

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Benefits & Allowances | Parents



@parentsnews

Always up-to-date news on finance, benefits, and allowances Ads:
@bizmeneger RKN: <https://rkn.link/gMh> TG.IN: <https://telega.in/c/parentsnews>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
107 397	11.0%	11.3K
11.06.2026 -679 per month	daily 4.6%	ad reach 5K/24h
HTTPS: // PROMTPRESS.COM/AUDIT/PARENTSNEWS		

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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 107 397 —	 SUBSCRIBER REACH 10.5% avg % subs see post	 VIEWS/POST 11.3K median 11.9K · 29 days	 POSTS/WK 14.4 over period
 7D TREND -8.9% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 409 chars median 386 · 29 days	 POSTS ANALYZED 61 29 days
 AD REACH 5K 24h avg	 CHURN / MONTH -679 last month	 CITATION RATE 582 citation index · 737 channels mentioned all time	 CHANNEL AGE 3 years 9 months created 24.08.2022

AI EDITOR SUMMARY

Channel «Benefits & Allowances | Parents» – 107 397 subs. Each post gets avg 11.3K people (10% from subs), reach low – need to grow audience. Posts 14 posts/week (~2/day) – consistent. Week May 25–31 reach dropped -8.9% to week May 18–24 – 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 61 posts over 29 days.
- 02 Dominant format — Photo (60/61 posts).
- 03 Avg post length — 409 chars (median 386).
- 04 Peak audience activity — Monday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (14.6K avg top vs 8.2K worst) — across 61 posts in 29 days. Worth analyzing top posts: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 07:10 PHOTO From June 1, tax payment applications open for parents Parents with two or more children can get a partial refund...	VIEWS 14 599 REP. 171	REACTIONS — ER 13.6%
Nº2 13.05 · 08:05 PHOTO Maternity hospitals may get 'young father's rooms' The Public Chamber proposed creating 'young dad's rooms' in all maternity hospitals. ☒...	VIEWS 14 539 REP. 20	REACTIONS — ER 13.5%
Nº3 12.05 · 16:05 PHOTO Benefit documents better brought in duplicate We explain how this helps get benefits or payments faster. ☒ Sometimes...	VIEWS 14 523 REP. 21	REACTIONS — ER 13.5%

Nº4

14.05 · 08:50

PHOTO

New family support measures proposed in State Duma Here's what different Duma factions have suggested. MPs...

VIEWS

14 344

REACTIONS

—

REP.

6

ER

13.4%

Nº5

18.05 · 08:01

PHOTO

All large families proposed to be recognized as needy The status of needing state support was proposed to be automatically granted at the birth of...

VIEWS

14 265

REACTIONS

—

REP.

