

PUBLIC REPORT BY PROMTPRESS

Channel audit

Местное Инфо



@mestnoe_info

🌐 'Local Info' — when the whole world becomes local. Top news, key events & trends without noise. Collaboration - @alex_valov @monarx_ads

SUBS

226 043

-49828 per month

ERR (% SEE POSTS)

35.0%

per day **34.0%**

REACH/POST

76.3K

ad reach **78.6K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBS 226 043 —	 SUBSCRIBER REACH 33.75% avg % subs see post	 VIEWS/POST 76.3K median 78.5K · 29 days	 POSTS/WK 23.5 over the period
 7D TREND +1.3% vs previous week	 REACTS/POST 768.3 only 76,831 reactions, 114 reposts, 0 comments	 POST LENGTH 318 chars median 290 · 29 days	 POSTS ANALYZED 100 29 days
 AD REACH 78.6K avg over 24h	 CHURN / MONTH -49828 over the last month	 CITATION RATE 15 citation index · 255 channels mentioned all time	 CHANNEL AGE 2 years 3 months created 08.04.2024

AI EDITOR SUMMARY

Channel «Местное Инфо» — 226 043 subs. Each post averages 76.3K people (34% of subs), that's good reach. Publishes 24 posts per week (~3/day) — active posting. For the week of Jul 6–12, reach stable (+1.3% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **100** posts over 29 days.
- 02 Dominant format – **Photo** (73/100 posts).
- 03 Avg post length – **318** characters (median 290).
- 04 Audience peak – **Sat**, 21:00 MSK.
- 05 Top posts get **3x** more views than the weakest (86.5K avg for top vs 32.2K for worst) – among 100 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.07 · 08:42 VIDEO ⚡ Plushenko says Russian sports are degrading, so his son will compete for Azerbaijan, not Russia. According to...	VIEWS 87 507 REPOSTS 2	REACTS 600 ER 38.7%
Nº2 20.06 · 18:13 PHOTO ⚡ World leaders should keep G8 with Russia, – Trump. This format could have prevented...	VIEWS 86 995 REPOSTS 1	REACTS 968 ER 38.5%
Nº3 11.07 · 17:04 PHOTO ⚡ 4 subjects will be mandatory for all students – history, foundations of Russian statehood, Russian language and...	VIEWS 85 012 REPOSTS 2	REACTS 897 ER 37.6%

Nº4 11.07 · 11:48 VIDEO Passenger sucked into broken plane window at 6,000 meters. On board Boeing 737-800, a window shattered from some impact, and there...	VIEWS 84 896 REPOSTS 1	REACTS 718 ER 37.6%
Nº5 12.07 · 10:18 VIDEO Pensioner from Irkutsk turned his home into a real vodka museum – his collection numbers nearly 3,000 bottles. Collecting...	VIEWS 83 577 REPOSTS 1	REACTS 604 ER 37.0%

|

WORST 3

↓ 05.07 · 19:22 PHOTO ⚡Extreme heat in US kills at least 25 people, – NBC News. Most deaths in New Jersey – 22...	VIEWS 63 977 REPOSTS 1	REACTS 877 ER 28.3%
↓ 17.07 · 10:18 VIDEO ⚡Two killed in US strike on bridge in Iran, – local media. Four more injured. Mehr reports...	VIEWS 32 470 REPOSTS 1	REACTS 769 ER 14.4%
↓ 25.06 · 17:29 PHOTO ⚡Time to negotiate and cease hostilities on front line, – German Chancellor Merz. Channel Local Info	VIEWS 72 REPOSTS —	REACTS 864 ER 0.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

