

PUBLIC REPORT BY PROMTPRESS

Channel audit

Polls & surveys



@oizmedia

Results of polls and public opinion research in Russia and worldwide
– fast, accurate, only the essentials. Channel of Alexey Sharavsky
@alsharav RKN No. 4801886589 If anything, we'll be here...

SUBSCRIBERS

21 674

+138 per month

ERR (% SEE POSTS)

29.0%

per day 12.9%

REACH/POST

6.3K

ad reach 2.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 21 674 —	 SUBSCRIBER REACH 29.19% avg % subs see post	 VIEWS/POST 6.3K median 6.1K · 29 days	 POSTS/WEEK 8.4 over period
 7D TREND -6.9% vs previous week	 REACTIONS/POST 148.4 total 5,193 reactions, 2,334 reposts, 2,011 comments	 POST LENGTH 555 chars median 530 · 29 days	 POSTS ANALYZED 35 29 days
 AD REACH 2.8K 24h avg	 CHURN / MONTH +138 last month	 CITATION RATE 798 citation index · 3,353 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 31.03.2022

AI EDITOR SUMMARY

Channel «Surveys and Measurements» — 21 674 subs. Each post averages 6.3K people (29% of subs), good reach. Publishes 8 posts per week (~1/day) — steady pace. For week Jun 29 – Jul 5 reach dropped -6.9% to week Jun 22–28 — worth analyzing reasons.

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 TOP POSTS SHARE

- 01 Analysis based on 35 posts over 29 days.
- 02 Dominant format — Photo (19/35 posts).
- 03 Avg post length — 555 chars (median 530).
- 04 Peak audience activity — Wed, 11:00 MSK.
- 05 Top posts get 3x more views than the weakest (10.7K avg for top vs 4K for worst) — among 35 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 08:49 TEXT Five forecasts from VCIOM head Valery Fedorov: 1 «I think 2nd place will be taken either by the old opposition (CPRF) or the new one (New People). Also...	VIEWS 12 385 REPOSTS 59	REACTIONS 171 ER 57.1%
Nº2 04.07 · 07:54 POLL (post without caption — poll)	VIEWS 9 977 REPOSTS 41	REACTIONS 54 ER 46.0%
Nº3 26.06 · 07:03 PHOTO Trust in Vladimir Putin has fallen below 70% for the first time in a while.  Surveys and measurements, FOM monitoring, survey conducted June 19-21	VIEWS 9 696 REPOSTS 137	REACTIONS 272 ER 44.7%

Nº4 15.06 • 07:36 TEXT Housing issue 75% of Russians are satisfied with their housing (30% fully, 45% somewhat satisfied) 25% are not satisfied (including 8%...	VIEWS 9 029 REACTIONS 78 REPOSTS 64 ER 41.7%
Nº5 12.06 • 07:34 TEXT Patriots in Russia ♦ 85% of Russians consider themselves patriots, only 10% do not. ♦ But regarding the patriotism of others, many...	VIEWS 8 835 REACTIONS 280 REPOSTS 143 ER 40.8%

WORST 3

↓ 30.06 • 06:29 PHOTO Americans are less proud to be Americans each year At the start of the century, over 90% of Americans said they were extremely...	VIEWS 4 361 REACTIONS 76 REPOSTS 54 ER 20.1%
↓ 07.07 • 16:18 PHOTO Use of nuclear weapons in Ukraine 29% of Russians believe that the use of NW in the current conflict in Ukraine may be...	VIEWS 4 061 REACTIONS 209 REPOSTS 75 ER 18.7%
↓ 08.07 • 07:35 TEXT When does the Russian economy perform better, according to Russians: 48% say when Russia is oriented toward the global market. But 24%...	VIEWS 3 441 REACTIONS 110 REPOSTS 12 ER 15.9%

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 grew and which it lost subs.



