

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moskvichka



@moskvichca

Glossy blog of a Moscow socialite: discussing beauty, men, and the capital, spiced with memes For ad inquiries: @Joe_barbaro_2 Our channels: @Scaletta_Agency We work with: @swaymedia, @Spiral_Yuri RKN:...

SUBSCRIBERS

508 855

+1769 per month

ERR (% SEE POSTS)

4.0%

per day 2.1%

REACH/POST

20.6K

ad reach 10.4K/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 chart · growth

04 Quotability

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Travel»

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 508 855 —	 SUBSCRIBER REACH 4.04% avg % of subs see post	 VIEWS/POST 20.6K median 17.9K · 29 days	 POSTS/DAY 7.6 ~53 per week
 7D TREND -55.7% vs previous week	 REACTIONS/POST 278.3 total 62,896 reactions, 28,034 reposts, 1,484 comments	 POST LENGTH 205 chars. median 147 · 29 days	 POSTS ANALYZED 226 29 days
 AD REACH 10.4K 24h avg	 CHURN / MONTH +1769 last month	 QUOTABILITY 1 208 citation index · 2,838 channels mentioned all time	 CHANNEL AGE 2 years created 03.07.2024

AI EDITOR SUMMARY

Channel «Moskvichka» — 508 855 subs. Each post averages 20.6K people (4% from subs), reach is low — consider expanding audience. Publishes 53 posts per week (~8/day) — active posting. For week 22–28 June reach dropped -55.7% to week 15–21 June — worth investigating why.

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 **226** posts over 29 days.
- 02 Dominant format — **Photo** (128/226 posts).
- 03 Avg post length — **205** chars (median 147).
- 04 Peak audience activity — **Sunday**, 20:00 MSK.
- 05 Strongest posts get **20x** more views than the weakest (207.5K avg top vs 10.4K worst) — across 226 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 17:12 PHOTO Girls, we're raffling a Dyson Airwrap HS09 Coanda2x and Golden Apple gift cards 🎉 To enter: 1) subscribe to the channels...	VIEWS 542 674 REACTIONS 593 REP. 904 ER 106.6%
Nº2 04.06 · 06:16 VIDEO AAA, because of the huge amount of poplar fluff on the streets, FLUFF VACUUMS are roaming! Take that.	VIEWS 40 324 REACTIONS 514 REP. 506 ER 7.9%
Nº3 04.06 · 09:42 PHOTO How cute: brand Ushki created custom jewelry for pet owners — they become talisman pendants that can...	VIEWS 39 623 REACTIONS 235 REP. 129 ER 7.8%

Nº4 03.06 · 21:00 PHOTO Too bad for this good guy	VIEWS 39 554 REP. 37	REACTIONS 546 ER 7.8%
Nº5 04.06 · 12:50 PHOTO Men are so tender these days😏	VIEWS 33 580 REP. 198	REACTIONS 930 ER 6.6%

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WORST 3

↓ 24.06 · 10:15 VIDEO This summer needs new clothes. Get them on Lamoda with CASHBACK UP TO 50% 🌟 At first, last year's summer stuff seems fine. Then...	VIEWS 10 625 REP. 4	REACTIONS 139 ER 2.1%
↓ 26.06 · 13:10 VIDEO Oh, in southwestern Moscow it's already raining with hail and wind June, what is this 😏	VIEWS 10 390 REP. 52	REACTIONS 93 ER 2.0%
↓ 30.06 · 19:05 PHOTO Oh, oops😱	VIEWS 10 079 REP. 93	REACTIONS 363 ER 2.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

