

PROMTPRESS PUBLIC REPORT

Channel audit

Moscow 77



@msk_77c

Fresh financial news from the capital on our channel. Ads <https://clck.ru/3NqcwX> @soloalexxy Buy ads: https://telega.in/c/msk_77c

SUBS

30 298

+3928 per month

ERR (% SEE POSTS)

65.0%

in 24 hrs 46.8%

REACH/POST

19.5K

ad reach 14.3K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Economics» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the calculation period.

 SUBS 30 298 —	 SUBS REACH 64.43% avg % subs see post	 VIEWS/POST 19.5K median 20.1K · 28 days	 POSTS/WEEK 12.5 over period
 7D TREND -0.7% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 311 chars. median 289 · 28 days	 POSTS ANALYZED 51 28 days
 AD REACH 14.3K 24h avg	 CHURN / MONTH +3928 last month	 CITATION RATE 3 citation index · 446 channels mentioned all time	 CHANNEL AGE 1 year 6 months created 07.01.2025

AI EDITOR SUMMARY

Channel «Moscow 77» – 30 298 subs. Each post averages 19.5K people (64% of subs), wide reach for a channel this size. Publishes 12 posts/week (~2/day) – steady pace. Week of Jul 6–12 reach stable (-0.7% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 51 posts in 28 days.
- 02 Dominant format — Photo (25/51 posts).
- 03 Avg post length — 311 chars (median 289).
- 04 Peak audience activity — Tuesday, 20:00 MSK.
- 05 Top posts get 1x more views than the weakest (21.5K avg for top vs 14.8K for worst) — among 51 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 02:41 TEXT Nearly a third of Russians would be fine with no internet at all, poll shows Yet 72% said they couldn't cope without...	VIEWS 21 548 REPOSTS 46	REACTIONS — ER 71.1%
Nº2 14.07 · 17:53 PHOTO No slots left for foreign passports on Gosuslugi Muscovites complain that there are no free slots for booking...	VIEWS 21 480 REPOSTS 56	REACTIONS — ER 70.9%
Nº3 01.07 · 10:36 PHOTO Are you a CEO or business owner? — Company hit a ceiling, tired of dragging the team? Denis Kabalkin (CEO Vitamin.tools)...	VIEWS 21 335 REPOSTS 53	REACTIONS — ER 70.4%

Nº4 13.07 · 05:30 TEXT New «Moskvich» cars found unwanted In nearly four months of 2026, only 491 units of M70 and M90 models were sold. According to...	VIEWS 21 182 REPOSTS 47	REACTIONS — ER 69.9%
Nº5 08.07 · 18:27 TEXT Coffee may become a luxury by year-end, economists warn. Minimum cup price could rise to 350...	VIEWS 21 092 REPOSTS 57	REACTIONS — ER 69.6%

