

PUBLIC REPORT BY PROMTPRESS

Channel audit

Podyom



@pdmnews

Podyom editorial team is part of Sergey Dorenko's crew. Journalists who worked with him on RSN and Govorit Moskva radio. Contact - news@pdmnews.ru Your news - @pdmnews_bot Registered in...

SUBS

196 825

+4844 per month

ERR (% SEE POSTS)

7.0%

per day 4.3%

REACH/POST

12.4K

ad reach 8.4K/24h

— CONTENTS · 2026

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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.

 SUBS 196 825 —	 SUB REACH 6.31% avg % of subs see post	 VIEWS/POST 12.4K median 11K · 29 days	 POSTS/DAY 14.6 ~102 per week
 7D TREND -10.0% vs previous week	 REACTIONS/POST 124.6 total 53,705 reactions, 21,416 reposts, 0 comments	 POST LENGTH 793 chars median 931 · 29 days	 POSTS ANALYZED 431 29 days
 AD REACH 8.4K 24h avg	 CHURN / MONTH +4844 over the last month	 CITATION RATE 4 082 citation index · 9,556 channels mentioned ever	 CHANNEL AGE 9 years 1 month created 22.05.2017

AI EDITOR SUMMARY

Channel 'Pod'yom' – 196 825 subs. Each post averages 12.4K people (6% of subs), reach is low – should expand audience. Publishes 102 posts per week (~15/day) – very active posting. For the week of June 29 – July 5, reach dropped -10.0% to the week of June 22–28 – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **431** posts over 29 days.
- 02 Dominant format – **Photo** (290/431 posts).
- 03 Avg post length – **793** chars (median 931).
- 04 Peak audience activity – **Monday**, 13:00 MSK.
- 05 Top posts get **9x** more views than the weakest (76.9K avg for top vs 8.6K for worst) – among 431 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 16:13 PHOTO China claimed the right to prosecute people abroad under a new law on ethnic unity. As Reuters writes, in March...	VIEWS 79 535 REP. 165	REACTIONS 170 ER 40.4%
Nº2 29.06 · 10:19 VIDEO Slowdown of Yekaterinburg trams to 10 km/h explained by threat of transport collapse. According to Ural Mash, from July 1 they will 'crawl'...	VIEWS 76 820 REP. 65	REACTIONS 127 ER 39.0%
Nº3 16.06 · 09:04 PHOTO Tatneft imposed restrictions at all its gas stations in Russia. According to Interfax, payment limits also apply – only...	VIEWS 74 265 REP. 227	REACTIONS 90 ER 37.7%

Nº4 08.07 • 11:44 PHOTO State Duma tightened requirements for labor migrants. The adopted law sets a minimum income level for extending a patent or...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>69 950</td><td>100</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>197</td><td>35.5%</td></tr> </table>	VIEWS	REACTIONS	69 950	100	REP.	ER	197	35.5%
VIEWS	REACTIONS								
69 950	100								
REP.	ER								
197	35.5%								
Nº5 11.07 • 13:24 PHOTO Orenburg mayor complained he can't hire North Korean janitors because they won't work for 55K rubles. But...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>66 432</td><td>156</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>106</td><td>33.8%</td></tr> </table>	VIEWS	REACTIONS	66 432	156	REP.	ER	106	33.8%
VIEWS	REACTIONS								
66 432	156								
REP.	ER								
106	33.8%								

WORST 3

↓ 03.07 • 10:01 PHOTO «There are difficulties.» Kuban Cossacks talk about guarding gas stations. Conflicts at gas stations mainly arise due to those...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>8 662</td><td>109</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>29</td><td>4.4%</td></tr> </table>	VIEWS	REACTIONS	8 662	109	REP.	ER	29	4.4%
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8 662	109								
REP.	ER								
29	4.4%								
↓ 11.07 • 10:23 VIDEO Patrushev said FSB and CIA had a deal on joint operation to eliminate bin Laden. However, according to him...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>8 586</td><td>99</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>25</td><td>4.4%</td></tr> </table>	VIEWS	REACTIONS	8 586	99	REP.	ER	25	4.4%
VIEWS	REACTIONS								
8 586	99								
REP.	ER								
25	4.4%								
↓ 03.07 • 14:07 TEXT Ministry of Justice updated the foreign agents registry. This week the list includes: ▪ Literary critic Galina Yuzefovich; ▪ Program director of the School...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>8 556</td><td>72</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>15</td><td>4.3%</td></tr> </table>	VIEWS	REACTIONS	8 556	72	REP.	ER	15	4.3%
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8 556	72								
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15	4.3%								

