

PUBLIC REPORT BY PROMTPRESS

Channel audit

Nikolay Levshits

- channel in Georgia



@nlevshitstelegram

The biggest Telegram channel about Georgia in Russian. Detailed and fast. For urgent matters or news tips: @nlevshits For ads: @Bradobrey1

SUBSCRIBERS

115 344

28.06.2026 ⁺¹⁸⁹ per month

ERR (% SEE POSTS)

17.0%

in 24 hrs ^{14.6%}

REACH/POST

19.6K

ad reach ^{16.8K}/24h

[HTTPS://PROMTPRESS.COM/AUDIT/NLEVSHITSTELEGRAM](https://promptpress.com/audit/nlevshitstelegram)

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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 period it covers.

SUBSCRIBERS 115 344 —	SUBSCRIBER REACH 16.99% avg % subs see post	VIEWS/POST 19.6K median 19.6K · 29 days	POSTS/DAY 10.3 ~72 per week
7D TREND -1.0% vs previous week	REACTIONS/POST 170.1 total 52,554 reactions, 44,394 reposts, 3,393 comments	POST LENGTH 808 chars median 987 · 29 days	POSTS ANALYZED 309 29 days
AD REACH 16.8K avg 24h	CHURN / MONTH +189 last month	CITATION RATE 781 citation index · 2 151 channels mentioned all time	CHANNEL AGE 8 years 8 months created 12.10.2017

AI EDITOR SUMMARY

Channel «Nikolay Levshits - channel in Georgia / Грузия» — 115 344 subs. Each post avg views 19.6K people (17% of subs), avg reach — room to grow. Posts 72 posts/week (~10/day) — very active. Week Jun 15–21 reach stable (-1.0% vs week 8–14 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 **309** posts over 29 days.
- 02 Dominant format — **Photo** (143/309 posts).
- 03 Avg post length — **808** chars (median 987).
- 04 Peak audience activity — **Wed**, 22:00 MSK.
- 05 Top posts drive **2x** more views than the weakest (25.9K avg for top vs 16.1K for worst) — among 309 posts over 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 19:29 VIDEO 👁️ No, aliens didn't land in Georgia. Many residents noticed a strange glow in the sky today. But the explanation is simple...	VIEWS 26 983 REPOSTS 608	REACTIONS 314 ER 23.4%
Nº2 15.06 · 16:45 VIDEO 👁️ Original dresses from Netflix and Hollywood films brought to Tbilisi. A unique and beautiful exhibition runs until mid-July...	VIEWS 25 721 REPOSTS 261	REACTIONS 136 ER 22.3%
Nº3 29.05 · 10:45 VIDEO 👁️ "1984show" in Tbilisi: a modern multimedia musical set to Vera Polozkova's poems, based on George Orwell's dystopia. The famous...	VIEWS 24 993 REPOSTS 186	REACTIONS 152 ER 21.7%

Nº4 06.06 · 21:24 PHOTO ✂ Georgian Airways plane makes emergency landing in Tbilisi. After takeoff from the Georgian capital...	VIEWS 24 854 REPOSTS 314	REACTIONS 550 ER 21.5%
Nº5 31.05 · 10:17 VIDEO ☕✂ Tasty breakfasts from Grill & Melody at Winzavod No.1. Love this spot and have seen it change since 2019. Ups and downs...	VIEWS 24 704 REPOSTS 81	REACTIONS 90 ER 21.4%

WORST 3

↓ 24.06 · 13:04 PHOTO ✂✂ "Football" sausages from Nikora now on sale. For the World Cup, the supermarket chain developed...	VIEWS 16 293 REPOSTS 65	REACTIONS 139 ER 14.1%
↓ 24.06 · 15:44 VIDEO ✂ "Legend of Love" - a grand ice ballad based on the famous work by great Armenian writer Hovhannes Tumanyan...	VIEWS 16 104 REPOSTS 44	REACTIONS 59 ER 14.0%
↓ 30.05 · 12:32 PHOTO ✂✂ Free Children's Day events in Tbilisi ✂Please note that advance registration is required...	VIEWS 15 958 REPOSTS 68	REACTIONS 56 ER 13.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