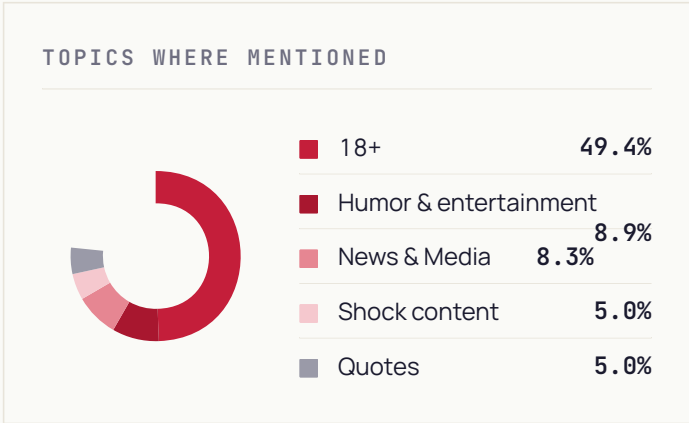
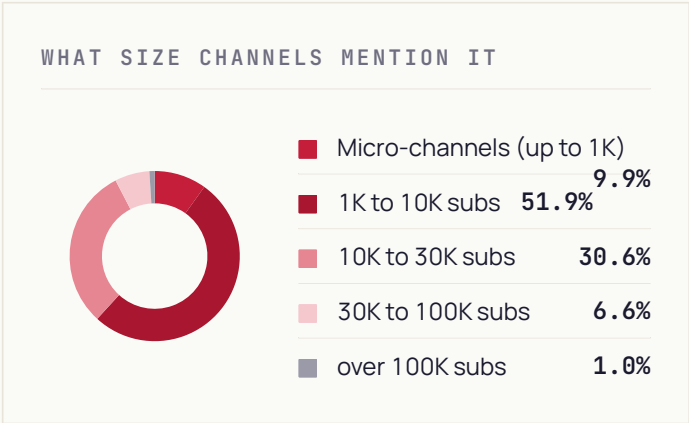
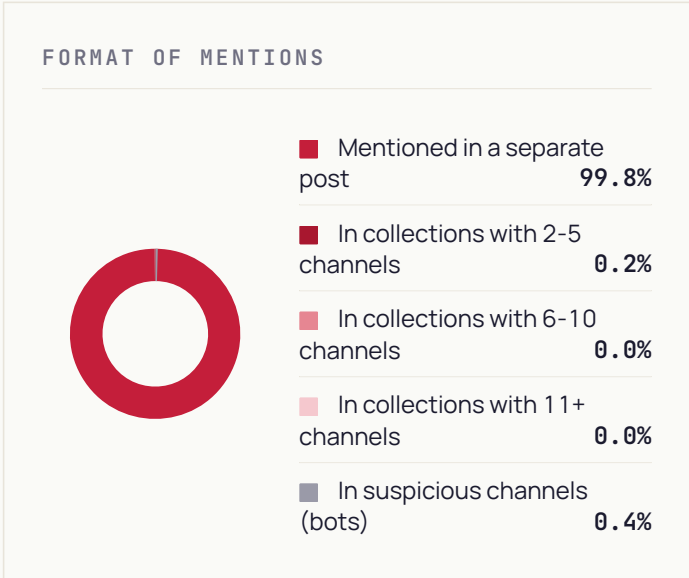
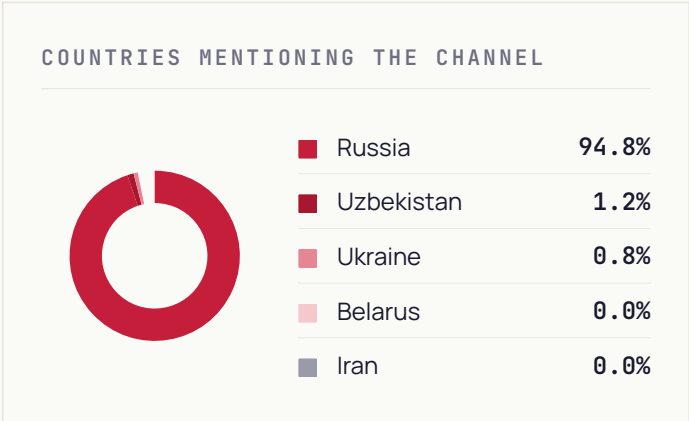
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