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

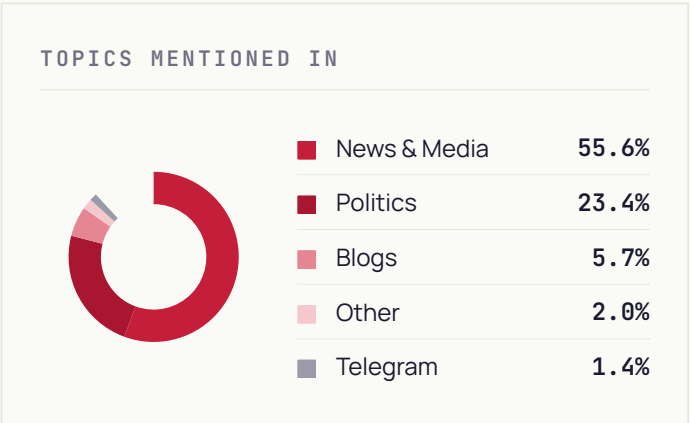
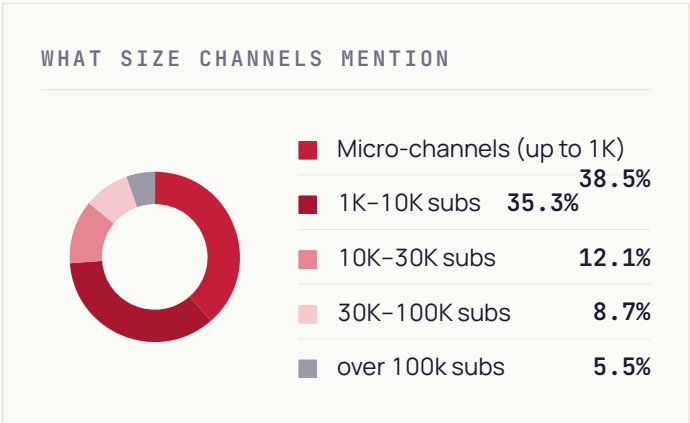
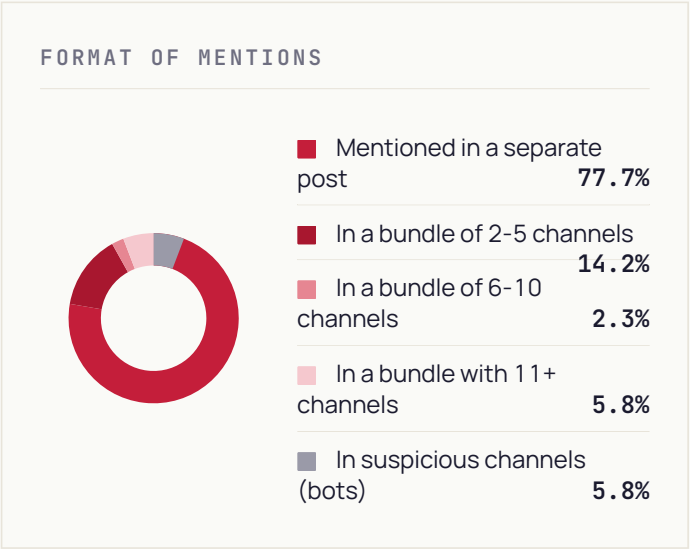
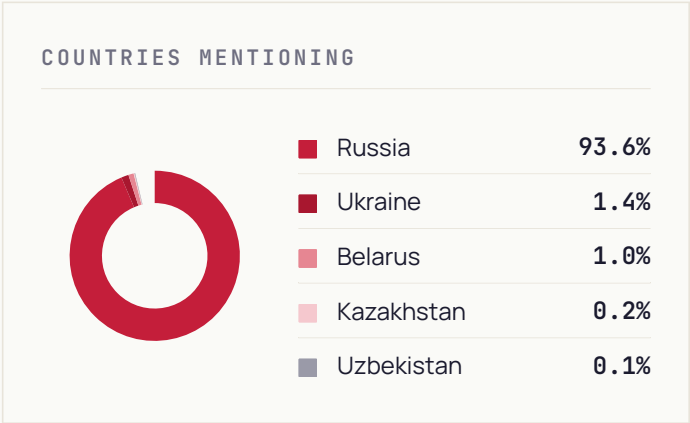
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