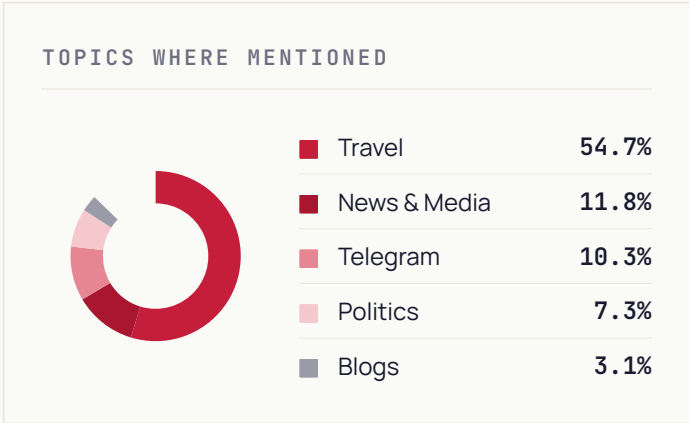
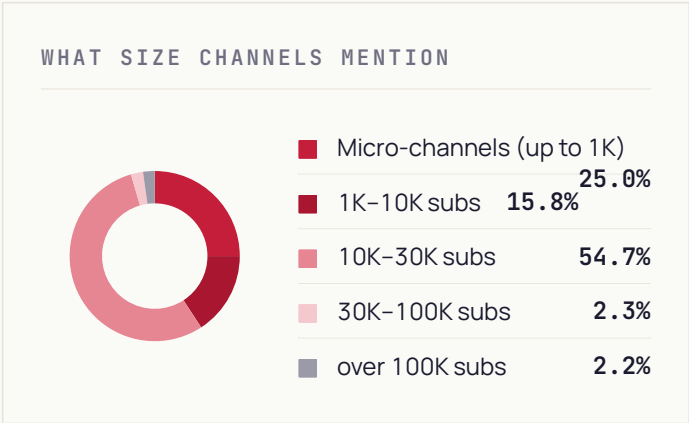
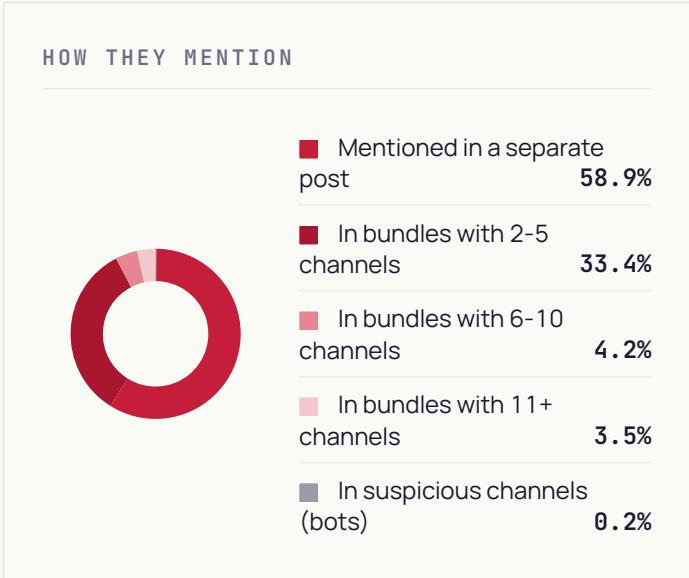
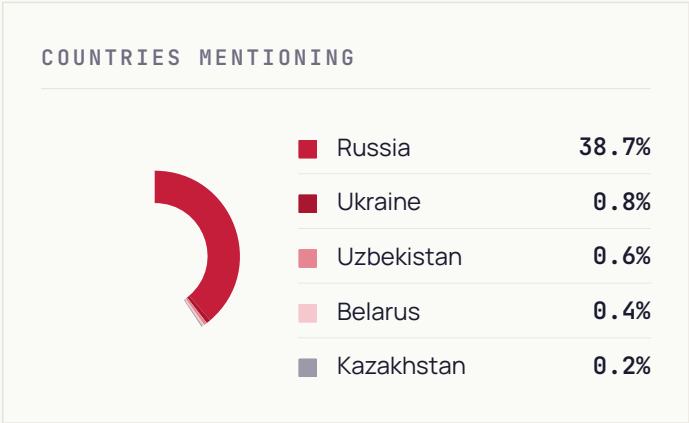
Yearly subscriber growth chart. Key months show exact subscriber count. Shows which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

