

PROMTPRESS PUBLIC REPORT

Channel audit

Moscow under the heel



@moscowheel

Moscow under the heel — and it suits her. Moscow's biggest channel about life, style and freedom of Moscow girls. For collaboration and ads: @merustg Work with: @swaymedia...

SUBSCRIBERS

863 104

-62579 per month

ERR (% SEE POSTS)

9.0%

per day 6.3%

REACH/POST

71.2K

ad reach 54.6K/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.

 SUBSCRIBERS 863 104 —	 SUBS REACH 8.25% avg % subs see post	 VIEWS/POST 71.2K median 72.8K · 29 days	 POSTS/DAY 7.2 ~50 per week
 7D TREND -0.9% vs previous week	 REACTIONS/POST 1416.4 total 300,268 reactions, 63,422 reposts, 0 comments	 POST LENGTH 231 chars median 222 · 29 days	 POSTS ANALYZED 212 29 days
 AD REACH 54.6K 24h avg	 CHURN / MONTH -62579 last month	 MENTION RATE 458 citation index · 2,620 channels mentioned all time	 CHANNEL AGE 11 months 14 days created 25.06.2025

AI EDITOR SUMMARY

Channel «Moscow under the heel» — 863 104 subs. Avg views per post 71.2K people (8% from subs), reach is low — consider expanding audience. Publishes 50 posts/week (~7/day) — active posting. Week of May 25–31 reach stable (-0.9% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 212 posts over 29 days.
- 02 Dominant format – Video (125/212 posts).
- 03 Avg post length – 231 chars (median 222).
- 04 Peak audience activity – Sunday, 10:00 MSK.
- 05 Top posts get 1× more views than the weakest (78.1K avg for top vs 62.2K for worst) – among 212 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.05 · 07:44 VIDEO 🔗Diving into mermaid aesthetics. Hair accessories are trending again – those charm clips you used to bring from vacations...	VIEWS 78 648 REPOSTS 325	REACTIONS 3 492 ER 9.1%
Nº2 12.05 · 07:59 VIDEO 🔗Beauty back to basics: carrot juice is trending again. Fashionistas are revisiting «grandma» beauty recipes – and carrot is a favorite...	VIEWS 77 992 REPOSTS 388	REACTIONS 2 233 ER 9.0%
Nº3 13.05 · 08:11 PHOTO 🔗For those tired of sleek buns, a new trend emerged – «helmet hair». Hair is simply brushed back and lightly fixed...	VIEWS 77 793 REPOSTS 419	REACTIONS 2 992 ER 9.0%

