

PUBLIC REPORT BY PROMTPRESS

Channel audit

NMIII



@nmshhub

Suggest box (Max anonymity) - @nmrgnshtfeedback_bot Ads —
@Alina_Alins and @KristinaOsti <https://clck.ru/3G2gw6> ■ We
collaborate with @bidfox_news and @reklama_nikita and
@swaymedia and...

SUBSCRIBERS

843 991

-43518 per month

ERR (% SEE POSTS)

7.0%

daily 5.4%

REACH/POST

53.6K

ad reach 45.1K/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 shows the period it covers.

 SUBSCRIBERS 843 991 —	 SUBSCRIBER REACH 6.35% avg % subs see post	 VIEWS/POST 53.6K median 53.4K · 29 days	 POSTS/DAY 24.1 ~169 per week
 7D TREND -6.2% vs previous week	 REACTIONS/POST 1052.8 750K reactions, 188K reposts, 17.7K comments	 POST LENGTH 338 chars. median 325 · 29 days	 POSTS ANALYZED 713 29 days
 AD REACH 45.1K 24h avg	 CHURN / MONTH -43518 last month	 CITATION RATE 1 489 citation index · 6,574 channels mentioned all time	 CHANNEL AGE 8 years 2 months created 22.03.2018

AI EDITOR SUMMARY

Channel «NMIII» — 843 991 subs. Avg views per post: 53.6K people (6% subs), low reach — expand audience. Publishes 169 posts/week (~24/day) — very active. Week 25–31 May reach down -6.2% to week 18–24 May — worth analyzing.

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 **713** posts over 29 days.
- 02 Dominant format — **Photo** (410/713 posts).
- 03 Avg post length — **338** chars (median 325).
- 04 Peak audience activity — **Saturday**, 01:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (81.2K avg for top vs 38.3K for worst) — among 713 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 06:01 VIDEO ✈️ Here's what happens to planes of bankrupt airlines – an excavator literally tears them apart for scrap Spirit Airlines –...	VIEWS 83 301 REP. 83	REACTIONS 1 451 ER 9.9%
Nº2 24.05 · 08:10 PHOTO ✂️ "Oreshnik," casualties and fatalities: Zelenskyy on attack on Kyiv According to him, 84 casualties have been reported since the start of the day...	VIEWS 81 606 REP. 408	REACTIONS 2 215 ER 9.7%
Nº3 23.05 · 22:46 VIDEO ✂️ SHOOTING near the White House 20-30 shots were fired near the residence. Secret Service evacuated staff to...	VIEWS 78 662 REP. 280	REACTIONS 590 ER 9.3%

Nº4 24.05 • 06:46 VIDEO < Ukraine suffered one of the LARGEST combined attacks After midnight, Iskanders struck the capital of Ukraine...	VIEWS 76 533 REACTIONS 2 553 REP. 928 ER 9.1%
Nº5 24.05 • 08:57 VIDEO < "I know too damn much to talk yet," – VooDooSh on Insider's disappearance Alexander said he's been actively communicating with...	VIEWS 75 289 REACTIONS 1 293 REP. 314 ER 8.9%
WORST 3	
↓ 05.06 • 16:20 PHOTO < Macroeconomics textbook warned about... drug harm The book got a label due to one phrase in an article allegedly...	VIEWS 39 164 REACTIONS 421 REP. 47 ER 4.6%
↓ 05.06 • 16:40 VIDEO < Driverless trucks are already driving across Russia If you thought self-driving taxis are "in Dubai and in the future," here's an update...	VIEWS 38 646 REACTIONS 494 REP. 46 ER 4.6%
↓ 05.06 • 17:05 PHOTO PeopleBot gives gifts♥ 🎁GIVEAWAY FROM PEOPLEBOT🎁 We give useful prizes for paying for foreign services, games and subscriptions 🎁 Prizes: 1st place...	VIEWS 37 023 REACTIONS 83 REP. 7 ER 4.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

