

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Digest



@moscowmedia

Media about Moscow and its rhythm. We talk about people, places, and events that make the capital lively, smart, and interesting. Ads: t.me/pricemos/619 Registration RKN: clck.ru/3TGTDT

SUBSCRIBERS

562 558

-27858 per month

ERR (% WHO SEE
POSTS)

2.0%

in 24 hours 0.9%

REACH/POST

8.3K

ad reach 5.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 562 558 —	 SUBS REACH 1.48% avg % subs see post	 VIEWS/POST 8.3K median 8.6K · 29 days	 POSTS/WEEK 24.4 over period
 7D TREND -18.0% vs prev week	 REACTIONS/POST 88.2 total 8,995 reactions, 5,284 reposts, 0 comments	 POST LENGTH 280 chars median 234 · 29 days	 POSTS ANALYZED 102 29 days
 AD REACH 5.2K 24h avg	 CHURN / MONTH -27858 over last month	 CITATION RATE 7 citation index · 84 channels mentioned all time	 CHANNEL AGE 8 months 13 days created 20.10.2025

AI EDITOR SUMMARY

Channel «Moscow Digest» – 562 558 subs. Each post gets avg 8.3K people (1% of subs), reach is low – consider expanding audience. Publishes 24 posts per week (~3/day) – active posting. Week 22–28 Jun reach dropped -18.0% by week 15–21 Jun – worth analyzing reasons.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **102** posts over 29 days.
- 02 Dominant format — **Photo** (65/102 posts).
- 03 Avg post length — **280** chars (median 234).
- 04 Peak audience activity — **Monday**, 10:00 MSK.
- 05 Top posts get **2×** more views than the weakest (11K avg for top vs 6.4K for worst) — among 102 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 08:55 PHOTO  Dessert with real ants appeared in a Moscow restaurant — insects add a slight sourness. Dessert «You wouldn't...	VIEWS 11 212 REACTIONS 125 REPOSTS 190 ER 2.0%
Nº2 18.06 · 09:52 PHOTO  Where to work quietly, prep for exams, read, or just chill in silence in Moscow? 6 comfy spots...	VIEWS 10 843 REACTIONS 74 REPOSTS 73 ER 1.9%
Nº3 08.06 · 07:26 PHOTO  Ice cream made with 'penguin milk' served at Moscow coffee shop Medeo. But two catches: penguins don't give milk, and the dessert supposedly...	VIEWS 10 811 REACTIONS 124 REPOSTS 71 ER 1.9%

Nº4 18.06 · 18:02 PHOTO 👉 Former Moscow philosophers, journalists, and other humanities pros increasingly take jobs as salespeople, installers, and...	VIEWS 10 429 REPOSTS 29 REACTIONS 59 ER 1.9%
Nº5 08.06 · 17:40 PHOTO 🎬 What to watch at Beat Film Festival in Moscow? 8 picks. ▶ '20 Years with Smeshariki' ▶ 'Mark Through Sofia's Eyes' ▶ 'Schindler...'	VIEWS 10 388 REPOSTS 34 REACTIONS 94 ER 1.8%

