

PUBLIC REPORT BY PROMTPRESS

Channel audit

Border Control



@pogranichnyi_control

Send report or question: @pogranichnyi_control_bot For Ads:
@pogranichnyi_control_reklama_bot Border crossing reports.
Border news. #погранконтроль

SUBSCRIBERS

46 061

+462 per month

ERR (% SEE POSTS)

39.0%

per day 15.2%

REACH/POST

16.2K

ad reach 7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 46 061 —	 SUBSCRIBER REACH 35.09% avg % subs see post	 VIEWS/POST 16.2K median 17.1K · 27 days	 POSTS/WEEK 6.2 over period
 7D TREND -13.1% vs prev week	 REACTIONS/POST 81.8 only 1,964 reactions, 1,045 reposts, 1,135 comments	 POST LENGTH 603 chars median 554 · 27 days	 POSTS ANALYZED 24 27 days
 AD REACH 7K 24h avg	 CHURN / MONTH +462 last month	 CITATION RATE 50 citation index · 224 channels mentioned ever	 CHANNEL AGE 4 years 8 months created 24.10.2021

AI EDITOR SUMMARY

Channel "Border Control" — 46 061 subs. Each post avg views 16.2K people (35% of subs), good reach. Publishes 6 posts/week (~1/day) — rare. Week Jun 29 – Jul 5 reach dropped -13.1% to week Jun 22–28 — worth analyzing 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 24 posts in 27 days.
- 02 Dominant format – Text (19/24 posts).
- 03 Avg post length – 603 chars (median 554).
- 04 Peak audience activity – Thu, 08:00 MSK.
- 05 Top posts drive 2x more views than weakest (25.5K avg top vs 12.9K worst) – among 24 posts in 27 days. Worth analyzing what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 05:37 TEXT ✗ M.25 No deferment, no military ID, no summons 04.04 applied in Russia for new 10-year passport, old expired. 16.06...	VIEWS 28 728 REPOSTS 200	REACTIONS 246 ER 62.4%
Nº2 22.06 · 09:03 PHOTO F25, FSSP debt 1.5M ✓ Flight Moscow - Almaty, Sheremetyevo Terminal C, passed e-customs with passport series 75 in 1...	VIEWS 24 119 REPOSTS 84	REACTIONS 176 ER 52.4%
Nº3 22.06 · 09:27 PHOTO Everyone has probably seen posts about raids in Penza – men are grabbed, loaded onto buses, forced to sign contracts. Ekaterina Mizulina...	VIEWS 23 530 REPOSTS 53	REACTIONS 273 ER 51.1%

Nº4 24.06 • 11:11 TEXT ✓ Mineralnye Vody - Yerevan #mineralnye_vody #yerevan M22. Flew from Mineralnye Vody on Russian passport 30.05.2026. Not served. Military...	VIEWS 23 315 REPOSTS 44 REACTIONS 71 ER 50.6%
Nº5 04.07 • 06:53 PHOTO #question M31 served, has military ID. Hi. On 05/28 an e-subpoena arrived, and on 06/17 a warning about restrictions...	VIEWS 23 115 REPOSTS 54 REACTIONS 54 ER 50.2%
WORST 3	
↓ 09.07 • 14:28 TEXT #question Hello, I'm a Belarusian citizen living in Moscow. I found out Belarus has a travel ban due to a debt...	VIEWS 14 232 REPOSTS 10 REACTIONS 73 ER 30.9%
↓ 10.07 • 04:58 TEXT ✓ #minsk internal passport. Conscript had travel ban since March. Early July bought ticket SPb Minsk night train. Border as...	VIEWS 13 421 REPOSTS 22 REACTIONS 36 ER 29.1%
↓ 12.07 • 09:03 TEXT Hello! Not exactly a progress report, but a request to share experience with a similar situation. M45. Initial data: * 45 years old. *...	VIEWS 10 902 REPOSTS 21 REACTIONS 38 ER 23.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

