

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Today



@msk_today77

Statement No. 6639541469 🔥 Secret places of Moscow and region
 ❤️ Free tickets 💰 For ads (DM): @vkmamaru (I reply personally, managers won't speed up response) Channel on exchanges:...

SUBSCRIBERS

122 180

+14013 per month

ERR (% SEE POSTS)

4.0%

last day 2.2%

REACH/POST

4K

ad reach 2.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 122 180 —	 SUBS REACH 3.3% avg % subs see post	 VIEWS/POST 4K median 4K · 29 days	 POSTS/WEEK 33.5 for period
 7D TREND -19.6% vs previous week	 REACTIONS/POST 14.0 only 1,971 reactions, 2,366 reposts, 154 comments	 POST LENGTH 586 chars median 593 · 29 days	 POSTS ANALYZED 141 29 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH +14013 last month	 CITATION RATE 219 citation index · 2 393 channels mentioned all time	 CHANNEL AGE 1 year 5 months created 12.01.2025

AI EDITOR SUMMARY

Channel «Moscow Today» — 122 180 subs. Each post averages 4K people (3% of subs), reach is low — consider expanding audience. Publishes 34 posts per week (~5/day) — active posting. For week Jun 29 – Jul 5 reach dropped -19.6% by week 22–28 Jun — worth analyzing why.

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 HAVE IN COMMON

- 01 Analysis based on 141 posts over 29 days.
- 02 Dominant format — Photo (118/141 posts).
- 03 Avg post length — 586 chars (median 593).
- 04 Audience peak — Friday, 12:00 MSK.
- 05 Top posts get 3× more views than the weakest (9K avg for top vs 3K for worst) — among 141 posts over 29 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 09:53 VIDEO Contest ended, results at link - https://t.me/msk_today77/5885	VIEWS 15 056 REPOSTS 271	REACTIONS 346 ER 12.3%
Nº2 18.06 · 13:18 PHOTO  'Forest' lily blooms in the Apothecary Garden In the Shade Garden of the Moscow State University Botanical Garden 'Apothecary Garden', a curly lily has bloomed...	VIEWS 5 912 REPOSTS 9	REACTIONS 14 ER 4.8%
Nº3 26.06 · 10:59 PHOTO  Zumba master class A zumba master class — a dance fitness style combining... — will be held in Severnoye Tushino Park.	VIEWS 5 910 REPOSTS 4	REACTIONS 20 ER 4.8%

Nº4 18.06 · 09:45 PHOTO 🍦 'Ice Cream Factory' on the Muzeon embankment A new art pavilion of the 'Made in Moscow' project has opened in the Muzeon Arts Park. Here...	VIEWS 5 895 REPOSTS 29	REACTIONS 15 ER 4.8%
Nº5 17.06 · 17:38 VIDEO 🌳 Scenic park for summer walks Bauman Garden is a true oasis in the city center, where you can escape the urban noise among...	VIEWS 5 664 REPOSTS 25	REACTIONS 17 ER 4.6%

WORST 3

↓ 03.07 · 12:00 TEXT Contest results Winners: 1. Inna (@INNAASTROLOG) (ID: 873683474) 2. Anastasia (@nastt63) (ID: 868111946) 3. Tatyana Rozhkova (ID...	VIEWS 3 135 REPOSTS 2	REACTIONS 24 ER 2.6%
↓ 07.07 · 12:39 PHOTO 😄 'Historical. Collection' exhibition in Zaryadye Park The 'Parking Gallery' art space hosts the 'Historical. Collection' exhibition...	VIEWS 3 003 REPOSTS 8	REACTIONS 3 ER 2.5%
↓ 07.07 · 10:11 VIDEO 🌳 Pokrovsky Bereg Park A landscaped area with a sandy beach, shady alleys, and modern sports facilities creates...	VIEWS 2 867 REPOSTS 26	REACTIONS 2 ER 2.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

