

PUBLIC PROMTPRESS REPORT

Channel audit

Gulyay, Moskva



@moswalker

All about Moscow in one place. Ads: @Alivian Link: @moswalker
Send your news, photos and videos to our bot: @InboxmskBot We
work with @Tgpodbor_official, @swaymedia and @Spiral_Yuri RKN:...

SUBSCRIBERS

715 563

+79351 per month

ERR (% SEE POSTS)

4.0%

daily 2.8%

REACH/POST

26K

ad reach 20.3K/24h

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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 715 563 —	 SUBS REACH 3.64% avg % subs see post	 VIEWS/POST 26K median 24.7K · 29 days	 POSTS/DAY 18.0 ~126 per week
 7D TREND -17.0% vs previous week	 REACTS/POST 238.4 total 128,514 reactions, 77,341 reposts, 0 comments	 POST LENGTH 133 chars median 109 · 29 days	 POSTS ANALYZED 539 29 days
 AD REACH 20.3K 24h avg	 CHURN / MONTH +79351 last month	 CITATION RATE 1 916 citation index · 6,085 channels mentioned all time	 CHANNEL AGE 3 years 8 months created 24.09.2022

AI EDITOR SUMMARY

Channel «Gulyay, Moskva» — 715 563 subs. Each post avg views 26K people (4% from subs), reach is low — worth expanding audience. Publishes 126 posts/week (~18/day) — very active. Week 25–31 May reach dropped -17.0% to week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **539** posts over 29 days.
- 02 Dominant format – **Text** (231/539 posts).
- 03 Avg post length – **133** chars (median 109).
- 04 Peak audience activity – **Saturday**, 18:00 MSK.
- 05 Strongest posts get **3x** more views than the weakest (47.5K avg top vs 15K worst) – among 539 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.05 · 15:29 PHOTO ☺ Jack Daniels & Coke now in Moscow stores. Price: 469 rubles.	VIEWS 48 253 REP. 621	REACTS 495 ER 6.7%
Nº2 15.05 · 17:10 VIDEO 👶 Woman gives birth to a child right on a train at Sofrino station in Moscow region. Train stopped, doctors entered the carriage. T...	VIEWS 47 706 REP. 201	REACTS 530 ER 6.7%
Nº3 17.05 · 05:25 PHOTO 🚁 Drone hits apartment building in Khimki, says mayor Fedotova. Several apartments damaged.	VIEWS 46 504 REP. 631	REACTS 510 ER 6.5%

Nº4 15.05 · 12:15 PHOTO 🗒️ Moscow Metro celebrates its 91st birthday today! We've gathered the subway's history from the first line opening to the appearance of...	VIEWS 46 352 REP. 44	REACTS 151 ER 6.5%
Nº5 09.05 · 21:05 VIDEO 😊 Stunning sunset over Moscow.	VIEWS 46 150 REP. 70	REACTS 527 ER 6.4%

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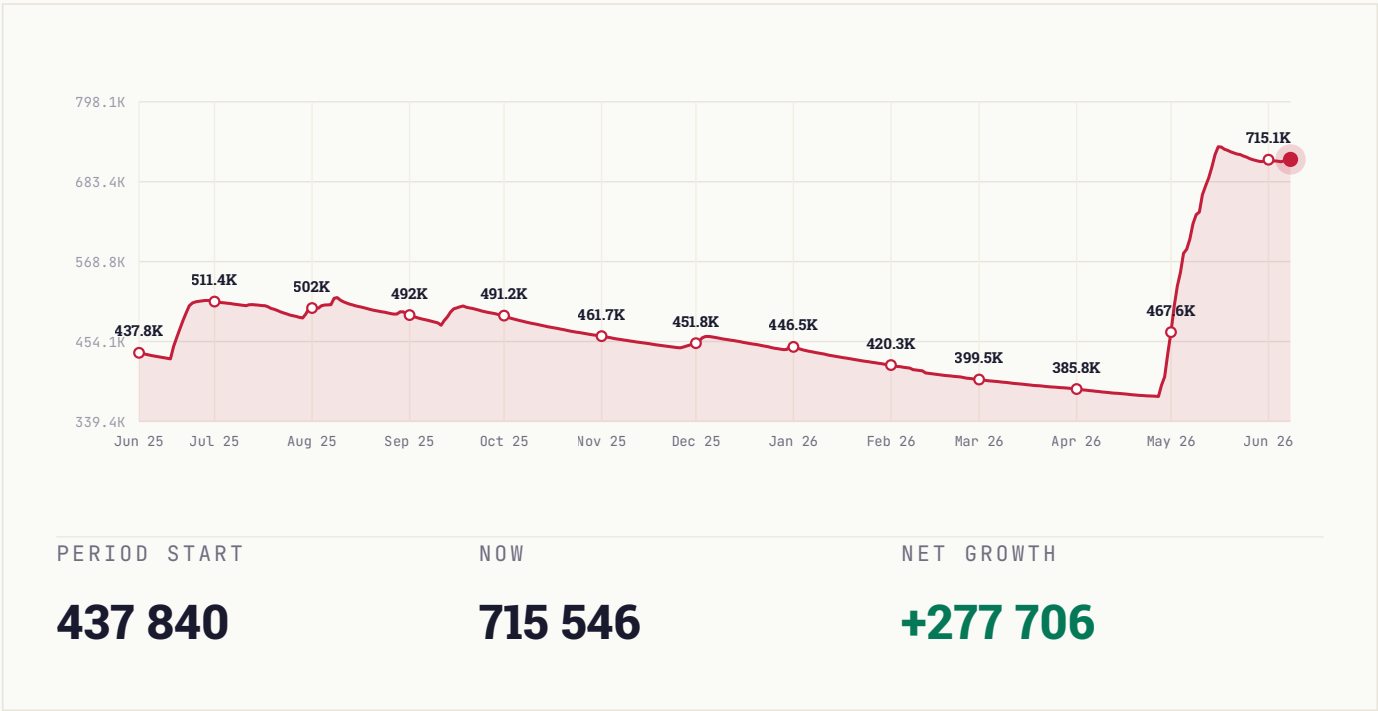
WORST 3

