

PROMTPRESS PUBLIC REPORT

Channel audit

Лопата 18+



@newslopata

Hottest exclusive news from all over Russia. Owner - @escobatovtg

Managers - @VPRYAMOMEAFIRE, @harut_tgbots

SUBSCRIBERS

51 805

+45046 per month

ERR (% SEE POSTS)

15.0%

per day 0.0%

REACH/POST

7.1K

ad reach 0/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 51 805 —	 SUBSCRIBER REACH 13.74% avg % subs see post	 VIEWS/POST 7.1K median 7.5K · 3 days	 POSTS/WK 21.7 over period
 7D TREND — no data for period	 REACTIONS/POST 750.4 only 8,254 reactions, 2,153 reposts, 0 comments	 POST LENGTH 330 chars median 353 · 3 days	 POSTS ANALYZED 11 3 days
 AD REACH 0 24h avg	 CHURN / MONTH +45046 last month	 CITATION INDEX 3 citation index · 19 channels mentioned ever	 CHANNEL AGE 3 years 11 months created 26.07.2022

AI EDITOR SUMMARY

Channel «Лопата 18+» – 51 805 subs. Avg views per post 7.1K people (14% of subs), reach low – need to grow audience. Publishes 22 ~3 posts/day – active mode.

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 SHARE

- 01 Analysis based on 11 posts in 3 days.
- 02 Dominant format — Photo (10/11 posts).
- 03 Avg post length — 330 chars (median 353).
- 04 Audience peak activity — Wed, 19:00 MSK.
- 05 Top posts get 2x more views than weakest (8.4K avg top vs 5.1K worst) — among 11 posts in 3 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 15.07 · 16:19 PHOTO Dogs hump your legs because of... stress. Scientists explained why dogs simulate sex. It turns out...		VIEWS 9 735	REACTIONS 1 503
		REPOSTS 94	ER 18.8%
Nº2 16.07 · 17:08 PHOTO Synthetic sweeteners and excess alcohol found in popular kvass brands — Roskachestvo. In «Yellow Barrel» and «My Price» they detected...		VIEWS 7 790	REACTIONS 879
		REPOSTS 163	ER 15.0%
Nº3 17.07 · 04:40 PHOTO Prices at Vkusno — i Tochka soared nearly 100% in 4 years. Customers compared current costs to McDonald's...		VIEWS 7 735	REACTIONS 891
		REPOSTS 198	ER 14.9%

Nº4

17.07 · 07:12

PHOTO

New car prices in Russia up 300% since 2012. If average cost was ~800K RUB then...

VIEWS

7 647

REPOSTS

529

REACTIONS

703

ER

14.8%

Nº5

16.07 · 11:45

PHOTO

An unknown gambler bet nearly \$1,500,000 that England would reach the World Cup final. Result – total loss and payout \$0.

VIEWS

7 626

REPOSTS

198

REACTIONS

759

ER

14.7%

WORST 3

↓

17.07 · 09:11

VIDEO

People face trials and Judgment, not bright future, says Archpriest Andrey Tkachyov. Many fall into...

VIEWS

7 470

REPOSTS

84

REACTIONS

744

ER

14.4%

↓

18.07 · 05:55

PHOTO

No more queues.

VIEWS

7 366

REPOSTS

264

REACTIONS

627

ER

14.2%

↓

19.07 · 05:28

PHOTO

BMW owners ranked worst drivers by LendingTree. Per 1,000 owners, 44.9...

