

PROMTPRESS PUBLIC REPORT

Channel audit

MTS



@mtsofficial

Everything you wanted to know about MTS Sharing news, introducing the team, and talking about technologies that make your life better. MTS support in MAX: https://max.ru/mts_support_max_bot / TG:...

SUBSCRIBERS

51 644

-668 per month

ERR (% SEE POSTS)

7.0%

last 24 hrs **3.2%**

REACH/POST

3.4K

ad reach **1.7K**/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 tells the period it covers.

SUBSCRIBERS 51 644 —	SUBS REACH 6.56% avg % subs see post	VIEWS/POST 3.4K median 3.4K · 29 days	POSTS/WEEK 8.4 for period
7D TREND -1.8% vs previous week	REACTIONS/POST 38.1 only 1,332 reactions, 309 reposts, 0 comments	POST LENGTH 536 chars median 398 · 29 days	POSTS ANALYZED 35 29 days
AD REACH 1.7K 24h avg	CHURN / MONTH -668 last month	CITATION RATE 612 citation index · 1,392 channels mentioned ever	CHANNEL AGE 9 years 5 months created 09.02.2017

AI EDITOR SUMMARY

Channel «MTS» — 51 644 subs. Each post averages 3.4K people (7% subs), reach is low — consider expanding audience. Publishes 8 posts/week (~1/day) — regular schedule. Week Jun 29 – Jul 5 reach stable (-1.8% vs week 22–28 Jun).

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **35** posts over 29 days.
- 02 Dominant format — **Photo** (18/35 posts).
- 03 Avg post length — **536** chars (median 398).
- 04 Peak audience activity — **Friday, 16:00 MSK**.
- 05 Top posts get **2×** more views than the weakest (4.7K avg for top vs 2.6K for worst) — among 35 posts over 29 days. Worth analyzing what the top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 11:03 VIDEO How a smartphone finds connection abroad 📶 You just turned off airplane mode upon arrival abroad, and the local carrier name already appears on the screen...	VIEWS 4 959 REPOSTS 10	REACTIONS 44 ER 9.6%
Nº2 19.06 · 13:46 PHOTO What do a bank app, cloud storage, and a neural network have in common? They all rely on data centers (DCs). They store...	VIEWS 4 705 REPOSTS 6	REACTIONS 33 ER 9.1%
Nº3 23.06 · 14:42 PHOTO Harvest awaits MTS Premium now has a mini-game «Summer Garden». Prizes include up to -25% discounts and gifts from partners. ▀ Go to the main page...	VIEWS 4 420 REPOSTS 17	REACTIONS 32 ER 8.6%

Nº4 27.06 · 09:54 PHOTO Happy Youth Day! Congrats to those who keep moving: try new things, change routes easily, dream big. Creating technologies...	VIEWS 4 309 REPOSTS 10	REACTIONS 57 ER 8.3%
Nº5 20.06 · 11:21 PHOTO Imagine a superhero uniting people worldwide. You probably have one at home 🦸 Today is International Wi-Fi Day...	VIEWS 4 284 REPOSTS 6	REACTIONS 40 ER 8.3%

