

PROMTPRESS PUBLIC REPORT

Channel audit

Kuda v Kazani



@kuda_vkazan

Kazan inspires — and we're with it. We gather the best city events: music, culture, festivals, and new spots. All you have to do is choose — where to go. #NMYSC Collaboration:...

SUBS

81 657

+42928 per month

ERR (% SEE POSTS)

33.0%

per day **24.7%**

REACH/POST

27K

ad reach **20.6K**/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.

 SUBS 81 657 —	 SUBSCRIBER REACH 33.1% avg % subs see post	 VIEWS/POST 27K median 29.2K · 29 days	 POSTS/WK 11.0 for the period
 7D TREND -5.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 619 chars median 596 · 29 days	 POSTS ANALYZED 46 29 days
 AD REACH 20.6K 24h avg	 CHURN / MONTH +42928 over the last month	 CITATION RATE 4 citation index · 896 channels mentioned all time	 CHANNEL AGE 4 months 18 days created 23.02.2026

AI EDITOR SUMMARY

Channel «Kuda v Kazani» — 81 657 subs. Each post averages 27K people (33% of subs), good reach. Posts 11 posts per week (~2/day) — consistent. For week Jun 29 – Jul 5, reach dropped -5.2% to week 22–28 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 46 posts over 29 days.
- 02 Dominant format — Photo (40/46 posts).
- 03 Avg post length — 619 chars (median 596).
- 04 Audience peak activity — Sat, 10:00 MSK.
- 05 Top posts get 4× more views than the weakest (38.4K avg for top vs 9K for worst) — among 46 posts over 29 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 07:33 PHOTO  Tour 'Architecture of Sotsgorod: How to Build a City of Dreams'  June 13 The educational project 'Kazan through the Eyes of an Engineer' invites to...	VIEWS 51 583 REPOSTS —	REACTIONS — ER 63.2%
Nº2 26.06 · 08:29 VIDEO  Anti-café with hedgehogs 'Yozheminutka' In this cozy space, you can spend time with decorative hedgehogs. Guests observe their...	VIEWS 31 855 REPOSTS 3	REACTIONS — ER 39.0%
Nº3 20.06 · 08:35 PHOTO  Sabantuy in Kazan at three venues  June 20 One of the main Tatar folk festivals — Sabantuy, dedicated to...	VIEWS 31 738 REPOSTS —	REACTIONS — ER 38.9%

Nº4 25.06 · 08:33 PHOTO  TSUM now has its own cozy courtyard In the heart of Kazan, a renovated space near TSUM opened – a quiet courtyard to relax...	VIEWS 31 528 REPOSTS 1	REACTIONS — ER 38.6%
Nº5 18.06 · 07:31 PHOTO  Sacred Petyaly – where Orthodox and ancient Mari traditions intertwine A holy site in Mari El where once...	VIEWS 31 273 REPOSTS 8	REACTIONS — ER 38.3%

WORST 3

↓ 15.06 · 07:30 PHOTO  Sabantuy in Kazan 📅 June 20 The main Tatar national holiday will take place at three venues in Kazan: in Mirny settlement, on...	VIEWS 11 724 REPOSTS 3	REACTIONS — ER 14.4%
↓ 12.06 · 07:34 VIDEO  Festive concert of brass bands for Russia Day 📅 June 11, 6:00 PM At the summer stage of the National Museum, a big concert...	VIEWS 7 988 REPOSTS —	REACTIONS — ER 9.8%
↓ 11.06 · 07:35 VIDEO  Mystery of the Russian Empire's gold reserve Want to learn more about one of the most enigmatic pages of Russian history? At the museum of the Branch...	VIEWS 7 283 REPOSTS —	REACTIONS — ER 8.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