VIEWS

361

REPOSTS

—

REACTIONS

60

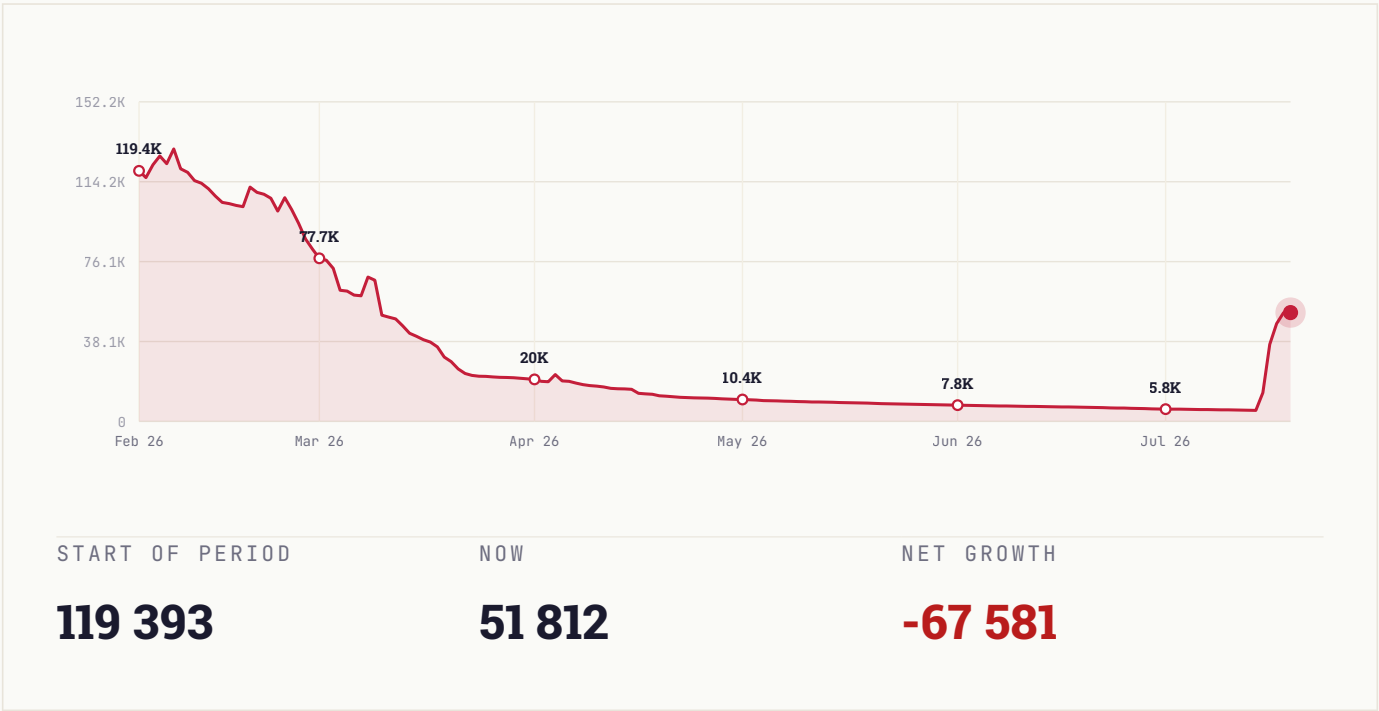
ER

0.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

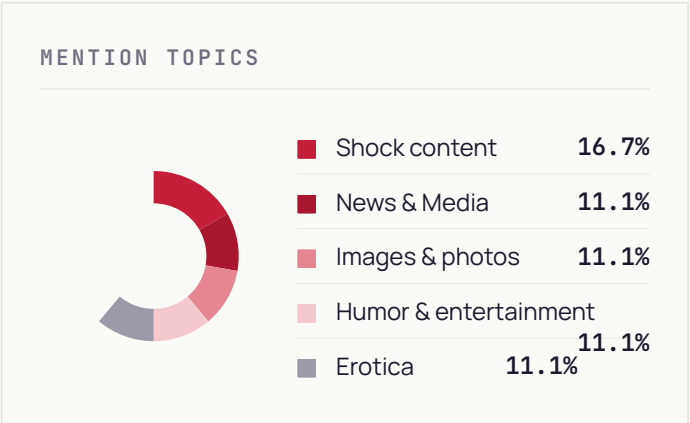