START OF PERIOD

NOW

NET GROWTH

17 679

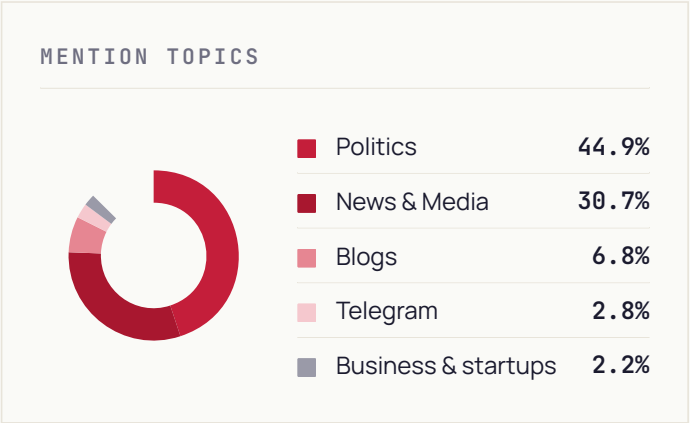
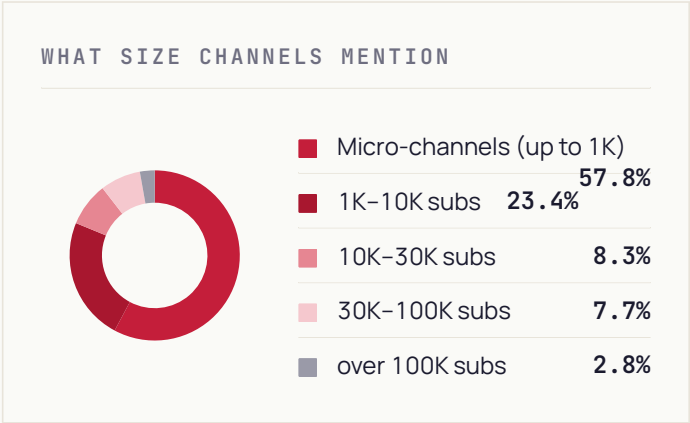
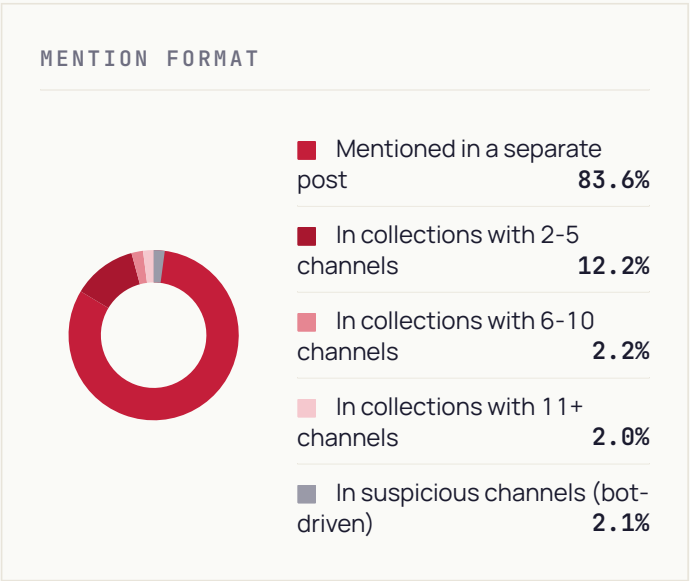
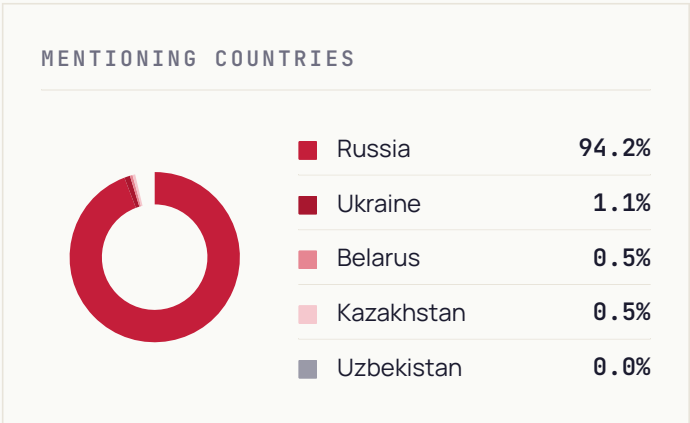
21 674