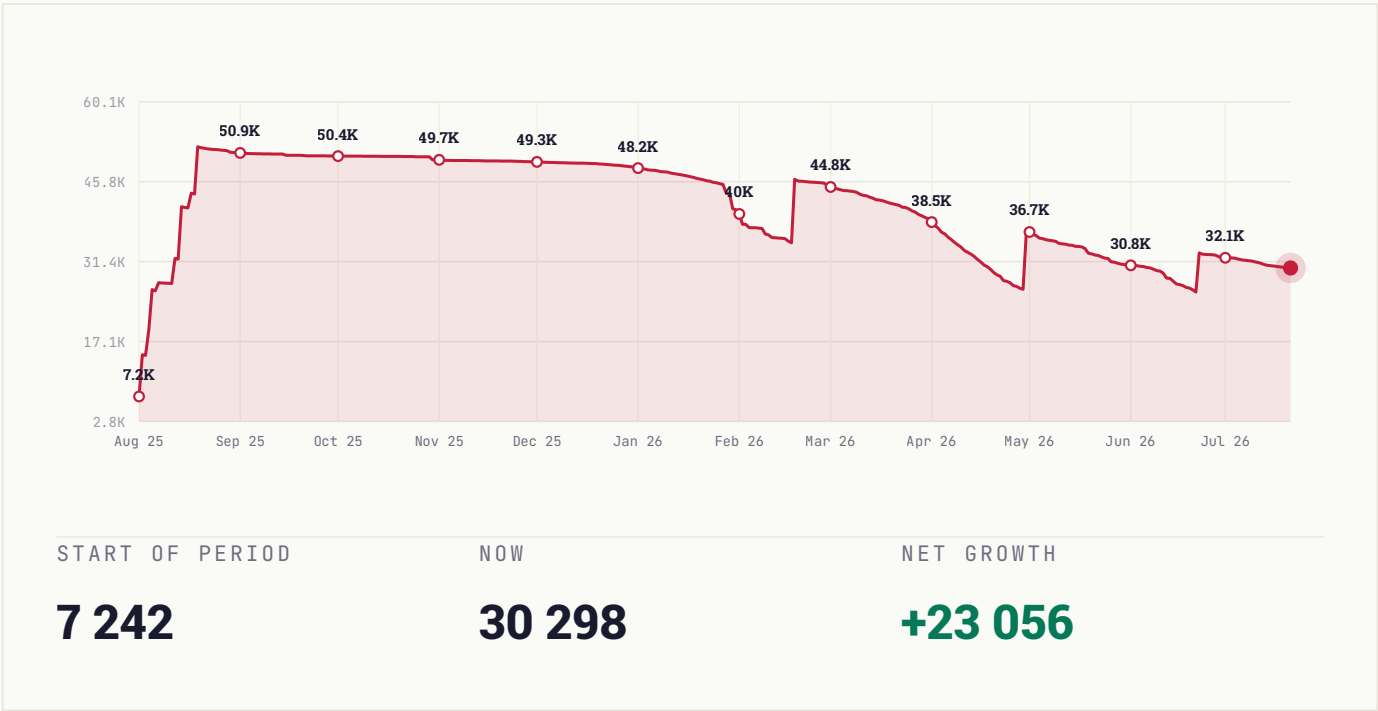
WORST 3

↓ 22.06 · 12:45 PHOTO ⚡ You've been asking for a legal lifehacks channel. Well — legal lifehacks are here. That very 🐱 cat Cornelius. Lives in a notarial...	VIEWS 15 147 REPOSTS 28	REACTIONS — ER 50.0%
↓ 23.06 · 07:43 PHOTO Twitch stops working in Russia, users report access issues.	VIEWS 14 723 REPOSTS 66	REACTIONS — ER 48.6%
↓ 21.06 · 18:35 TEXT Fake medical certificates in Russia can lead to up to 5 years in prison and a fine of up to 1.5 million rubles. If...	VIEWS 14 380 REPOSTS 40	REACTIONS — ER 47.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

