

PUBLIC REPORT BY PROMTPRESS

Channel audit

OKB News /

Новости от Ок

блогера



@okbnews

Suggest news: @okbnewsbot Ads: @krispritova License RKN:

<https://vk.cc/cHnDEE> Channel works with @Tgpodbor_official

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
193 181	40.0%	75.5K
-939 per month 20.07.2026	per day 33.0% HTTPS: //PROMTPRESS.COM/AUDIT/OKBNEWS	ad reach 63.9K/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 193 181 —	 SUBS REACH 39.1% avg % subs see post	 VIEWS/POST 75.5K median 75.8K · 29 days	 POSTS/DAY 9.7 ~68 per week
 7D TREND +0.5% vs previous week	 REACTIONS/POST 2210.9 total 634,540 reactions, 85,730 reposts, 4,746 comments	 POST LENGTH 285 chars median 241 · 29 days	 POSTS ANALYZED 287 29 days
 AD REACH 63.9K 24h avg	 CHURN / MONTH -939 last month	 CITATION RATE 187 citation index · 2,629 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «OKB News / News from Ok Blogger» — 193 181 subs. Each post averages 75.5K people (39% of subs), that's good reach. Publishes 68 posts per week (~10 per day) — active posting. Week of Jul 6–12 reach stable (+0.5% vs week June 29 – July 5).

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 **287** posts over 29 days.
- 02 Dominant format — **Video** (185/287 posts).
- 03 Avg post length — **285** chars (median 241).
- 04 Peak audience activity — **Monday**, 21:00 MSK.
- 05 Top posts get **1×** more views than the weakest (85.6K avg for top vs 66.8K for worst) — among 287 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

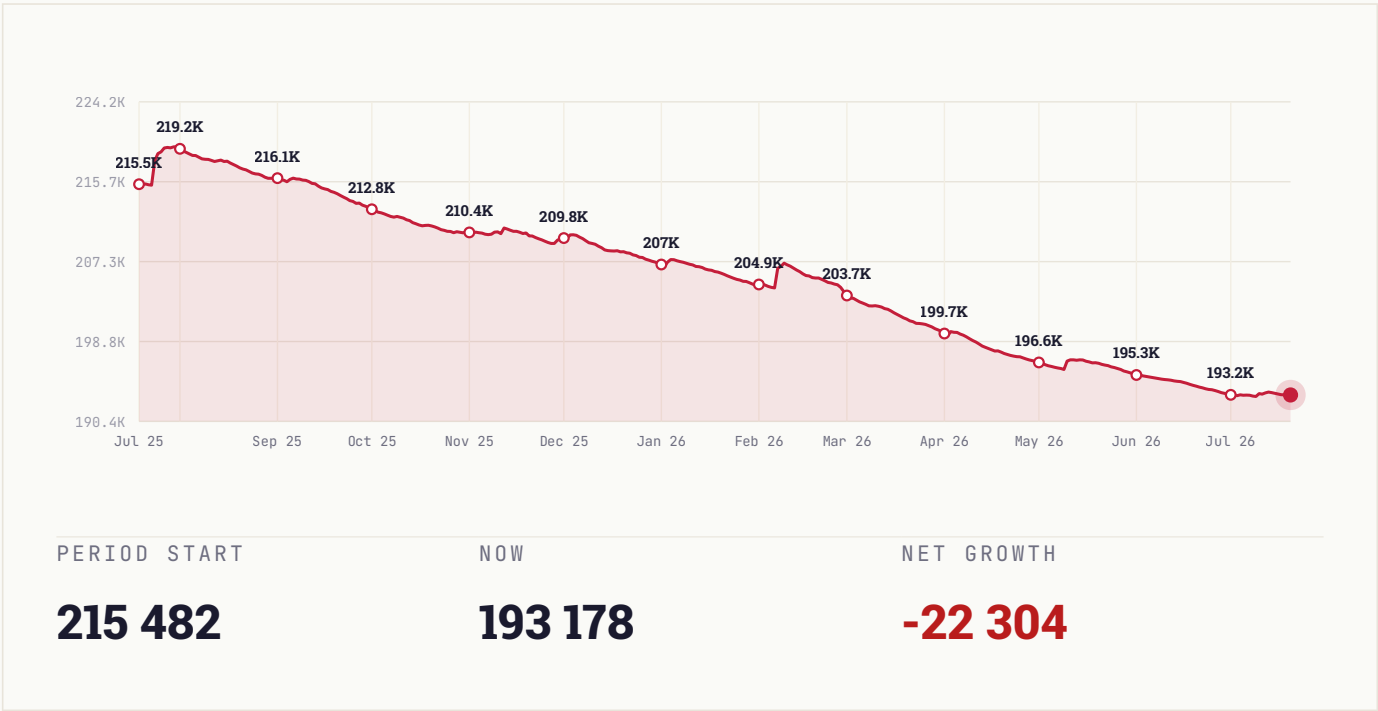
Nº1 12.07 · 20:12 PHOTO 🤔 TikToker Anechka's fiancé Seryoga got 5.5 years for hitting a guy on the street, leaving him in a coma. It all happened in...	VIEWS 87 573 REPOSTS 4 431	REACTIONS 6 525 ER 45.3%
Nº2 25.06 · 09:28 PHOTO ⚡ VK social app removed from AppStore. Also removed subsidiary services: VK Music, VK Messenger, VK Video, VK...	VIEWS 85 298 REPOSTS 2 535	REACTIONS 2 035 ER 44.2%
Nº3 06.07 · 18:46 VIDEO 🤔 Online buzz: Satir kissed a 16-year-old girl after Kokoshka's concert. Opinions are split — some find it cute...	VIEWS 84 008 REPOSTS 1 345	REACTIONS 3 343 ER 43.5%

