

PROMTPRESS PUBLIC REPORT

Channel audit

Free Moscow



@moscowafishi

Free events poster. Forget paid fun with us. Feedback
@afishatop_bot Ads Mon-Fri @avian555, Sat-Sun & giveaway
results @reklamnayalisa (go to...

SUBSCRIBERS

238 631

-762 per month

ERR (% SEE POSTS)

6.0%

per day 3.4%

REACH/POST

12.8K

ad reach 8.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly graph · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Travel» category

09 Strategy

5 priority actions

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 238 631 —	 SUBSCRIBER REACH 5.37% avg % subs see post	 VIEWS/POST 12.8K median 12.9K · 29 days	 POSTS/DAY 9.7 ~68 per week
 7D TREND +4.9% vs previous week	 REACTIONS/POST 52.6 total 15,149 reactions, 24,694 reposts, 0 comments	 POST LENGTH 401 chars median 352 · 29 days	 POSTS ANALYZED 288 29 days
 AD REACH 8.2K 24h avg	 CHURN / MONTH -762 last month	 CITATION RATE 322 citation index · 1,471 channels mentioned ever	 CHANNEL AGE 4 years 6 months created 16.12.2021

AI EDITOR SUMMARY

Channel 'Free Moscow' — 238 631 subs. Each post avg views 12.8K people (5% of subs), reach low — expand audience. Posts 68 posts/week (~10/day) — active. Week Jun 15–21 reach stable (+4.9% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **288** posts in 29 days.
- 02 Dominant format — **Text** (196/288 posts).
- 03 Avg post length — **401** chars (median 352).
- 04 Peak audience activity — **Sunday**, 22:00 MSK.
- 05 Top posts get **2x** more views than weakest (18K avg top vs 9.4K worst) — among 288 posts in 29 days. Analyze top's common traits: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 18:03 TEXT June 18 - free visit to Kuskovo estate Open for visits: 10am-6pm: Palace, Grotto, Dutch...	VIEWS 19 124 REP. 113	REACTIONS 47 ER 8.0%
Nº2 06.06 · 14:32 PHOTO A brutal garden appeared on Tverskoy Boulevard. Expect not only sports games, workout areas, but also boxing zones! In the center —...	VIEWS 17 440 REP. 89	REACTIONS 46 ER 7.3%
Nº3 31.05 · 19:52 PHOTO Giant bouquet on Paveletskaya Square Photo: talisman_1979 #decorations Free Moscow Subscribe	VIEWS 17 406 REP. 163	REACTIONS 286 ER 7.3%

Nº4 01.06 · 05:50 PHOTO Today, on the first day of summer, Russia celebrates Children's Day! May all children be happy and healthy! And may each of us at least...	VIEWS 17 323 REP. 23	REACTIONS 113 ER 7.3%
---	--	---

Nº5 02.06 · 18:07 PHOTO As part of the 'Summer in Moscow' project, a vintage market is operating on Revolution Square. The exposition has been updated for the start. Visitors will see...	VIEWS 17 241 REP. 92	REACTIONS 75 ER 7.2%
---	--	--

|

WORST 3

↓ 09.06 · 16:35 VIDEO Made a cartoon intro for fluff-suckers in TMNT style Only Master Splinter there is not a rat for some reason☺️📧 Subscribe Send...	VIEWS 9 496 REP. 198	REACTIONS 96 ER 4.0%
↓ 22.06 · 17:06 PHOTO ☺️The tastiest giveaway! We're giving away a certificate worth 20,000 rubles to visit any* of over 100 top restaurants...	VIEWS 9 337 REP. 21	REACTIONS 38 ER 3.9%
↓ 16.06 · 06:57 VIDEO A corner with a Japanese atmosphere found in central Moscow. Here you can try Japanese street food and take stylish photos. Address: Strastnoy...	VIEWS 9 302 REP. 235	REACTIONS 62 ER 3.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