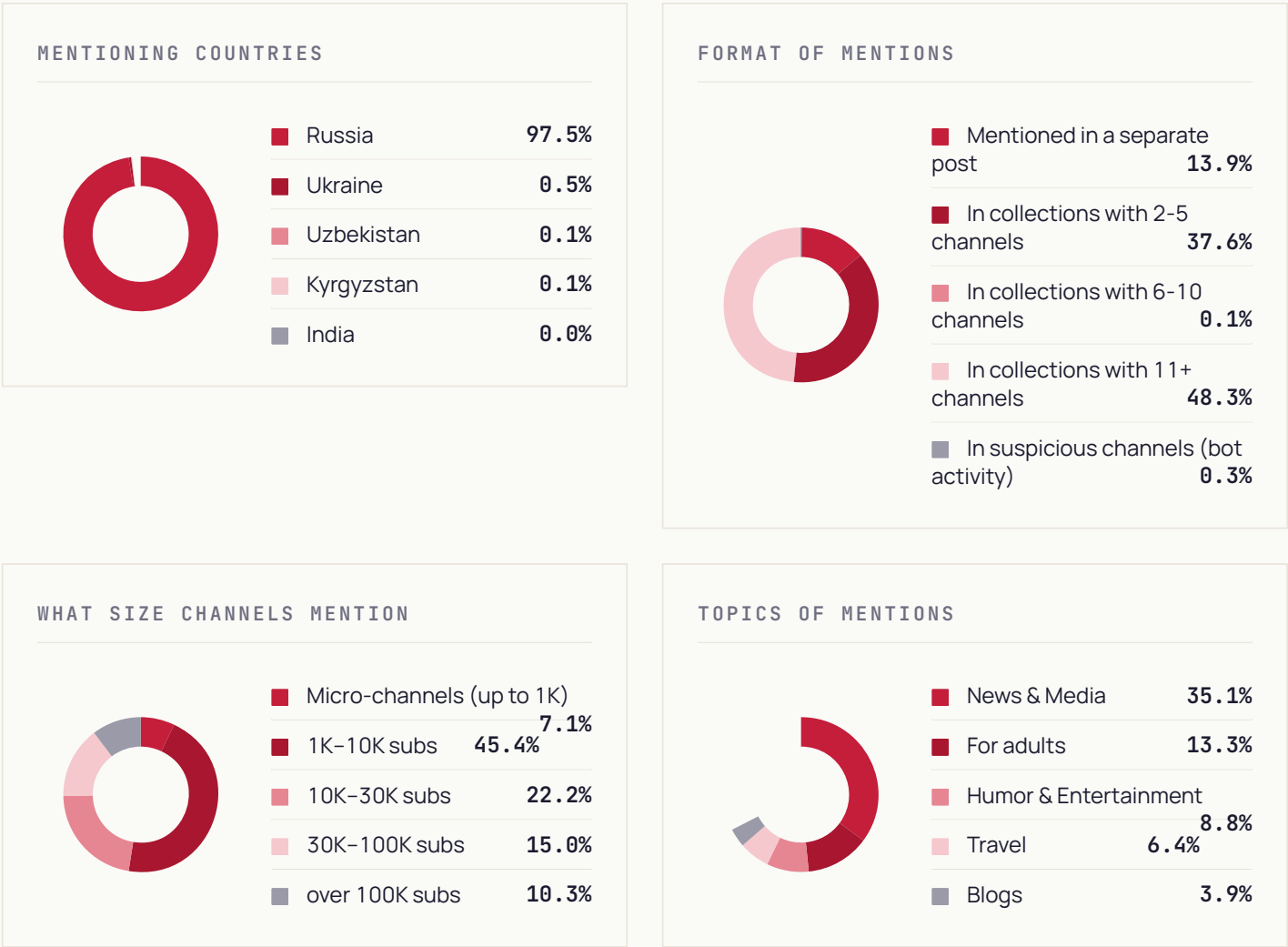
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