Nº4 24.06 • 21:00 VIDEO  Egor Kreed celebrates his 32nd birthday. Congrats   News from Ok blogger here...	VIEWS 83 990 REPOSTS 774 REACTIONS 4 574 ER 43.5%
Nº5 28.06 • 20:01 VIDEO  Sonya Safarova announced at the Adrenaline House concert in Krasnodar that she's bringing back her signature blue color. It holds many memories...	VIEWS 83 921 REPOSTS 140 REACTIONS 1 714 ER 43.4%
WORST 3	
↓ 17.07 • 11:33 VIDEO  Are Anar and Simka really living together? In a recent stream the couple hinted at it. Viewers noticed...	VIEWS 67 189 REPOSTS 311 REACTIONS 2 099 ER 34.8%
↓ 17.07 • 14:05 VIDEO  Adrenaline House contestant Masha Denisova wowed the audience with her first track. Within an hour of dropping the snippet 'Prime'...	VIEWS 67 034 REPOSTS 107 REACTIONS 1 493 ER 34.7%
↓ 17.07 • 12:03 PHOTO  SEZ Alabuga opens recruitment for high-tech production. We offer: ♦ Salary from 130,500 ₺...	VIEWS 66 088 REPOSTS 108 REACTIONS 552 ER 34.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