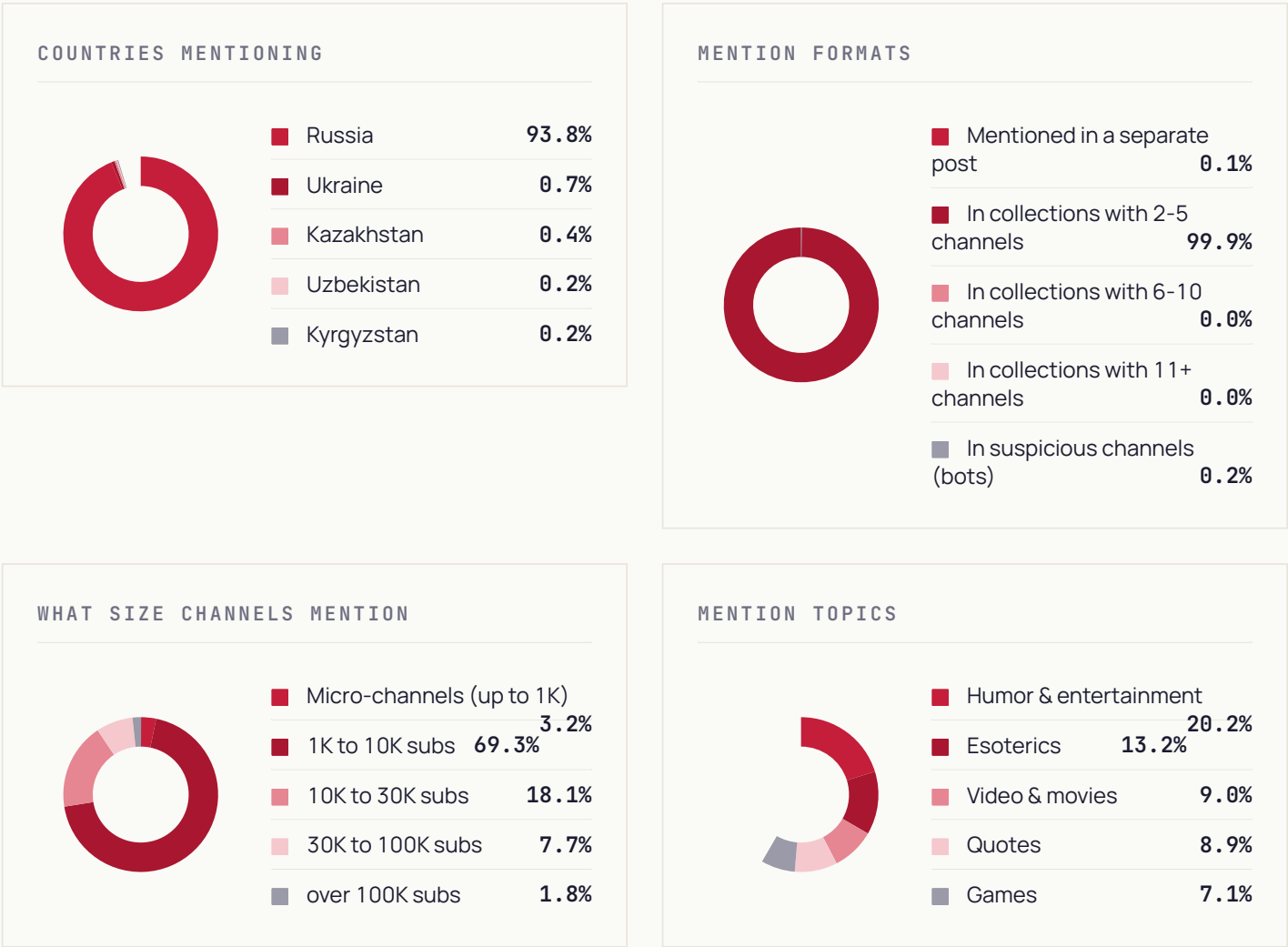
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

