

PUBLIC REPORT BY PROMTPRESS

Channel audit

Oleg Tsaryov



@olegtsarov

Авторский канал Олега Царёва РКН: <https://clck.ru/3Ey4o5> Бот
обращений: @gumplabot Бот по рекламе: @adme70bot Обратная
связь: @Feedback70bot По разблокировке:
@oleg_tsarov_razblokirovka_bot

SUBSCRIBERS

399 407

+2111 per month

ERR (% SEE POSTS)

18.0%

daily 12.0%

REACH/POST

71K

ad reach 47.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 399 407 —	 SUBSCRIBER REACH 17.77% avg % of subs see post	 VIEWS/POST 71K median 61.4K · 26 days	 POSTS/DAY 25.0 ~175 per week
 7D TREND -12.0% vs previous week	 REACTIONS/POST 1158.1 total 772,481 reactions, 212,319 reposts, 65,050 comments	 POST LENGTH 609 chars median 696 · 26 days	 POSTS ANALYZED 667 26 days
 AD REACH 47.8K 24h avg	 CHURN / MONTH +2111 last month	 CITATION RATE 3 475 citation index · 8,651 channels mentioned all time	 CHANNEL AGE 5 years 2 months created Apr 21, 2021

AI EDITOR SUMMARY

Channel «Oleg Tsaryov» — 399 407 subs. Each post avg views 71K people (18% of subs), this is avg reach — room to grow. Publishes 175 posts/week (~25/day) — very active posting. For week Jun 29 — Jul 5, reach dropped -12.0% to week Jun 22–28 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 667 posts over 26 days.
- 02 Dominant format – Text (255/667 posts).
- 03 Avg post length – 609 chars (median 696).
- 04 Peak audience activity – Tue, 08:00 MSK.
- 05 Top posts get the most 20x more views than the weakest (814.2K avg for top vs 39.9K for worst) – among 667 posts over 26 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.07 · 12:05 PHOTO One of the country's most influential industrialists, Andrey Melnichenko, gave a rare and insightful interview to The Economist...	VIEWS 818 574 REP. 5 032	REACTIONS 2 884 ER 204.9%
Nº2 02.07 · 15:25 TEXT Investigated the assassination attempt on Yermolaev. Searched for the mastermind. As I wrote, the main reason for sanctions against Yermolaev was that...	VIEWS 816 043 REP. 2 275	REACTIONS 714 ER 204.3%
Nº3 27.06 · 07:58 VIDEO CENTCOM США опубликовал кадры ночного удара по Ирану. Заявлено об уничтожении иранских складов ракет и беспилотников, а также прибрежных...	VIEWS 808 093 REP. 443	REACTIONS 607 ER 202.3%

Nº4

23.06 • 05:49

PHOTO

New fuel sale restrictions in Russia Unfortunately, several regions imposed new fuel sale restrictions yesterday: —...

VIEWS

777 863

REP.

6 962

REACTIONS

1 213

ER

194.8%

Nº5

23.06 • 12:06

TEXT

It all happened as I described: South Ossetia leader Gagloev said he accepted the Russian president's offer to become his advisor...

VIEWS

725 821

REP.

284

REACTIONS

701

ER

181.7%

WORST 3



21.06 • 07:21

PHOTO

Night terror by AFU: after Moscow, enemy struck Crimea again... It was a heavy night in Crimea. After several large-scale raids on...

VIEWS

45 249

REP.

194

REACTIONS

1 271

ER

11.3%



21.06 • 07:25

PHOTO

Since June 21, ferry service across the Kerch Strait will be temporarily suspended – Krasnodar Krai operational HQ Heavy-duty...

VIEWS

45 064

REP.

223

REACTIONS

1 149

ER

11.3%



11.07 • 13:00

VIDEO

Geran-4 seeker presents: MiG-29

VIEWS

29 529

REP.