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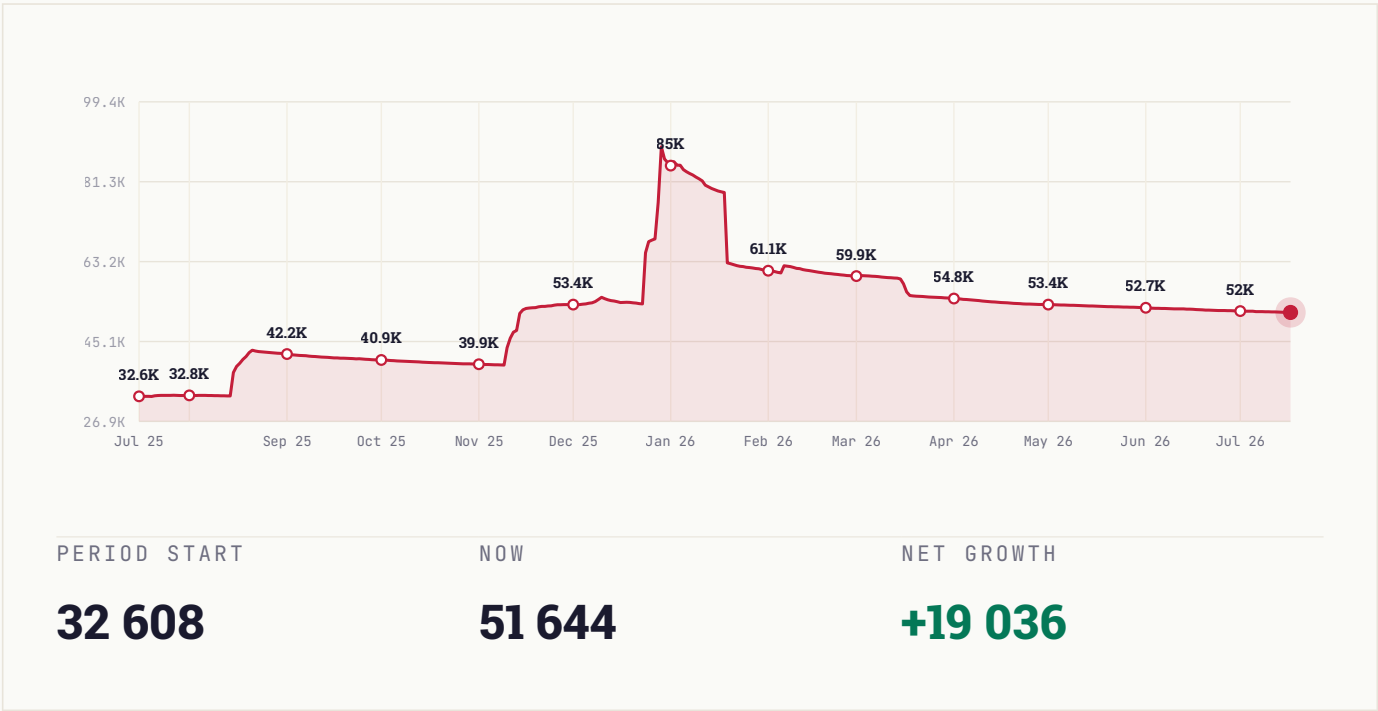
WORST 3

↓ 06.07 · 13:37 TEXT (post without caption – text)	VIEWS 2 938 REPOSTS 3	REACTIONS 17 ER 5.7%
↓ 09.07 · 11:52 VIDEO ❤️ – to load new post faster	VIEWS 2 588 REPOSTS 6	REACTIONS 50 ER 5.0%
↓ 13.07 · 10:46 VIDEO Samsung's new product premiere is July 22 ✨ This time at the Galaxy event something special awaits 🤖 Watch the live stream...	VIEWS 2 419 REPOSTS 11	REACTIONS 40 ER 4.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



SECTION 04 • CITATIONS

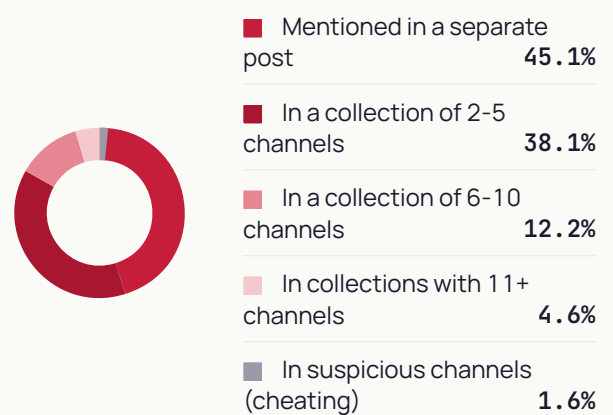
Who and how mentions the channel

Citation index **612** — 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 a 1K subs channel. All-time mentions: **1 392** different channels.