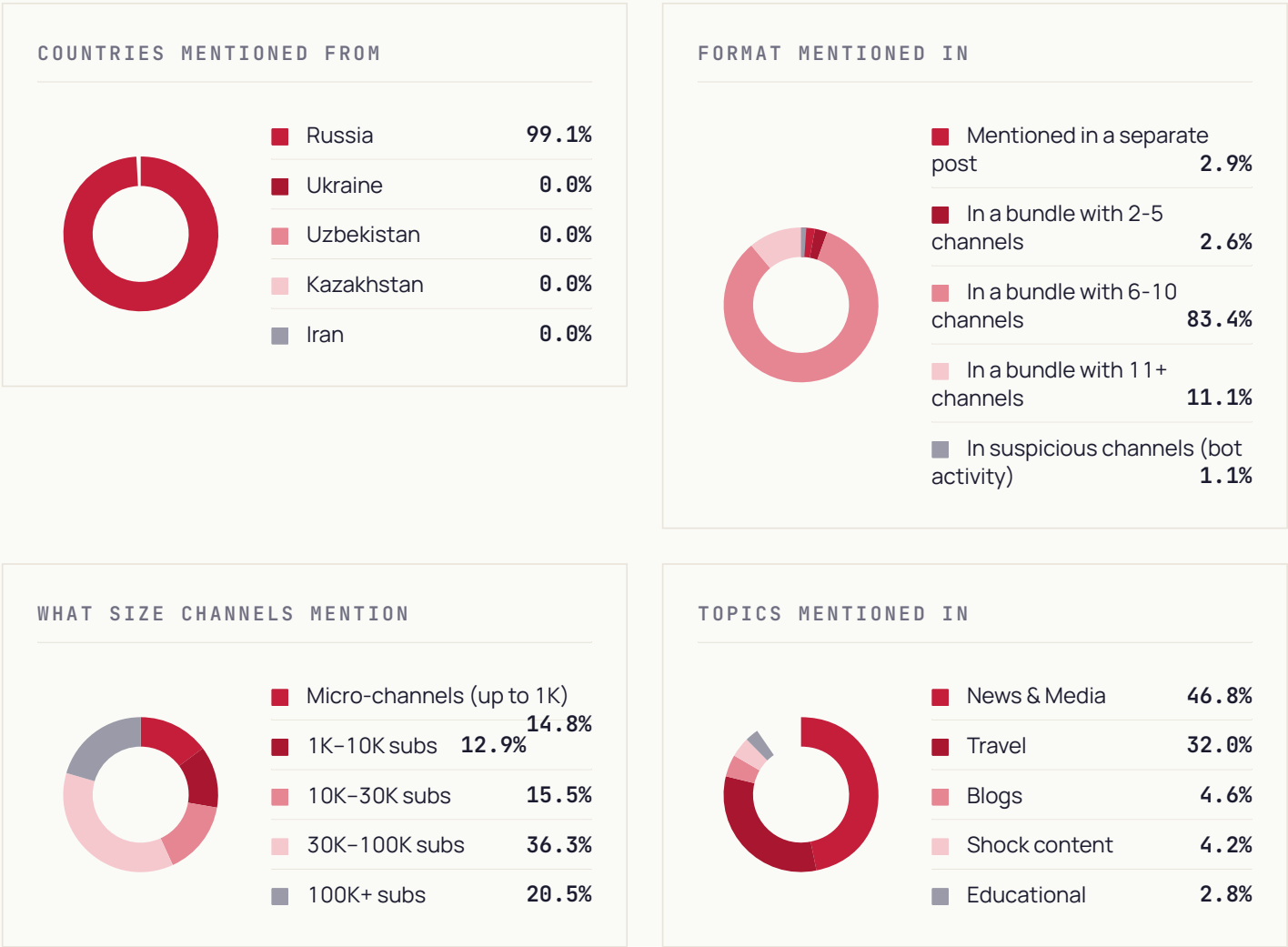
Subscriber growth graph for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

