to go in Yekaterinburg» – 82 830 subs. Each post averages 26.5K people (32% of subs), good reach. Publishes 10 posts per week (~2/day) – consistent. For week Jun 29–Jul 5, reach dropped -5.4% to the week of Jun 22–28 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 44 posts over 29 days.
- 02 Dominant format — Photo (42/44 posts).
- 03 Avg post length — 503 chars (median 504).
- 04 Audience peak activity — Sunday, 11:00 MSK.
- 05 Top posts get 3x more views than the weakest (32K avg for top vs 12.6K for worst) — among 44 posts over 29 days. Worth analyzing what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 26.06 · 08:29 PHOTO  ✨ Open-Air Cinema At 19:30 cartoons start, at 20:00 feature films. June 25 – 'Soul' (6+)...	VIEWS 32 104 REPOSTS 1	REACTIONS — ER 38.8%
Nº2 25.06 · 08:35 PHOTO  'Letters and Notes' Party Celebrating the Year of Ural Rock with a music-poetry party meeting Yekaterinburg rock musicians...	VIEWS 32 043 REPOSTS —	REACTIONS — ER 38.7%
Nº3 19.06 · 12:34 PHOTO  'Tanin's Circle' Music House Concert On June 20 at the Center for Contemporary Drama, a house concert by Tatyana Smirnyagina...	VIEWS 31 860 REPOSTS —	REACTIONS — ER 38.5%

Nº4 27.06 • 08:35 PHOTO  Bookmark Lovers' Gathering Dog-earing pages, using a pencil or scrap paper as a bookmark – we've all done it. But what if you make...	VIEWS 31 690 REPOSTS — REACTIONS — ER 38.3%
Nº5 22.06 • 08:35 PHOTO  'Secrets of Minerals and Exciting Quests of the Universe "TriO" Meeting with writer Tanya Fedotovskikh 6+ Kids will not only learn about...	VIEWS 31 619 REPOSTS — REACTIONS — ER 38.2%

WORST 3

↓ 14.06 • 07:30 PHOTO  'Kill Bill: The Whole Bloody Affair' For those who missed the director's cut of Tarantino's cult diptych 'Kill...	VIEWS 18 526 REPOSTS 1 REACTIONS — ER 22.4%
↓ 15.06 • 07:31 PHOTO  Nyusya at 'Critique': Solo House Concert That evening: favorite songs, cozy atmosphere, dancing, chatting, and just...	VIEWS 12 412 REPOSTS — REACTIONS — ER 15.0%
↓ 11.06 • 07:33 PHOTO  GARAZHKA Conscious Consumption Festival What awaits: ▪ Garage Sale ▪ Market ▪ Free Workshops ▪ Quick...	VIEWS 6 767 REPOSTS — REACTIONS — ER 8.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

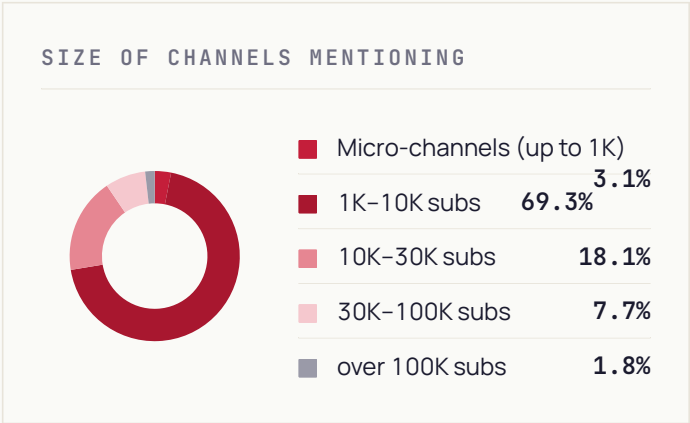
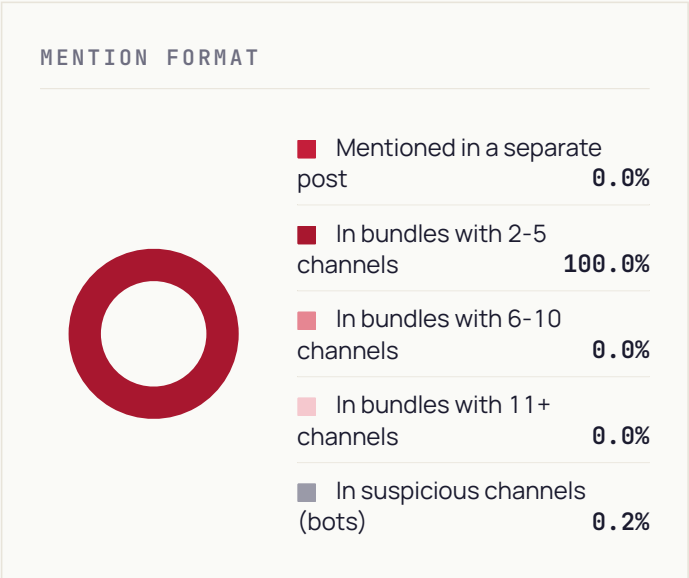
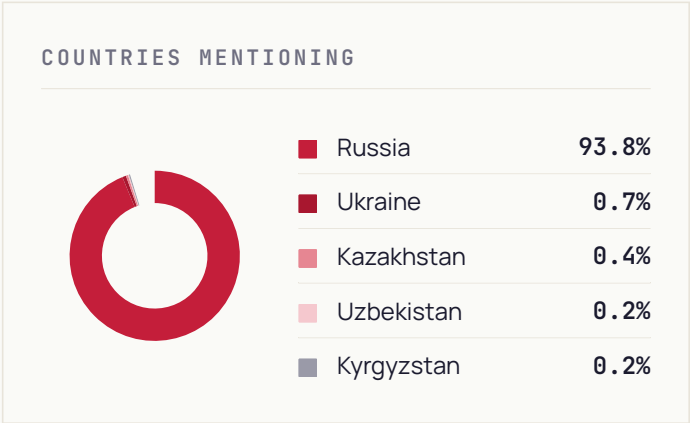
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

