

PROMTPRESS PUBLIC REPORT

Channel audit

Moscow Events



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SUBSCRIBERS

330 377

+267917 per month

ERR (% SEE POSTS)

6.0%

per day 13.5%

REACH/POST

21.6K

ad reach 44.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 330 377 —	 SUBSCRIBER REACH 6.53% avg % subs see post	 VIEWS/POST 21.6K median 6.9K · 29 days	 POSTS/WK 19.3 over period
 7D TREND +261.7% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 230 chars median 202 · 29 days	 POSTS ANALYZED 81 29 days
 AD REACH 44.8K 24h avg	 CHURN / MONTH +267917 over last month	 QUOTE RATE 5 citation index · 184 channels mentioned ever	 CHANNEL AGE 10 months 5 days created 06.09.2025

AI EDITOR SUMMARY

Channel «Moscow Events» – 330 377 subs. Each post gets avg 21.6K people (7% from subs), reach is low – need to grow audience. Publishes 19 posts/week (~3/day) – regular. Week of Jun 29 – Jul 5 reach grew +261.7% vs week of June 22–28 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 81 to posts in 29 days.
- 02 Dominant format — Photo (46/81 posts).
- 03 Avg post length — 230 chars (median 202).
- 04 Audience activity peak — Friday, 15:00 MSK.
- 05 Top posts get 10x more views than the weakest (60.8K avg for top vs 5.8K for worst) — among 81 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.07 · 17:02 PHOTO 🍌 Banana Otto Burger with cheese patties instead of buns coming to Rostic's Available in a minion combo from 7...	VIEWS 61 513 REPOSTS 285	REACTIONS — ER 18.6%
Nº2 03.07 · 13:02 VIDEO 🛒 Shampoos 90% off at L'Etoile right now Even premium brands for 70 rubles, some cosmetics even...	VIEWS 60 718 REPOSTS 273	REACTIONS — ER 18.4%
Nº3 03.07 · 12:30 VIDEO 🏠 Gen Z in Moscow live in shipping containers due to high housing prices Rent of up to 10 sqm with alarm...	VIEWS 60 301 REPOSTS 239	REACTIONS — ER 18.3%

Nº4 04.07 · 13:04 PHOTO 🇲🇻 Maldives vacation almost half the price of Sochi – netizens compare Russia vs abroad Turns out instead of...	VIEWS 58 447 REPOSTS 198	REACTIONS — ER 17.7%
Nº5 04.07 · 17:04 PHOTO 🐞 Ladybug & Cat Noir combo coming to Burger King First poster of the massive collab with superbox and...	VIEWS 57 813 REPOSTS 118	REACTIONS — ER 17.5%

WORST 3

↓ 17.06 · 09:00 PHOTO 🗳️ Tours to Zanzibar, Tanzania now on sale in Russia Nine-night trip with accommodation, transfer, meals, and flight from Moscow...	VIEWS 5 934 REPOSTS 120	REACTIONS — ER 1.8%
↓ 17.06 · 13:03 VIDEO 😄 Muscovites dream of prosecco trucks Couldn't be more perfect for the last workday Moscow Events	VIEWS 5 805 REPOSTS 48	REACTIONS — ER 1.8%
↓ 17.06 · 17:03 VIDEO 🏖️ Moscow turned into Bali Gorky Park opened a beach with palm trees, loungers, a pond, and VIP zones for 450. A 3-hour ticket...	VIEWS 5 648 REPOSTS 144	REACTIONS — ER 1.7%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