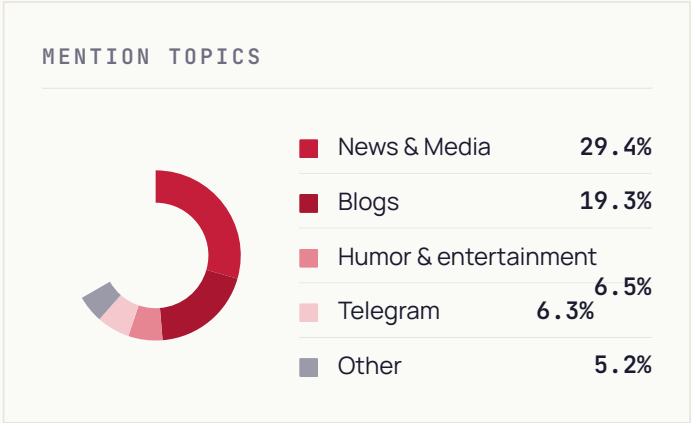
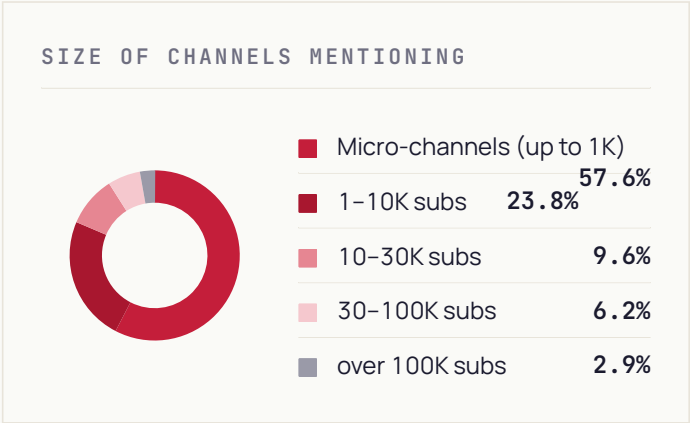
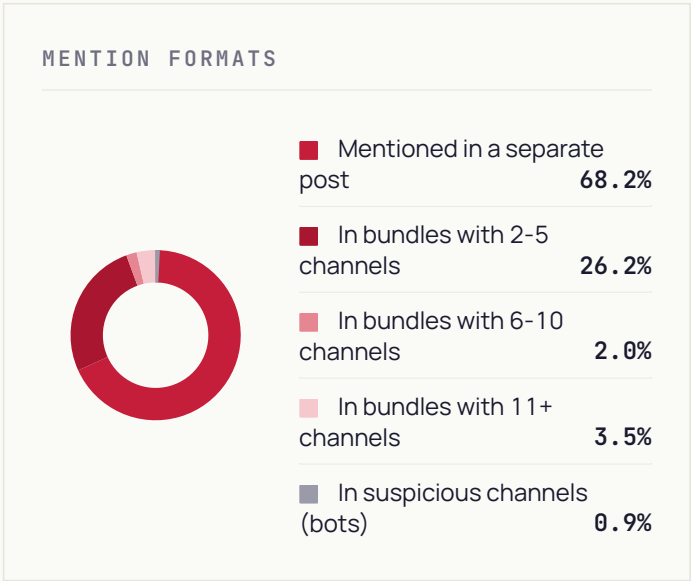
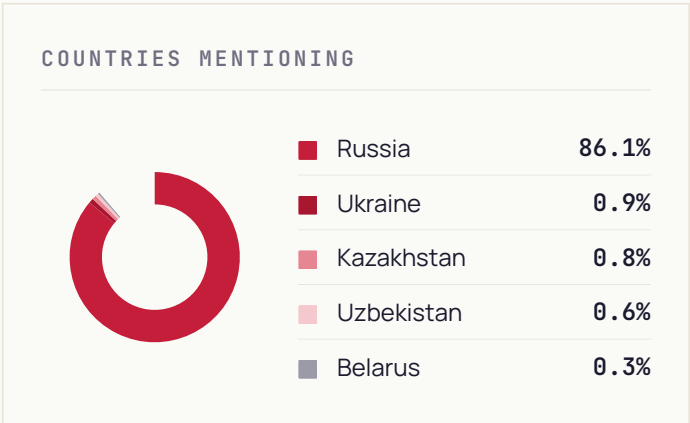
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

