

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Bird



@mosptichka

Jokes, places, purchases Write: @xxvth RKN: <https://clck.ru/3Ftc4H>

SUBSCRIBERS

493 003

-26332 per month

ERR (% SEE POSTS)

8.0%

daily 5.2%

REACH/POST

36.5K

ad reach 25.9K/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 493 003 —	 SUBSCRIBER REACH 7.4% avg % subs see post	 VIEWS/POST 36.5K median 33.6K · 29 days	 POSTS/DAY 9.4 ~66 per week
 7D TREND +22.7% vs previous week	 REACTIONS/POST 585.0 total 161,447 reactions, 99,425 rep., 0 comments	 POST LENGTH 166 chars median 132 · 29 days	 POSTS ANALYZED 276 29 days
 AD REACH 25.9K 24h avg	 CHURN / MONTH -26332 last month	 CITATION RATE 435 citation index · 1,767 channels mentioned ever	 CHANNEL AGE 9 years 2 months created 29.03.2017

AI EDITOR SUMMARY

Channel «Moscow Bird» — 493 003 subs. Avg post views 36.5K people (7% from subs), reach low — expand audience. Posts 66 posts/week (~9/day) — active. Week 15–21 Jun reach up +22.7% week 8–14 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **276** posts in 29 days.
- 02 Dominant format – **Video** (146/276 posts).
- 03 Avg post length – **166** chars (median 132).
- 04 Peak audience activity – **Monday**, 12:00 MSK.
- 05 Top posts get **7x** more views than the weakest (194.7K avg for top vs 27.4K for worst) – among 276 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 15.06 · 09:35 VIDEO ✳ While Moscow was hit by rains, we & our subs caught some sun & had fun at our kickoff party...	VIEWS 494 702 REP. 358	REACTIONS 428 ER 100.3%
Nº2 10.06 · 10:49 PHOTO 📺 Ozon launched voting for best artworks in 'Taste for Creativity' project by 'Pomidorka' brand In paintings & illustrations...	VIEWS 47 890 REP. 42	REACTIONS 288 ER 9.7%
Nº3 01.06 · 13:33 VIDEO Cat ball socks arrived at Fix Price, only 99₽ 🐾	VIEWS 41 657 REP. 1 021	REACTIONS 490 ER 8.4%

Nº4 29.05 · 07:33 PHOTO Indeed 😊	VIEWS 41 466 REP. 669	REACTIONS 1 388 ER 8.4%
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Nº5 01.06 · 14:38 PHOTO ☒ Found a residential complex in Moscow that gets younger every week District pediatricians say one newborn appears weekly in 'Balance' complex. And...	VIEWS 41 444 REP. 184	REACTIONS 360 ER 8.4%
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WORST 3

↓ 24.06 · 18:05 VIDEO ☒ Wow! No need to go to St. Pete & stand in huge lines to visit the Hermitage A multimedia exhibition opened in Moscow...	VIEWS 29 475 REP. 332	REACTIONS 210 ER 6.0%
↓ 24.06 · 17:35 PHOTO ☒ Wow: Christian Louboutin made a bag with tulip buds The model looks like two pink tulips lay on the bag & became...	VIEWS 29 009 REP. 271	REACTIONS 579 ER 5.9%
↓ 03.06 · 17:31 VIDEO ☒ Fluff-suckers rushed onto Moscow streets Allergy sufferers, help is coming	VIEWS 23 627 REP. 1 223	REACTIONS 822 ER 4.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