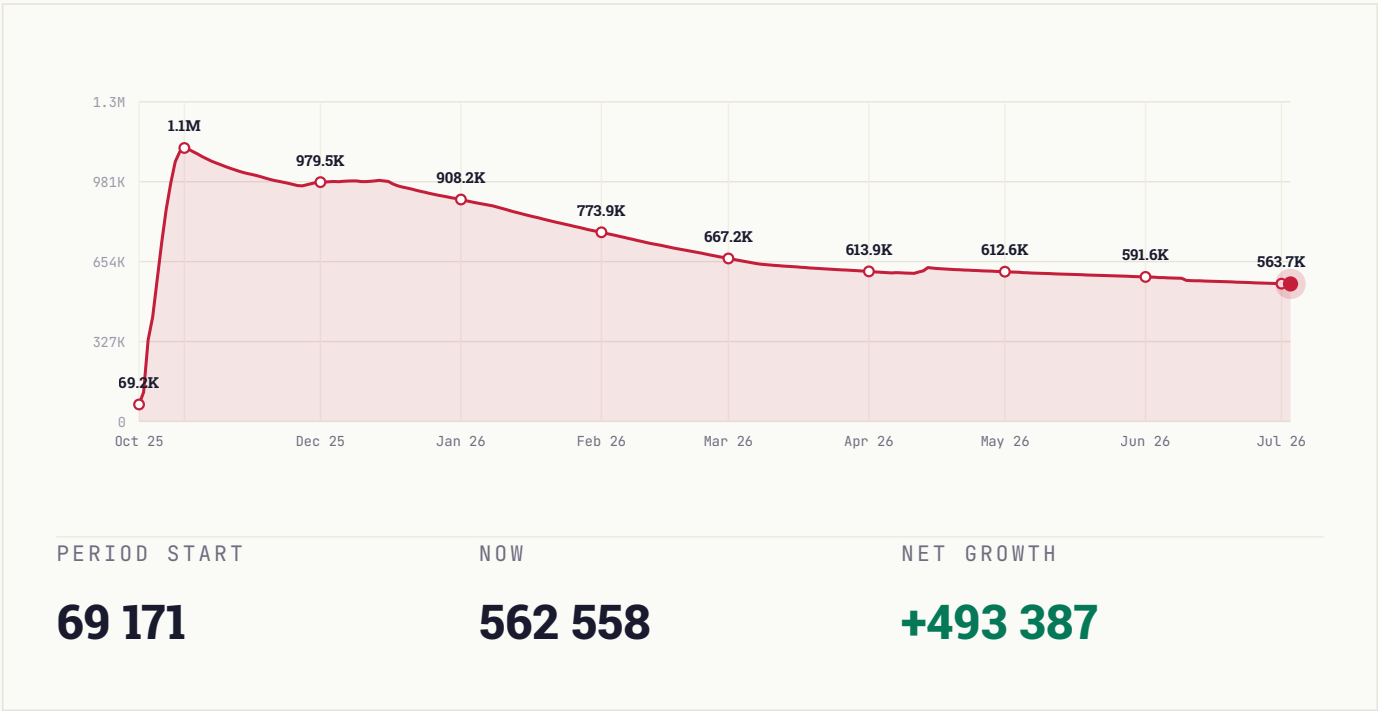
WORST 3

↓ 29.06 · 13:58 VIDEO 🌸 A Moscow spot worth 100 rubles — Kuskovo Estate, where you can enjoy the rose garden and blooming...	VIEWS 6 568 REPOSTS 76 REACTIONS 69 ER 1.2%
↓ 30.06 · 09:24 PHOTO 🔥 A vending machine that smashes plates, created by art group 'Nynche'. The piece is called 'For Good Luck' — a nod to Slavic...	VIEWS 6 411 REPOSTS 31 REACTIONS 60 ER 1.1%
↓ 27.06 · 10:52 VIDEO 😊 Lately in Moscow courtyards, it's hard to tell: are you just sitting or already waiting for a waiter at a new trendy 'niche'...	VIEWS 6 348 REPOSTS 36 REACTIONS 70 ER 1.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