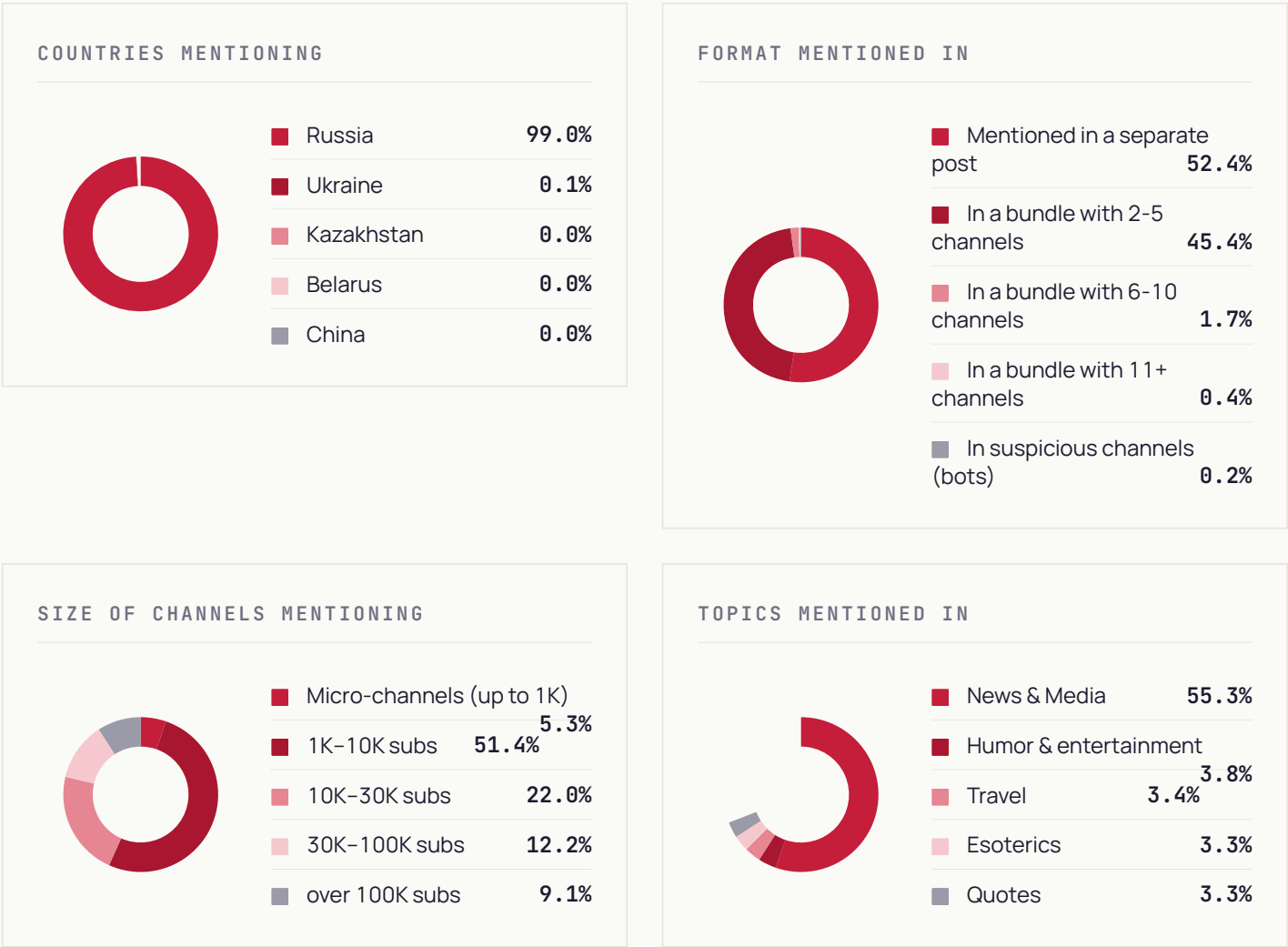
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