Nº4 15.05 · 05:34 VIDEO 😴 Panda Katyusha literally shows our mood this Friday.	VIEWS 77 703 REPOSTS 229	REACTIONS 609 ER 9.0%
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Nº5 09.05 · 07:56 VIDEO 👗 Stylish hack with a long sleeve: one simple long sleeve easily turns into a trendy top, like straight from a new collection. A couple...	VIEWS 77 581 REPOSTS 431	REACTIONS 845 ER 9.0%
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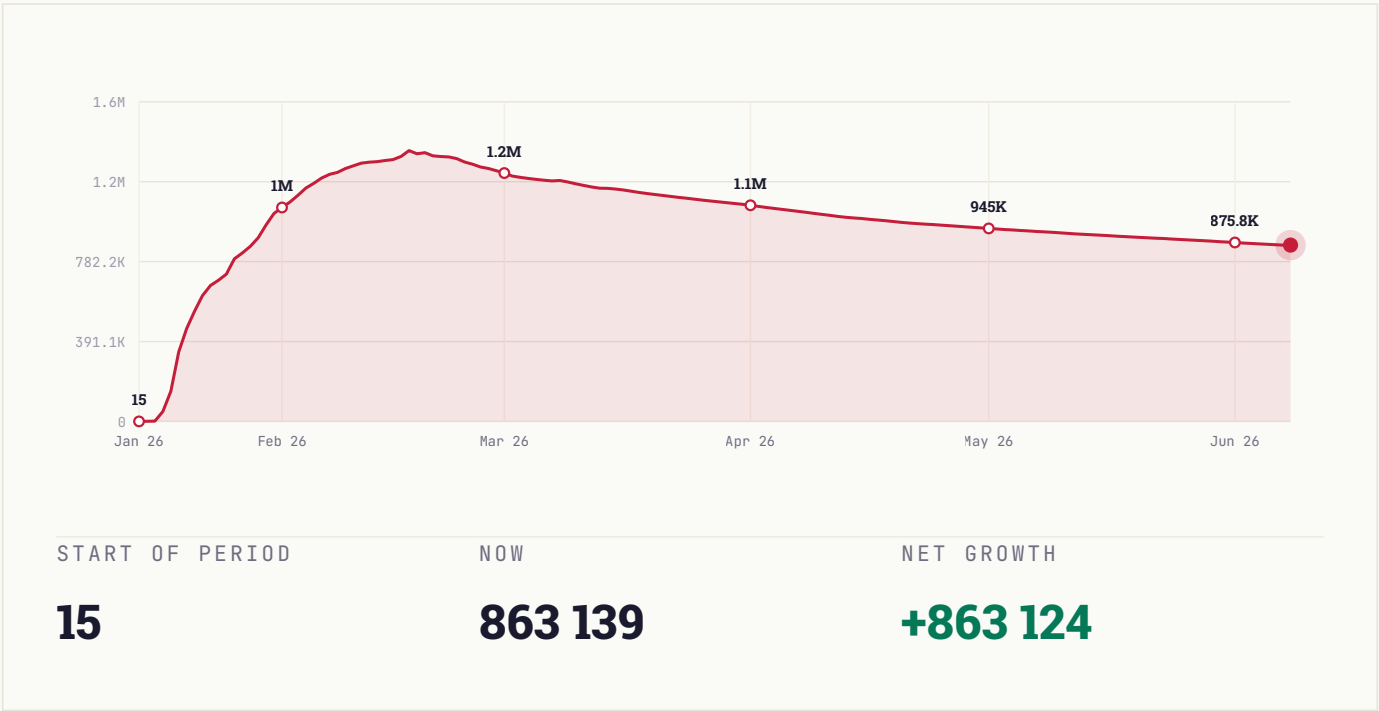
WORST 3

↓ 05.06 · 13:54 VIDEO 😬 Finally found a claw clip that actually holds hair.	VIEWS 62 756 REPOSTS 330	REACTIONS 940 ER 7.3%
↓ 05.06 · 15:59 VIDEO 👗 A skirt can look completely different depending on the top. In the video, she breaks down the best combos for mini...	VIEWS 62 044 REPOSTS 217	REACTIONS 638 ER 7.2%
↓ 05.06 · 18:02 VIDEO 🐈 Pallas's cat Timosha slimmed down for summer and showed it off to Moscow Zoo visitors.	VIEWS 61 709 REPOSTS 245	REACTIONS 894 ER 7.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

