

PUBLIC REPORT BY PROMTPRESS

Channel audit

Not moving

**@nedvizhna24**

Vacuuming best practices from developers. Sharing insights, exclusive offers, and our own opinion. Any questions: @Alivian
Working with @Tgpodbor_official, @swaymedia and...

SUBSCRIBERS

52 712

-235 per month

ERR (% SEE POSTS)

9.0%

per day 6.0%

REACH/POST

4.5K

ad reach 3.2K/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 calculation period.

 SUBSCRIBERS 52 712 —	 SUBSCRIBER REACH 8.51% avg % of subs see post	 VIEWS/POST 4.5K median 4.4K · 29 days	 POSTS/DAY 11.5 ~81 per week
 7D TREND -4.7% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 312 chars median 278 · 29 days	 POSTS ANALYZED 345 29 days
 AD REACH 3.2K 24h avg	 CHURN / MONTH -235 last month	 CITATION RATE 1 137 citation index · 2,699 channels mentioned ever	 CHANNEL AGE 6 years 13 days created 03.07.2020

AI EDITOR SUMMARY

Channel "Ne dvizhetsya" — 52 712 subs. Each post averages 4.5K people (9% subs), reach is low — consider expanding audience. Publishes 81 posts per week (~12/day) — very active. For the week Jun 29 — Jul 5, reach stable (-4.7% 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 **345** posts over 29 days.