24

REACTIONS

469

ER

7.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

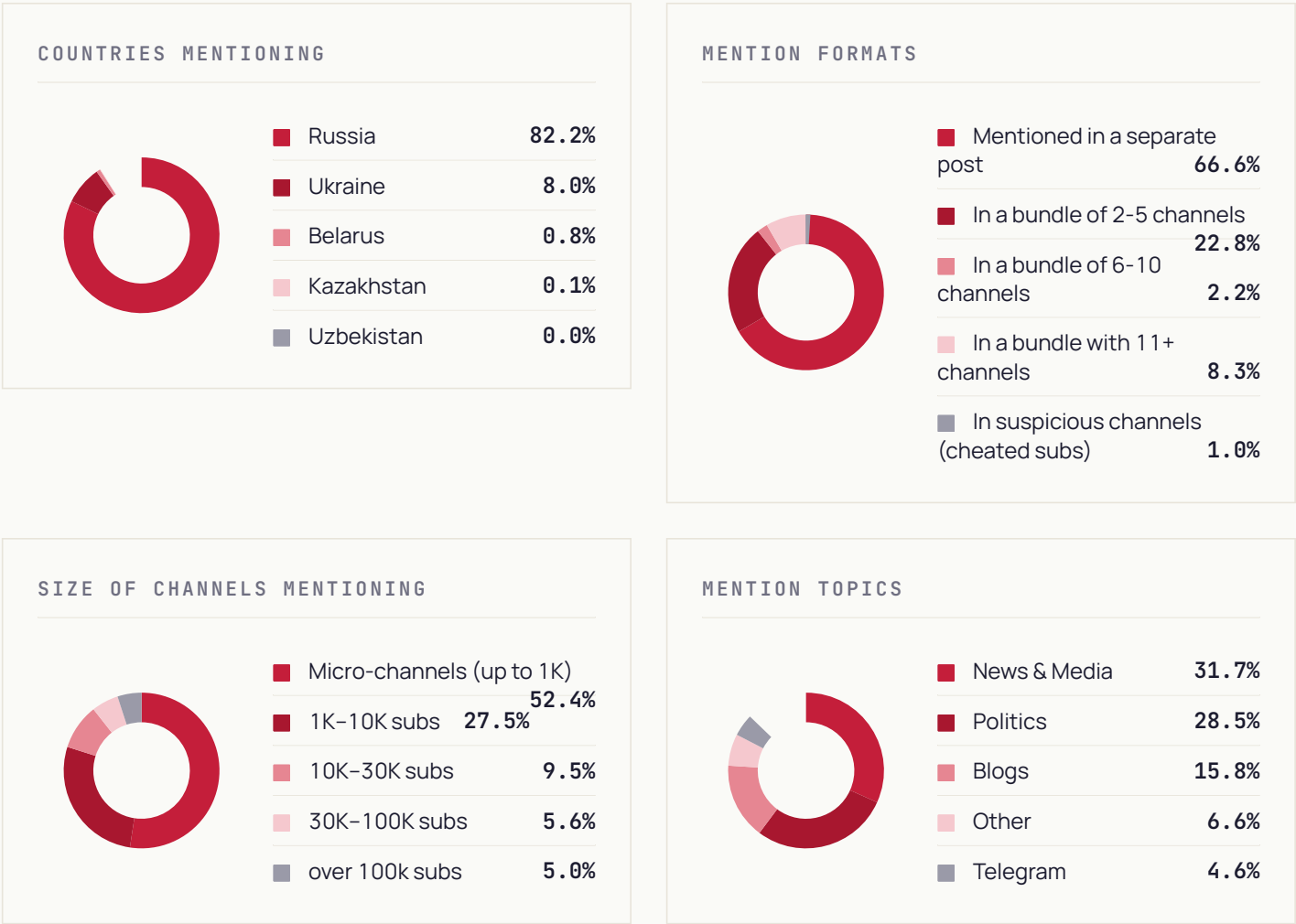
Subscriber growth chart for the year. Key months show exact sub count. Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

