

PUBLIC REPORT PROMTPRESS

Channel Audit

РОДТЕКСТ



@podtext_channel

18+. By subscribing to this channel, you confirm you are 18+. Here's news from the «Контекст» team that won't spoil your mood Ads:
@achicheleva_bot 7903121981

SUBS

25 479

50 posts, 12 days

ERR (% SEE POSTS)

83.0%

per day 75.9%

REACH/POST

20.2K

Ad reach 17.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Mentions

Who & how mention the channel

04 Ad potential

How long a post drives reach

05 Competitors

Niche neighbors · your place

06 Niche comparison

Rank in category «News & Media»

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number says for what period it was calculated.

 SUBS 25 479 —	 SUBSCRIBER REACH 79.45% Avg. % subs see post	 VIEWS/POST 20.2K median 20.7K · 12 days	 POSTS/WK 28.6 for the period
 TREND 7D — no data for the period	 REACTS/POST 488.6 total 24 428 reactions, 5 737 reposts, 0 comments	 POST LENGTH 667 chars. median 667 · 12 days	 POSTS ANALYZED 50 12 days
 AD REACH 17.4K 24h avg.	 MENTIONS 5 citation index · 9 channels mentioned all time	 CHANNEL AGE 13 days created 10.08.2026	

EDITOR'S AI SUMMARY

Channel «ПОДТЕКСТ» – 25 479 subs. Each post on average gets 20.2K people (79% from subs), this is wide reach for a channel of this size. Publishes 29 posts per week (~4 per day) – active publishing mode.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to show what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 50 posts over 12 days.
- 02 Dominant format — Photo (27/50 posts).
- 03 Average post length — 667 chars (median 667).
- 04 Peak audience activity — Sunday, 20:00 MSK.
- 05 Strongest posts get 5x more views than the weakest (36.7K avg top vs 7.7K worst) — among 50 posts in 12 days. Worth checking what top posts share — topic, format, timing.

TOP-5 POSTS

Nº1 18.08 · 13:48 PHOTO Finally, a governor called things by their real names: we're in deep trouble Seeing this headline, the entire editorial team shuddered. But...	VIEWS 38 472 REPOSTS 87	REACTS 942 ER 151.0%
Nº2 16.08 · 17:40 TEXT (post without caption — text)	VIEWS 36 571 REPOSTS 183	REACTS 392 ER 143.5%
Nº3 18.08 · 09:12 PHOTO For years, he led tourists through a fake amphitheater: Italian jailed for papier-mâché 'Ancient Rome' We in the newsroom, frankly...	VIEWS 35 172 REPOSTS 244	REACTS 926 ER 138.0%

Nº4 17.08 • 18:13 TEXT Ladies and gentlemen, you're already 10 thousand! And we're thrilled Your support on day one of our public launch is vital. And you...	VIEWS 34 952 REPOSTS 8 REACTS 1 545 ER 137.2%
Nº5 17.08 • 17:20 PHOTO Imagine you get a call saying you've won a million dollars. Your move? Right, hang up instantly. Same...	VIEWS 34 631 REPOSTS 61 REACTS 856 ER 135.9%