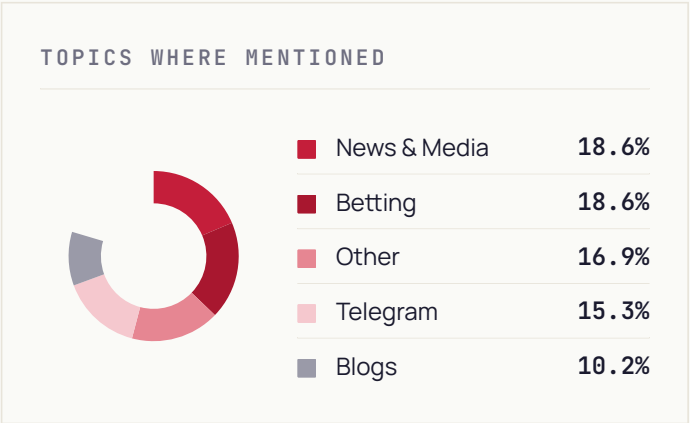
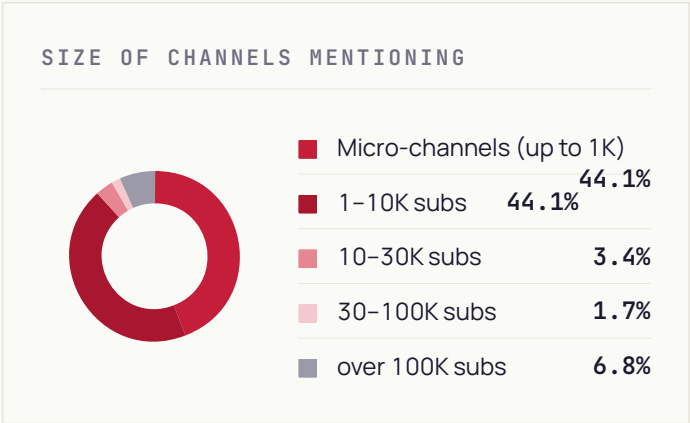
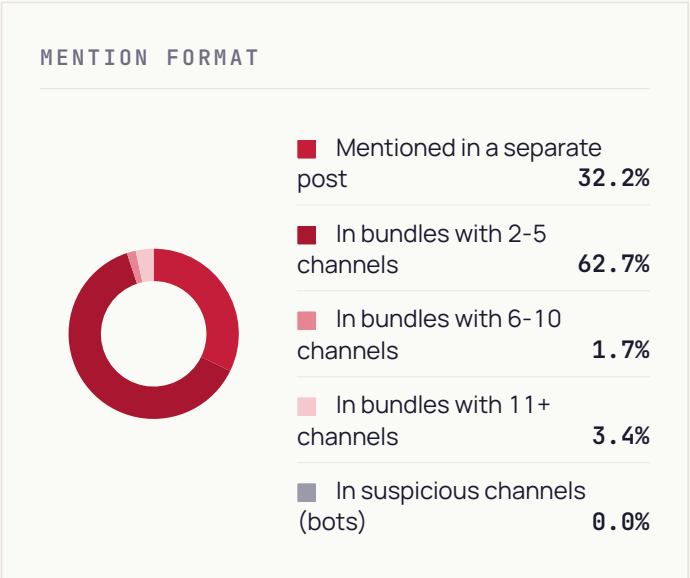
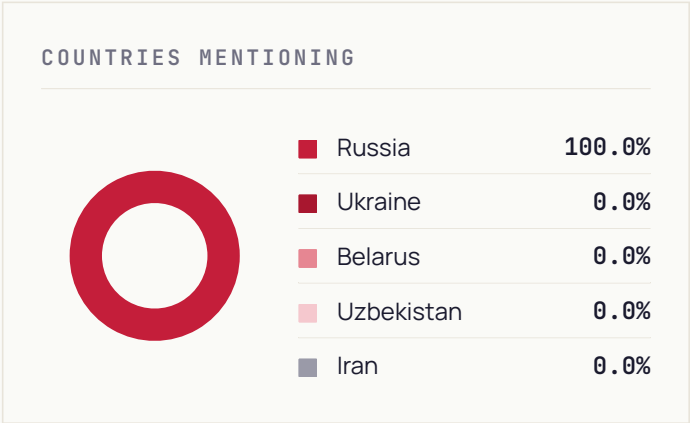
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who mentions the channel and how