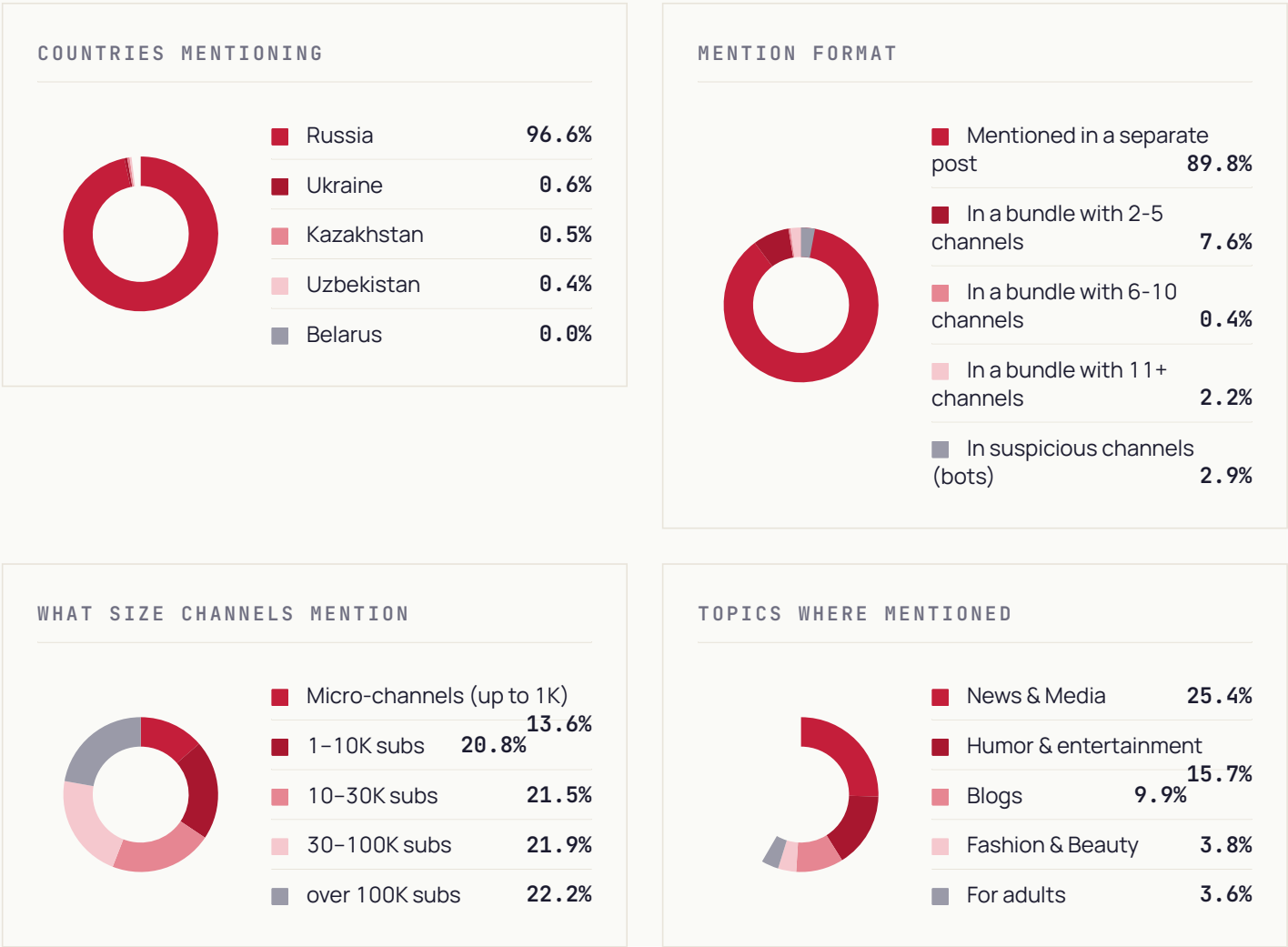
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