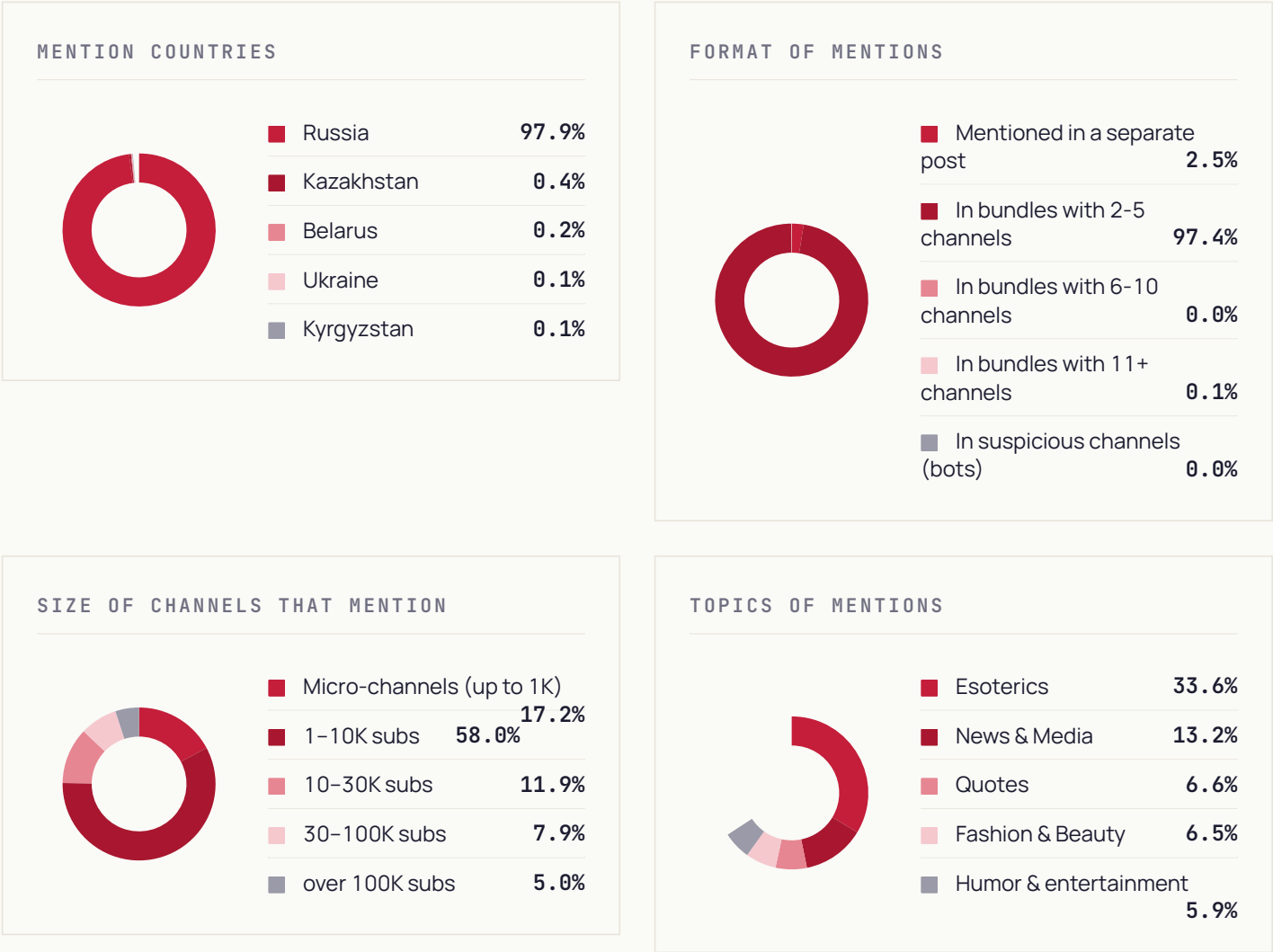
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