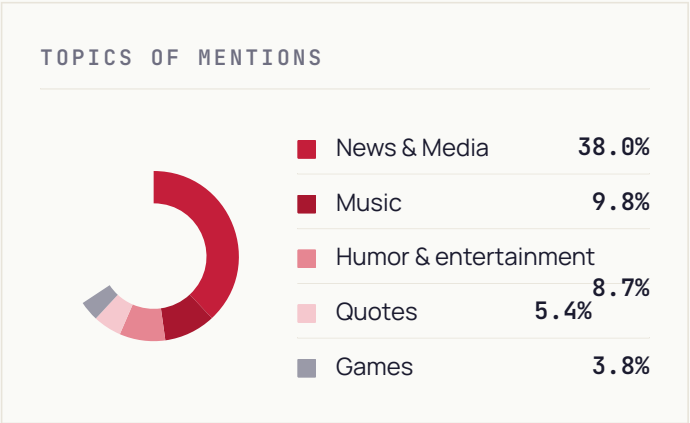
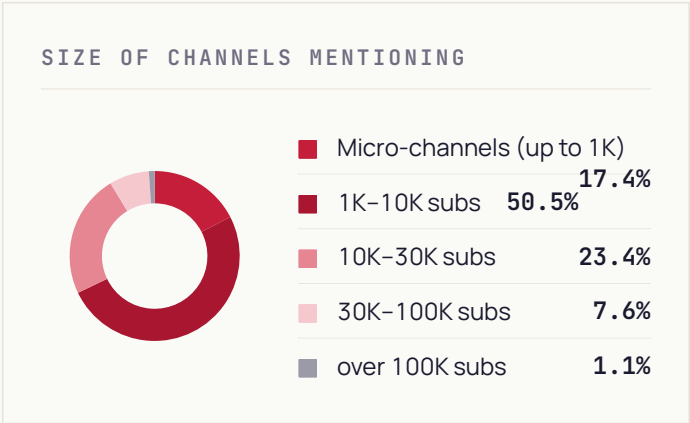
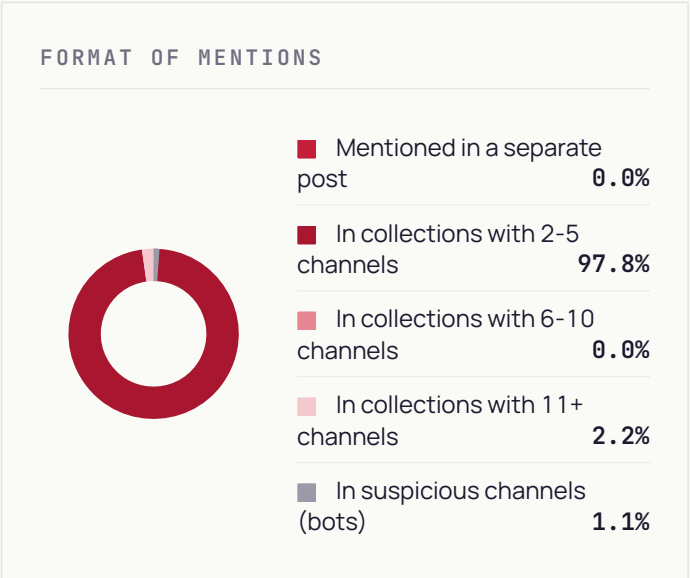
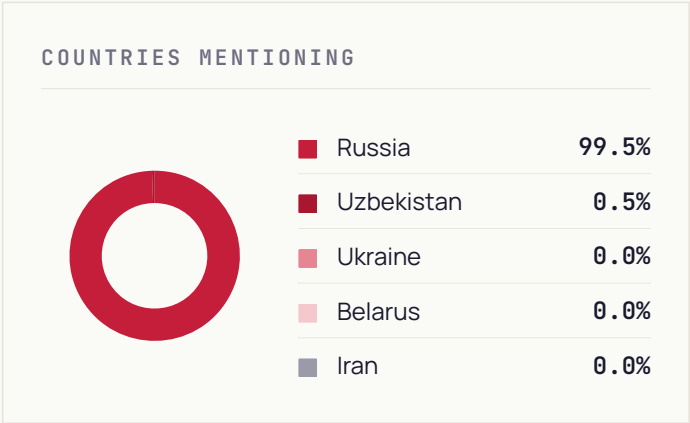
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