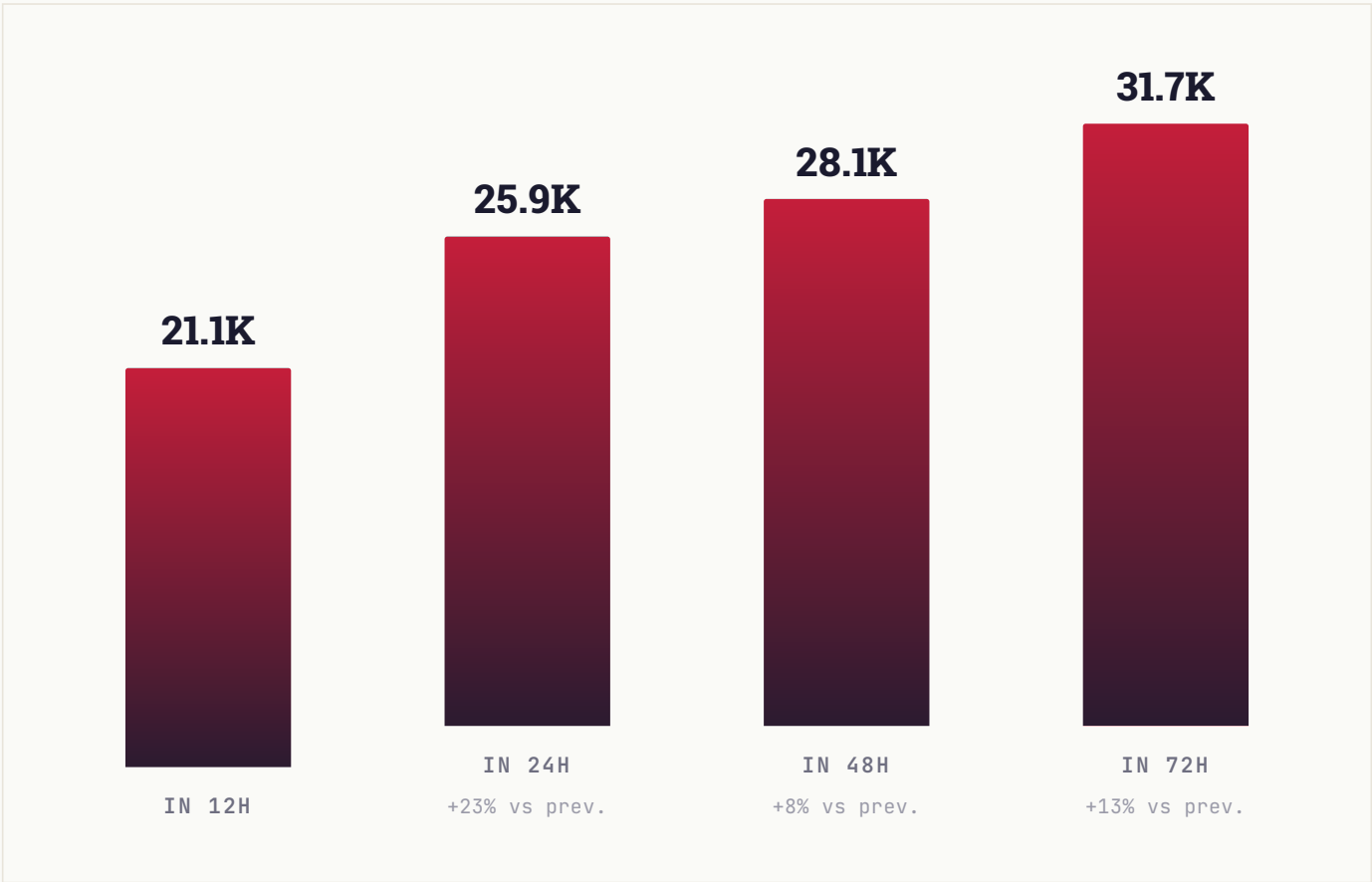
Citation index **435** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 767** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
AZ Alexander Zubarev	1.4M
EX Exile	1.4M
B Booster	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ broen lives here	1.1M
PA PARADEYEVICH	1M
MP Moscow Bird YOU	493K

COMPARISON CONCLUSION

Channel in bottom half of top-100 niche (#51 of 100). Niche median — 493.6K subs. First growth KPI — reach median. Leader: Dima Maslennikov (2.2M).

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 **15**, they brought **809 018** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	70 646	
Nov 2025	0	0	0	
Oct 2025	1	1	87 011	
Sep 2025	0	0	438 496	
August 2025	1	1	204 341	
July 2025	13	13	8 524	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBSCRIBERS
15		6		809 018

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Blogs» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#51/100

POSITION IN NICHE

Channel in the bottom half of the ranking

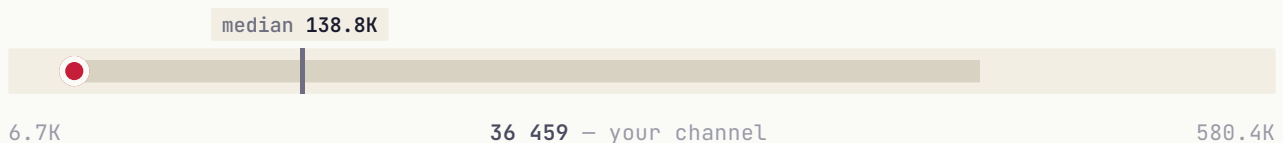
SUBSCRIBERS

1% below median



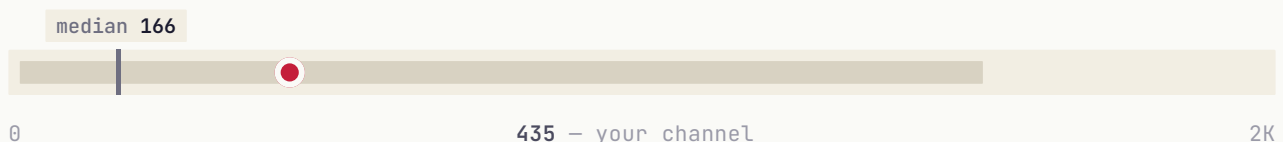
AVG REACH / POST

74% below median



CITATION INDEX

better than 58% of niche



— 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

Main post of the week — on Monday

Audience is most active on this day at 12:00 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 & interactive formats

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

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — that's organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want 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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