

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow in Detail

• Poster



@mosdetail

We love Moscow and show it in every detail. Where to go, what to see, and how to enjoy a day in the capital
Ads: @masha_msktoday
Partnerships: @swaymedia

SUBSCRIBERS

232 226

+68086 per month

ERR (% SEE POSTS)

18.0%

per day 13.7%

REACH/POST

41.7K

ad reach 31.9K/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.

 SUBSCRIBERS 232 226 —	 SUBS REACH 17.96% avg % subs see post	 VIEWS/POST 41.7K median 44.3K · 29 days	 POSTS/WK 23.0 over period
 7D TREND +1.3% vs previous week	 REACTIONS/POST 184.9 total 17,936 reactions, 33,378 reposts, 0 comments	 POST LENGTH 234 chars median 190 · 29 days	 POSTS ANALYZED 97 29 days
 AD REACH 31.9K 24h avg	 CHURN / MONTH +68086 over last month	 CITATION RATE 45 citation index · 946 channels mentioned all time	 CHANNEL AGE 1 year 1 month created 27.05.2025

AI EDITOR SUMMARY

Channel «Moscow in Detail • Poster» — 232 226 subs. Each post averages 41.7K people (18% of subs), average reach — room to grow. Publishes 23 posts per week (~3/day) — active posting. Week Jun 29 – Jul 5 reach stable (+1.3% vs week Jun 22–28).

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 97 posts over 29 days.
- 02 Dominant format – Video (54/97 posts).
- 03 Avg post length – 234 chars (median 190).
- 04 Peak audience activity – Wed, 22:00 MSK.
- 05 Top posts get 3× more views than the weakest (58.2K avg for top vs 19.1K for worst) – among 97 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 19:10 PHOTO 🎪 Matryoshka Moscow venue in Zaryadye Park shows themed program for Russia Day Until July 5, guests can see a bright show...	VIEWS 68 179 REPOSTS 400	REACTIONS 237 ER 29.4%
Nº2 01.07 · 19:03 VIDEO ❤️ Beautiful evening Moscow Video: yuliagribova 🥰 Moscow in Detail	VIEWS 56 153 REPOSTS 395	REACTIONS 246 ER 24.2%
Nº3 11.06 · 12:01 PHOTO 📝 Note to grads & parents: you can enter university even without the Unified State Exam 🎓 Many students and parents are now choosing between university and...	VIEWS 50 185 REPOSTS 378	REACTIONS 116 ER 21.6%

Nº4 02.07 · 07:04 VIDEO 🤖 Giant 60m chain carousel opened at VDNKh Ride operates April to October. 🥰 Moscow in detail	VIEWS 48 369 REPOSTS 400	REACTIONS 227 ER 20.8%
Nº5 30.06 · 07:03 VIDEO 🍹 Unlimited Mexican cocktails at Moscow bar until end of summer Weekends 12:00-16:00, order any dish from menu...	VIEWS 46 373 REPOSTS 396	REACTIONS 212 ER 20.0%

WORST 3

↓ 12.06 · 19:00 VIDEO 🥰 Atmospheric walking route around VDNKh shared online Save it! 🥰 Moscow in detail	VIEWS 22 784 REPOSTS 253	REACTIONS 139 ER 9.8%
↓ 11.06 · 07:02 PHOTO 🏰 Gothic castle in central Moscow English Gothic style: dark stone, pointed windows, high bay windows, turrets, strict...	VIEWS 22 466 REPOSTS 400	REACTIONS 152 ER 9.7%
↓ 12.06 · 07:00 VIDEO 🥰 Flower hedge appeared on Nikolskaya Video: yuliagribova 🥰 Moscow in detail	VIEWS 12 025 REPOSTS 393	REACTIONS 86 ER 5.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

