

PROMTPRESS PUBLIC REPORT

Channel audit

MegaFon



@megafon_online

Company news & useful tech content ❤️ Megafon support: <https://vk.com/megafon> Registered with Roskomnadzor: <https://gosuslugi.ru/snet/6797183519290c0f93749065>

SUBSCRIBERS

65 932

-1133 per month

ERR (% SEE POSTS)

37.0%

last 24 hrs **2.8%**

REACH/POST

33.6K

ad reach **1.8K**/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.

SUBSCRIBERS 65 932 —	SUBS REACH 50.9% avg % subs see post	VIEWS/POST 33.6K median 4.9K · 28 days	POSTS/WEEK 4.5 for period
7D TREND +291.3% vs previous week	REACTIONS/POST 93.8 only 1,688 reactions, 550 reposts, 0 comments	POST LENGTH 746 chars median 852 · 28 days	POSTS ANALYZED 18 28 days
AD REACH 1.8K 24h avg	CHURN / MONTH -1133 last month	CITATION RATE 1 163 citation index · 1,693 channels mentioned all time	CHANNEL AGE 6 years 27 days created 19.06.2020

AI EDITOR SUMMARY

Channel «MegaFon» — 65 932 subs. Each post avg views 33.6K people (51% of subs), wide reach for a channel this size. Publishes 4 posts/week (~1/day) — rare. Week Jun 29–Jul 5 reach grew +291.3% to week Jun 22–28 — 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 18 posts in 28 days.
- 02 Dominant format – Photo (12/18 posts).
- 03 Avg post length – 746 chars (median 852).
- 04 Peak audience activity – Tuesday, 14:00 MSK.
- 05 Top posts get 17x more views than the weakest (71.4K avg for top vs 4.2K for worst) – among 18 posts in 28 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 13:24 PHOTO – Musya, is that you? No more guessing. 💡 New feature for MegaFon subscribers – caller ID. Our analysts found: up to 75% of calls with...	VIEWS 141 049 REPOSTS 109	REACTIONS 157 ER 213.9%
Nº2 20.06 · 07:01 PHOTO Mood: hug a corgi and never go online 🐶 Important reminder: in our MAX channel you can win one of 5 plush corgis...	VIEWS 37 138 REPOSTS 105	REACTIONS 82 ER 56.3%
Nº3 26.06 · 14:29 PHOTO You: oh, I wish I had a new iPhone... We: say no more! 🎁 Our MAX channel already has an iPhone 17 256 GB waiting for you – it goes to whoever completes...	VIEWS 35 923 REPOSTS 81	REACTIONS 92 ER 54.5%

Nº4 09.07 · 07:01 PHOTO ⚡ Riddle: Can you get a new iPhone just by pressing a button? Answer: Yes, if you're lucky! Just a reminder: we're giving away an iPhone...	VIEWS 34 224 REPOSTS 116 REACTIONS 84 ER 51.9%
Nº5 17.06 · 06:03 VIDEO *Made a wish while you blew out candles* The main thing we learned over 33 years: we're lucky to share this journey with you! In...	VIEWS 7 289 REPOSTS 13 REACTIONS 149 ER 11.1%

WORST 3

↓ 27.06 · 08:05 VIDEO 💡 Recently Microsoft started forcibly updating Windows 11 on users' computers – even if they didn't request the update. Gone...	VIEWS 4 375 REPOSTS 10 REACTIONS 77 ER 6.6%
↓ 27.06 · 08:10 POLL (captionless post – poll)	VIEWS 4 164 REPOSTS 3 REACTIONS 60 ER 6.3%
↓ 10.07 · 09:57 PHOTO – How many AI features to add to a smartphone? – YES We checked smartphone sales analytics and found that in a year the number of models with...	VIEWS 3 993 REPOSTS 4 REACTIONS 74 ER 6.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