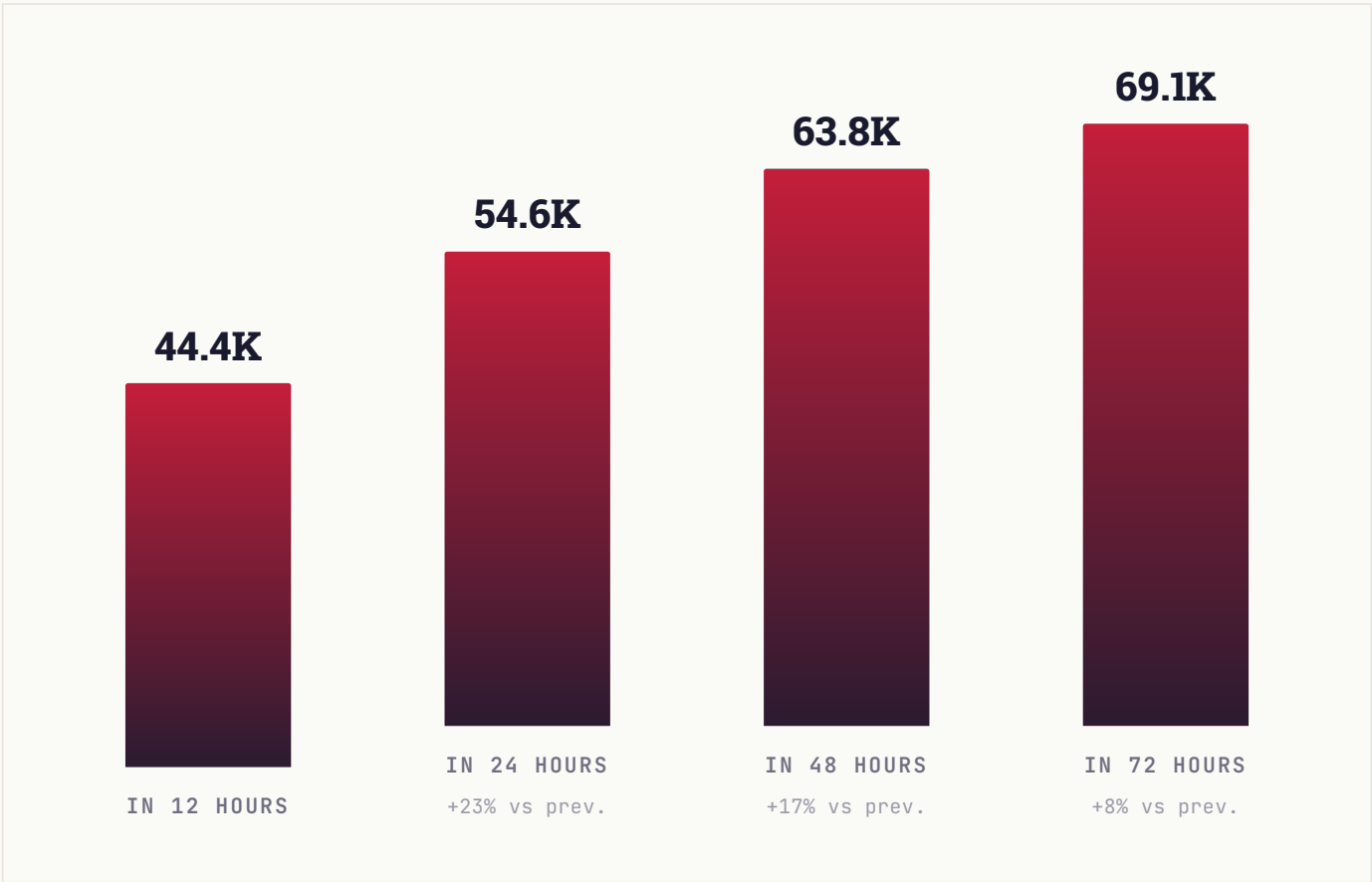
Citation index **458** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **2 620** different channels.



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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
MP Moscow under the heel YOU	863.1K