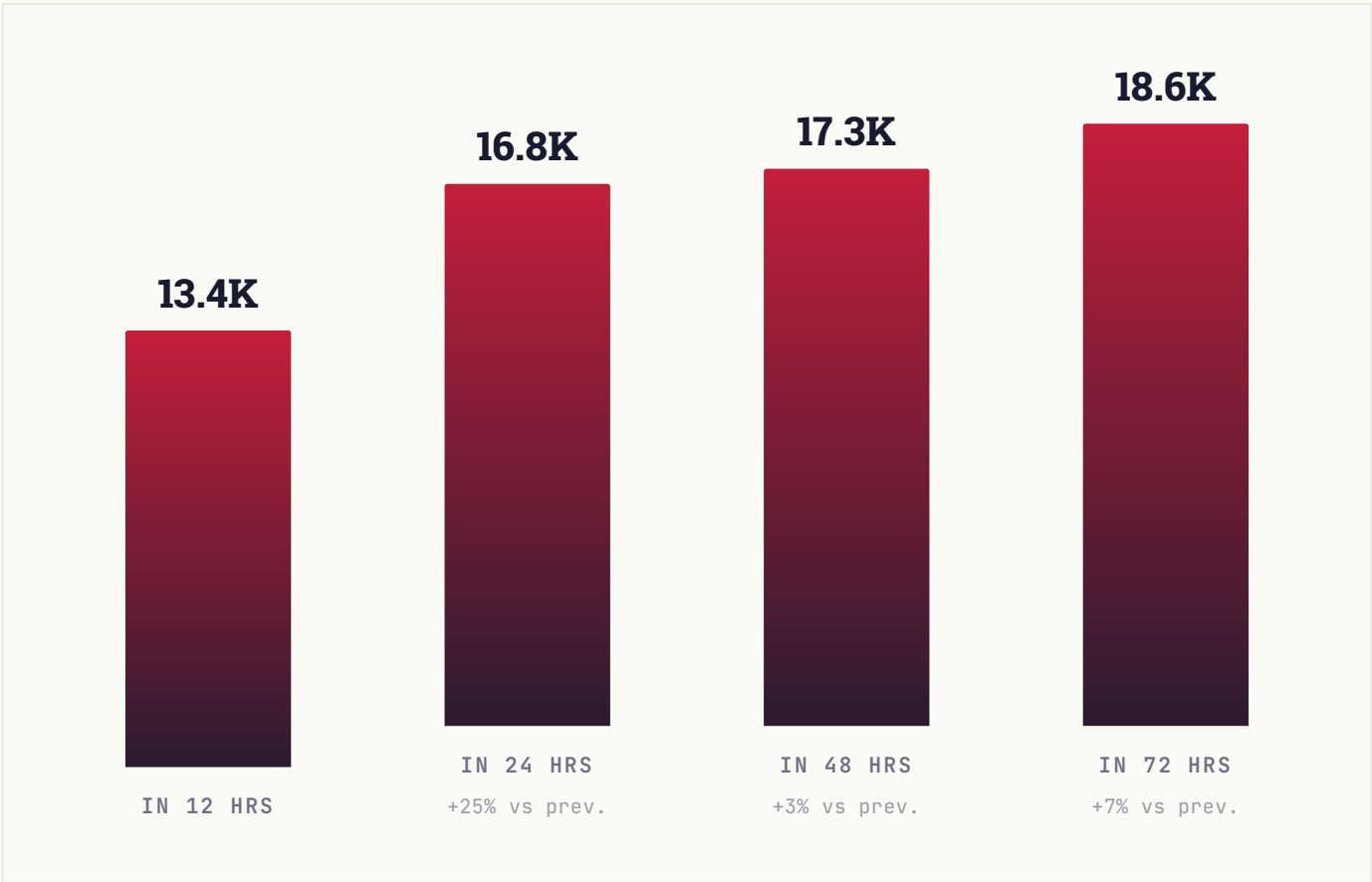
Citation index **781** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 151** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — shows its rank among niche peers.