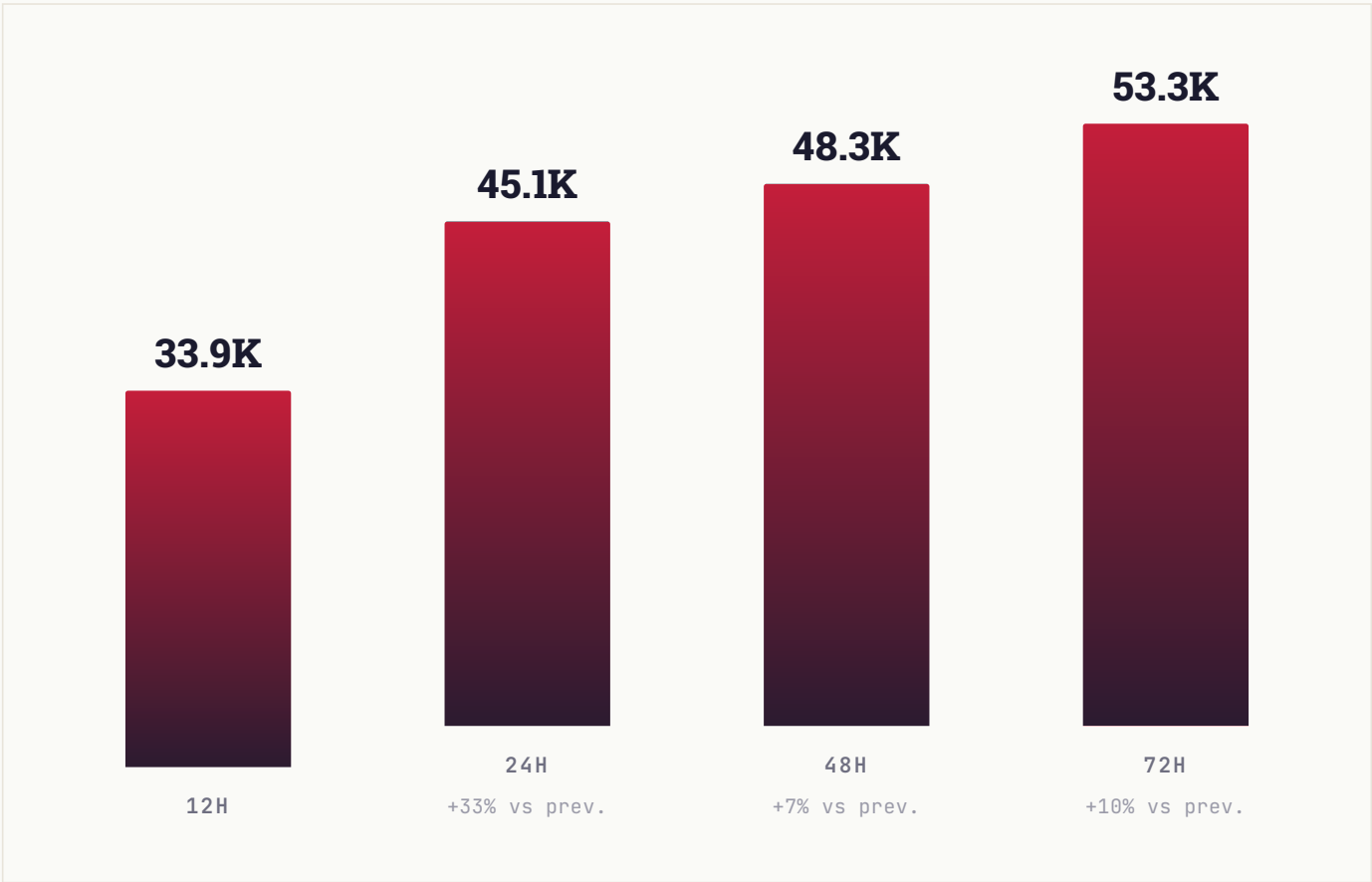
Citation index **1 489** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **6 574** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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
PE	Live Broadcast • News	4.1M
TL	Topor Live	4.1M
M•	Moskvach • Moscow News	3.9M
M-	Moscow is interesting	3.5M
MA	Mash	3.1M
PM	First Moscow	3.1M
RN	RIA Novosti	3.1M
SR	Media Russia not Moscow	2.9M
NM	Moscow News	2.7M
MS	Moscow today	2.7M
NM	NMIII YOU	844K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#51 of 99). Niche median — 843.7K subs. First growth KPI — reach the median. Leader: Live Broadcast • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions: **978**, they brought **610 260** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	179	82	122 211	
November 2025	135	72	51 136	
October 2025	166	75	77 806	
Sep 2025	195	91	151 712	
August 2025	179	72	102 506	
July 2025	124	66	104 889	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBSCRIBERS
978		6		610 260

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#86/100

POSITION IN NICHE

Channel in the bottom half of the ranking

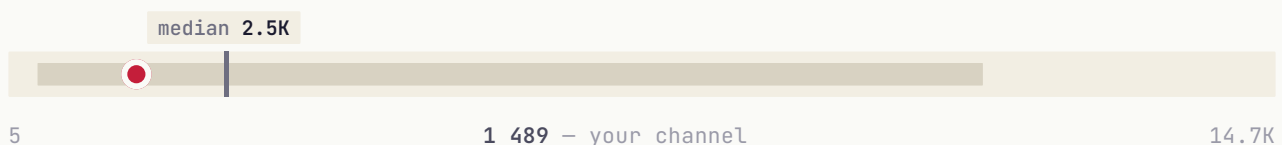
SUBSCRIBERS

1% below median

AVG REACH / POST

27% below median

CITATION INDEX

40% below median

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off as done and revisit this report in a month.

01

Top post of the week — on Saturday

On this day and at 01:00 MSK the 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). PromptPress finds 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 is an easy growth point.

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 — 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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
