

PROMTPRESS PUBLIC REPORT

Channel audit

Objektivnaya Moskva



@objektivnayamoscow

Objektivnaya Moskva – a channel about real life of the capital, without gloss and stereotypes. We show the city as it is: with its contrasts, achievements and problems. Ads: @aliceprsmm

SUBSCRIBERS

120 468

+50111 per month

ERR (% SEE POSTS)

48.0%

per day **34.9%**

REACH/POST

56.7K

ad reach **38.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 120 468 —	 SUBSCRIBER REACH 47.11% avg % of subs see post	 VIEWS/POST 56.7K median 57.9K · 29 days	 POSTS/WEEK 21.1 over period
 7D TREND +14.7% vs previous week	 REACTIONS/POST 352.4 total 31,009 reactions, 19,077 reposts, 0 comments	 POST LENGTH 201 chars median 176 · 29 days	 POSTS ANALYZED 88 29 days
 AD REACH 38.3K 24h average	 CHURN / MONTH +50111 over last month	 CITATION RATE 121 citation index · 1,447 channels mentioned all time	 CHANNEL AGE 1 year 5 months created 22.01.2025

AI EDITOR SUMMARY

Channel «Objektivnaya Moskva» – 120 468 subs. Each post averages 56.7K people (47% from subs), wide reach for a channel this size. Publishes 21 posts per week (~3/day) – active publishing mode. For the week of June 29 – July 5, reach grew by +14.7% to week 22–28 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 88 to posts over 29 days.
- 02 Dominant format — Photo (42/88 posts).
- 03 Avg post length — 201 chars (median 176).
- 04 Audience activity peak — Tuesday, 22:00 MSK.
- 05 Top posts get 2x more views than the weakest (78.7K avg for top vs 38.4K for worst) — among 88 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 19:48 VIDEO 😊 A group of friends set up a computer club in a residential courtyard: they projected the game 'World of Tanks' onto the wall of a transformer box...	VIEWS 82 334 REPOSTS 227	REACTIONS 432 ER 68.3%
Nº2 30.06 · 04:43 PHOTO ⚡ Russia may change rules for setting speed limits on roads, — media. Russian Ministry of Transport is preparing new recommendations: speed for...	VIEWS 77 850 REPOSTS 239	REACTIONS 356 ER 64.6%
Nº3 30.06 · 20:30 TEXT 🗂️ Russia launched a unified digital profile for foreign citizens. The new state service contains up-to-date information about...	VIEWS 75 848 REPOSTS 284	REACTIONS 529 ER 63.0%

Nº4 02.07 • 06:12 VIDEO  Moscow Zoo showed how they build trust with capybaras. The animals are taught that human hands mean safety and care...	VIEWS 73 592 REPOSTS 222 REACTIONS 347 ER 61.1%
Nº5 01.07 • 22:03 VIDEO  Crimson moon rose over the city	VIEWS 73 351 REPOSTS 267 REACTIONS 444 ER 60.9%

WORST 3

↓ 11.06 • 18:28 VIDEO  Telegram officially launched on all Android smart watches.	VIEWS 41 997 REPOSTS 219 REACTIONS 213 ER 34.9%
↓ 13.06 • 11:22 TEXT  A Muscovite lost 26 million rubles after messages from scammers. The 65-year-old woman was convinced that her savings were under threat...	VIEWS 37 206 REPOSTS 221 REACTIONS 231 ER 30.9%
↓ 14.06 • 18:27 PHOTO  Tomorrow Moscow will be flooded again due to heavy rains and thunderstorms	VIEWS 36 117 REPOSTS 215 REACTIONS 240 ER 30.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