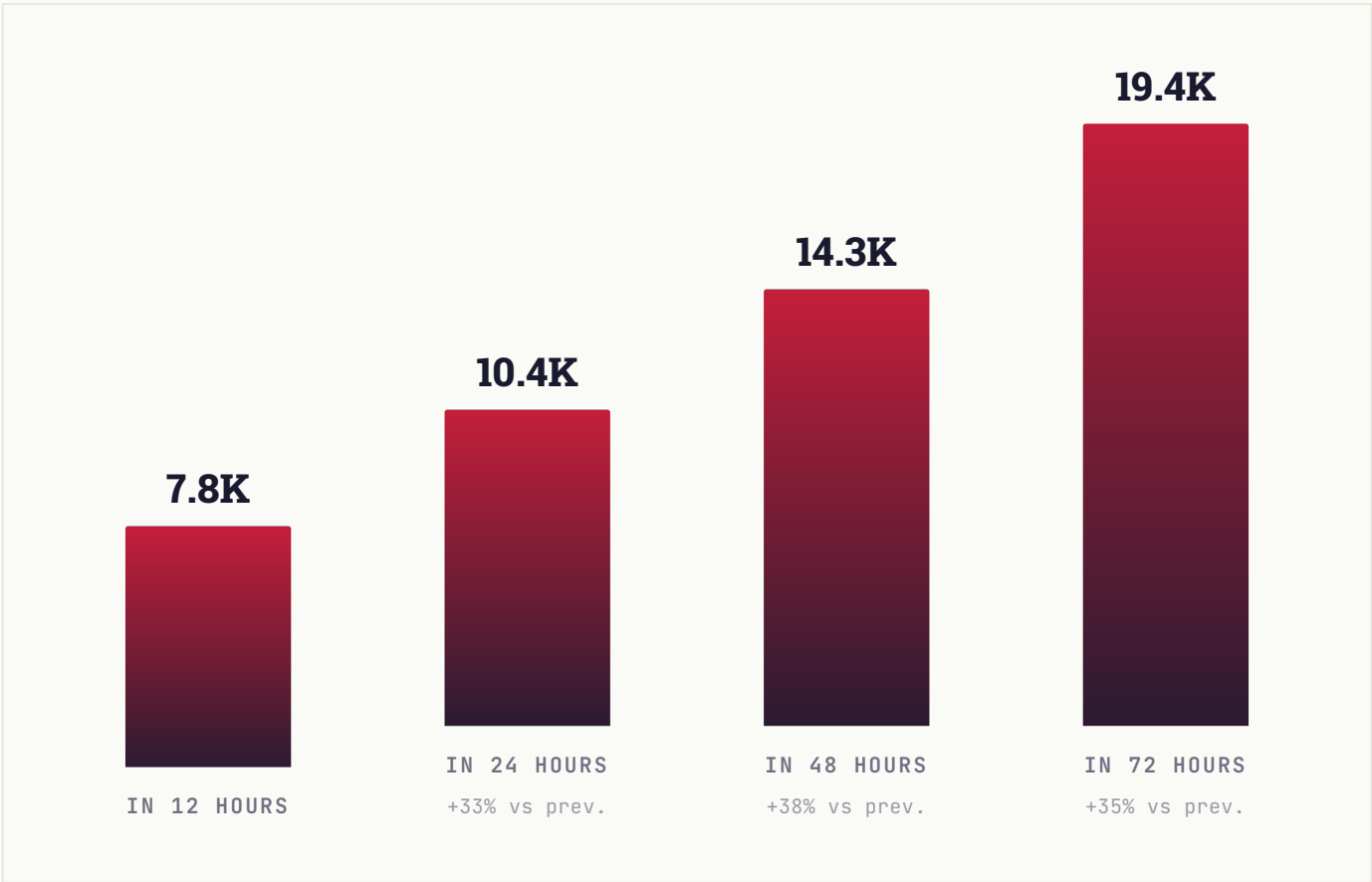
Citation index **1 208** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **2 838** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 rank among niche peers.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
MO Moskovichka YOU	508.9K
TU Tutu	501.7K
JP Yandex Travel	499.9K
All Discount wagon	432.9K
3 333bet.cc Official ®	406K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.7K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#6 of 97). Strong position. Niche leader — Moscow - where to go | Poster (1.2M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 **1 269**, they brought **218 945** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	3	3	7 218
December 2025	1	1	30 839
Nov 2025	12	12	39 142
Oct 2025	24	19	30 891
Sep 2025	1 026	573	101 792
August 2025	203	191	9 063
TOTAL MENTIONS			1 269
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			218 945

SECTION 08 · NICHE COMPARISON

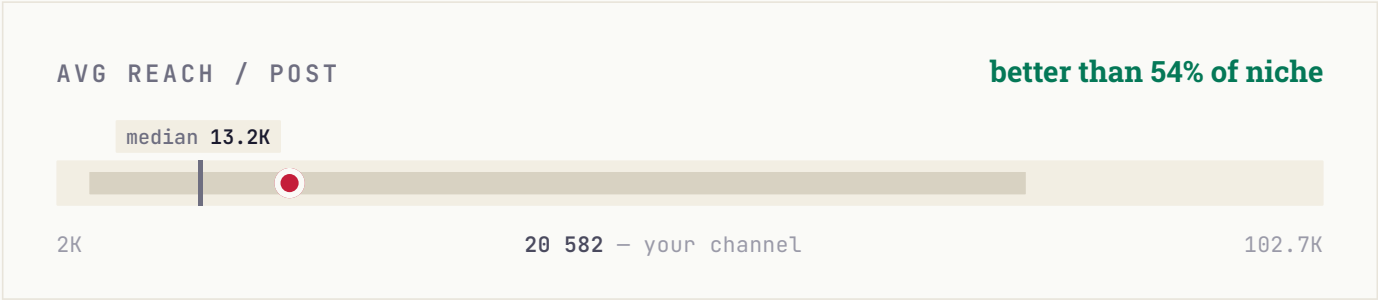
Where the channel stands in its league

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

#6/100

POSITION IN NICHE

Channel in top 6% of Russia travel



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Sunday**

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for a key post****02****ER below niche benchmark — rethink formats**

Current ER 4.04% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+3.5pp ER**03****System 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 & interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with channels in the same segment 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 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
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02	Contact manager	t.me/PromptPress_manager
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