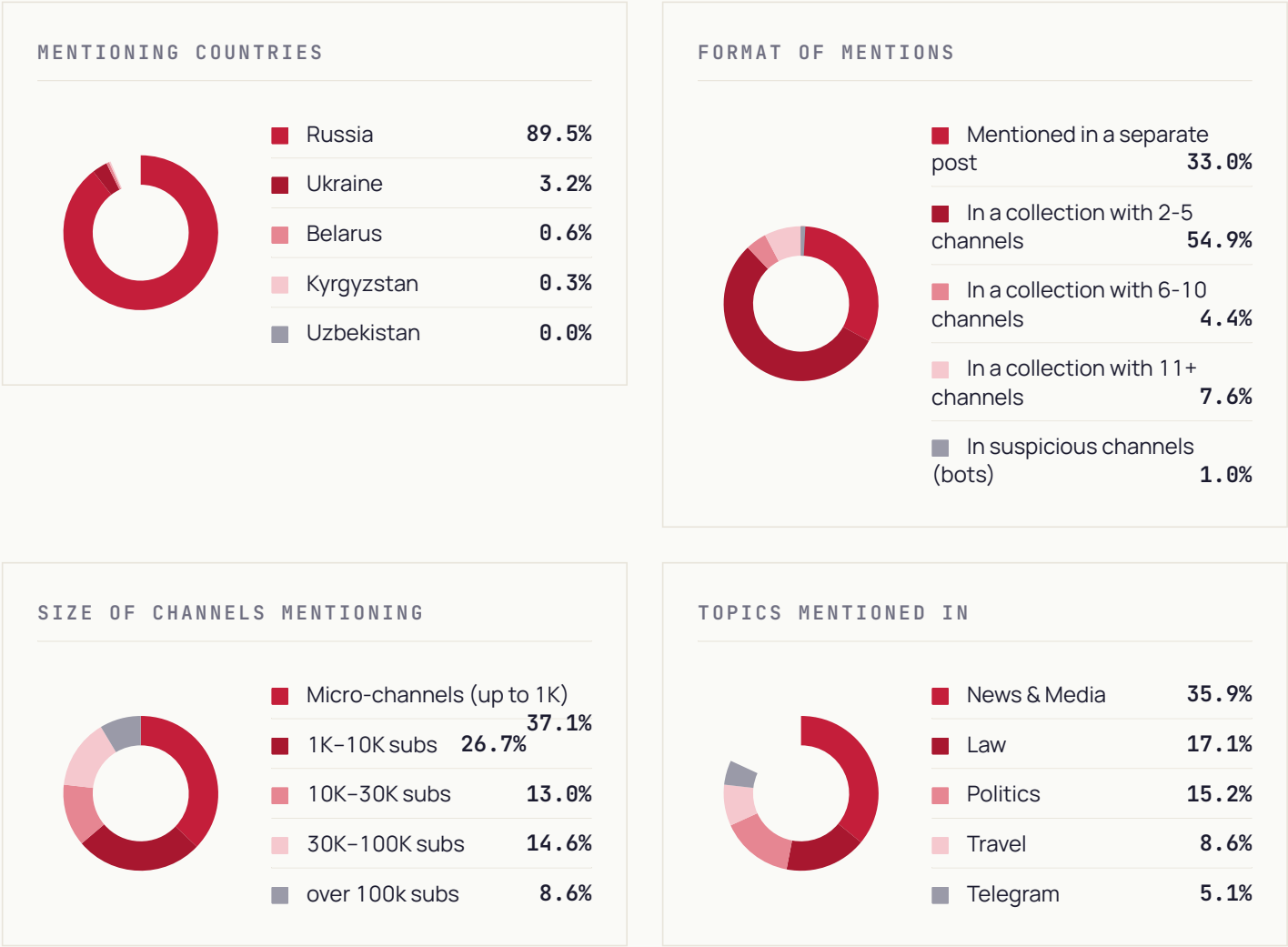
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