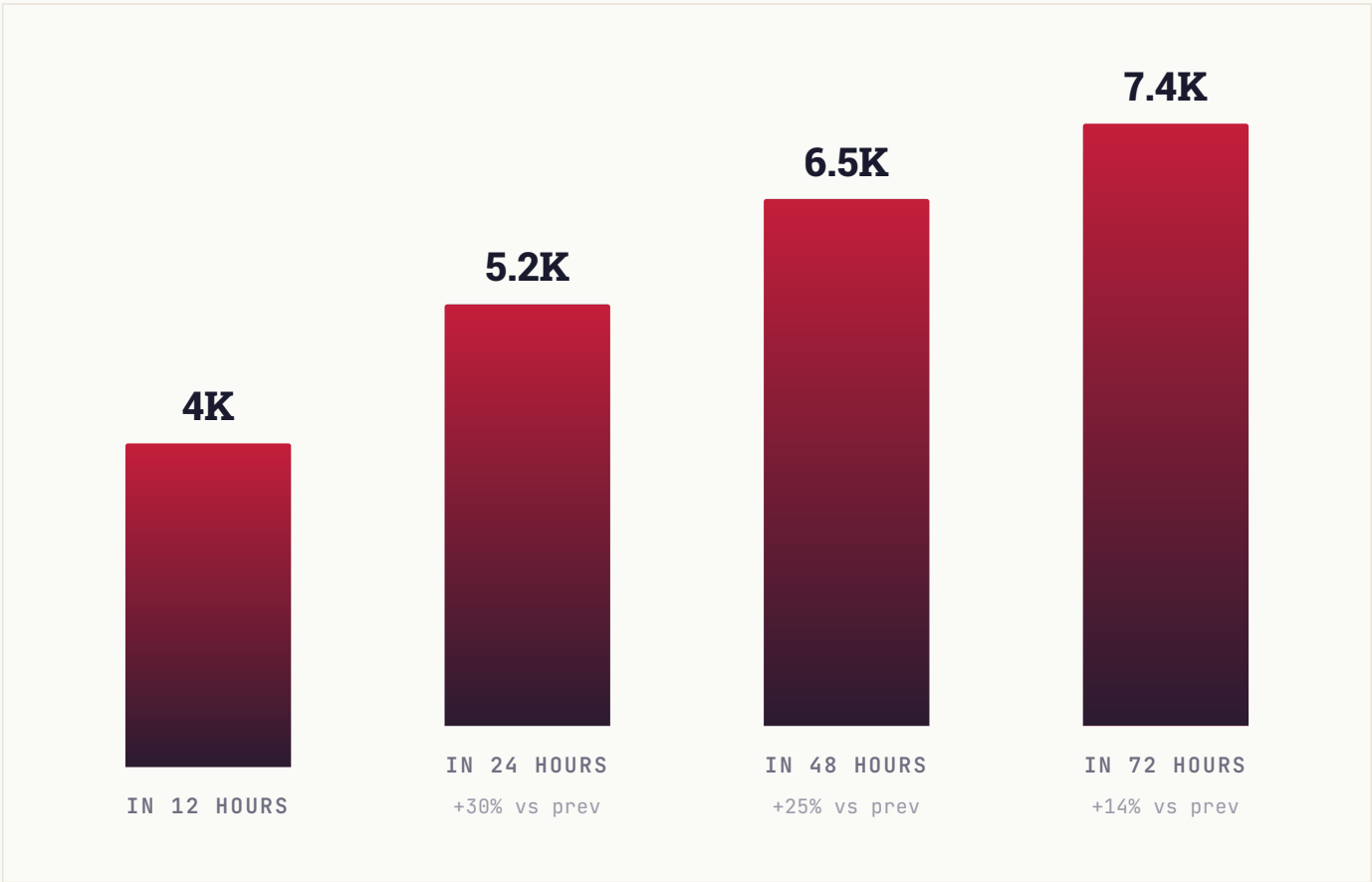
Citation index 7 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **84** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest YOU	562.6K
AE AEROFLOT	525.6K
MO Muscovite	506.1K
TU Tutu	501.7K
JP Yandex Travels	499.9K
Sun Discount train	432.9K
3 333bet.cc Official ®	406K
SP Ways to Travel Almost Free (RU) Vandrouki, Vandruki, vandroki — that's us	401.7K