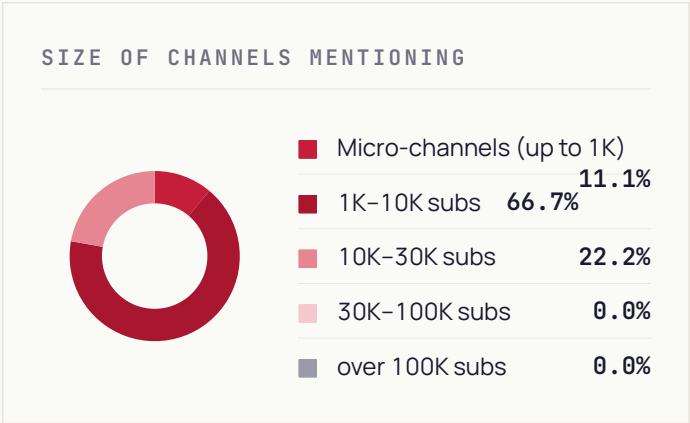
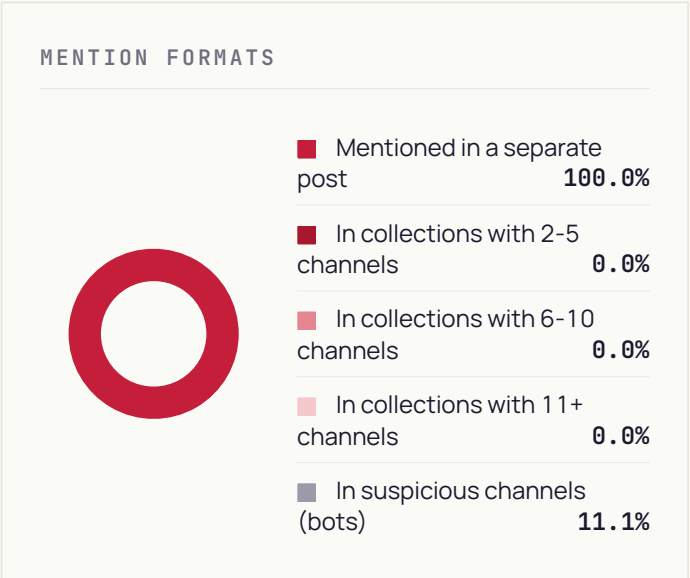
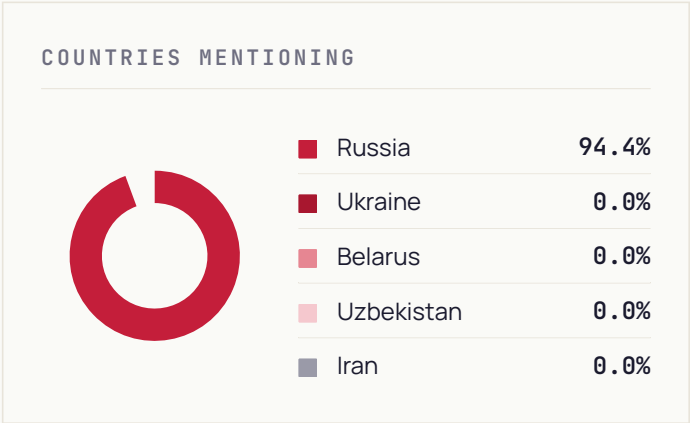
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