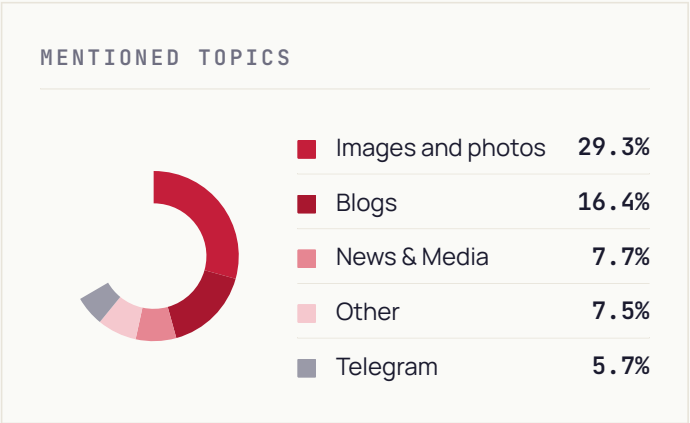
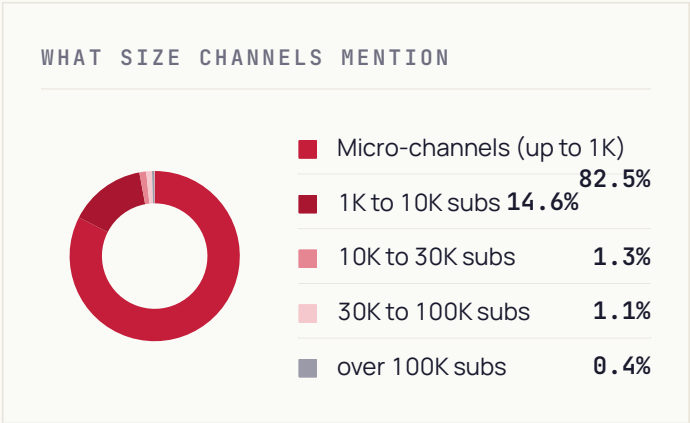
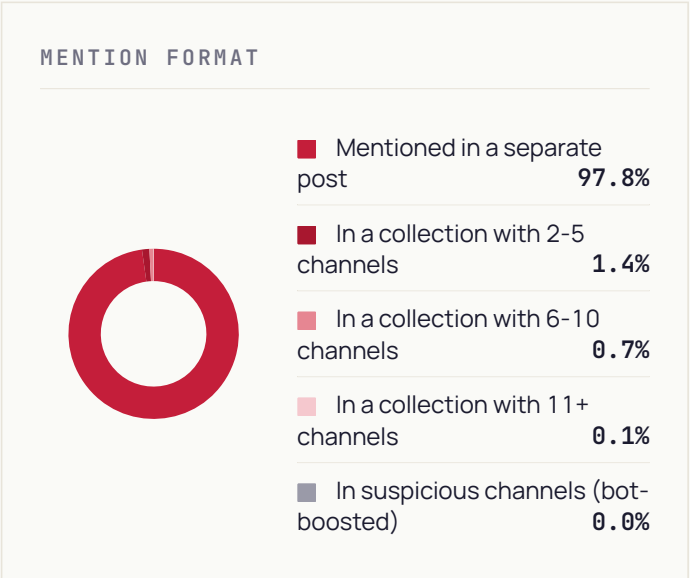
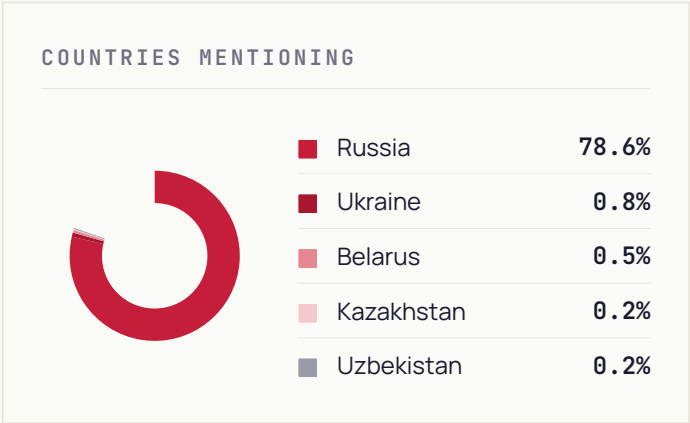
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