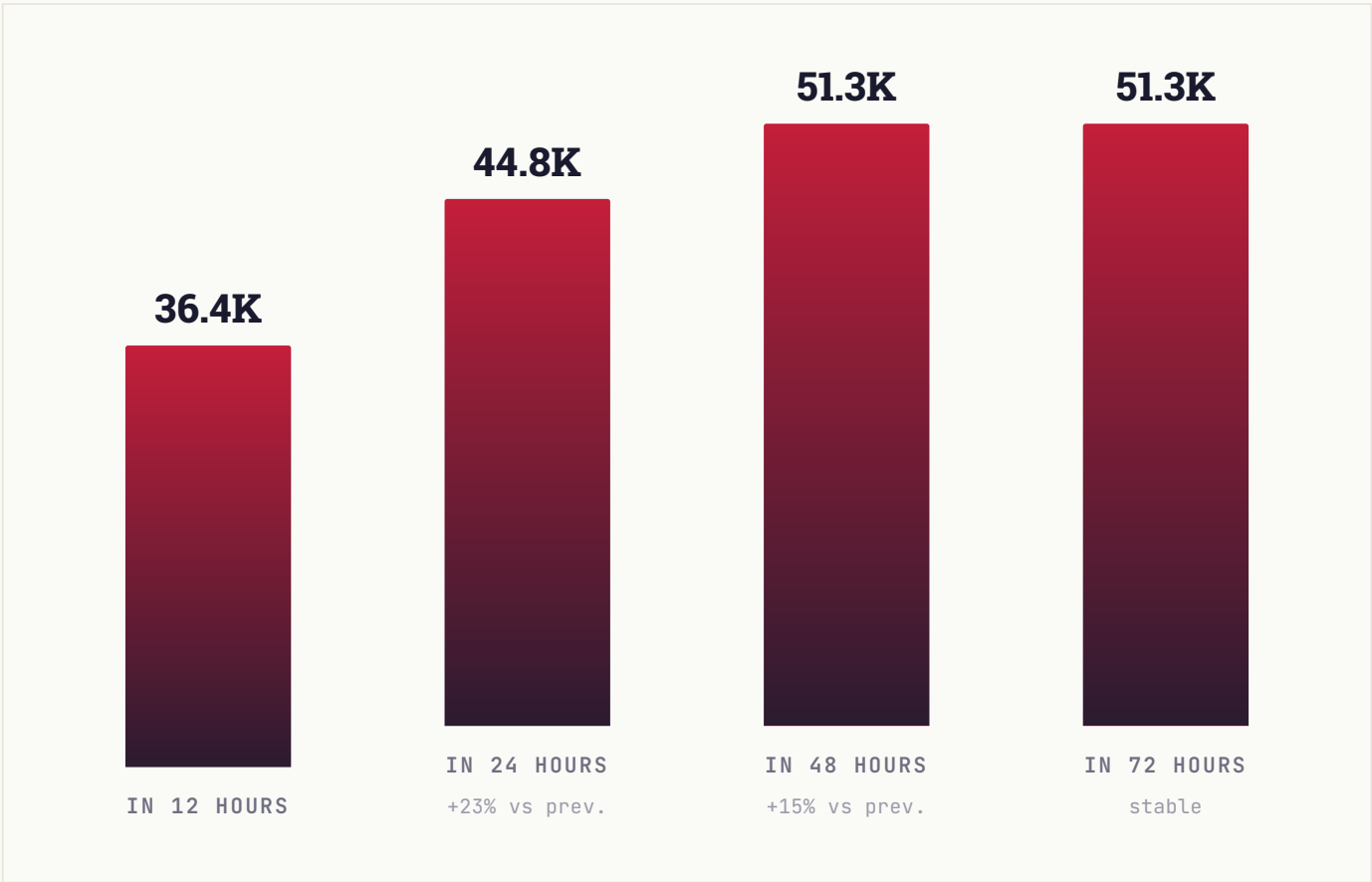
Citation index 5 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **184** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays effective.



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	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.5M
کا کانال اخبار فوری خبر فوری	4.4M
PE Live • 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
TR Trash ⚡ Ukraine	3.1M
SM Moscow Events YOU	330.4K

COMPARATIVE INSIGHT

Channel so far 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 · 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 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- 01

Top post of the week — Friday

Audience most active on this day at 15:00 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 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
- 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