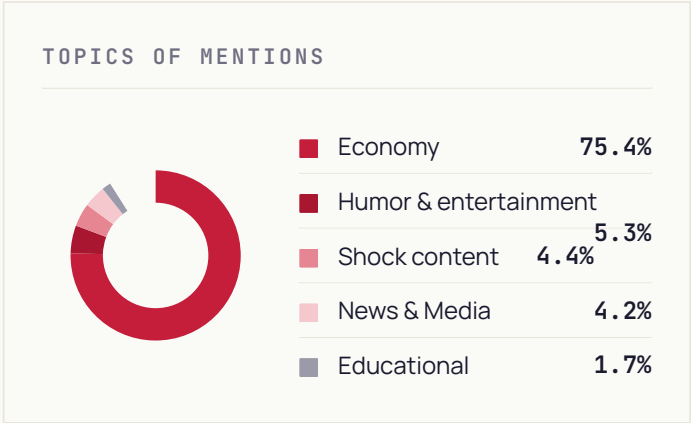
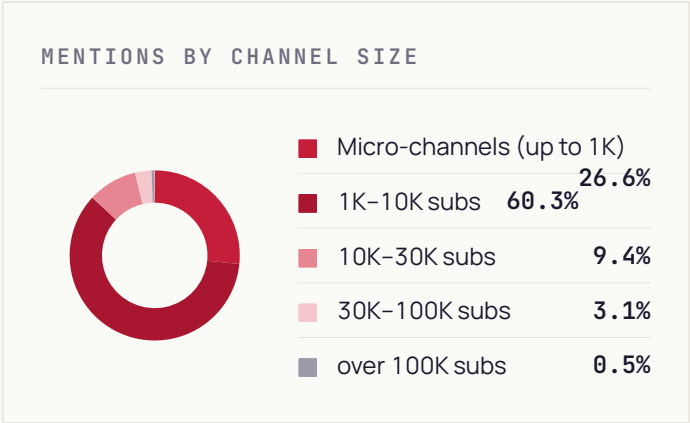
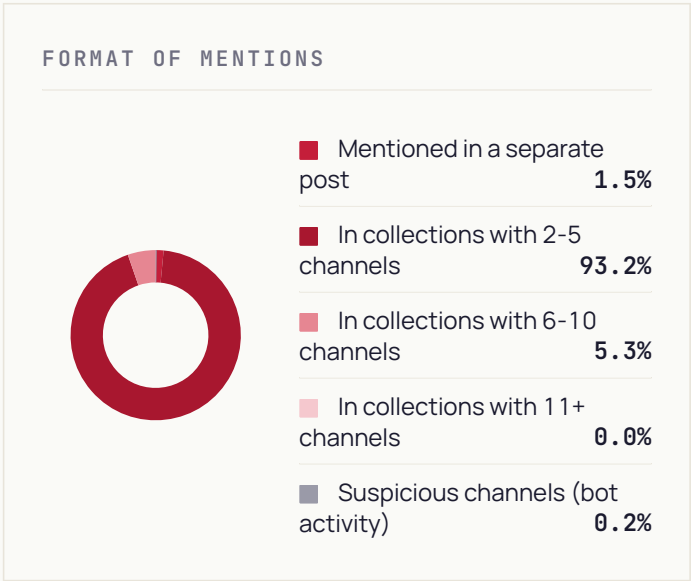
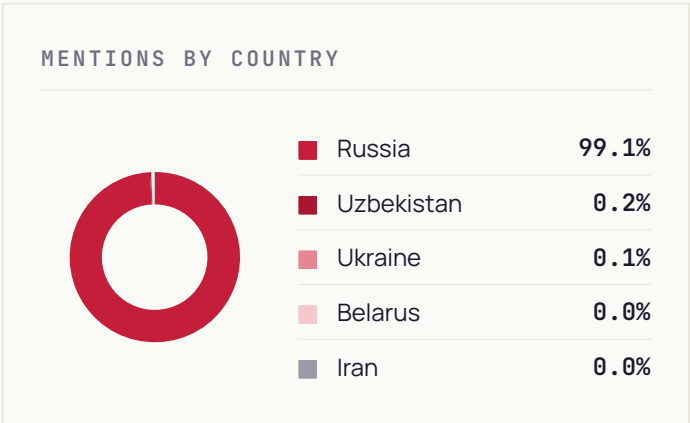
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