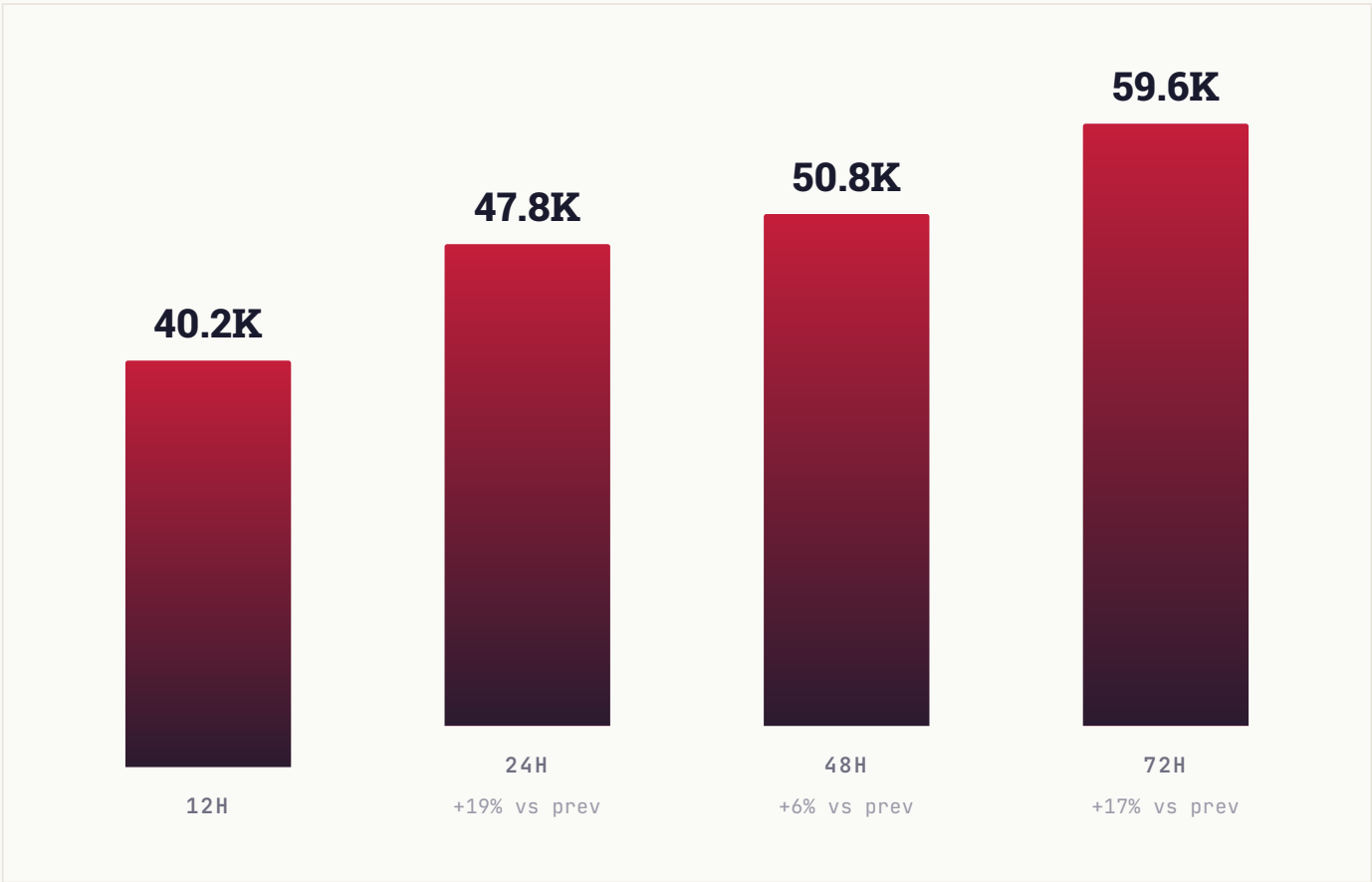
Citation index **3 475** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **8 651** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an 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 neighbors.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
TR Trukha ⚡ Ukraine	3.1M
OC Oleg Tsaryov YOU	399.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