35

ER

13.3%

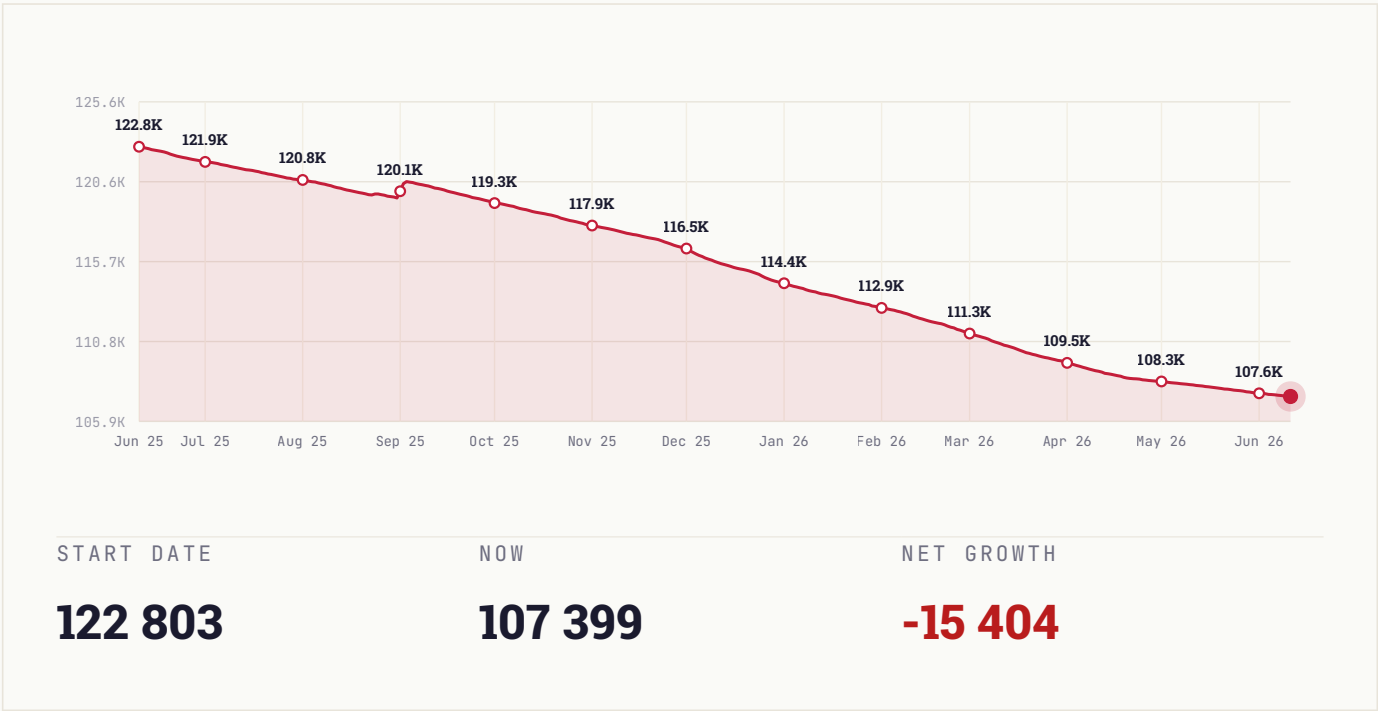
WORST 3

↓ 07.06 · 07:24 PHOTO Maternity capital may finally be allowed for car purchase The Federation Council hinted they might permit using maternity capital to buy a family...	VIEWS 8 721 REACTIONS — REP. 63 ER 8.1%
↓ 07.06 · 16:05 PHOTO Proposed change to kindergarten hours Public Chamber suggests 12-hour workday for kindergartens. Schedule...	VIEWS 8 294 REACTIONS — REP. 24 ER 7.7%
↓ 08.06 · 07:12 PHOTO Russia may introduce 'father's capital' The Public Chamber proposed a 'father's capital' of 2 million rubles. It...	VIEWS 7 669 REACTIONS — REP. 33 ER 7.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

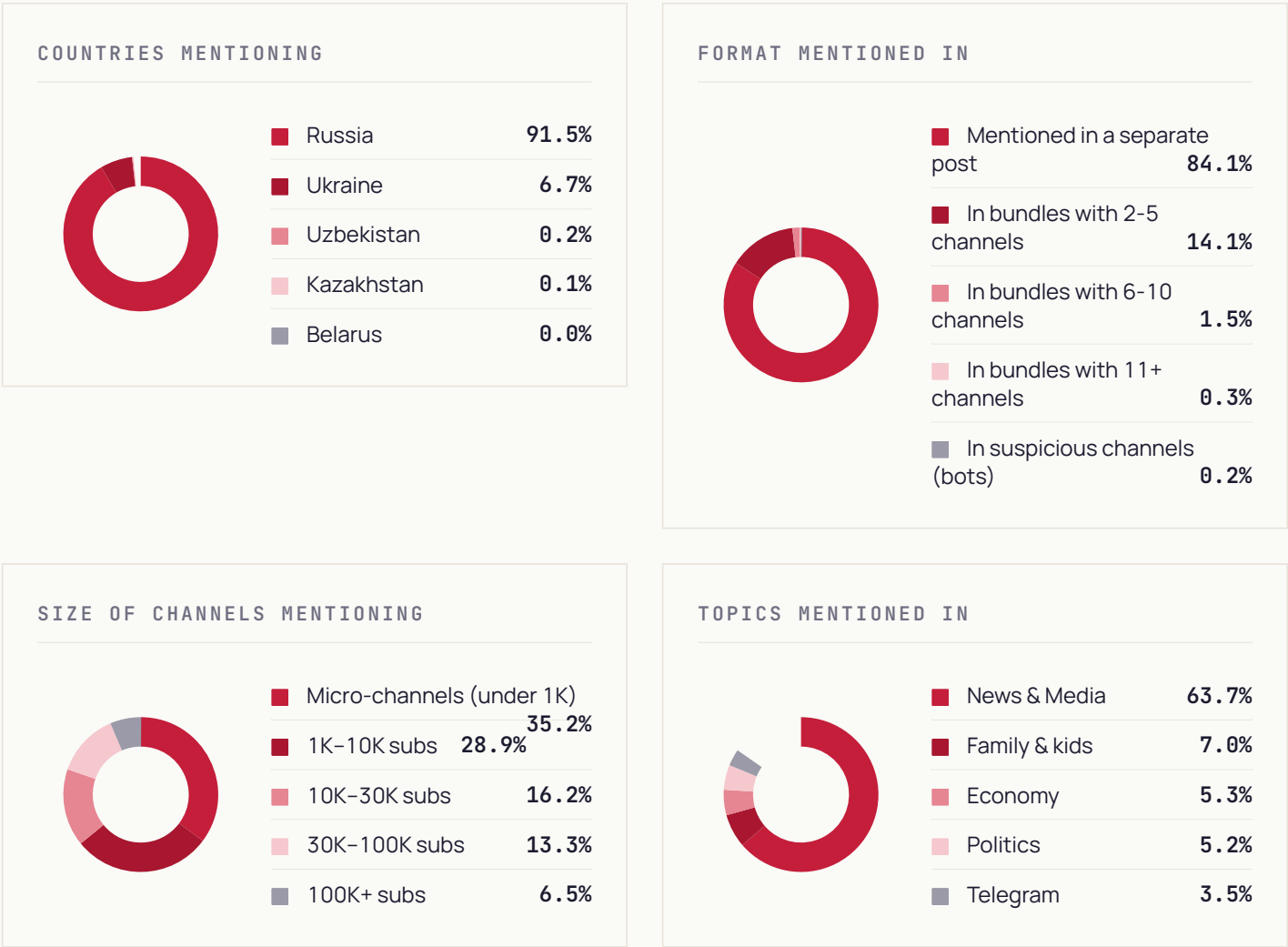
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