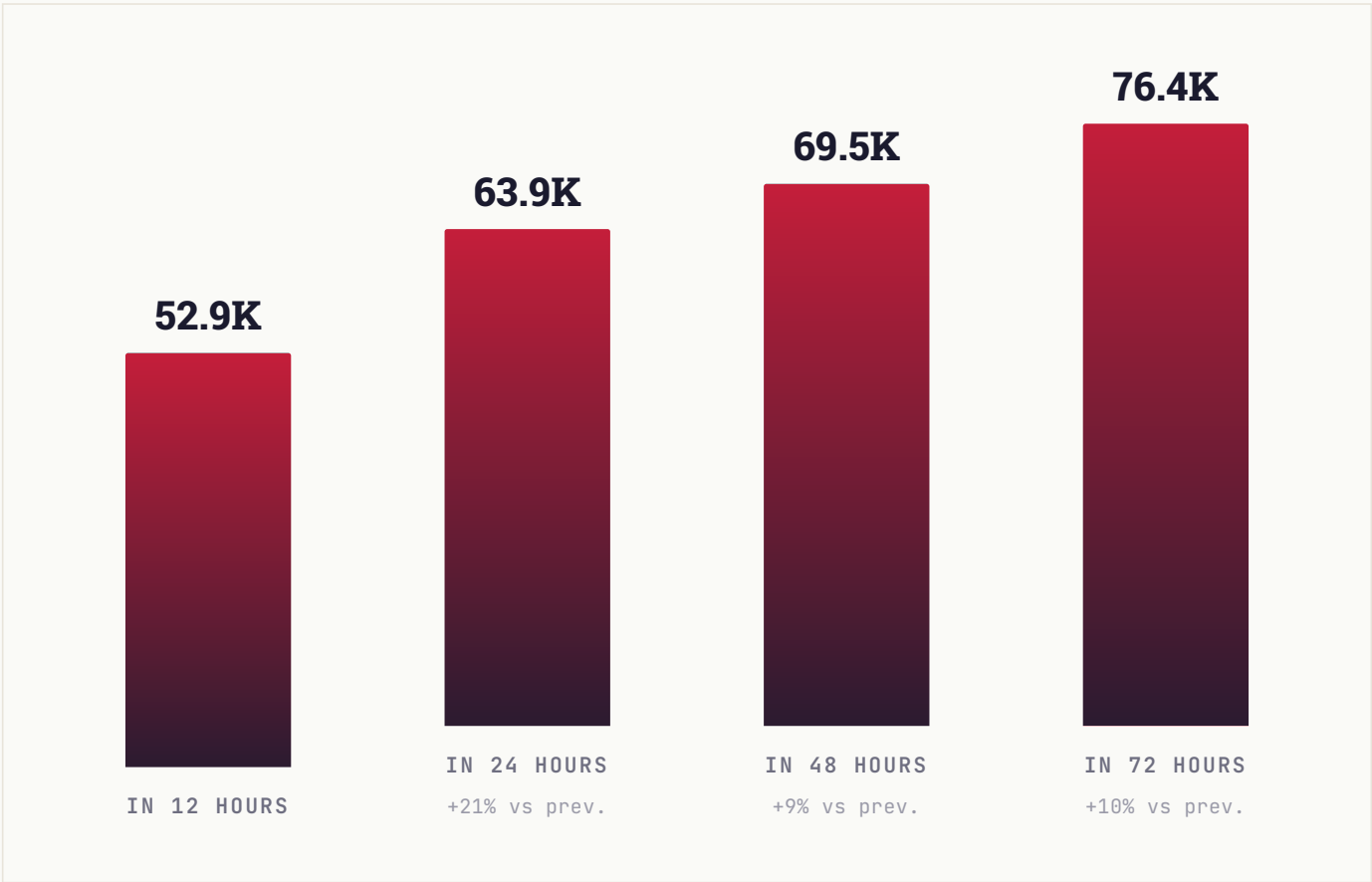
Citation index **187** — channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **2 629** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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
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 Broadcast • 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
ON OKB News / Новости от Ок блогера YOU	193.2K

COMPARATIVE INSIGHT

Channel is still outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6.1M), top-97 median: 1.3M. First goal: enter top-97 through systematic traffic and content work.

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** such mentions were **654**, they brought **3 745** new subs.