COMPARATIVE INSIGHT

Channel in top 10 niche (#4 of 97). Strong position. Niche leader — Moscow - Where to Go | Events (1.2M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **4 months** such mentions were **42**, they brought **1 076 472** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	3	3	0
December 2025	9	9	12 611
November 2025	4	4	29 169
October 2025	26	21	1 034 692

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
42	4	1 076 472

SECTION 08 · NICHE COMPARISON

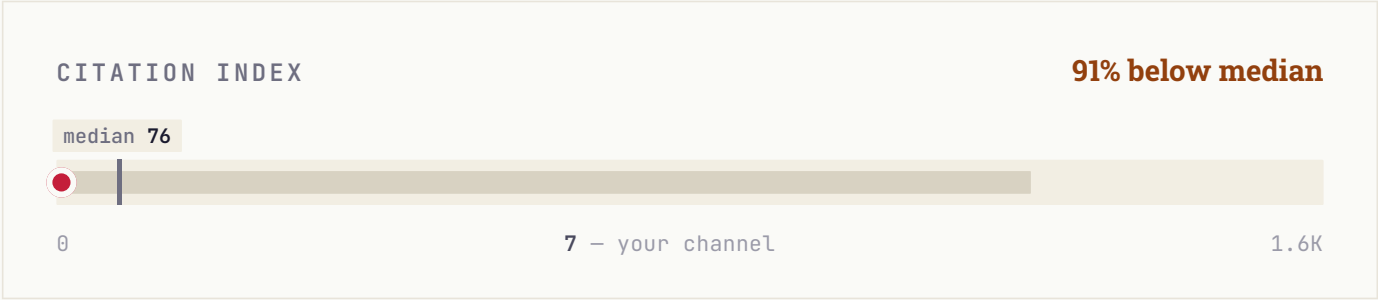
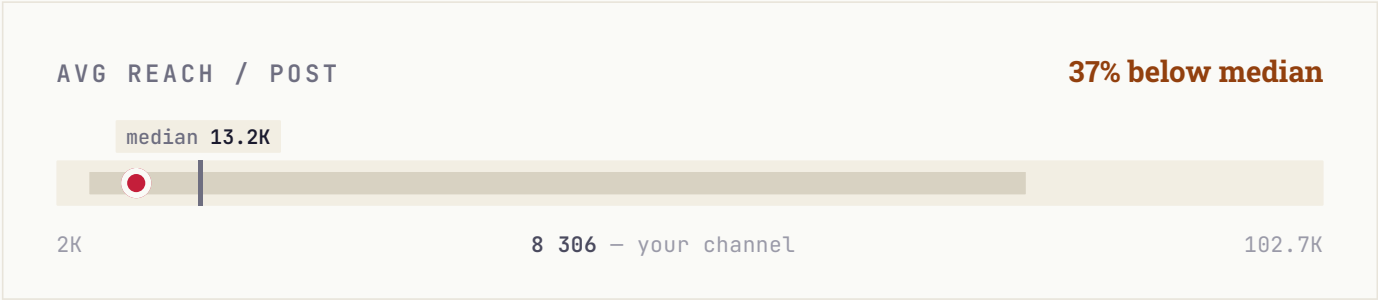
Where channel ranks in its league

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

#4/100

RANK IN NICHE

Channel in top 4% travel Russia



— SECTION 09 · STRATEGY

What to Do Right Now

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

01

Top post of the week — on Monday

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

EFFECT

**Best window
for important
posts**

02

ER below niche benchmark — rethink formats

Current ER 1.48% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+6.0pp ER

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls and 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 same-niche 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 with us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