+3 995

SECTION 04 · CITATIONS

Who and how mentions the channel

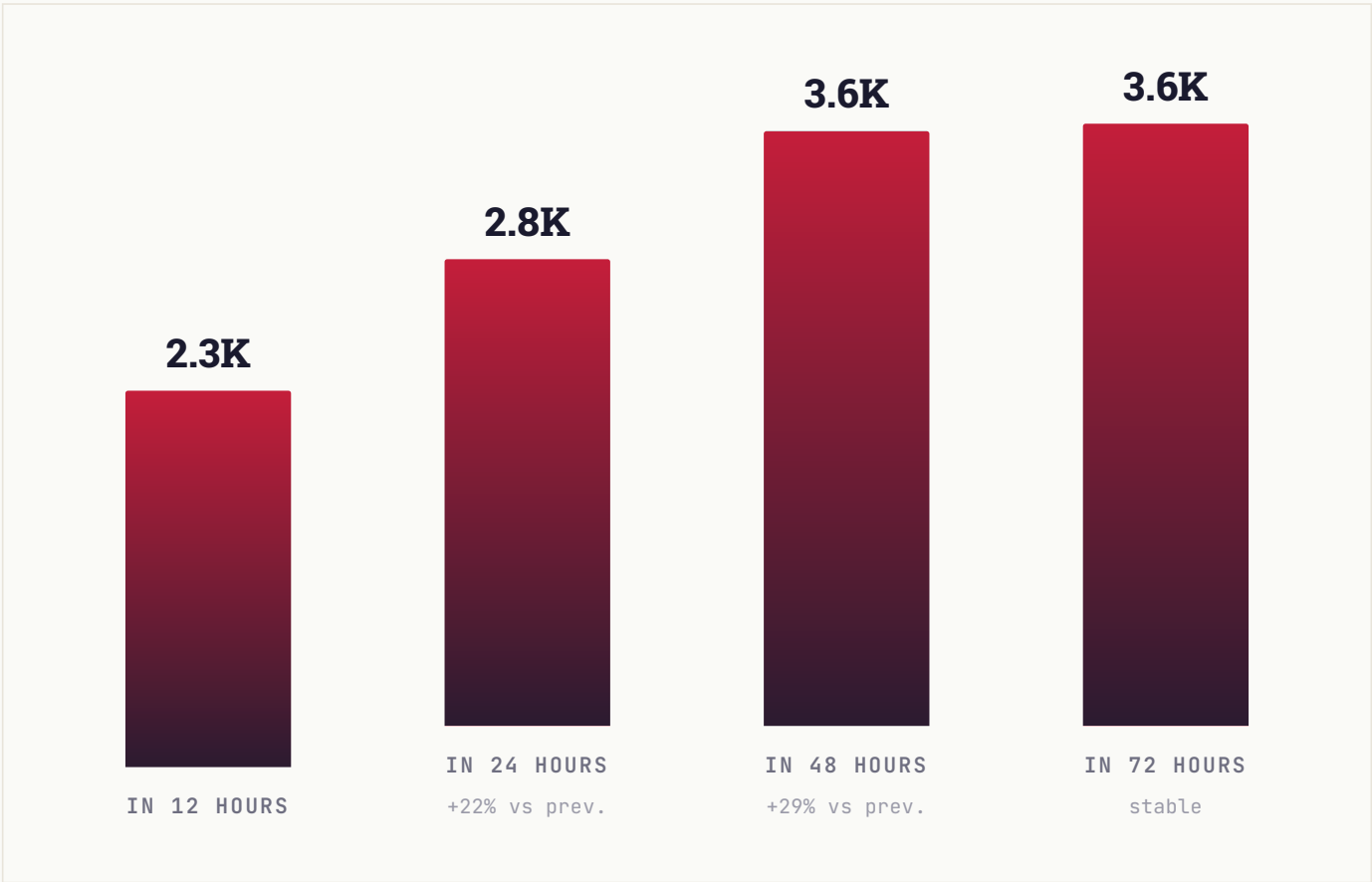
Citation index **798** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **3 353** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who are your competitors

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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
Today Search	1.5M
TR Trendly	1.2M
TB Trends by Russia	1.1M
ER Customer is always right	1.1M
TZ Set trends	1M
This week Trending today	1M
TV Trend or leave	990K
OI Polls & surveys YOU	21.7K

COMPARATIVE INSIGHT

Channel not yet outside top-99 niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal — enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions like this **1 198**, they brought **1 168** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	121	51	59
December 2025	183	71	185
Nov 2025	202	87	261
Oct 2025	251	99	329
Sep 2025	205	70	196
August 2025	236	107	138

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1 198	6	1 168

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of other channels. A vertical line marks the median, and a red dot marks the channel's performance. The channel's name '21 674' is displayed below the bar.

- SUBSCRIBERS:** The channel has 21,674 subscribers, which is 85% below the median of 144.6K. The range of other channels is from 40.9K to 1.2M.
- AVG REACH / POST:** The channel has an average reach of 6,326 per post, which is 53% below the median of 13.4K. The range of other channels is from 11 to 56.2K.
- CITATION INDEX:** The channel has a citation index of 798, which is better than 60% of the niche. The median is 204, and the range of other channels is from 0 to 3.3K.

Metric	Channel Value	Median	Comparison	Range (Min-Max)
SUBSCRIBERS	21 674	144.6K	85% below median	40.9K - 1.2M
AVG REACH / POST	6 326	13.4K	53% below median	11 - 56.2K
CITATION INDEX	798	204	better than 60% of niche	0 - 3.3K

— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Wednesday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