COUNTRIES MENTIONING



FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



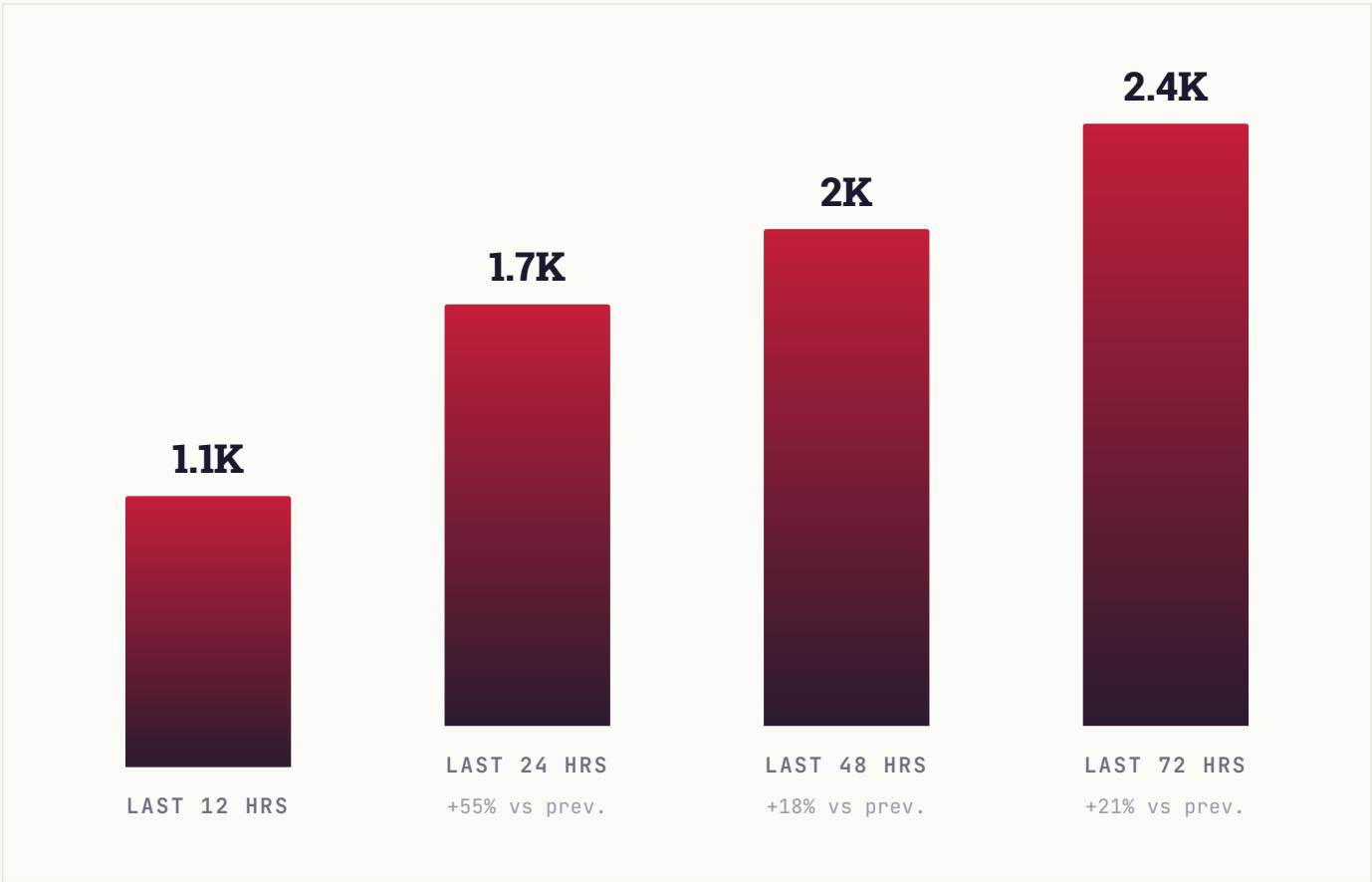
TOPICS OF MENTIONS



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends world	3.3M
TE Techchat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & Tech	2M
MT MTS YOU	51.6K

COMPARATIVE SUMMARY

Channel not yet outside top 100 in niche — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal: enter top-100 via systematic traffic & content work.

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 **356**, they brought **62 458** new subs.