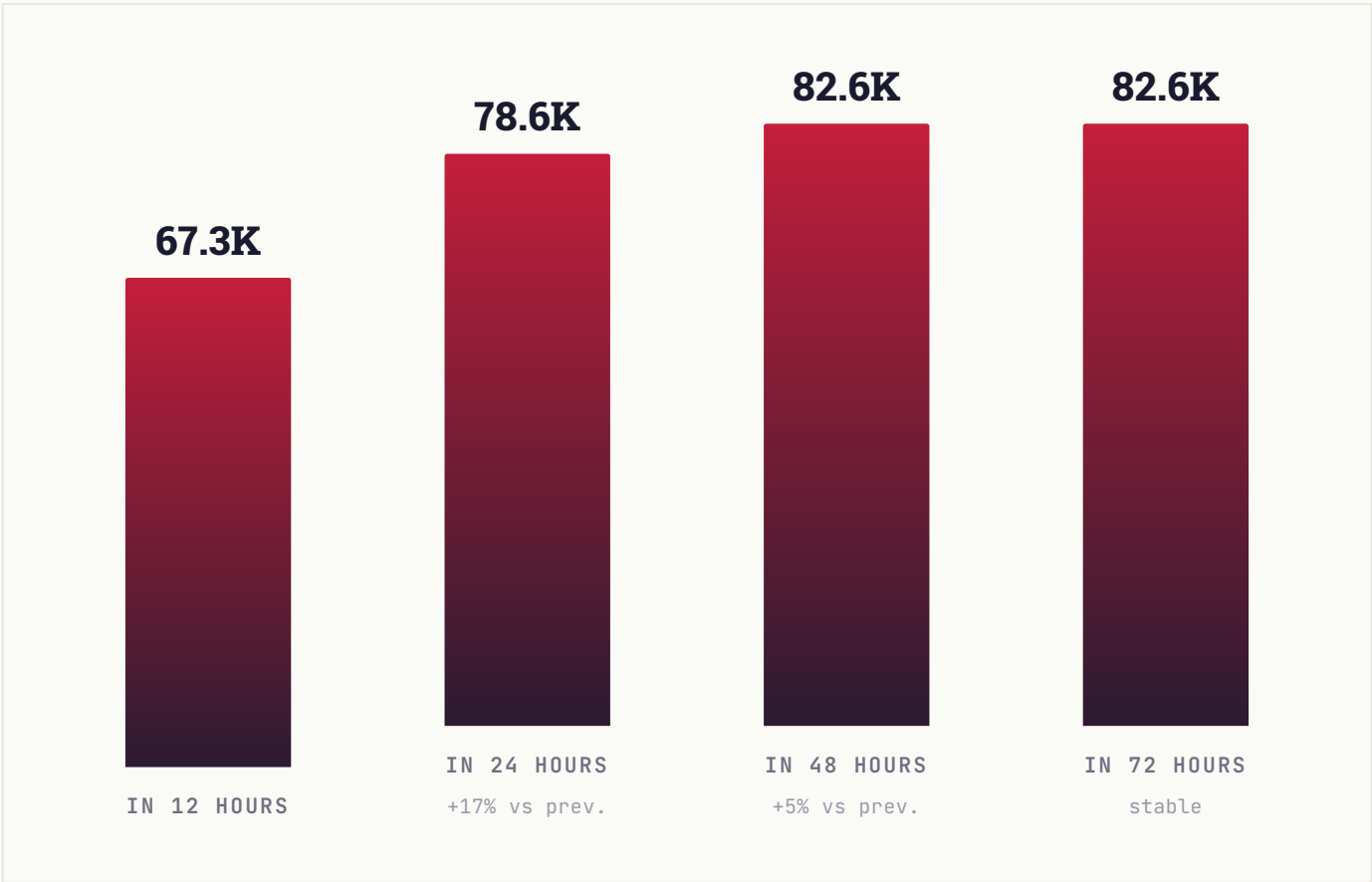
Citation index **15** – channel popularity score based on mentions. Considers both count & weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **255** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.1M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.9M
ا ج اخبار فوری جنگ	4.3M
خ ب خبر فوری	4.3M
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
MA Mash	3.1M
MI Местное Инфо YOU	226K