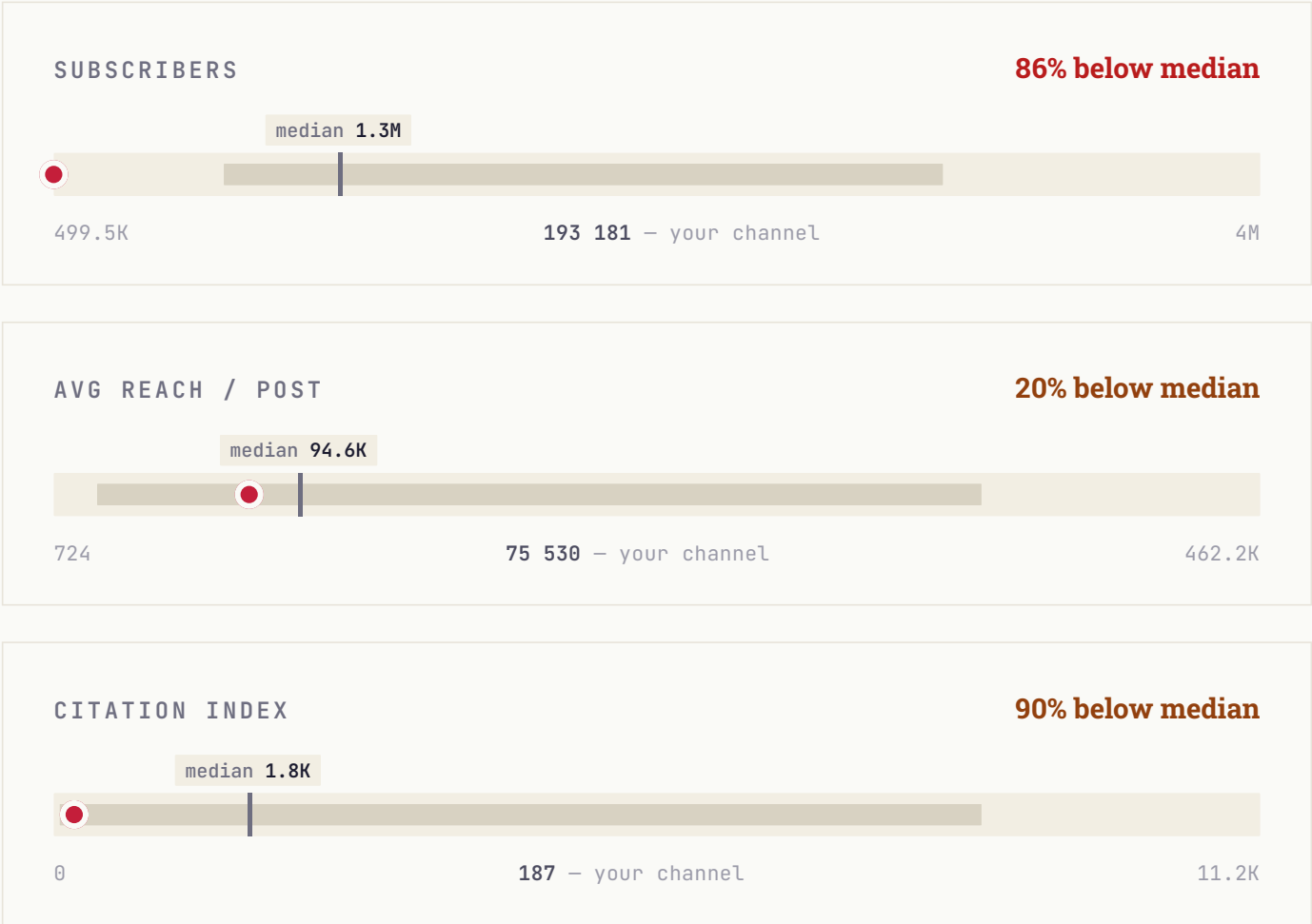
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	104	53	705	
December 2025	100	53	497	
Nov 2025	125	64	1 552	
Oct 2025	93	56	384	
Sep 2025	100	46	406	
August 2025	132	72	201	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
654	6	3 745

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— 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**Main post of the week — on Monday**

On this day at 21:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****System traffic buy**

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 the same niche.
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