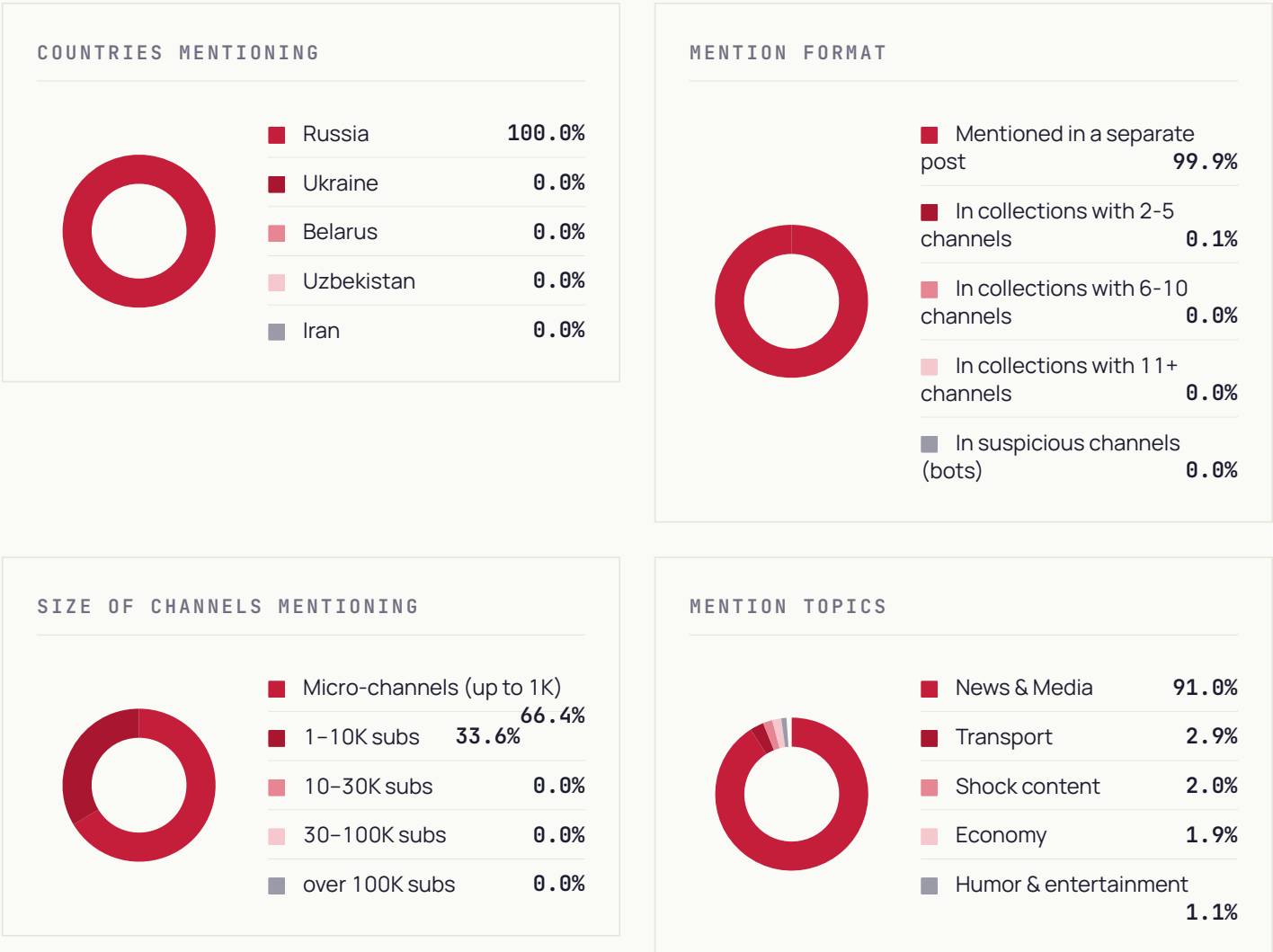
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

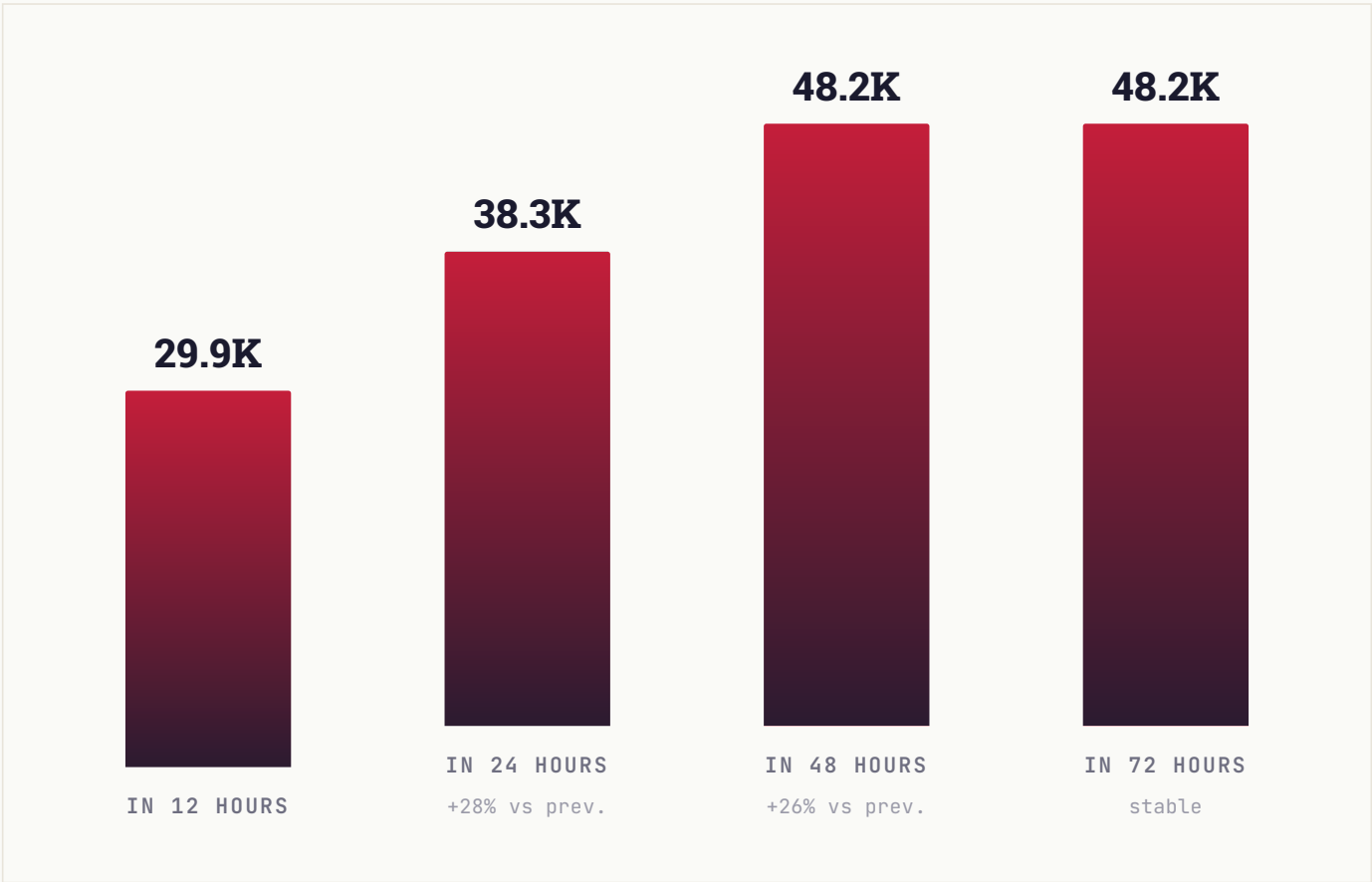
Citation index **121** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **1 447** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