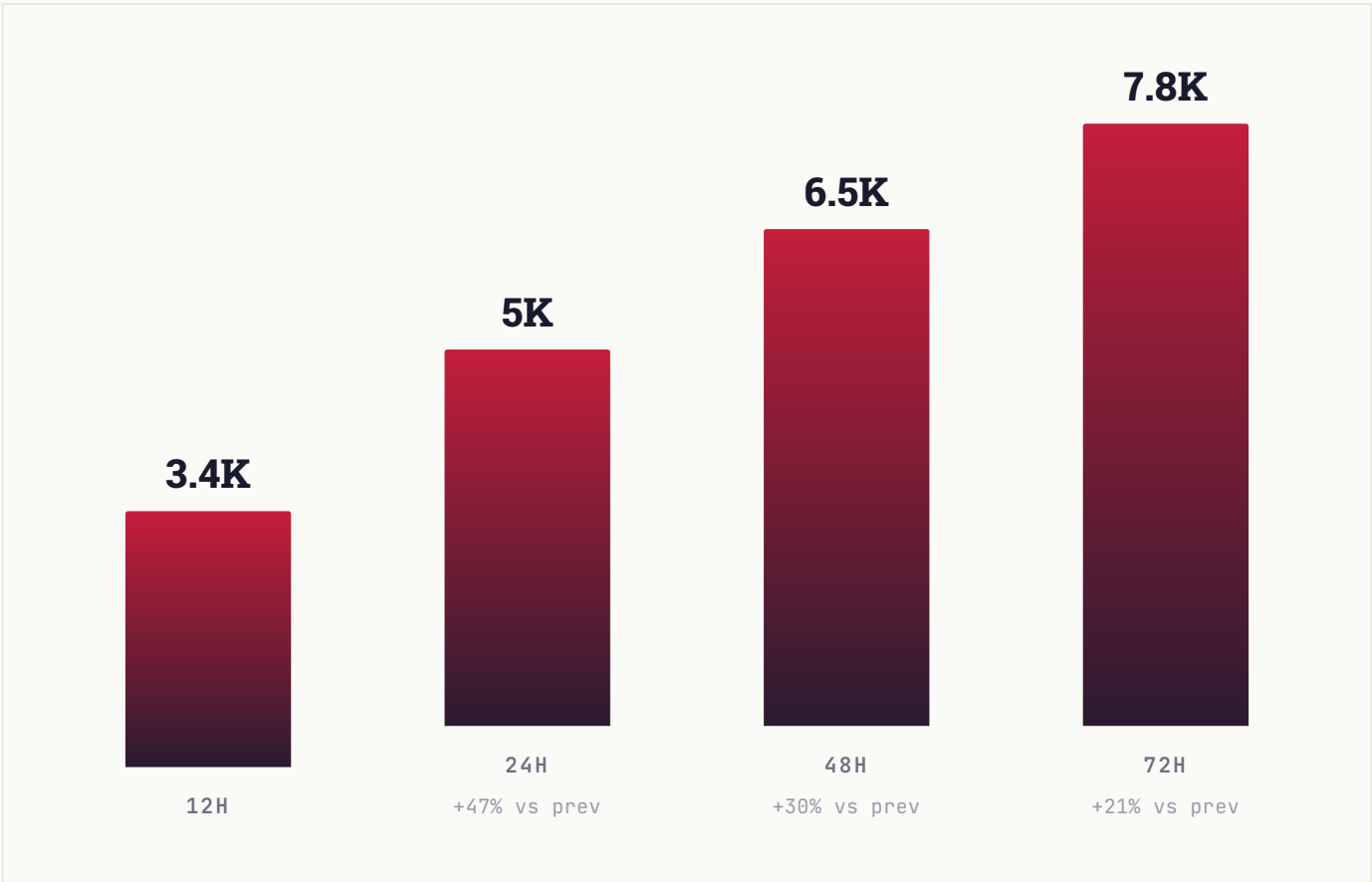
Citation index **582** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **737** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
TE Topor. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
RE Russian economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
SB Sber	717K
OG Olga Gogaladze	590.2K
BCh More than economics	541.2K
LI Benefits & Allowances Parents	107.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#98 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