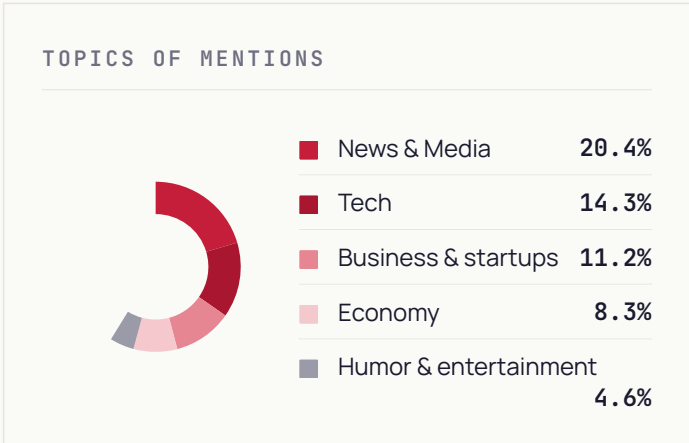
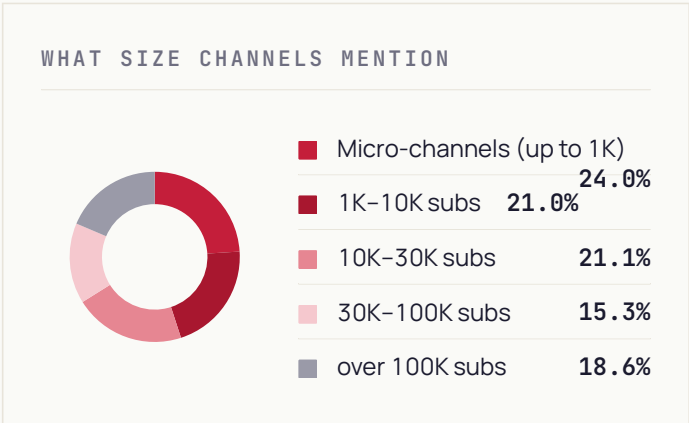
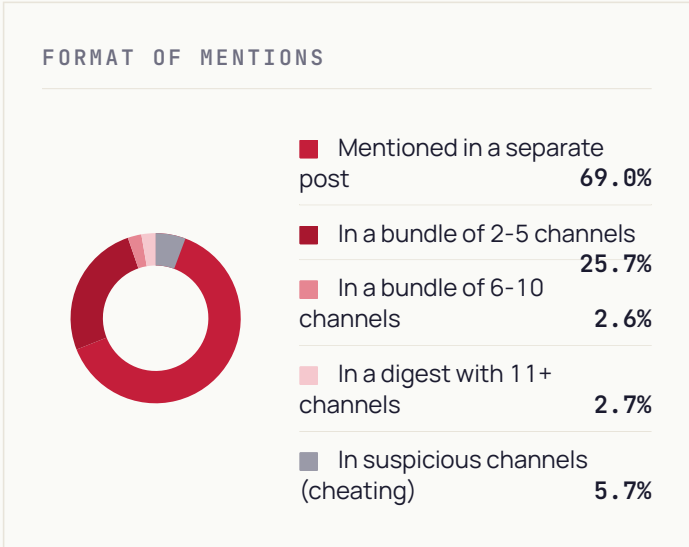
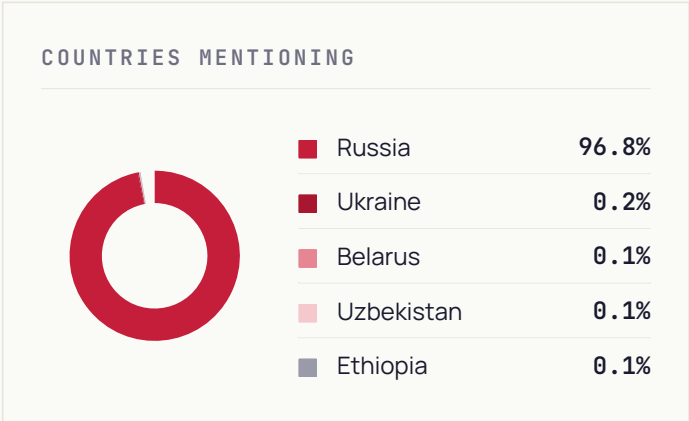
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