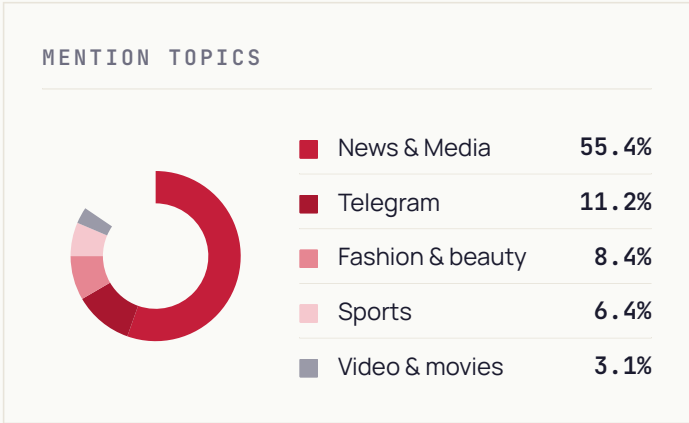
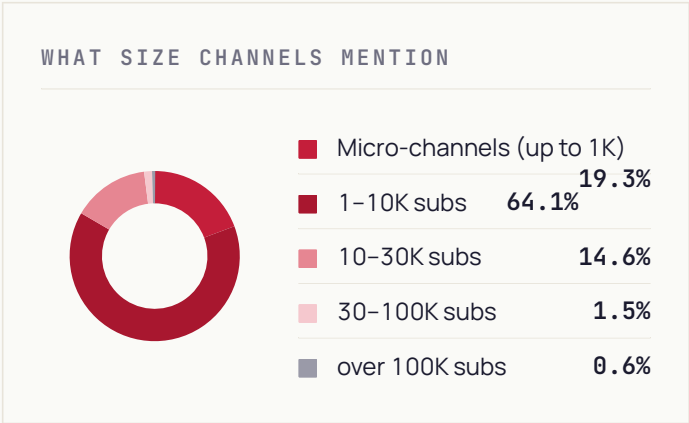
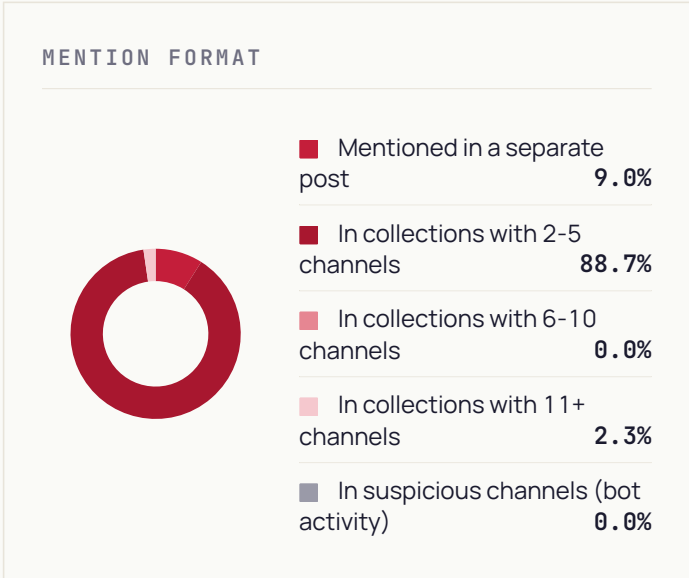
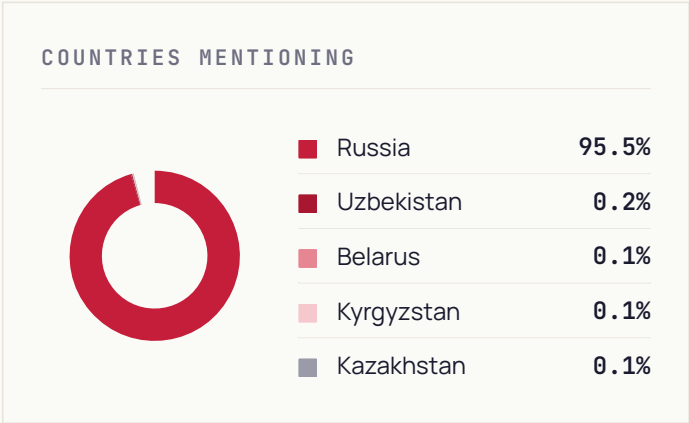
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