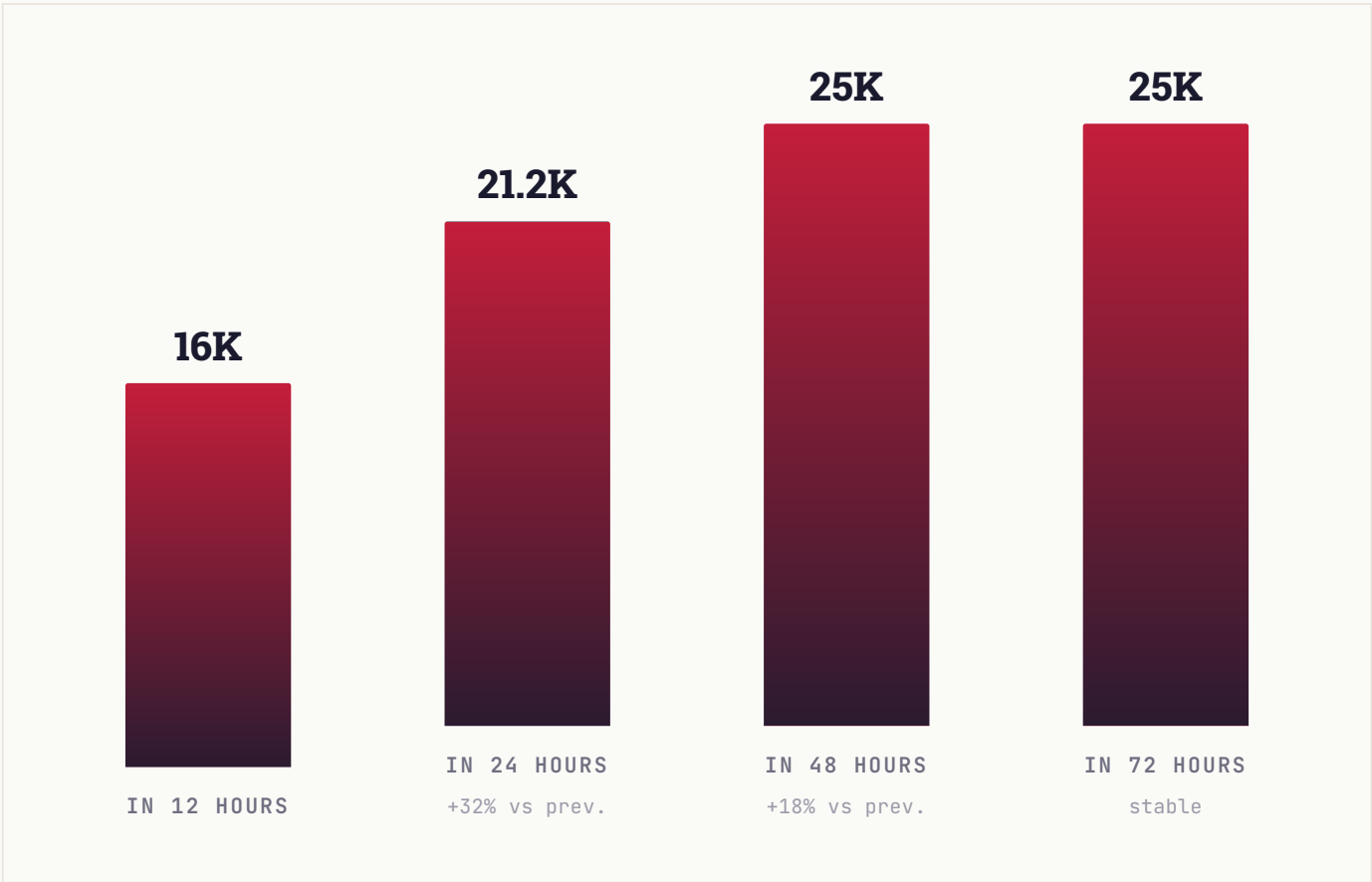
Citation index 4 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **894** different channels.



— 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 — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ ا خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.5M
ک ا کانال اخبارفوری خبرفوری	4.4M
PE Live • 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
TR Trukha ⚡ Ukraine	3.1M
ER Where to go in Yekaterinburg YOU	82.8K

COMPARATIVE INSIGHT

Channel so far 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 via systematic traffic & content work.

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the peer group range, a darker beige bar representing the median, and a vertical line indicating the channel's performance. A red dot on the left of each chart indicates the channel's position relative to the median.

- SUBSCRIBERS:** The channel has 82,830 subscribers, which is 94% below the median of 1.3M. The peer group range is from 501K to 4.1M.
- AVG REACH / POST:** The channel has 26,482 average reach per post, which is 69% below the median of 85.3K. The peer group range is from 744 to 438.6K.
- CITATION INDEX:** The channel has a citation index of 4, which is 99% below the median of 1.8K. The peer group range is from 0 to 11.2K.

Metric	Channel Value	Median	Percentage Below Median	Peer Group Range
SUBSCRIBERS	82 830	1.3M	94%	501K - 4.1M
AVG REACH / POST	26 482	85.3K	69%	744 - 438.6K
CITATION INDEX	4	1.8K	99%	0 - 11.2K

— SECTION 08 · 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 — Sunday

Audience most active on this day at 11:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25% share.

EFFECT

Video retains audience better
- 03

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
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want 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
