

PROMTPRESS PUBLIC REPORT

Channel audit

MosInfoPotok



@mosinfopotok

🏰 MosInfoFlow Current Moscow events. City solutions, transport, incidents, and important changes in the capital. Info on what's happening in the city right now. Contact:...

SUBSCRIBERS

50 314

+24773 per month

ERR (% SEE POSTS)

80.0%

per day 115.1%

REACH/POST

37.2K

ad reach 21K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 50 314 —	 SUBSCRIBER REACH 73.94% avg % of subs see post	 VIEWS/POST 37.2K median 38.2K · 5 days	 POSTS/WK 36.3 for the period
 7D TREND — no data for period	 REACTIONS/POST 220.9 only 5,965 reactions, 1,097 reposts, 0 comments	 POST LENGTH 214 chars median 198 · 5 days	 POSTS ANALYZED 27 5 days
 AD REACH 21K 24h avg	 CHURN / MONTH +24773 last month	 CITATION RATE 91 citation index · 1,866 channels mentioned all time	 CHANNEL AGE 1 yr 2 mo created 30.04.2025

AI EDITOR SUMMARY

Channel «MosInfoPotok» – 50 314 subs. Each post averages 37.2K people (74% from subs), wide reach for a channel this size. Publishes 36 posts per week (~5/day) – active posting mode.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts in 5 days.
- 02 Dominant format – Photo (11/27 posts).
- 03 Avg post length – 214 characters (median 198).
- 04 Audience activity peak – Sunday, 18:00 MSK.
- 05 Top posts get 1x more views than the weakest (42.8K avg for top vs 37.1K for worst) – among 27 posts in 5 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

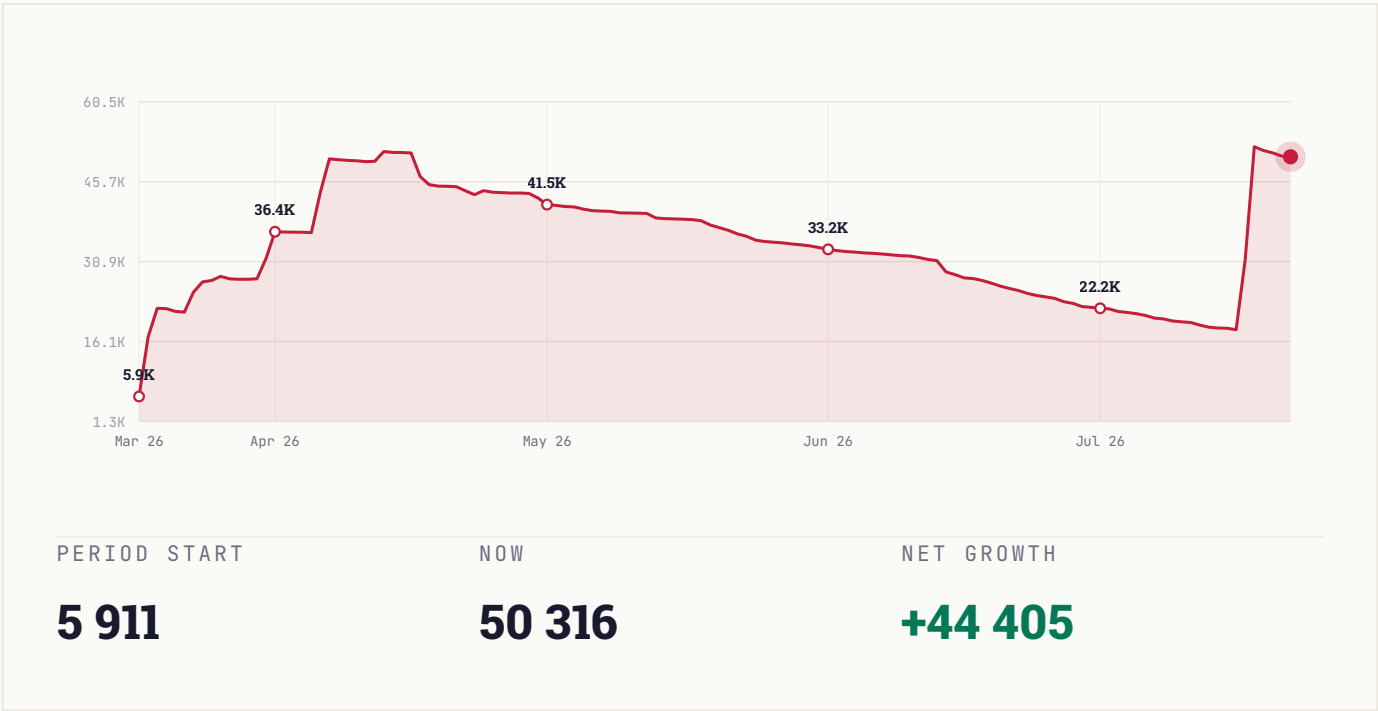
Nº1 17.07 · 12:37 PHOTO 🌟 Beauty of Leningradsky Station 📺 More news – MosInfoFlow	VIEWS 43 101 REPOSTS 49	REACTIONS 342 ER 85.7%
Nº2 16.07 · 13:43 TEXT !! Nearly 20 Russian apps disappeared from Google Play: MAX, VK, Mail.ru Mail, Mail.ru Cloud, Zen, Odnoklassniki, VK...	VIEWS 42 987 REPOSTS 33	REACTIONS 159 ER 85.4%
Nº3 17.07 · 21:15 VIDEO 😞 That cat, whether talking or not, is now buying building materials 📺 More news – MosInfoFlow	VIEWS 42 265 REPOSTS 43	REACTIONS 160 ER 84.0%