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



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
خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
خا خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خب خبرفوری	4.5M
کا کانال اخبارفوری خبرفوری	4.4M
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
TR Trash ⚡Ukraine	3.1M
OM Objektivnaya Moskva YOU	120.5K

COMPARATIVE CONCLUSION

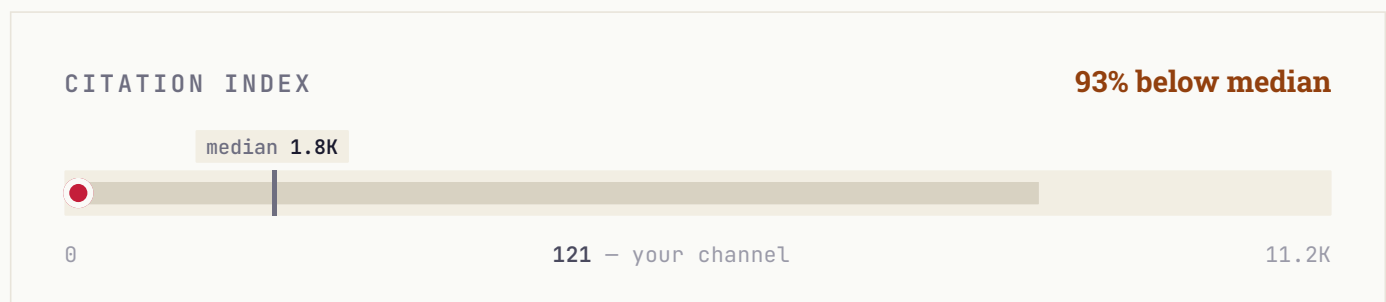
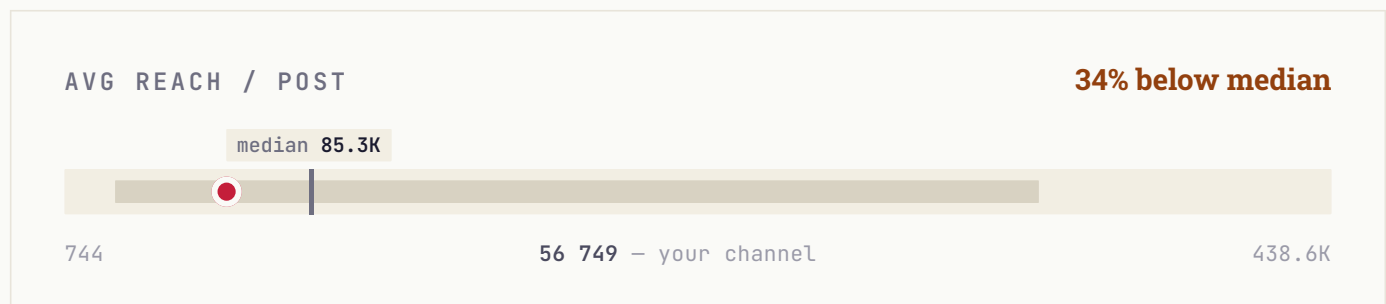
Channel currently outside top-97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic work on traffic and content.

Where your channel stands in its league

SUBSCRIBERS 91% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 501K, 120 468, and 4.1M. A light beige bar represents the range from 501K to 4.1M. A darker beige bar is positioned within this range, starting at 501K and ending at 120 468. A vertical line marks the median at 1.3M. A red dot is located at the 501K mark. The text 'median 1.3M' is placed above the vertical line. The text '120 468 — your channel' is placed below the darker bar. The text '91% below median' is in red at the top right.

Metric	Value
Channel Subscribers	120 468
Median	1.3M
Range Start	501K
Range End	4.1M



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — Tuesday
 Audience 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
 Swap posts quarterly with channels in your niche. No need daily — 2-3 collabs give relevant growth.

EFFECT
Relevant audience growth
- 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 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