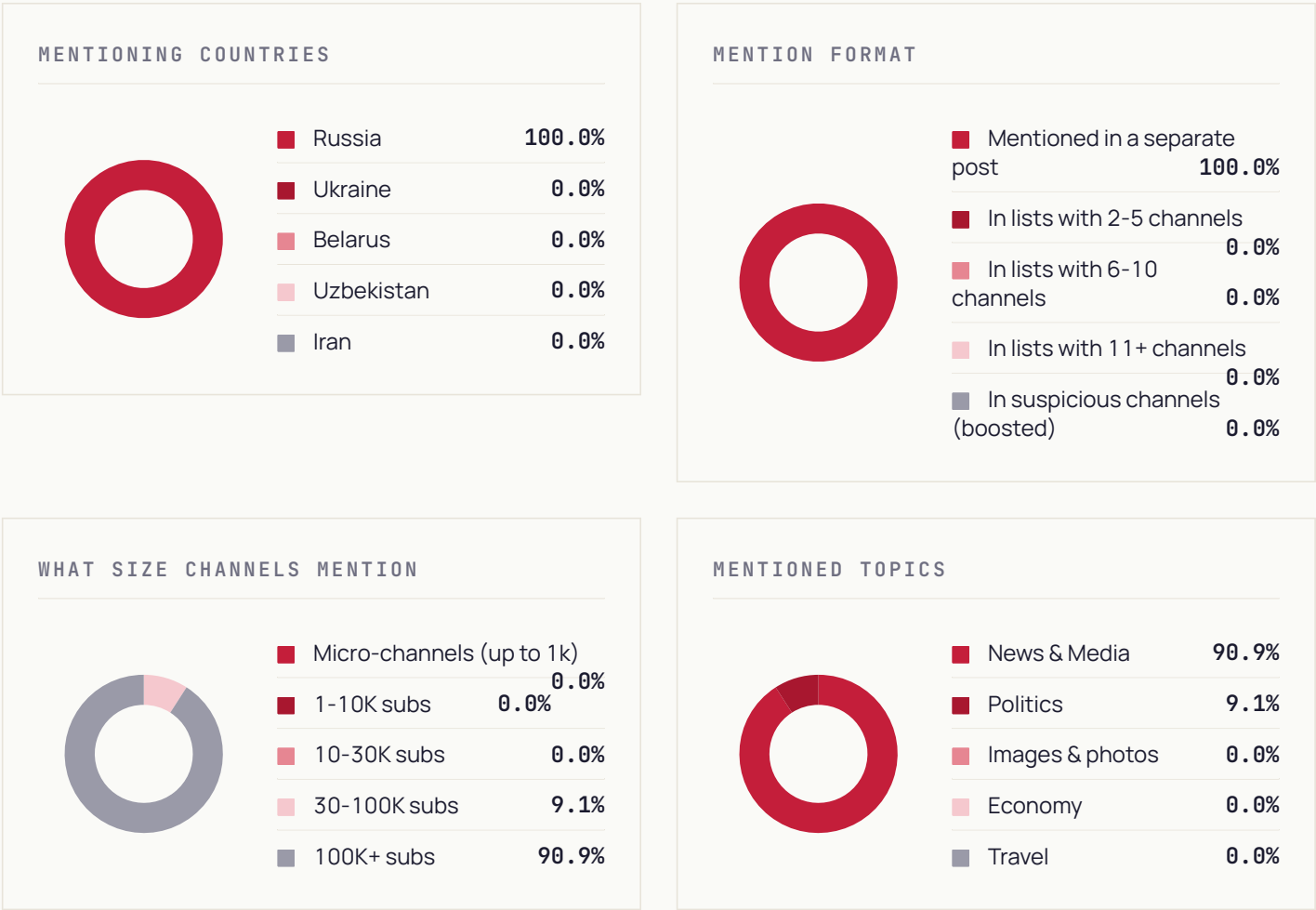
WORST 3

↓ 12.08 • 19:01 VIDEO A tourist in Turkey met a real goat The ugly act didn't escape our notice, but for «Context» it was too much, she thought...	VIEWS 8 731 REPOSTS 44 REACTS 174 ER 34.3%
↓ 12.08 • 18:12 TEXT (post without caption – text)	VIEWS 7 688 REPOSTS 8 REACTS 97 ER 30.2%
↓ 12.08 • 07:32 PHOTO 50 shades of grey Muscovites, admit it, are you also tired of eternal greyness? No wonder – July clearly disappointed. Let's look at the chart...	VIEWS 6 830 REPOSTS 24 REACTS 73 ER 26.8%