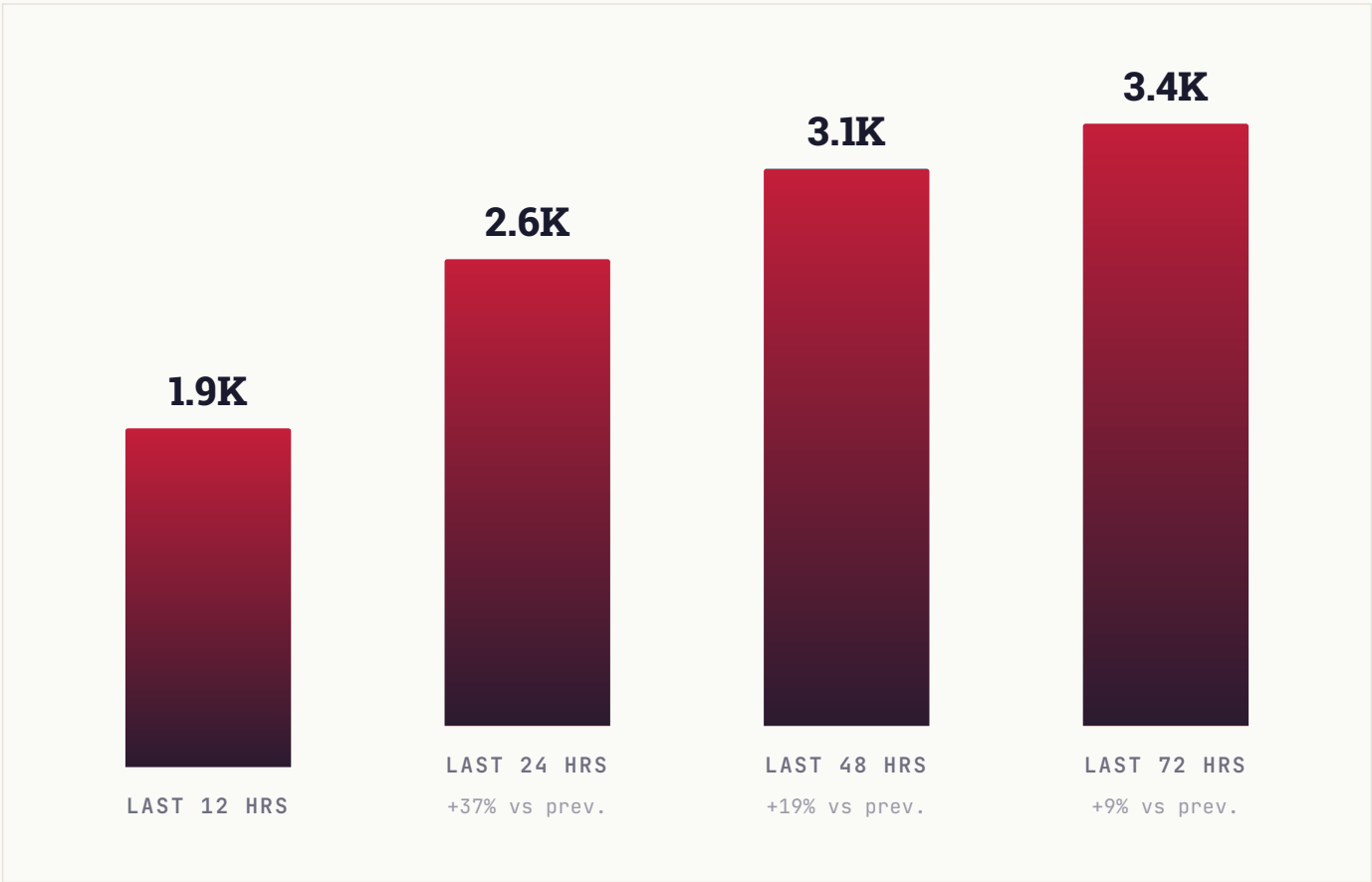
Citation index **219** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **2 393** different channels.



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. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
اخبارفوری خبرفوری جنگ امریکا فوری	6M
خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خبرفوری	4.5M
کانال اخبارفوری خبرفوری	4.4M
PE Direct Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
MS Moscow Today YOU	122.2K

COMPARATIVE SUMMARY

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **737**, they brought **55 476** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	16	11	7 658
December 2025	82	61	9 615
Nov 2025	28	20	7 691
Oct 2025	253	226	7 603
Sep 2025	85	36	9 826
August 2025	273	226	13 083

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
737	6	55 476

Where the channel stands in its league

SUBSCRIBERS 91% below median

median 1.3M

501K 122 180 — your channel 4.1M

AVG REACH / POST 95% below median

median 85.3K

744 4 030 — your channel 438.6K

CITATION INDEX 88% below median

median 1.8K

0 219 — your channel 11.2K

Metric	Channel Value	Median	Peer Group Range	Performance Gap
Subscribers	122,180	1.3M	501K - 4.1M	91% below median
Avg Reach / Post	4,030	85.3K	744 - 438.6K	95% below median
Citation Index	219	1.8K	0 - 11.2K	88% below median

— 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

Main post of the week — on Friday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.3% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.2pp ER

04

Systematic traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects sources for your niche.

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

★ 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 through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