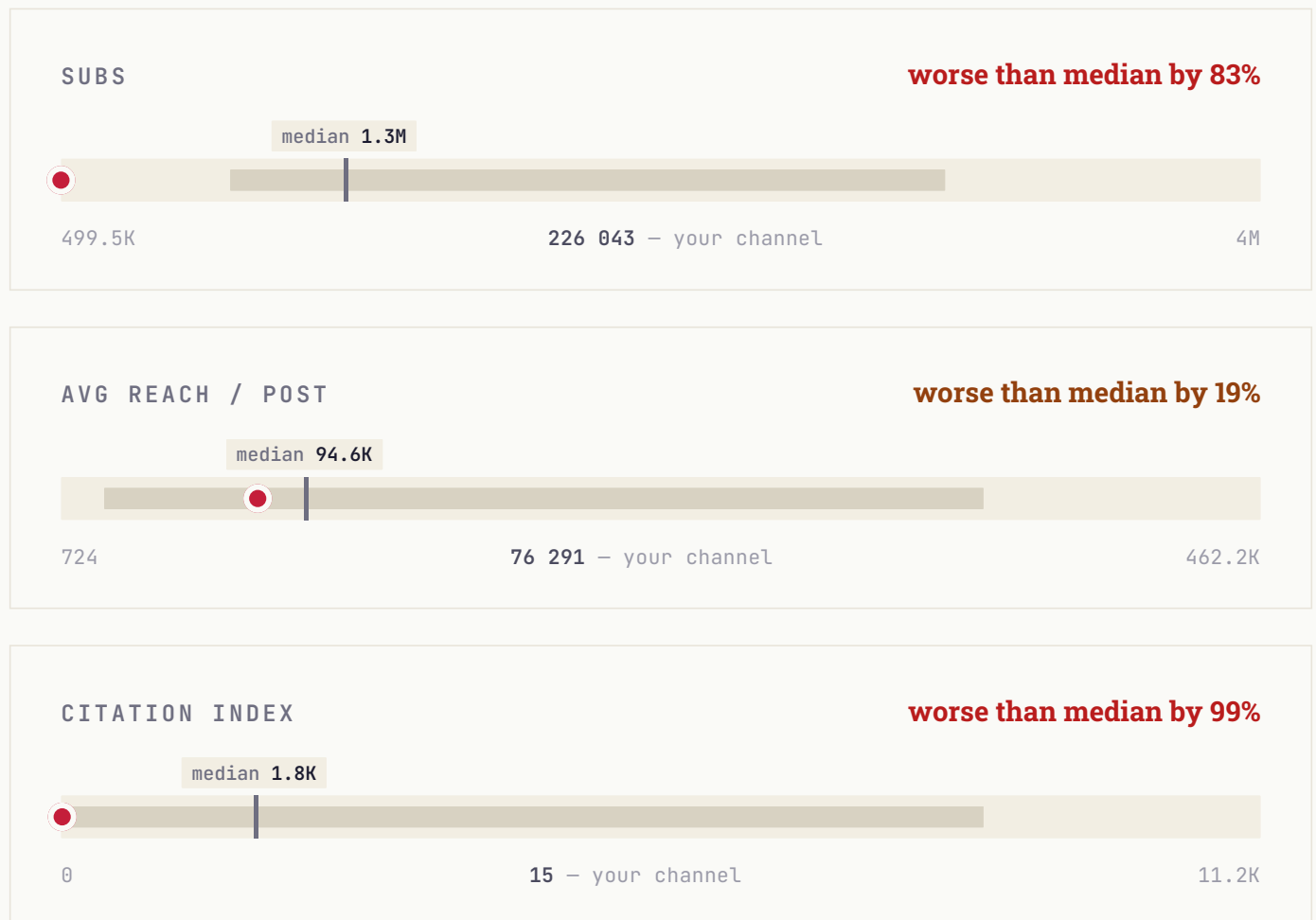
COMPARATIVE INSIGHT

Channel yet outside top-97 of niche — early growth stage. Niche leader — اخبار فوری (6.1M), top-97 median: 1.3M. First goal: break into top-97 via systematic traffic & content work.

SECTION 07 • 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 where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off & return next month.

- 01

Top post of the week — on Saturday

Audience most active at this day & 21:00 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 typically boost ER by +5-15%. One weekly poll on a hot topic = easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

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

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 us to do it 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 ads in Telegram** <https://panel.promptpress.com/register>

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