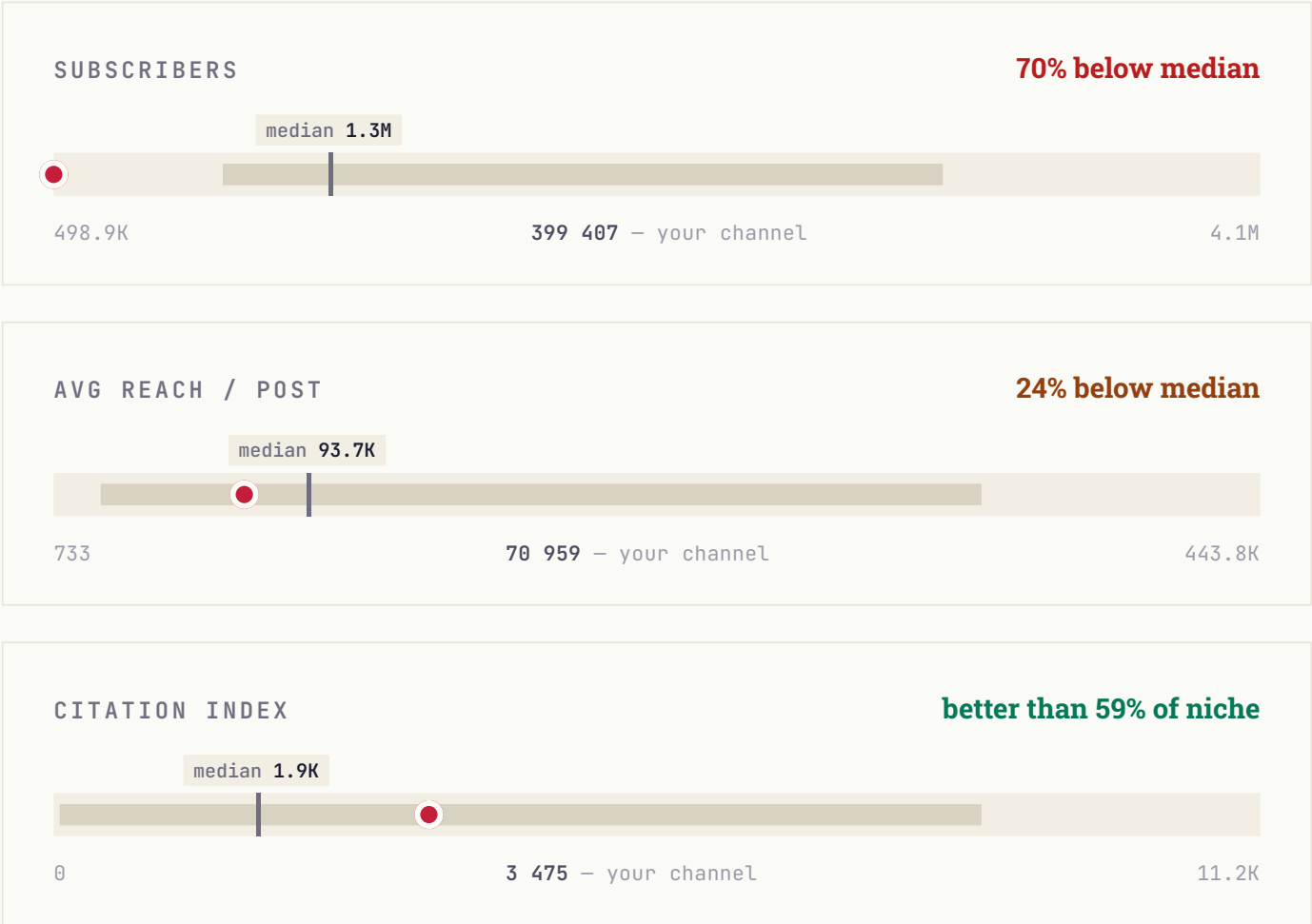
Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **6 233**, they brought **148 185** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	1 520	411	1 176
December 2025	990	301	33 939
November 2025	1 227	400	108 464
October 2025	827	262	305
September 2025	810	298	855
August 2025	859	259	3 446
TOTAL MENTIONS			
6 233			
MONTHS OF DATA			
6			
ATTRACTED SUBSCRIBERS			
148 185			

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-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off & revisit in a month.

- 01

Top post of the week — on Tuesday
On this day at 08:00 MSK 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). PromtPress picks 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 — easy growth lever.

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 — organic traffic source.

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

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