- 02 Dominant format – **Text** (180/345 posts).
- 03 Avg post length – **312** chars (median 278).
- 04 Peak audience activity – **Thursday**, 20:00 MSK.
- 05 Top posts get **3×** more views than the weakest (10.9K avg for top vs 3.6K for worst) – among 345 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

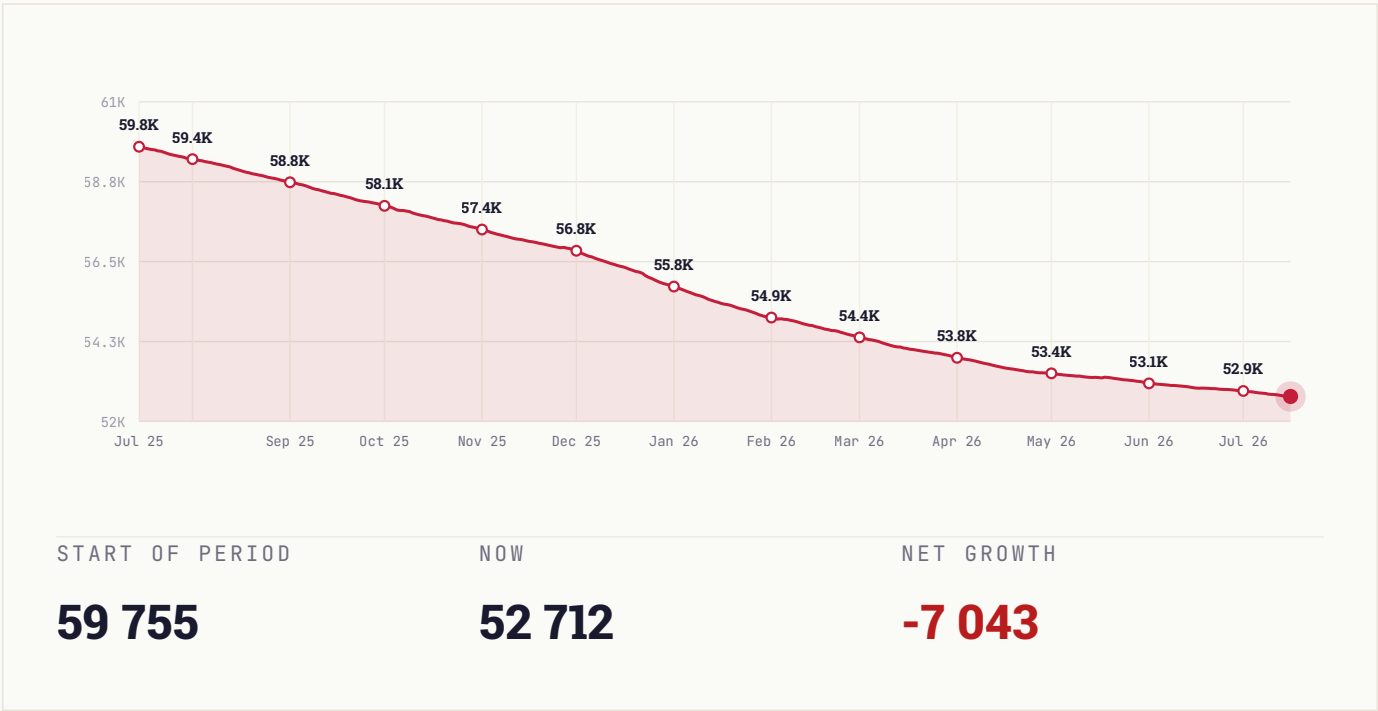
Nº1 17.06 · 10:33 VIDEO Filming and posting videos of developer flaws should be penalized – administratively or criminally, says owner...	VIEWS 11 016 REPOSTS 165	REACTIONS — ER 20.9%
Nº2 21.06 · 13:38 VIDEO “What is being built in Russia today cannot be sold,” – head of “Strana Development” Gaidukov. He said that developers are...	VIEWS 10 851 REPOSTS 103	REACTIONS — ER 20.6%
Nº3 02.07 · 17:31 VIDEO A construction kit for real men appeared on Kickstarter. It lets you build a miniature house, and you’ll have to...	VIEWS 10 794 REPOSTS 313	REACTIONS — ER 20.5%