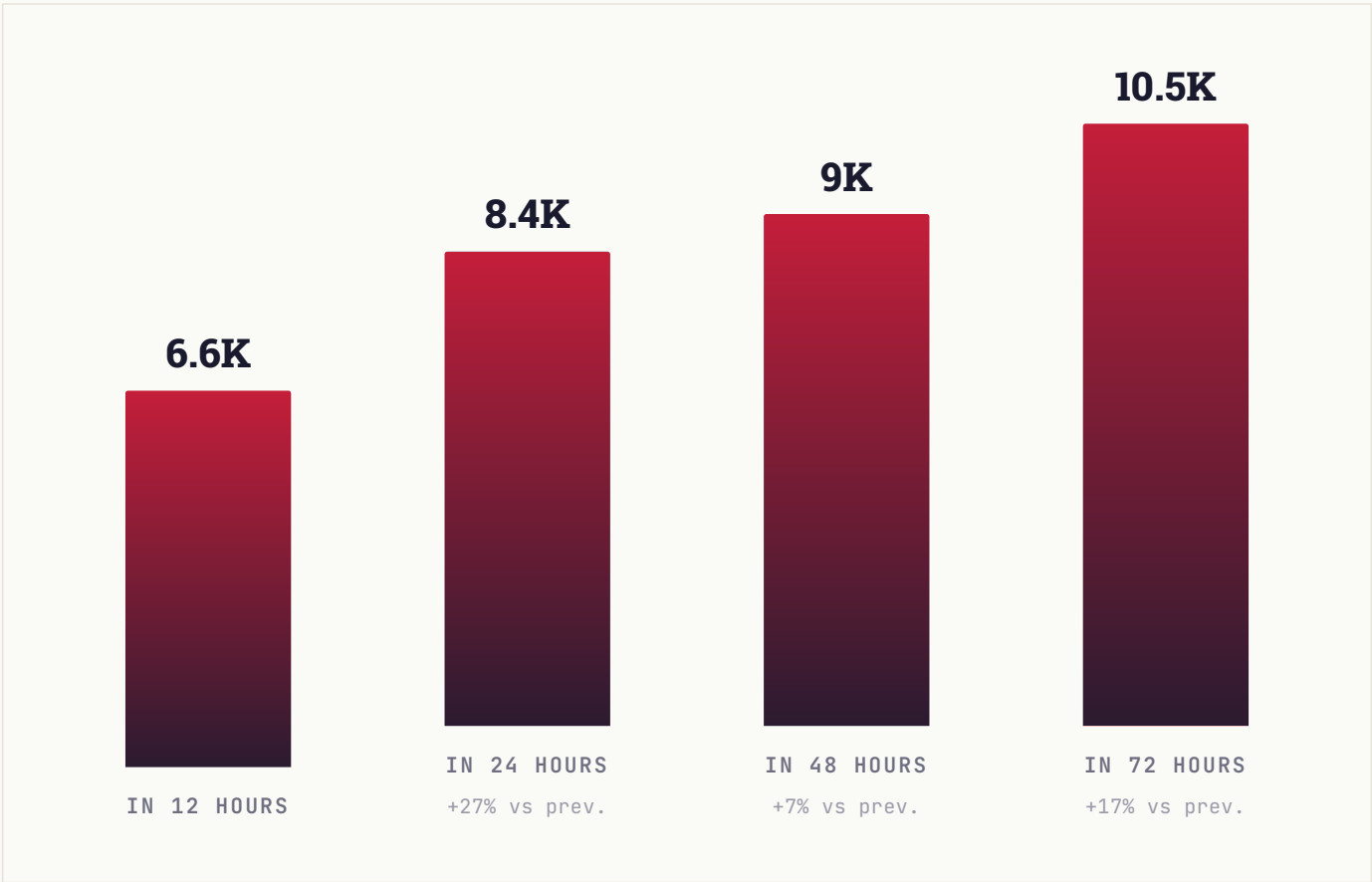
Citation index **4 082** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from a 1k subs channel. All time mentions: **9 556** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



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	SUBS
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 Direct Live • News	4.1M
TL Topor Live	4.1M
M• Moscow • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
PO Podyom YOU	196.8K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