↓ 29.05 · 12:38 PHOTO 🗒️ A cloud-shaped concert hall for 8,500 people to appear on the Moscow River bank. Construction planned to finish by 2028.	VIEWS 15 393 REP. 32	REACTS 100 ER 2.2%
↓ 05.06 · 11:54 TEXT 🗒️ Up to +30°C expected next week in Moscow, say weather forecasters.	VIEWS 15 258 REP. 55	REACTS 101 ER 2.1%
↓ 29.05 · 12:01 TEXT 🗒️Level 8 traffic jams expected tonight in Moscow, warns TsODD. Residents advised to use public transport.	VIEWS 14 372 REP. 43	REACTS 42 ER 2.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

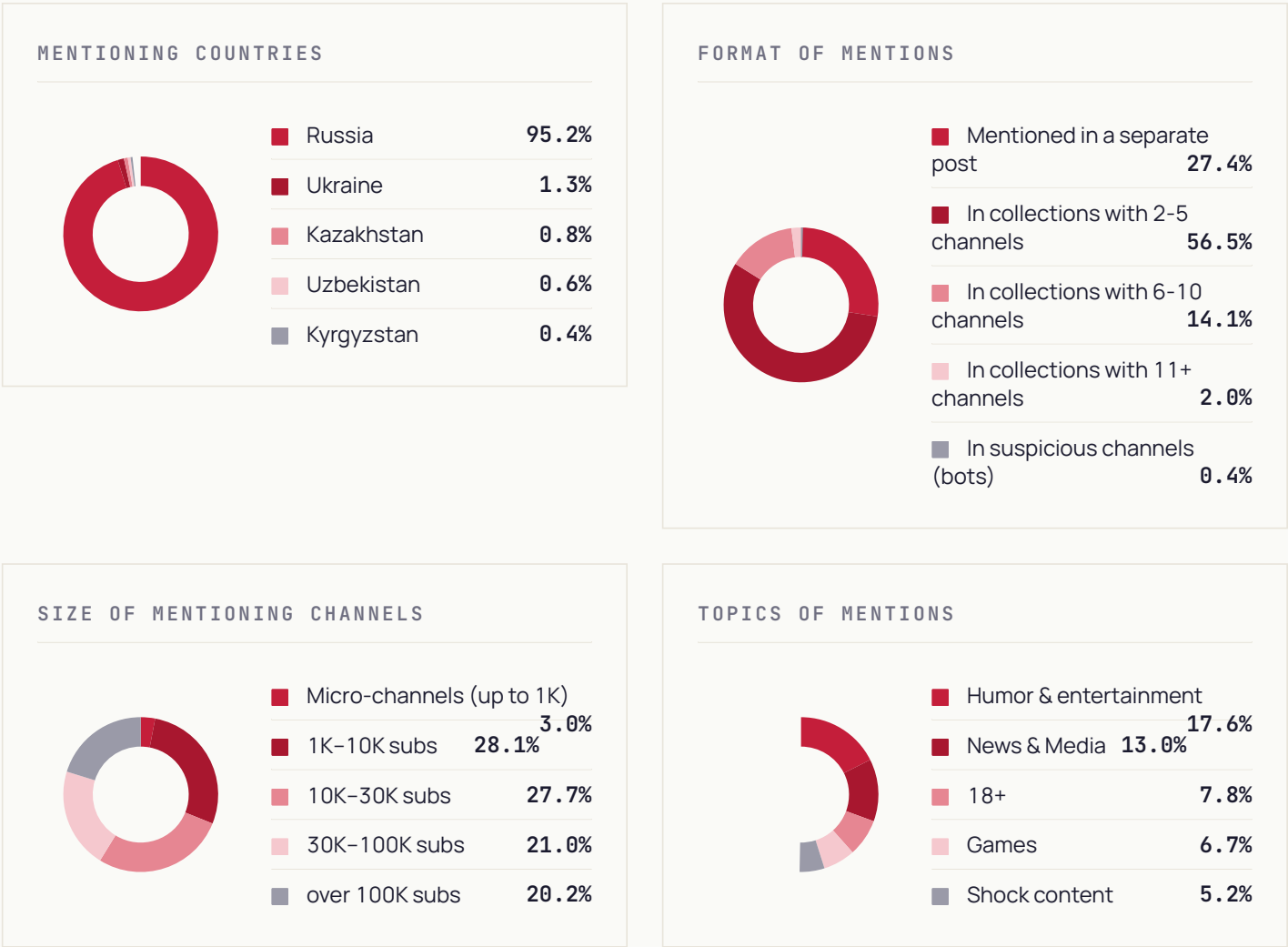
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