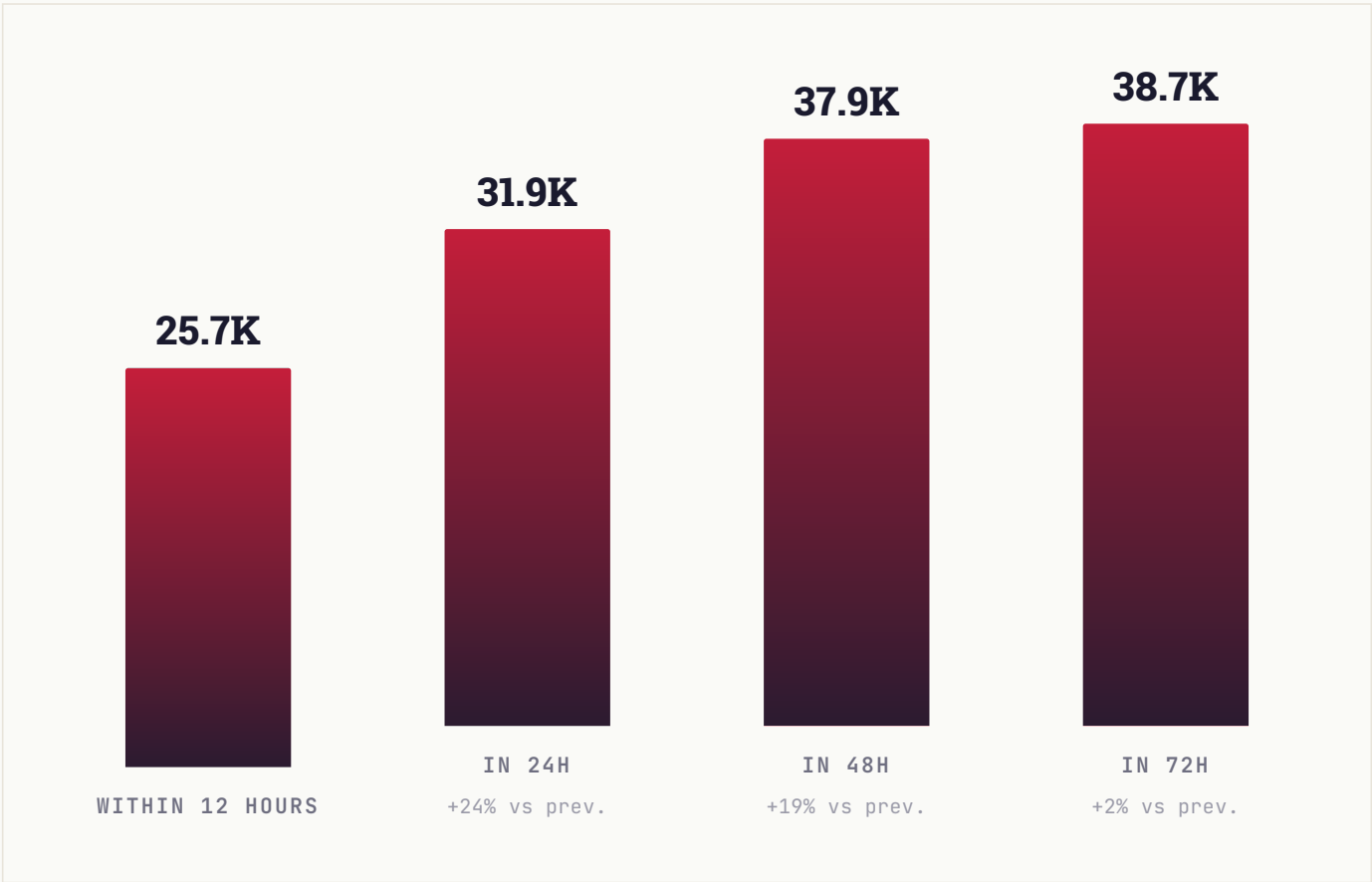
Citation index **45** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **946** different channels.



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

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.5M
کانال اخبار فوری خبر فوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
MV Moscow in Detail • Poster YOU	232.2K

COMPARATIVE INSIGHT

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal: enter top-97 via systematic traffic & content work.

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 **994**, they brought **415 604** new subs.