SECTION 03 · CITATIONS

Who and how mention the channel

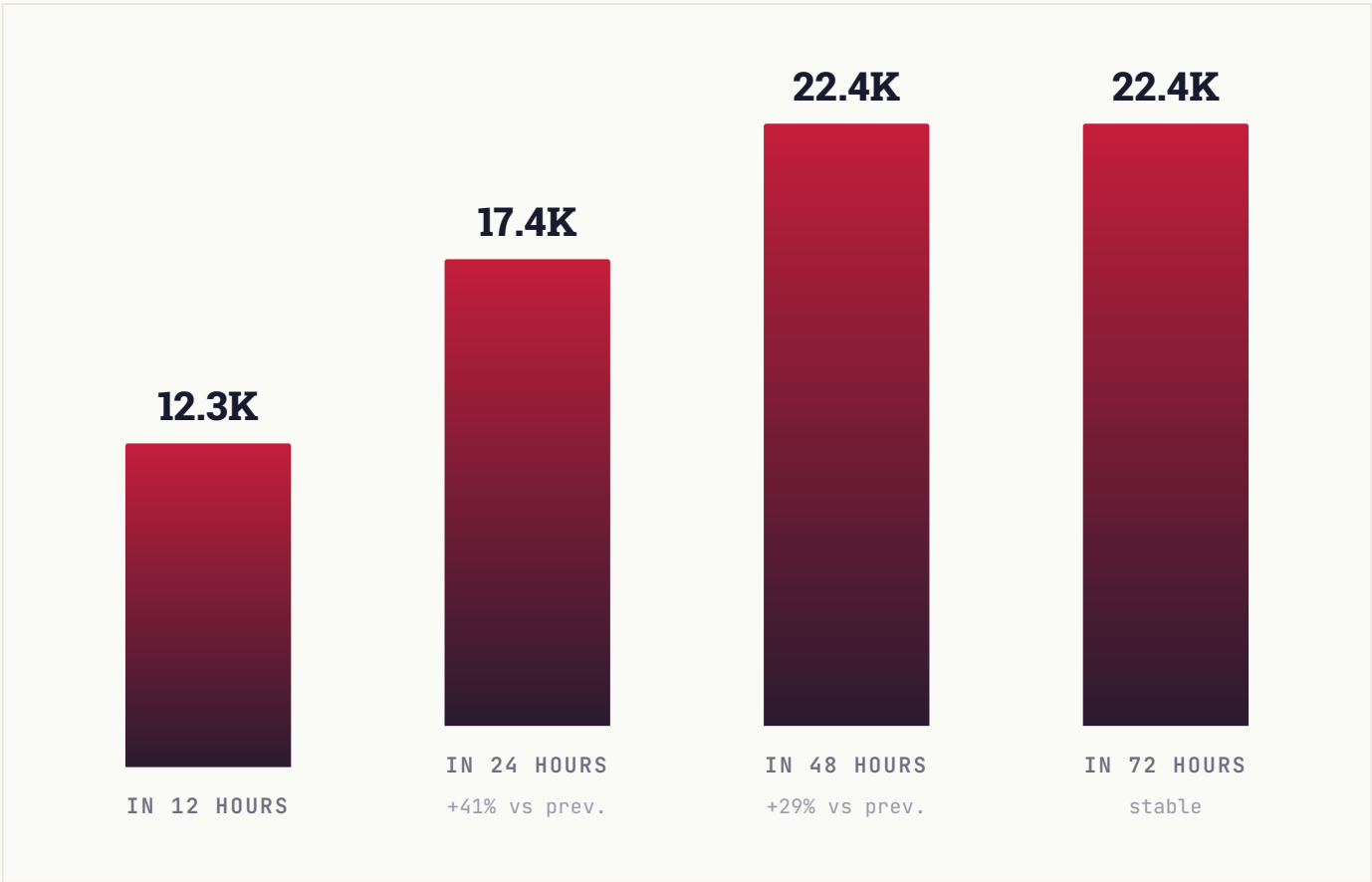
Citation index **5** – channel popularity rating based on mentions. Counts not only their number, but also the weight of those mentioning: a post from a channel with 100 thousand subs weighs more than from a channel with 1 thousand subs. In all time the channel has been mentioned **9** different channels.



SECTION 04 · AD POTENTIAL

How long a post drives reach

Average ad post reach over time from publication. Helps assess how long a placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — see its place among niche neighbors.

CHANNEL	SUBS
M• Москвач • Новости Москвы	4.3M
TL Топор Live	4.1M
PE Live • News	4M
M- Москва - это интересно	3.3M
PM Первый Московский	3.2M
MA Mash	3.1M
RN РИА Новости	3M
NM Новости Москвы	2.7M
MS Москва сегодня	2.7M
Avg Non-Moscow Russia media	2.6M
PO РОДТЕКСТ YOU	25.5K

COMPARATIVE INSIGHT

Channel so far outside niche top 99 — early growth stage. Niche leader — **Москвач • Новости Москвы** (4.3M), median top-99: 776.9K. First goal — to get into top-99 through systematic work with traffic and content.

SECTION 06 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «News & Media» (Russia) and looked at the channel against their background. Gray band — range covering 80% of niche channels (from p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 07 · STRATEGY

What to do right now

5 priority actions, sorted by expected impact. Can be marked as a checklist and return to this report in a month.

01

Top post of the week — Sunday

Audience most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls and interactive formats

Posts with polls/reactions usually add +5-15% to ER.
One hot-topic poll a week is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs drive relevant growth.

EFFECT

**Relevant
audience
growth**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords for organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done? PromptPress?

This audit — what we can do in minutes from public data. Want to go further — launch ads with us and hit your growth plan in a month.

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

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