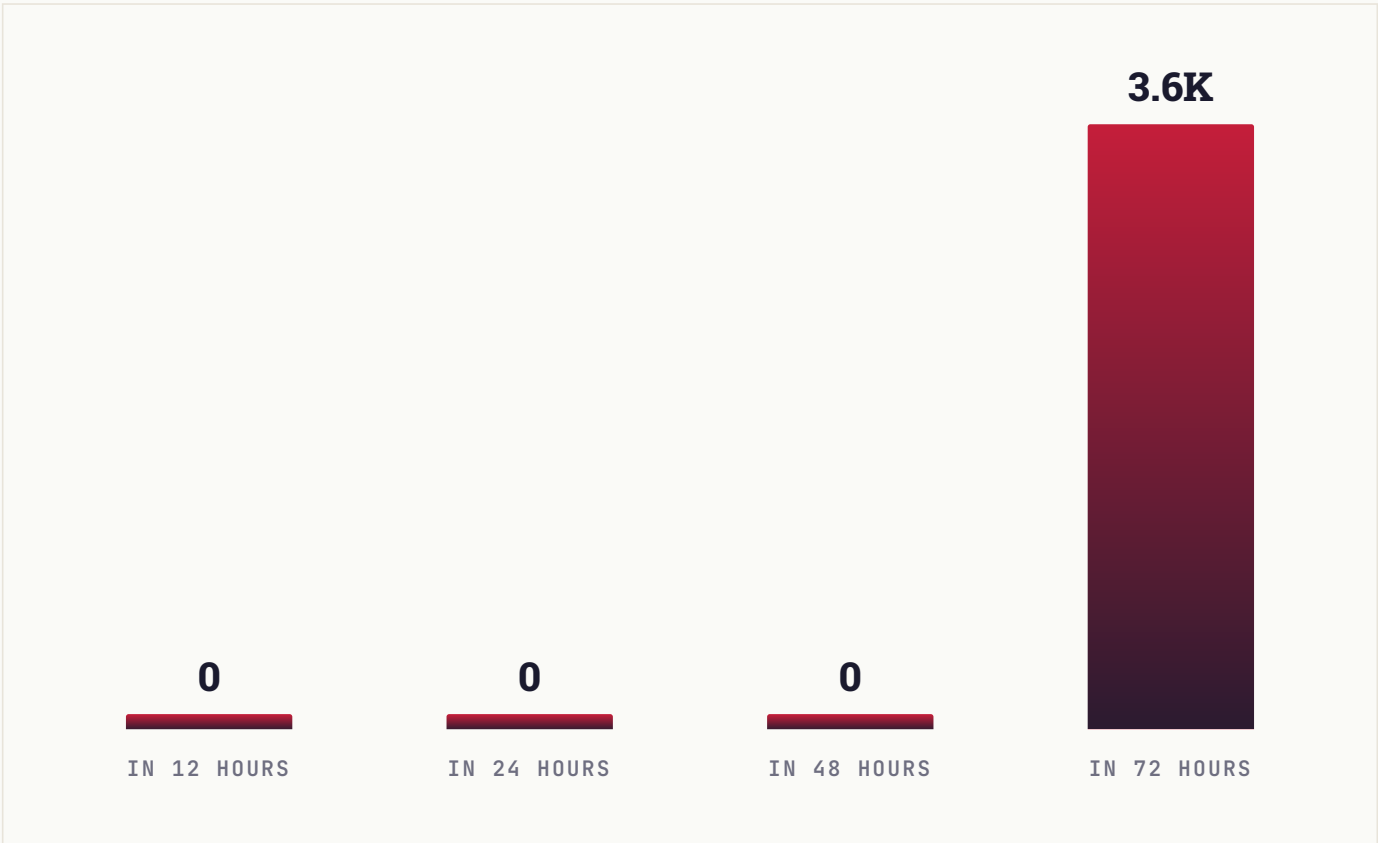
Citation index 3 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k subs. All-time mentions: 19 channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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 highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.1M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.9M
ا ج اخبار فوری جنگ	4.3M
ا ب خبر فوری	4.3M
PE 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
MA Mash	3.1M
L1 Лопата 18+ YOU	51.8K