Nº4 18.07 • 22:07 VIDEO  Bride decided not to change her active lifestyle even on her wedding day. Instead of champagne and canapés, guests were treated to catering with...	VIEWS 42 191 REACTIONS 345 REPOSTS 56 ER 83.9%
Nº5 16.07 • 14:25 TEXT  New car prices in Russia rose 300% over the last 14 years. In 2012, the average price was 800k rubles, now —...	VIEWS 41 735 REACTIONS 220 REPOSTS 34 ER 82.9%
WORST 3	
↓ 18.07 • 17:00 TEXT  Residents of Elektrostal and Noginsk advised to spend less time outdoors and keep windows closed. Meanwhile, the Ministry of Ecology claims that...	VIEWS 37 239 REACTIONS 250 REPOSTS 30 ER 74.0%
↓ 18.07 • 12:01 PHOTO  A walk in the Botanical Garden.  More news — MosInfoFlow	VIEWS 37 161 REACTIONS 319 REPOSTS 44 ER 73.9%
↓ 17.07 • 10:14 PHOTO  All Moscow trams now have climate control, — Dept of Transport.  More news — MosInfoFlow	VIEWS 36 961 REACTIONS 143 REPOSTS 30 ER 73.5%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

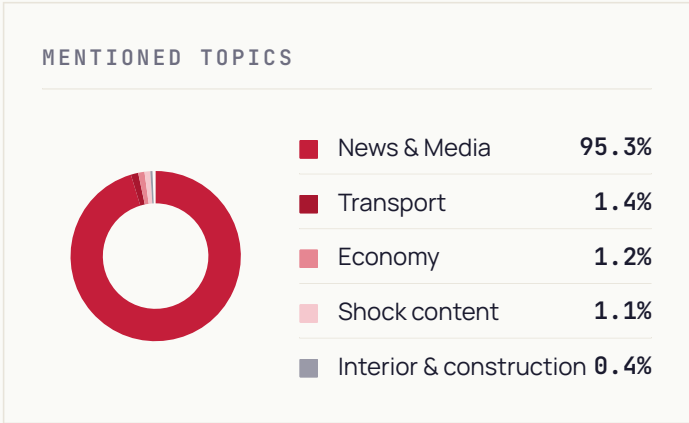
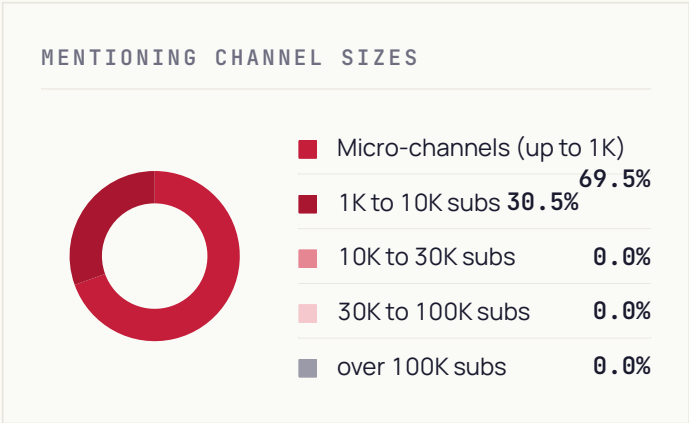
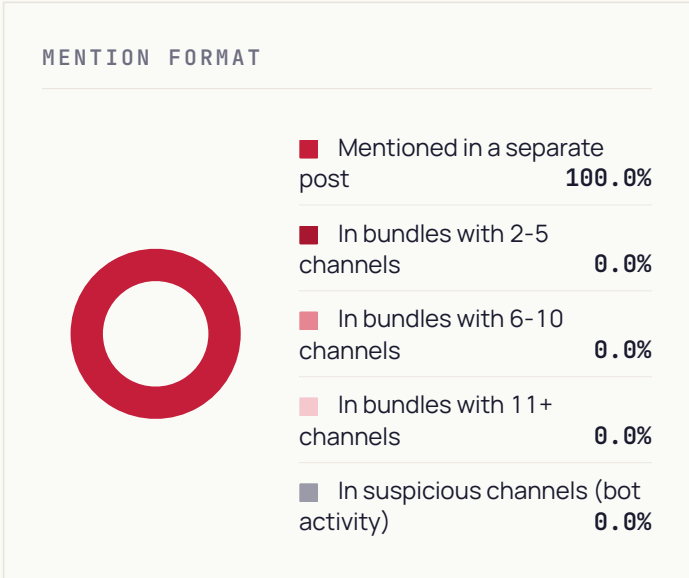
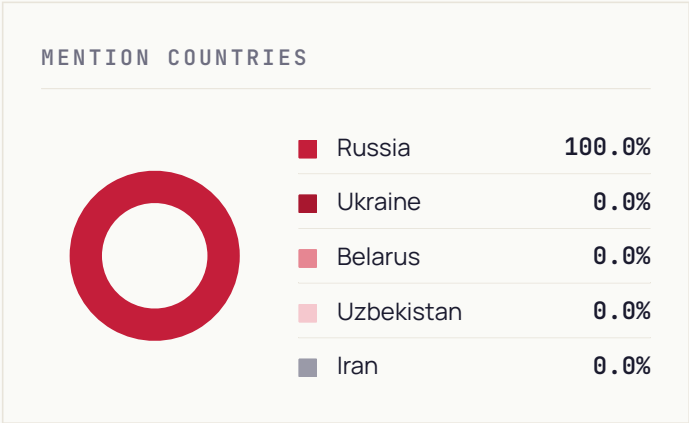
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