Nº4 30.06 • 13:37 VIDEO Turns out, ₺667K for five days is still budget travel in Suzdal. There are offers for ₺3M for three days. For that money...	VIEWS 10 769 REPOSTS 193 REACTIONS — ER 20.4%
Nº5 19.06 • 15:44 TEXT Authorities plan to tighten family mortgage terms — Kommersant. In Moscow and St. Petersburg, for families...	VIEWS 10 351 REPOSTS 71 REACTIONS — ER 19.6%
WORST 3	
↓ 09.07 • 16:35 TEXT Room for key rate cuts has shrunk, and pro-inflation risks dominate the medium term, — Central Bank. @nedvizhna	VIEWS 3 698 REPOSTS 5 REACTIONS — ER 7.0%
↓ 02.07 • 13:05 TEXT Inflation expectations for June haven't yet reacted to fuel price changes, — Nabiullina. @nedvizhna	VIEWS 3 605 REPOSTS 2 REACTIONS — ER 6.8%
↓ 06.07 • 13:45 TEXT Family mortgage issuance surged in June: up 65% in volume and 75% in value, according to...	VIEWS 3 562 REPOSTS 10 REACTIONS — ER 6.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

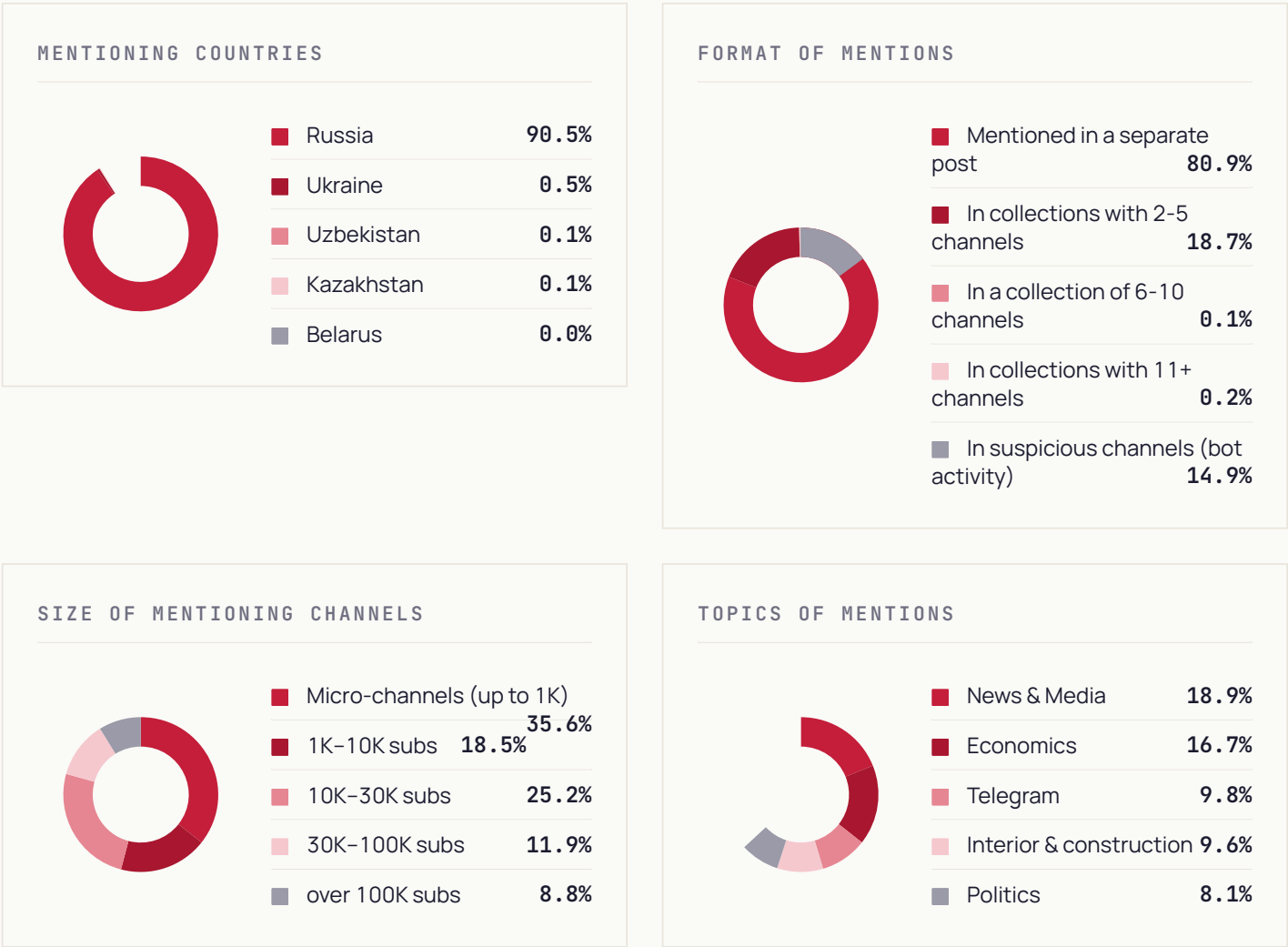
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