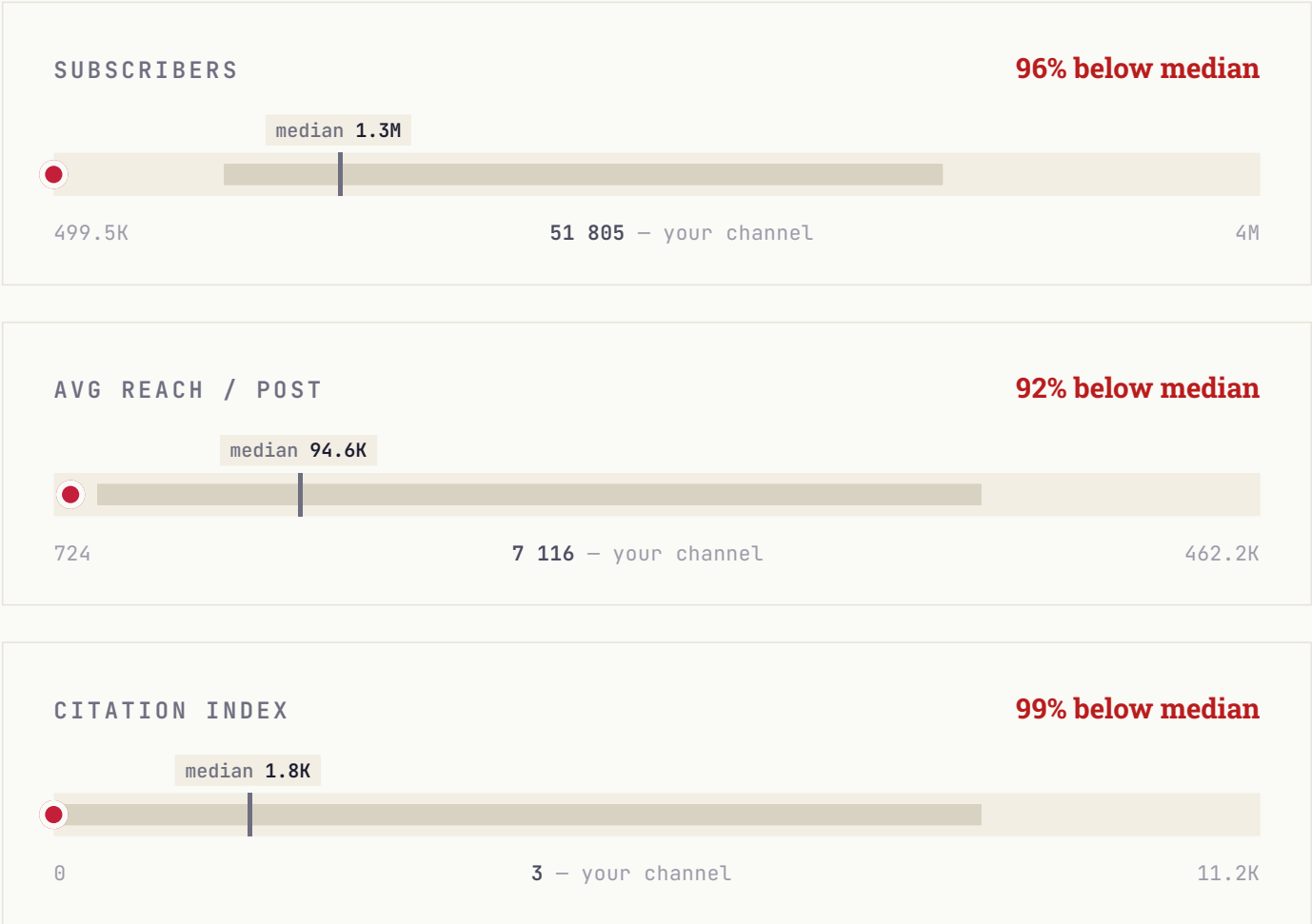
COMPARATIVE INSIGHT

Channel yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری (6.1M), top-97 median: 1.3M. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- | | | |
|-----------|--|--|
| 01 | Top post of the week — on Wednesday
Best time: this day at 19:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Increase video posts share
Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25% share. | 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 per niche. | EFFECT
+1000-3000
subs |
| 04 | Test polls and 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 |
| 05 | Cross-promo with neighboring channels
Swap posts with same-segment channels quarterly.
2-3 collabs give relevant growth — no need daily. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

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

02 Contact manager t.me/PromptPress_manager