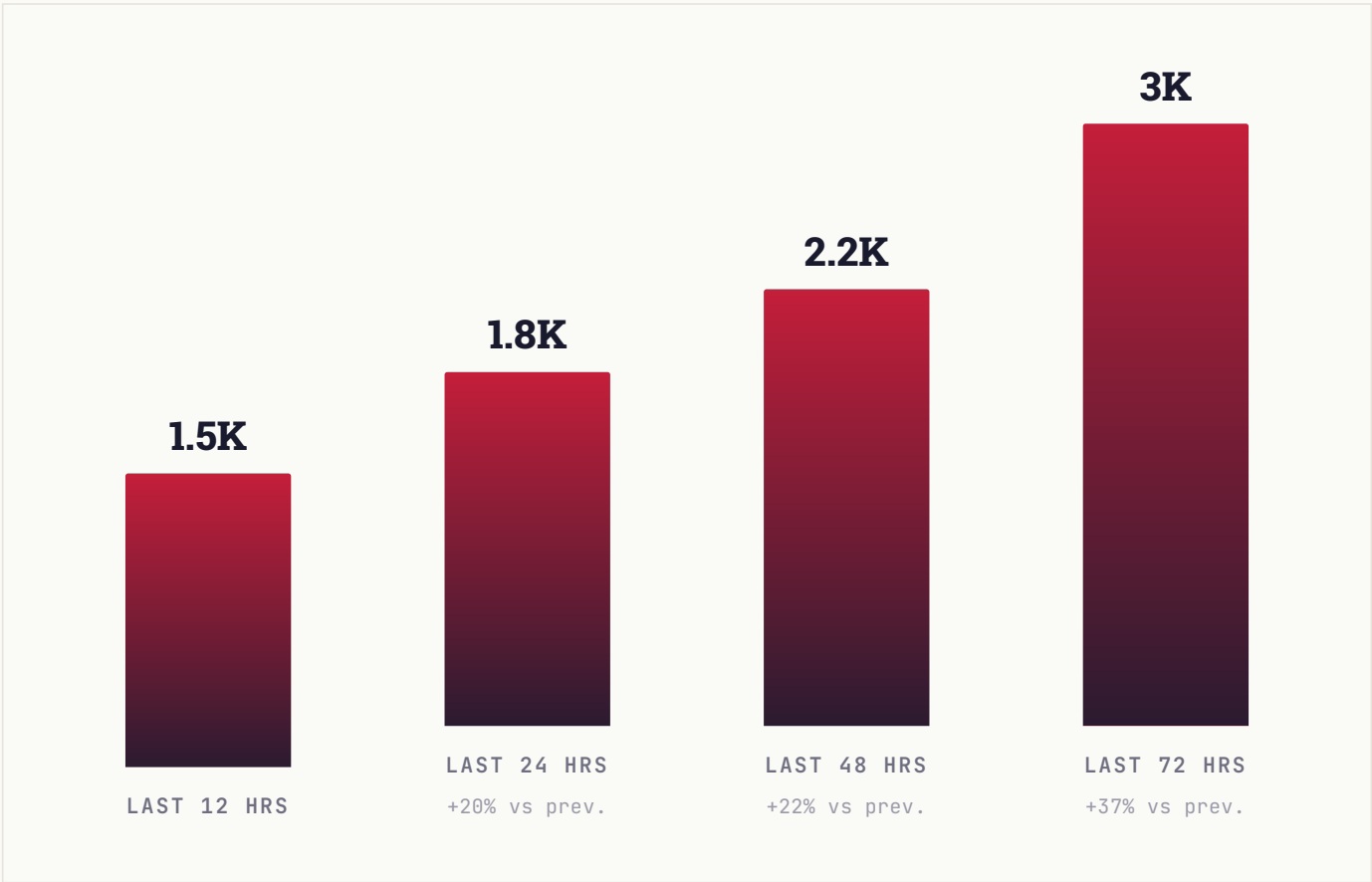
Citation index **1 163** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 693** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



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
HI hitvpn_blog	4.6M
MT Trend world	3.3M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & Tech	2M
ME MegaFon YOU	65.9K

COMPARATIVE SUMMARY

Channel is still outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal: enter top-100 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **127**, they brought **63 858** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	7	5	0
December 2025	38	35	23 591
November 2025	9	8	447
October 2025	36	28	39 820
September 2025	19	12	0
August 2025	18	13	0
TOTAL MENTIONS			127
MONTHS OF DATA			6
ATTRACTED SUBS			63 858

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Tech» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (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 next month.

01

Increase posting frequency

Now 4.5 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02**

Main post of the week — on Tuesday

On this day at 14:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**05**

Cross-promo with neighboring channels

Cross-post with similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further? Run ads through 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