SECTION 07 · MENTION TRENDS

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 **120**, they brought **1 071** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	19	7	0	
Nov 2025	13	5	0	
Oct 2025	14	4	0	
September 2025	44	37	1 017	
August 2025	16	13	54	
July 2025	14	8	0	

TOTAL MENTIONS	MONTHS IN DATA	SUBS ATTRACTED
120	6	1 071

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

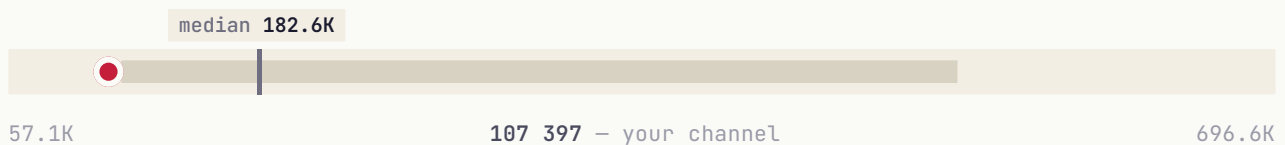
Top-100 channels in category "Economy» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#98/100

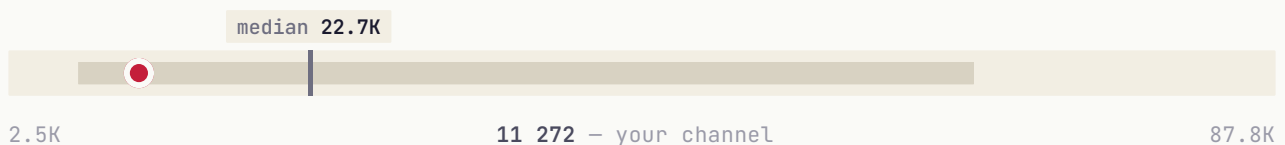
RANK IN NICHE

Channel in bottom half of rating

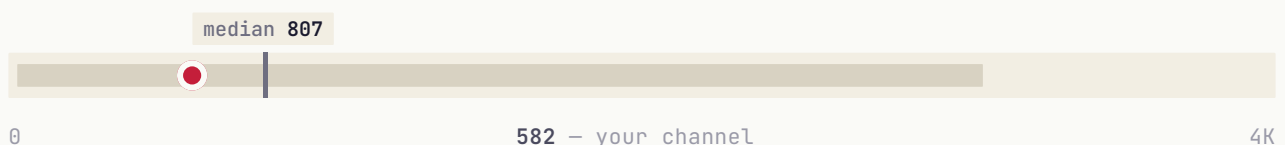
SUBSCRIBERS

41% worse than median


AVG REACH / POST

50% worse than median


CITATION INDEX

28% worse than median


— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Monday**

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

EFFECT

**Best slot for
your top post****02****Increase video post share**

Video in Telegram holds audience longer and is favored by the algorithm. We recommend a share of 15-25%.

EFFECT

**Video holds
audience
better****03****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****04****Test polls & interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with similar channels once a quarter. No need daily — 2-3 collabs bring 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