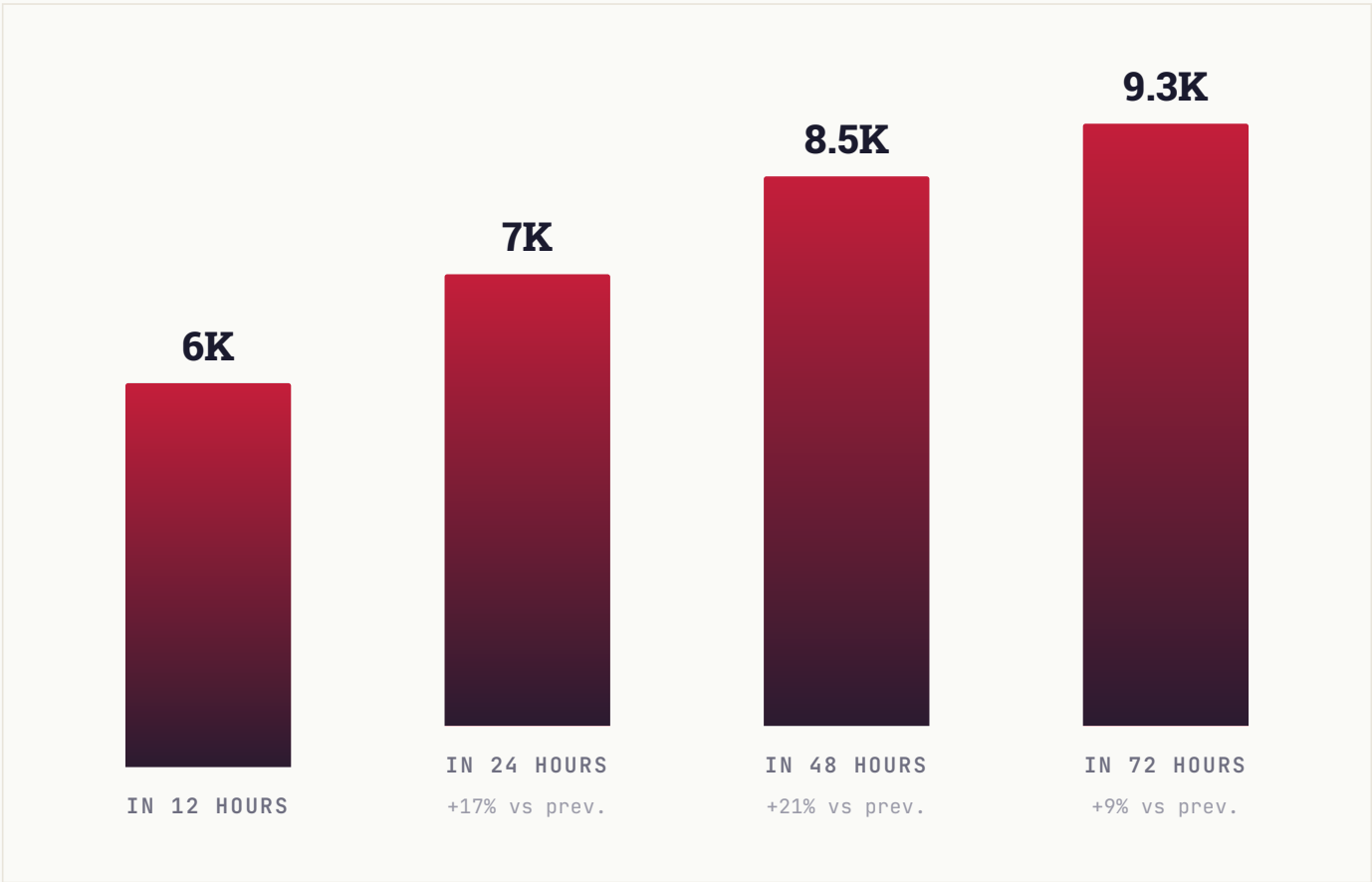
Citation index **50** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **224** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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. Highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Moskvichka	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount train	431.6K
OT Ozon Travel	413.5K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K
PC Border Control YOU	46.1K

COMPARATIVE INSIGHT

Channel not yet outside niche top 95 — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-95 median: 157K. First goal: enter top-95 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

We track posts in other channels that mention yours. Over the last **6 months** such mentions were **109**, they brought **1 991** new subs.