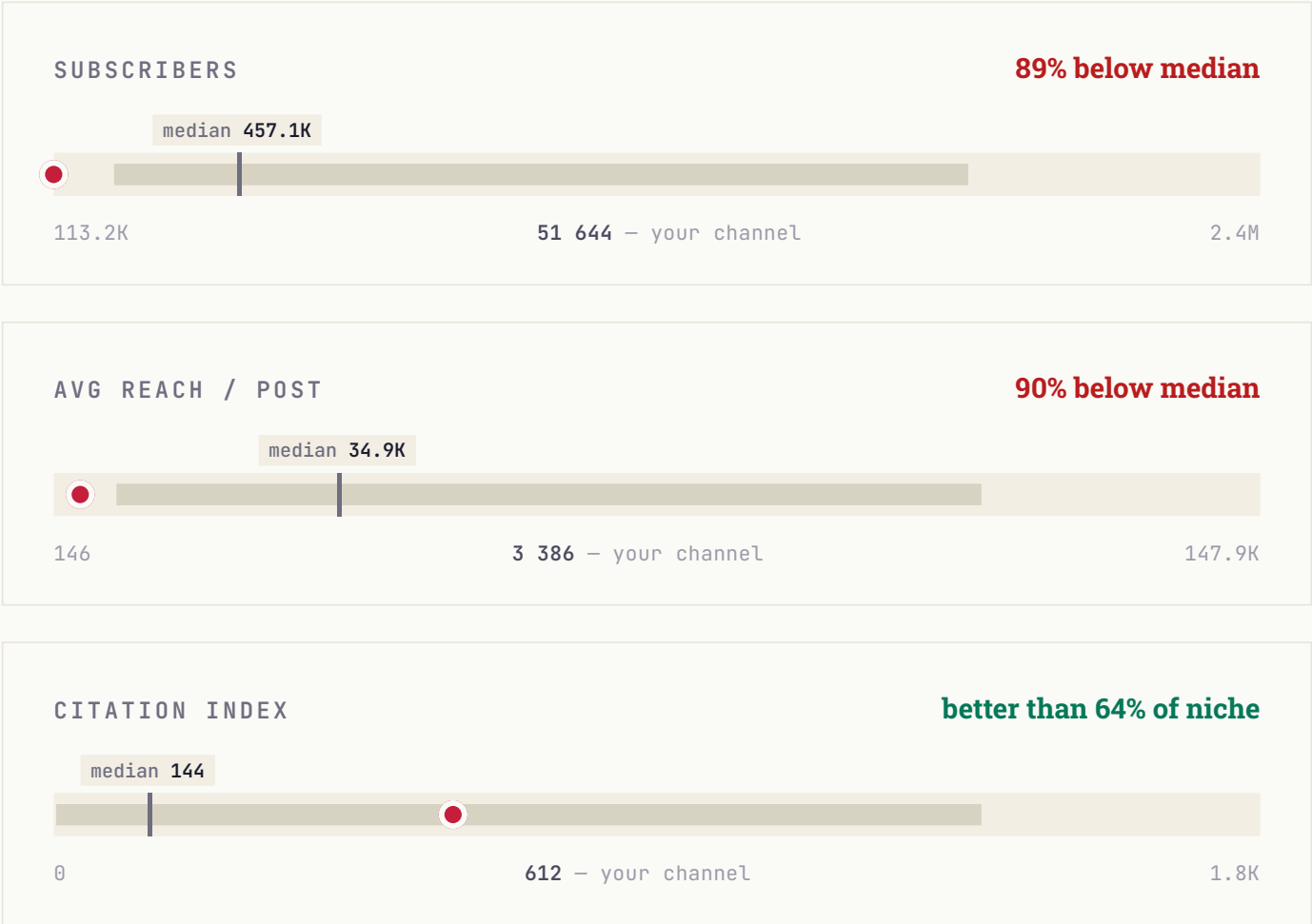
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	14	8	937
December 2025	100	72	37 404
Nov 2025	65	44	13 707
Oct 2025	69	46	0
Sep 2025	56	30	8
August 2025	52	39	10 402

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
356	6	62 458

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Tech» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (p10-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 in a month.

- 01

Main post of the week — on Friday
On this day at 16:00 MSK audience is most active.

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). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls & 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
Exchange posts 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 — 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 a few minutes based on public data. Want to go further? Run ads through us and hit your growth target 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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