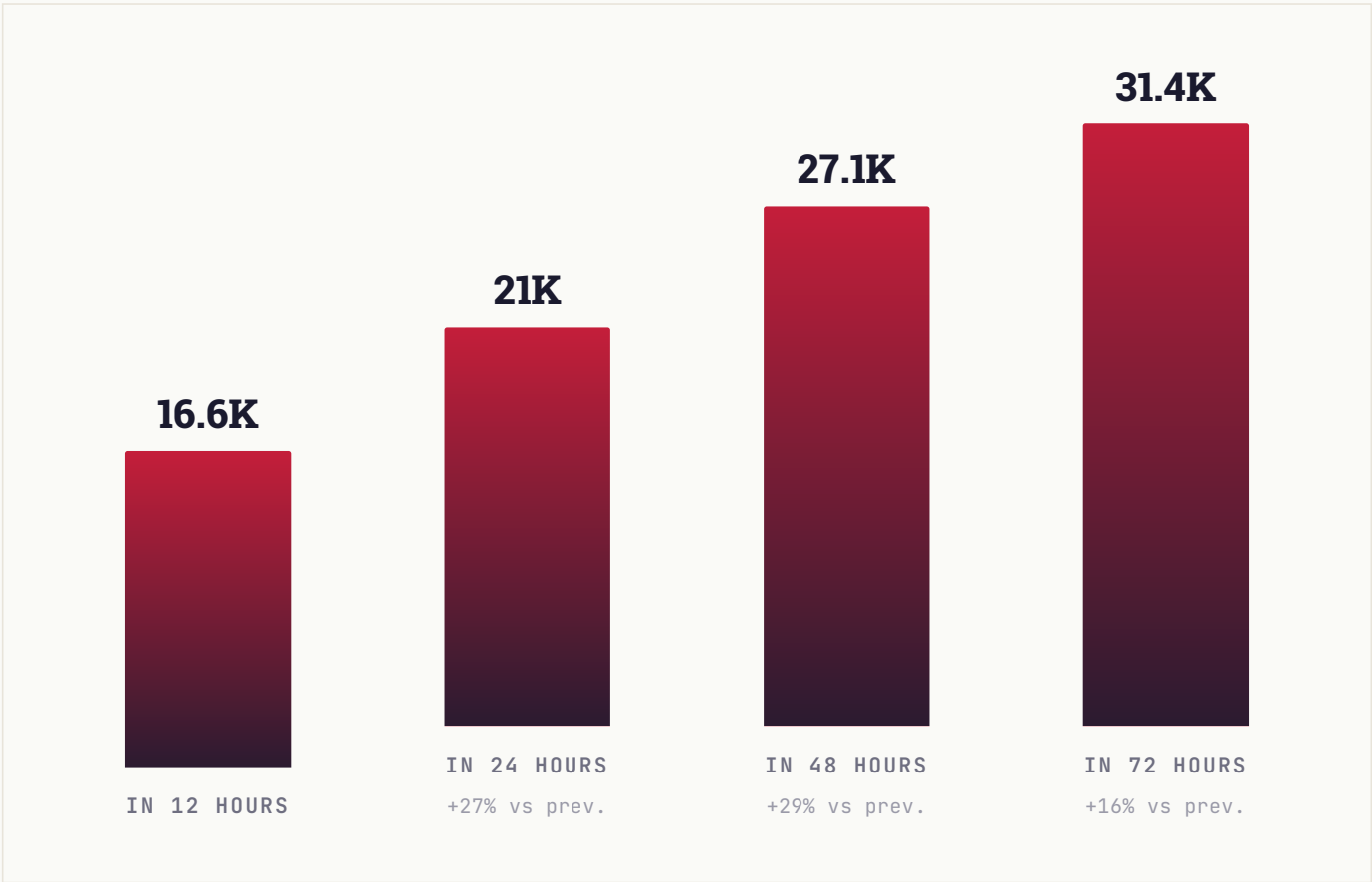
Citation index **91** — channel popularity score based on mentions. Considers both count and weight: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **1 866** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement 'lives'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.4M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	5.2M
خ ب خبر فوری	4.3M
ا ج اخبار فوری جنگ	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
TR Trash ⚡ Ukraine	3.1M
MO MosInfoPotok YOU	50.3K

COMPARATIVE CONCLUSION

Channel is still outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6.4M), 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 = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit next month.

01

Top post of the week — Sunday

Audience most active on this day at 18:00 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 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 win.

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 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