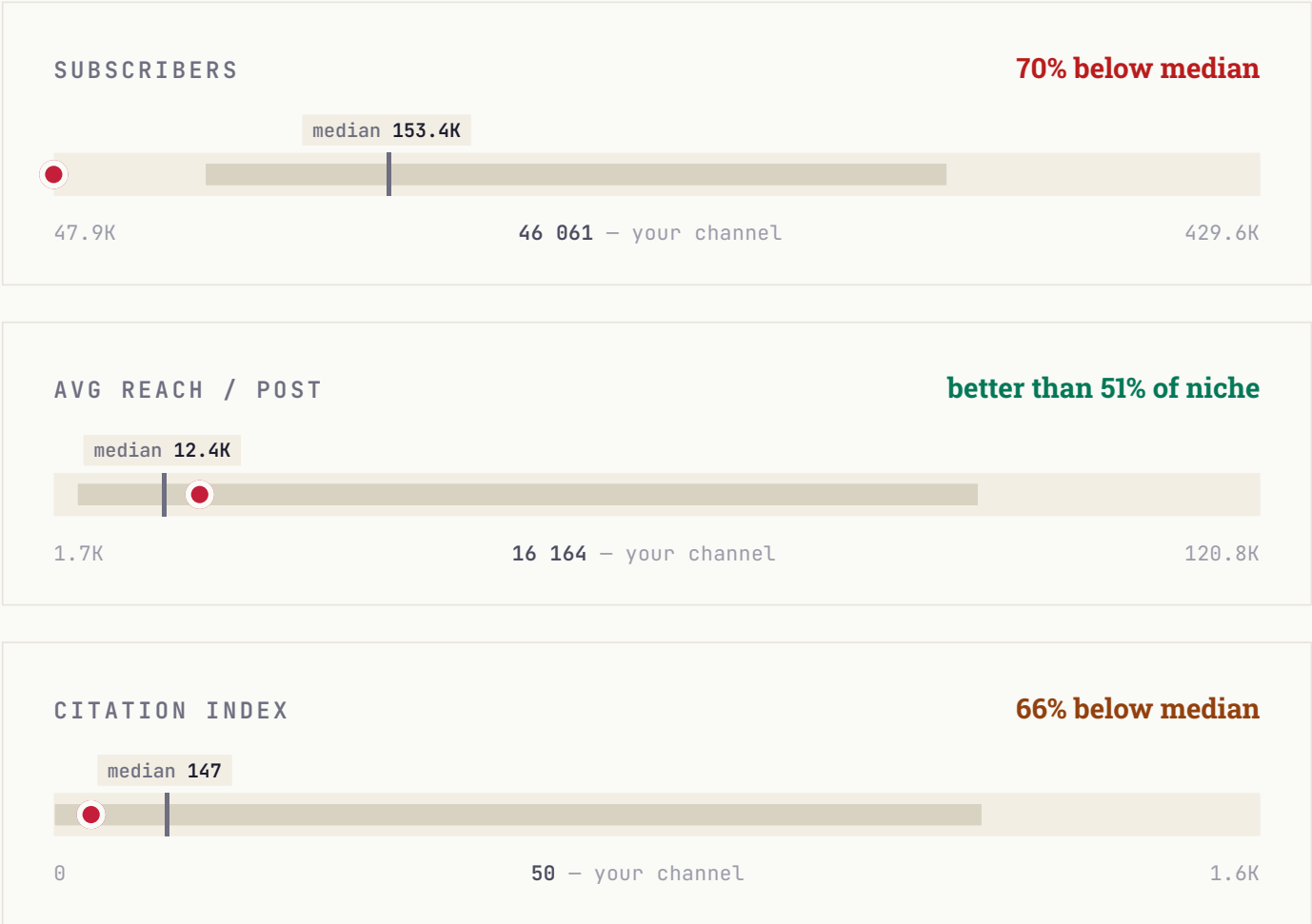
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	2	2	130
December 2025	2	2	161
Nov 2025	9	9	232
Oct 2025	35	32	303
Sep 2025	61	60	1 110
August 2025	0	0	55

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
109	6	1 991

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Travel» (Russia) and compared your channel.
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 off and revisit this report in a month.

01

Best post day of the week — Thursday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data. If you 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