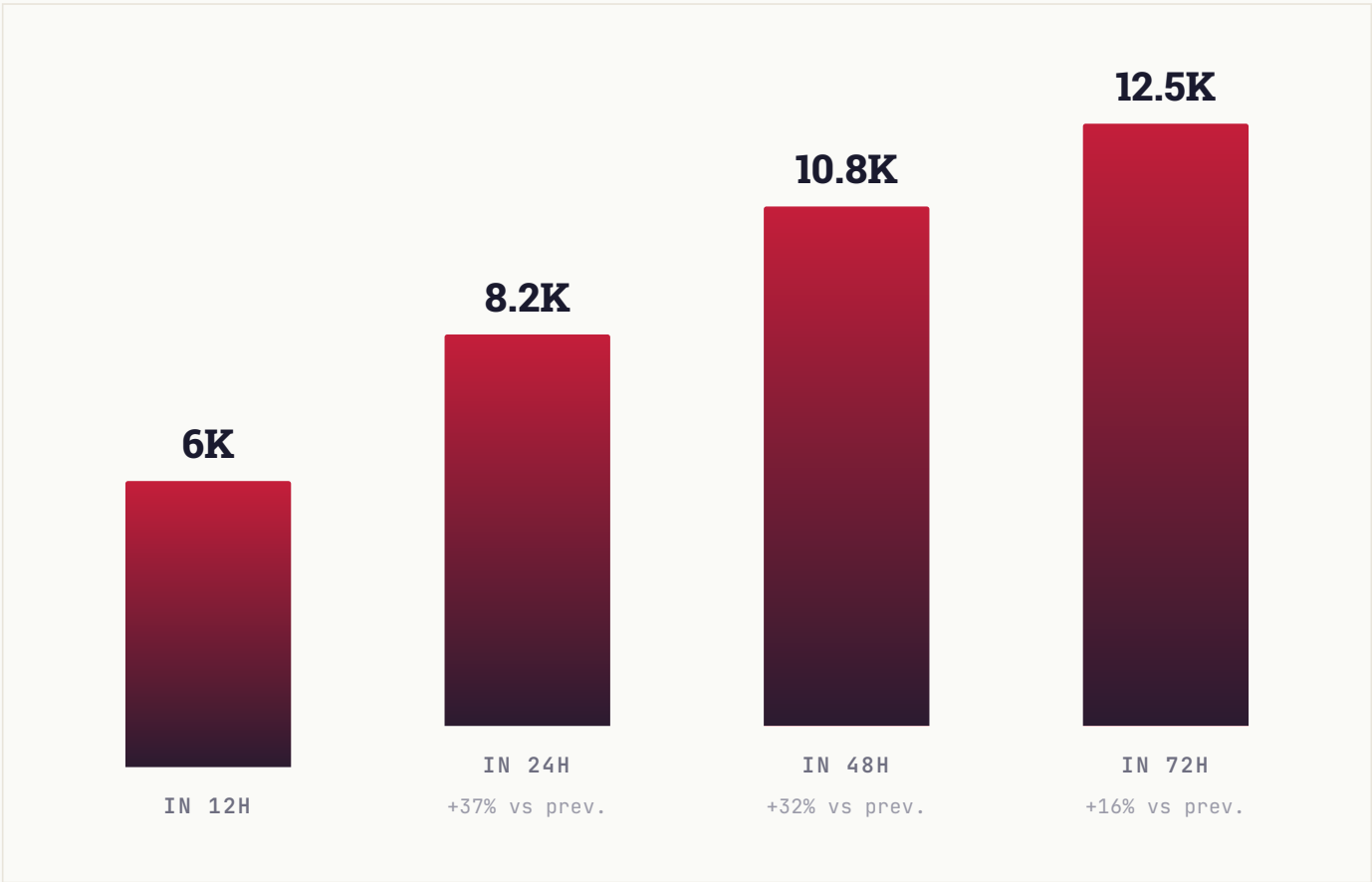
Citation index **322** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentioned **1 471** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
AW Amazing World and Travel	1.2M
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AE AEROFLOT	526K
MO Moskvichka	508.6K
TU Tutu	504.9K
YP Yandex Travel	501.7K
Sun Discount Wagon	433.4K
OT Ozon Travel	407K
BM Free Moscow YOU	238.6K