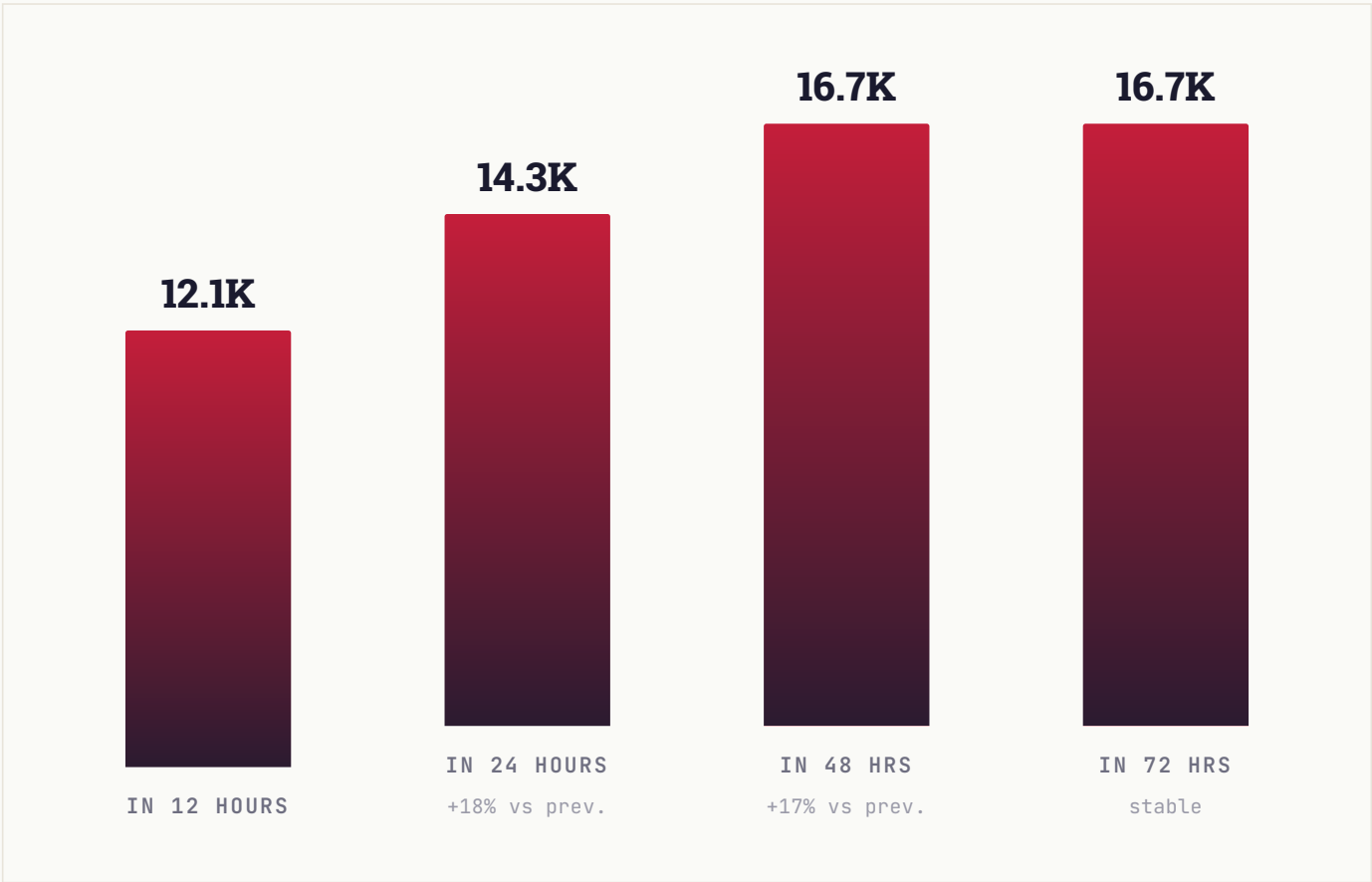
Citation index 3 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: 446 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
آقای تحلیلگر آت	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3.7M
اخبار فوری خبر فوری جنگ امریکا بندرعباس اخ	3.7M
Sharif شریف اش	2.8M
Trade Watcher TW	2.5M
قیمت لحظه ای دلار طلا خودرو قل	2M
KING EL GOLD 👑 KE	1.8M
The Economist TЭ	1.3M
Ax. Economy. TE	1.2M
QUBTAN EL GOLD QE	1.1M
Moscow 77 M7 YOU	30.3K

COMPARATIVE INSIGHT

Channel yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 349.1K. First goal — enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **320**, they brought **45 740** new subs.