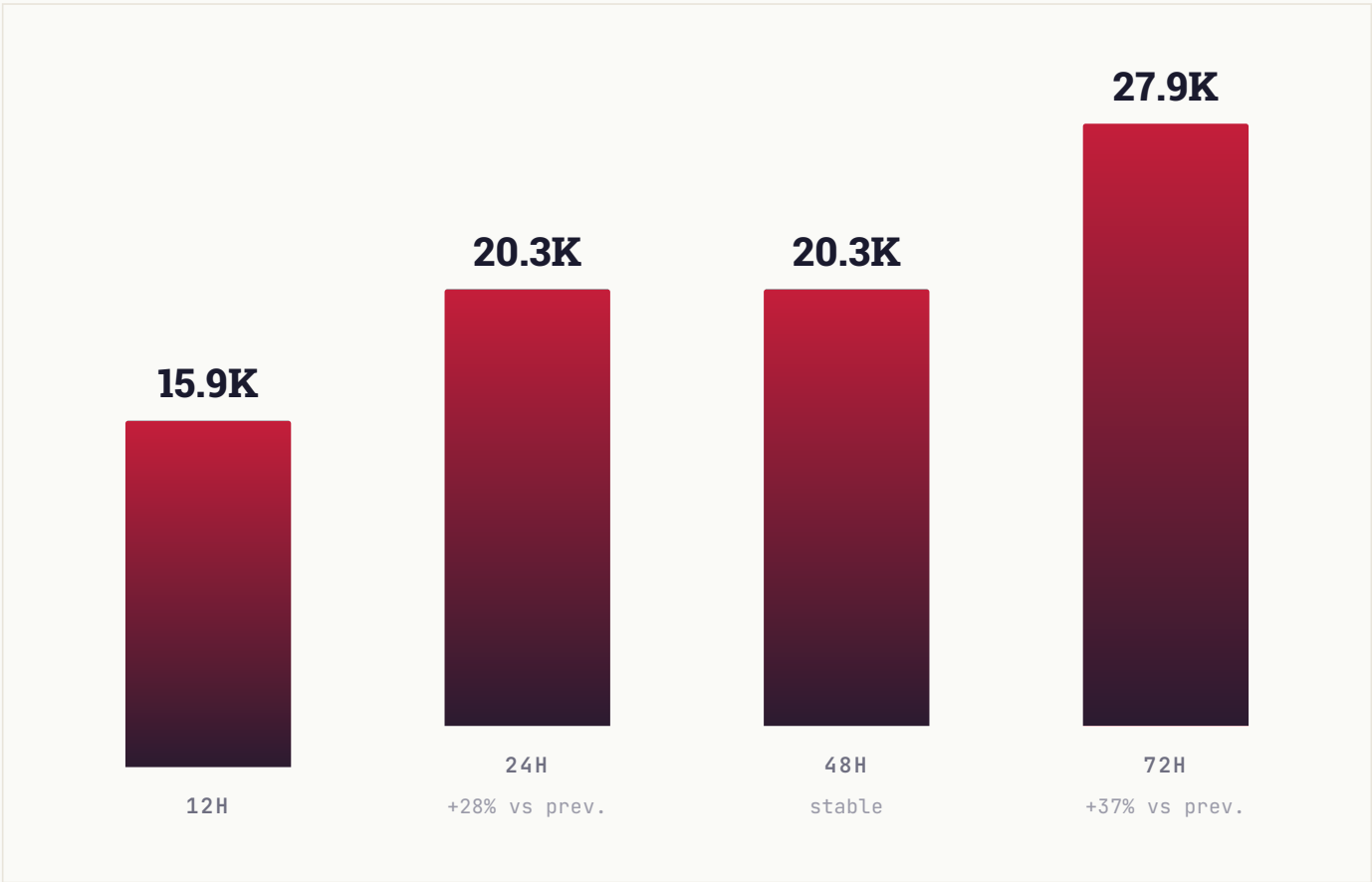
Citation index **1 916** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **6 085** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Direct Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
MN Moscow News	2.7M
MS Moscow today	2.7M
GM Gulyay, Moskva YOU	715.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#58 of 99). Niche median — 843.7K subs. First growth KPI — reach the median. Leader: Direct Live • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **4 133**, they brought **84 589** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	2 449	1 444	17 349
Nov 2025	993	666	5 436
Oct 2025	0	0	0
September 2025	238	234	27 567
August 2025	318	315	19 207
July 2025	135	132	15 030
TOTAL MENTIONS			4 133
MONTHS OF DATA			6
ATTRACTED SUBS			84 589