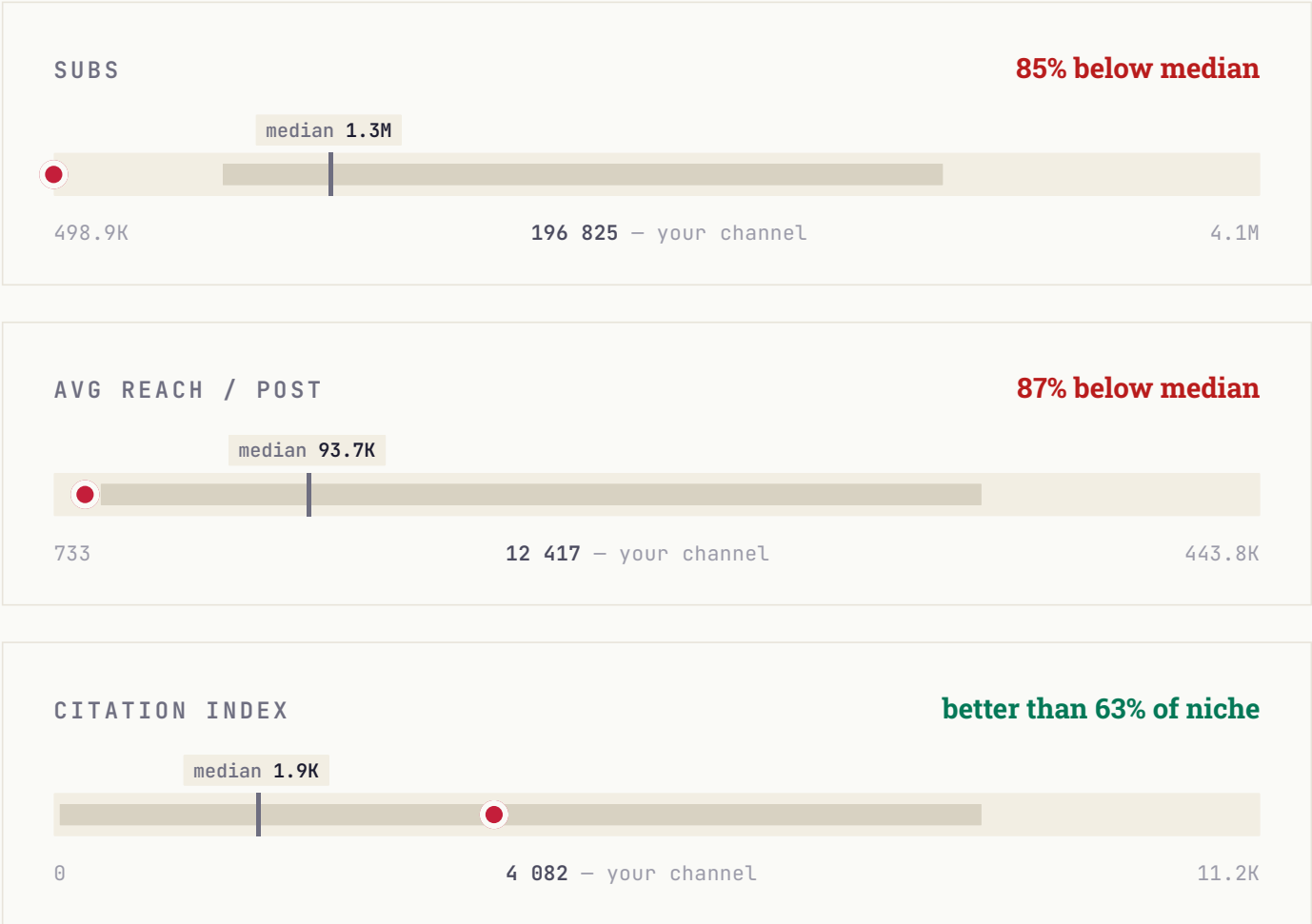
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **2 159**, they brought **66 391** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	354	186	24 284	
December 2025	357	166	27 668	
Nov 2025	343	182	0	
Oct 2025	394	187	0	
Sep 2025	318	181	11 448	
August 2025	393	214	2 991	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
2 159		6	66 391	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "News & Media» (Russia) and saw how your channel compares. Gray band — range for 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 ranked by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Monday

On this day at 13:00 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). 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 poll per week on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-niche channels quarterly. 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 us to do this **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 ads on Telegram** <https://panel.promptpress.com/register>

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