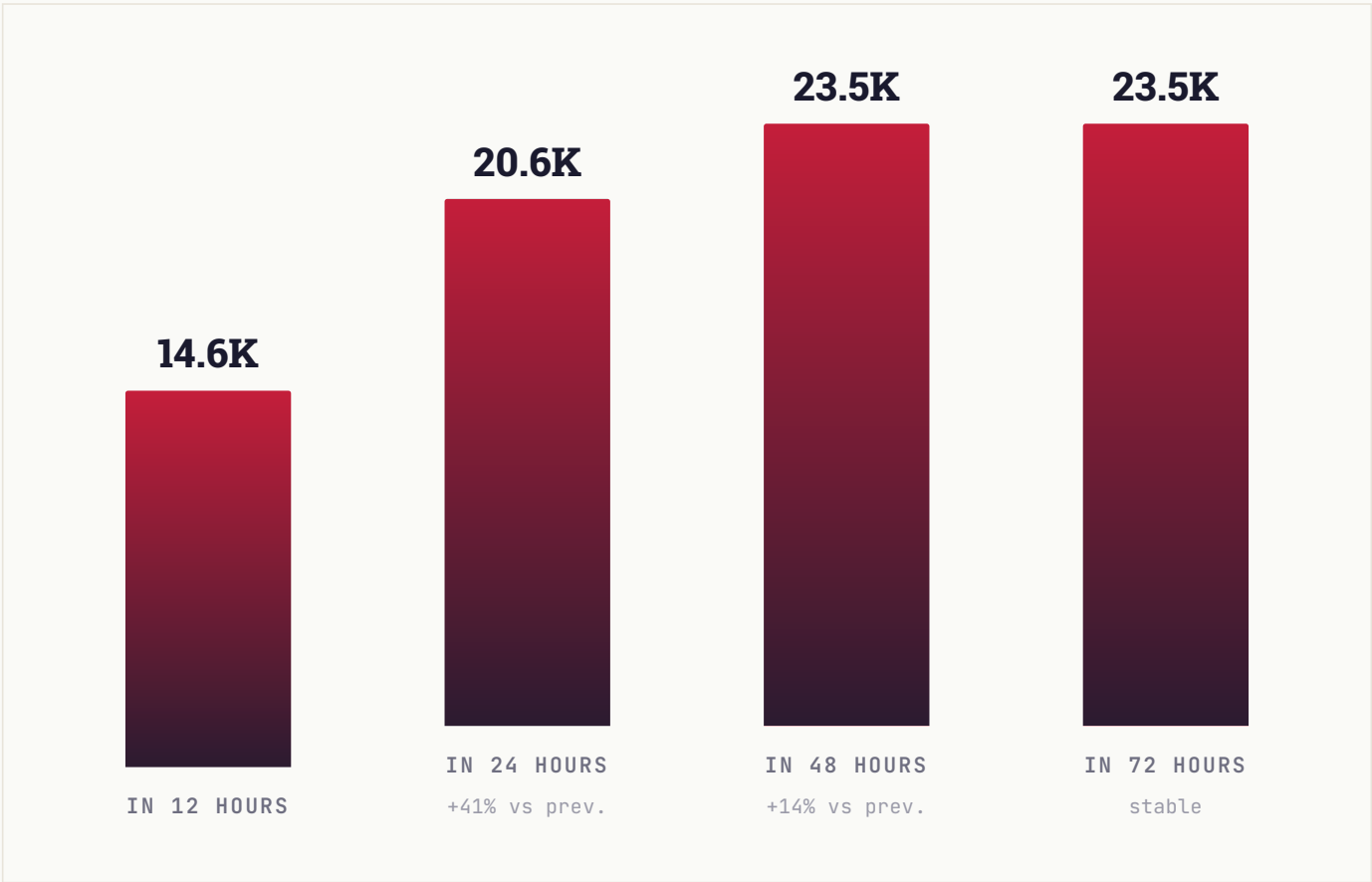
Citation index 4 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **896** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ 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 Kuda v Kazani YOU	81.7K

COMPARATIVE INSIGHT

Channel is still outside top 97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6M), median top-97: 1.3M. First goal — enter top-97 through systematic traffic and 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 includes a red dot indicating the channel's performance, a vertical line for the median, and a shaded bar representing the peer group range.

SUBS

94% below median

median 1.3M

501K 81 657 – your channel 4.1M

AVG REACH / POST

68% below median

median 85.3K

744 27 028 – your channel 438.6K

CITATION INDEX

99% below median

median 1.8K

0 4 – your channel 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 — on Saturday

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by algorithm. Recommend increasing share to 15-25%.

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 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 similar channels quarterly. 2-3 collabs give relevant growth.

EFFECT

**Relevant
audience
growth**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 ads in Telegram** <https://panel.promptpress.com/register>

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