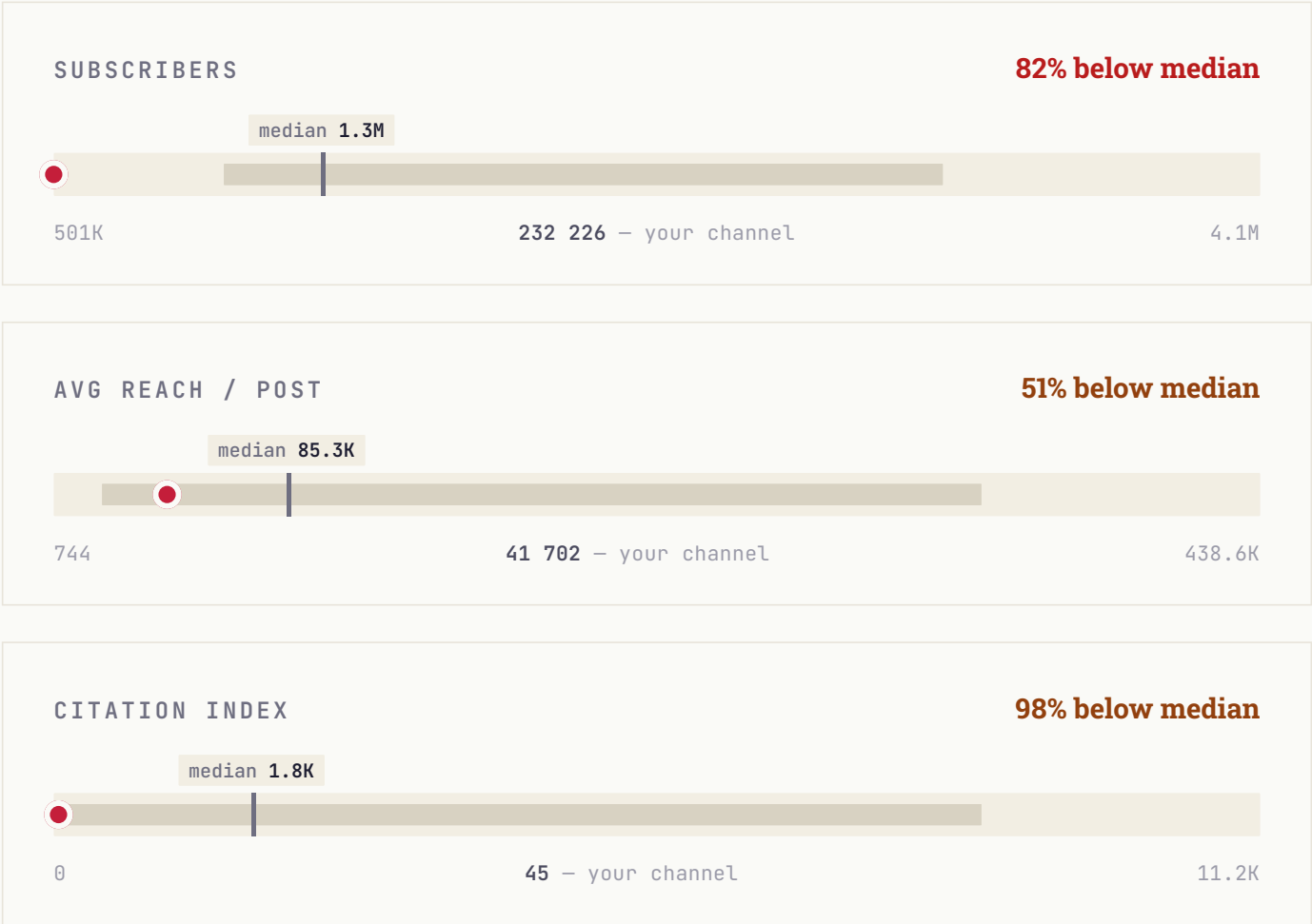
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	218	
December 2025	92	91	27 515	
Nov 2025	23	17	11 610	
Oct 2025	879	877	376 261	
September 2025	0	0	0	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
994	6	415 604

SECTION 08 · 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 for 80% of niche channels (p10-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 this report in a month.

01

Top post of the week — on Wednesday

Audience is most active on this day and at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic purchase

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same niche. No need 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 — what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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