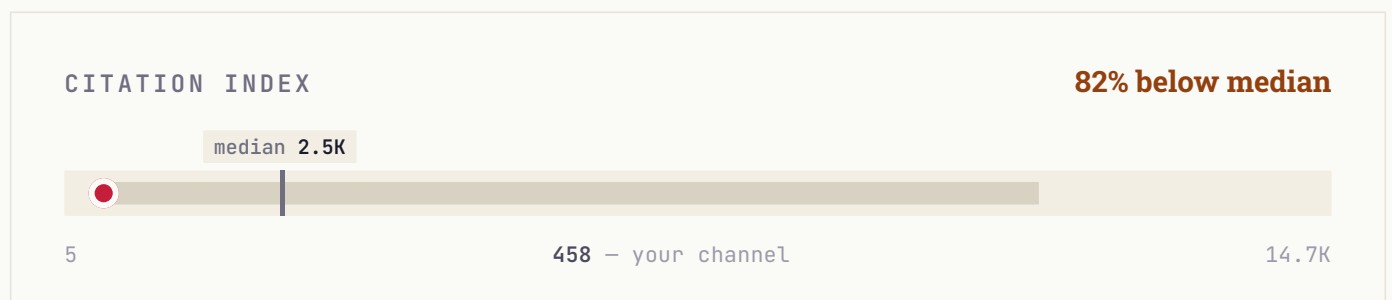
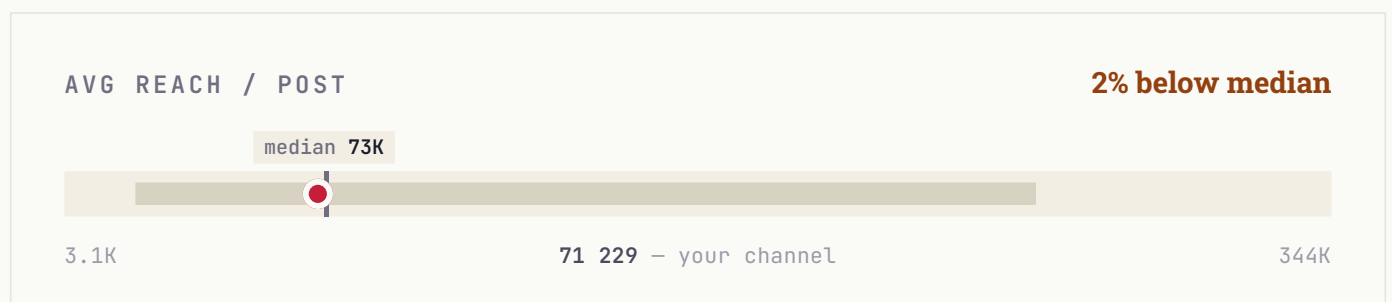
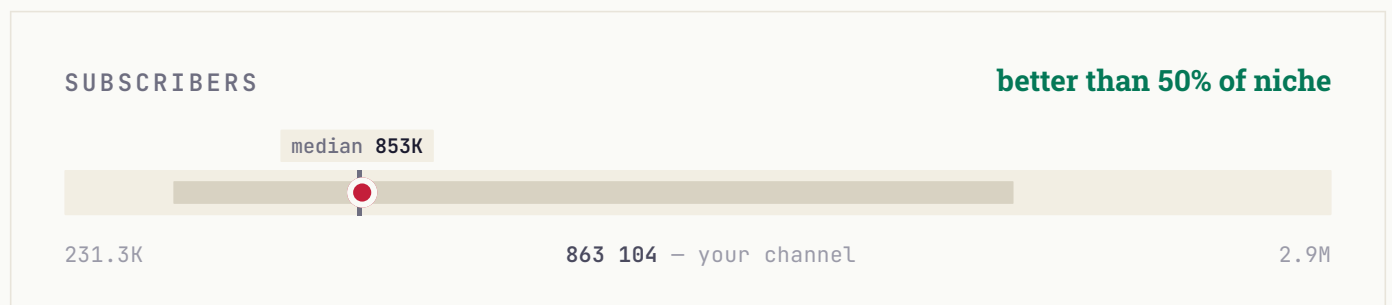
COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#50 of 99). Niche median: 843.7K subs.
First growth KPI: reach median. Leader: Live • News (4.1M).

SECTION 07 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band: range for 80% of niche channels (p10–p90). Black line: median. Red dot: your channel.



— 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 10:00 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 usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly.
Not daily — 2-3 collabs give relevant growth.

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 this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

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