COMPARATIVE CONCLUSION

Channel in top half of niche (#25 of 97). Niche leader — **Amazing World and Travel** (1.2M), median subs 159.5K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

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 **2 044**, they brought **58 664** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	588	192	15 758	
November 2025	408	128	18 621	
October 2025	256	59	4 168	
September 2025	285	101	10 241	
August 2025	283	55	9 294	
July 2025	224	42	582	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
2 044		6	58 664	

SECTION 08 · NICHE COMPARISON

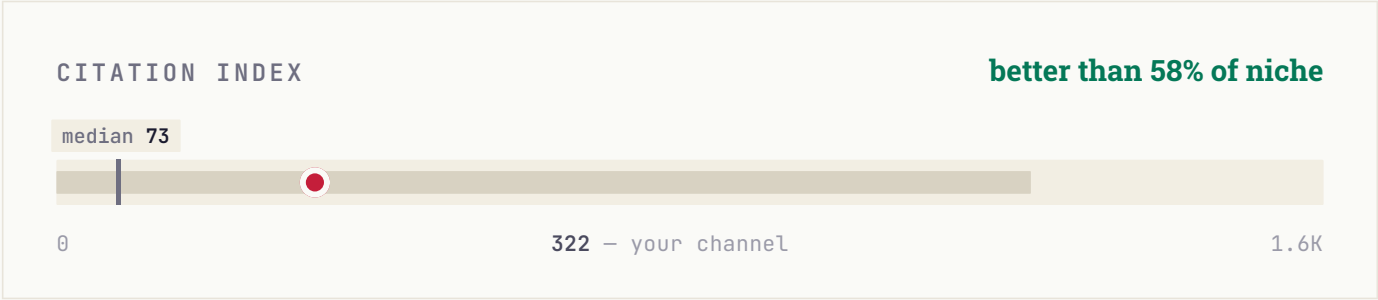
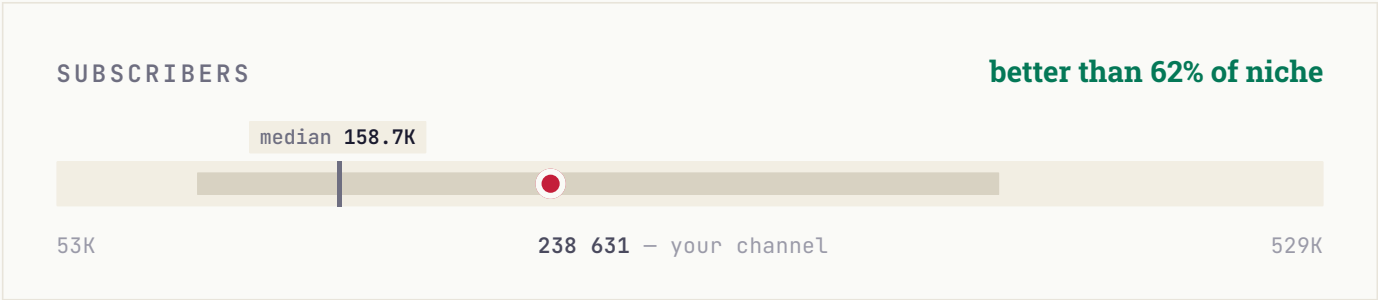
Where the channel stands in its league

Took top-100 channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#25/100

RANK IN NICHE

Channel in top 25% — strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- 01

Main post of the week — on Sunday
Audience is most active on this day at 22:00 MSK.

EFFECT
Best time for an important post
- 02

Increase video posts share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT
Video retains audience better
- 03

ER below niche benchmark — rethink formats
Current ER 5.37% vs norm 7.5%. Try polls and interactive formats.

EFFECT
+2.1pp ER
- 04

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT
+1000-3000 subs
- 05

Test polls and interactive formats
Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic — easy win.

EFFECT
+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. 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
----	------------------------	---