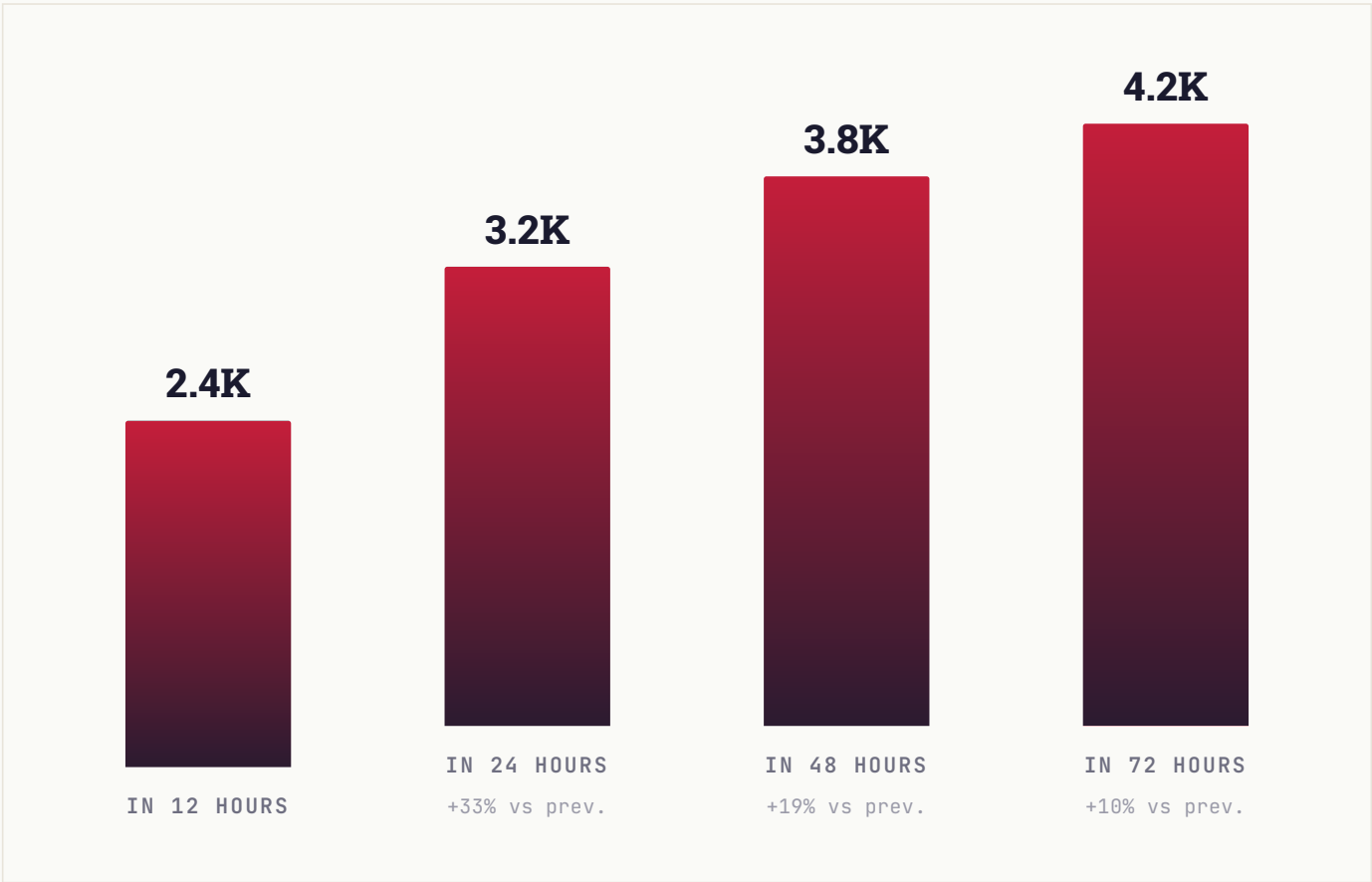
Citation index **1 137** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **2 699** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
02 Offerzone 2.	5.8M
0F Offerzone	4.2M
0F Offerzone	1.2M
03 Offerzone 3.	3.5M
DE Dealdost	3.1M
04 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
SQ Shoppers Quest	1.3M
N/A Not moving YOU	52.7K

COMPARATIVE CONCLUSION

Channel yet outside niche top 95 — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