SECTION 08 · NICHE COMPARISON

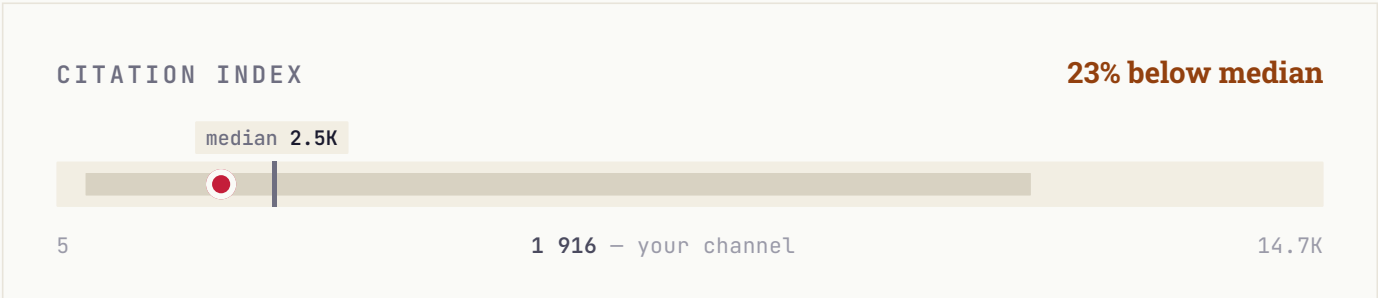
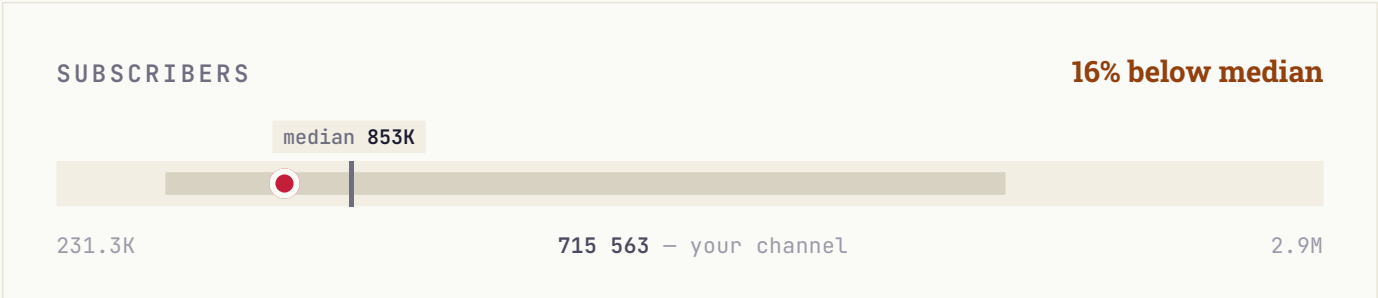
Where channel stands in its league

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

#86/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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 Saturday**

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

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 3.64% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.9pp ER**03****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****04****Test polls & interactive formats**

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

EFFECT

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

Swap posts quarterly with same-segment channels.
Not daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us & 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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