CHANNEL	SUBSCRIBERS
AW Amazing World and Travel	1.2M
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AE AEROFLOT	526K
Mon Moscow Girl	508.6K
TU Tutu	504.9K
JP Yandex Travel	501.7K
Sun Discount train	433.4K
OT Ozon Travel	407K
NL Nikolay Levshits - channel in Georgia	115.3K

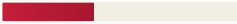
COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#78 of 97). Niche median: 159.5K subs.
First growth KPI: reach the median. Leader: Amazing World and Travel (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we log posts in other channels that mention yours. Over the last **6 months** such mentions were **1 743**, they brought **4 881** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Dec 2025	295	30	604 
Nov 2025	249	30	384 
Oct 2025	327	53	724 
September 2025	285	39	1 849 
August 2025	297	29	423 
Jul 2025	290	32	897 
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
1 743	6		4 881

SECTION 08 · NICHE COMPARISON

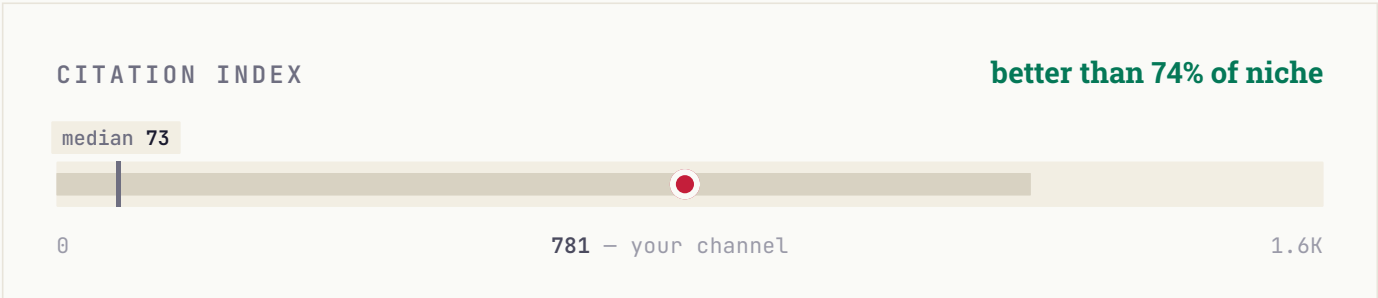
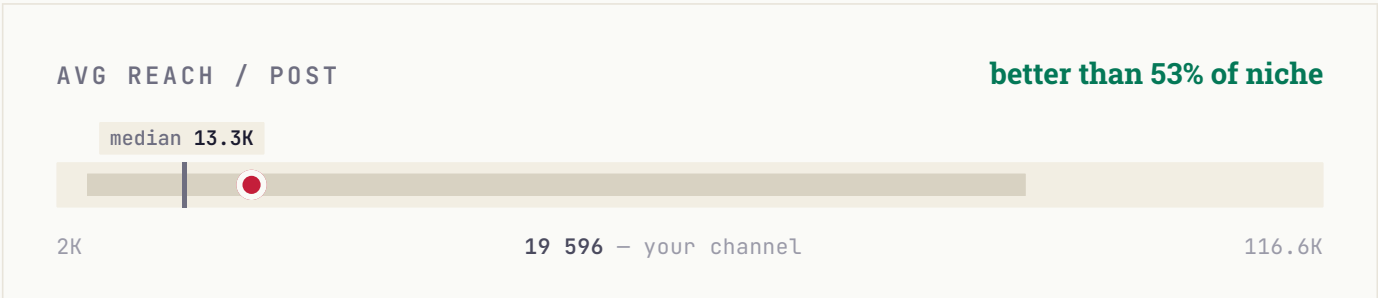
Where the channel ranks in its league

Took top-100 channels in category «Travel» (Russia) and compared your channel.
Gray band: range for 80% of niche channels (p10–p90). Black line: median. Red dot: your channel.

#78/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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 Wednesday

Audience is most active on this day at 22:00 MSK.

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). PromptPress finds 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 growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 — what we can do in minutes using public data. To go further — run ads through us and hit your growth target in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