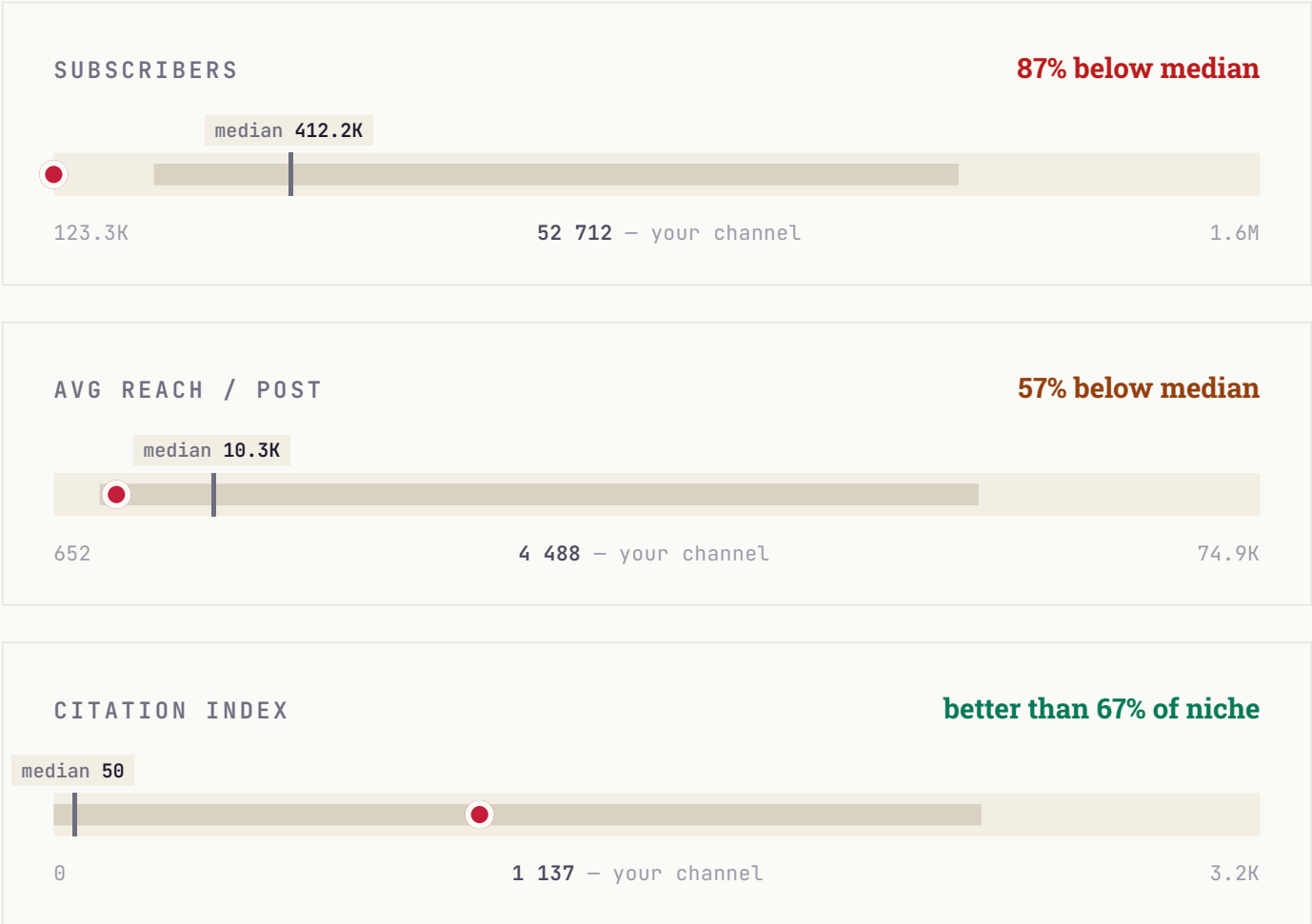
Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **936**, they brought **13** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	198	32	0	
December 2025	153	35	0	
Nov 2025	187	46	13	
Oct 2025	149	33	0	
September 2025	149	28	0	
August 2025	100	30	0	
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS	
936	6		13	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (Russia) and saw how your channel compares. Gray band — range of 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

Top post of the week — on Thursday

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

EFFECT

**Best window
for an
important post**

02

System traffic purchase

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs bring 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 us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and 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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