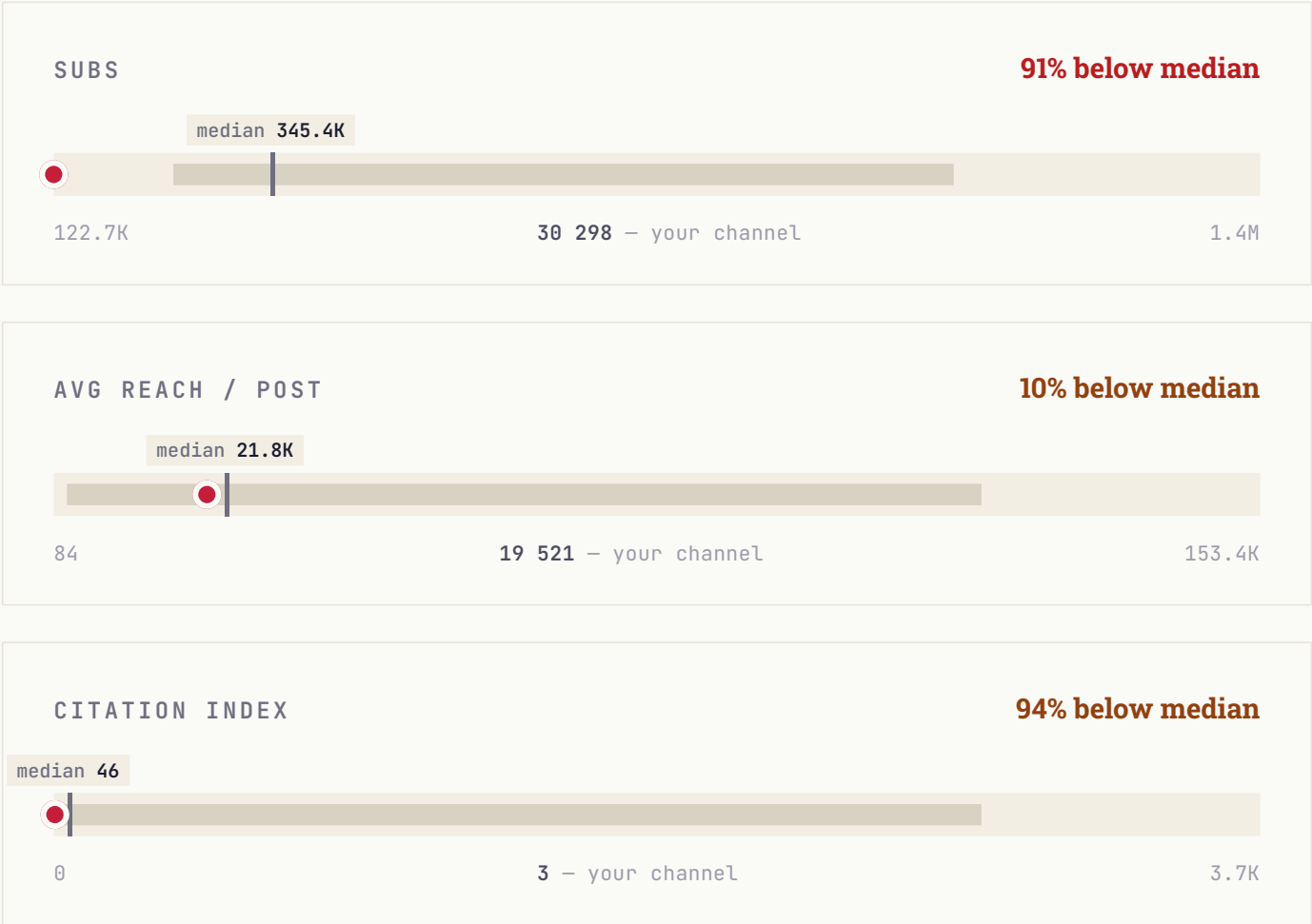
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	0	
December 2025	1	1	0	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
Sep 2025	0	0	0	
August 2025	319	318	45 740	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
320	6	45 740

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— 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

Best post day — Tuesday

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

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

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 — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts 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 minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager