

PROMTPRESS PUBLIC REPORT

Channel audit

Pro Georgia / Про Грузию



@progeorgian

The biggest Telegram channel about Georgia in Russian. For ads contact @Bradobrey1

SUBS

118 199

+1453 per month

ERR (% SEE POSTS)

21.0%

in a day **15.7%**

REACH/POST

24.9K

ad reach **18.5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows for which period it is calculated.

 SUBS 118 199 —	 SUBSCRIBER REACH 21.03% avg % of subs see post	 VIEWS/POST 24.9K median 24.3K · 29 days	 POSTS/DAY 10.5 ~74 per week
 TREND 7D -3.8% vs previous week	 REACTS/POST 232.1 72 892 react., 79 327 rep., 7 504 comm.	 POST LENGTH 756 chars. median 892 · 29 days	 POSTS ANALYZED 314 29 days
 AD REACH 18.5K avg 24h	 CHURN / MONTH +1453 last month	 CITATIONS 787 citation index · 2 173 channels mentioned all time	 CHANNEL AGE 8y 10m created 12.10.2017

EDITOR'S AI SUMMARY

Channel «Pro Georgia / Про Грузию» – 118 199 subscribers. Each post on average gets 24.9K people (21% from subscribers), this is average reach – room to grow. Publishes 74 posts per week (~10 per day) – very active publishing. Over the week Aug 10–16, reach stable (-3.8% vs week Aug 3–9).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis is based on 314 posts over 29 days.
- 02 Dominant format – Photo (150/314 posts).
- 03 Average post length – 756 chars (median 892).
- 04 Audience activity peak – Sat, 07:00 MSK.
- 05 Strongest posts get 2 times more views than weakest (46.5K avg top vs 19.9K worst) – among 314 posts in 29 days. Look for commonalities in top – topic, format, timing.

TOP 5 POSTS

Nº1 05.08 · 16:15 TEXT ⚡⚡⚡ Third blackout in Georgia in two weeks. No electricity in all cities of the country. ➡️ Telegram / Suggest news	VIEWS 51 353 REPOSTS 2 614	REACTS 735 ER 43.4%
Nº2 25.07 · 04:04 TEXT ⚡⚡⚡ Another power outage across Georgia. Second day in a row, no electricity across the country. Telegram / Suggest news	VIEWS 45 458 REPOSTS 1 482	REACTS 575 ER 38.5%
Nº3 25.07 · 07:45 TEXT 🇬🇪🇷🇺 How to transfer money from\to Russia from\to Georgia. After the final block of 'Zolotaya Korona' (held 17% of incoming...	VIEWS 42 789 REPOSTS 3 325	REACTS 255 ER 36.2%

Nº4 05.08 • 16:32 TEXT

🔌💡 According to unofficial reports, restoring networks will again take about 3 hours. Electricity will be supplied in Georgia...

VIEWS	REACTS
42 673	426
REPOSTS	ER
1 637	36.1%

Nº5 05.08 • 16:18 TEXT

!! Power outage across ALL of Georgia. We are in touch with energy workers; as soon as info arrives, we'll publish. ➡️📱 Telegram /...

VIEWS	REACTS
41 831	427
REPOSTS	ER
2 254	35.4%

WORST 3

↓ 01.08 • 10:14 VIDEO

✂️ Repair company BMT REMONTI offers turnkey renovation of apartments and houses, turnkey house construction. Design project creation. 💰...

VIEWS	REACTS
20 460	64
REPOSTS	ER
59	17.3%

↓ 04.08 • 14:14 TEXT

🏠 Most frequently asked questions about insurance in Georgia. We answer with GPI Holding, the insurance market leader in...

VIEWS	REACTS
19 698	117
REPOSTS	ER
122	16.7%

↓ 04.08 • 11:14 PHOTO

🏕️ Tent and sleeping bag rental in Georgia. The height of summer and almost everyone is on a road trip. Sometimes the hike lasts...

VIEWS	REACTS
19 602	114
REPOSTS	ER
361	16.6%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

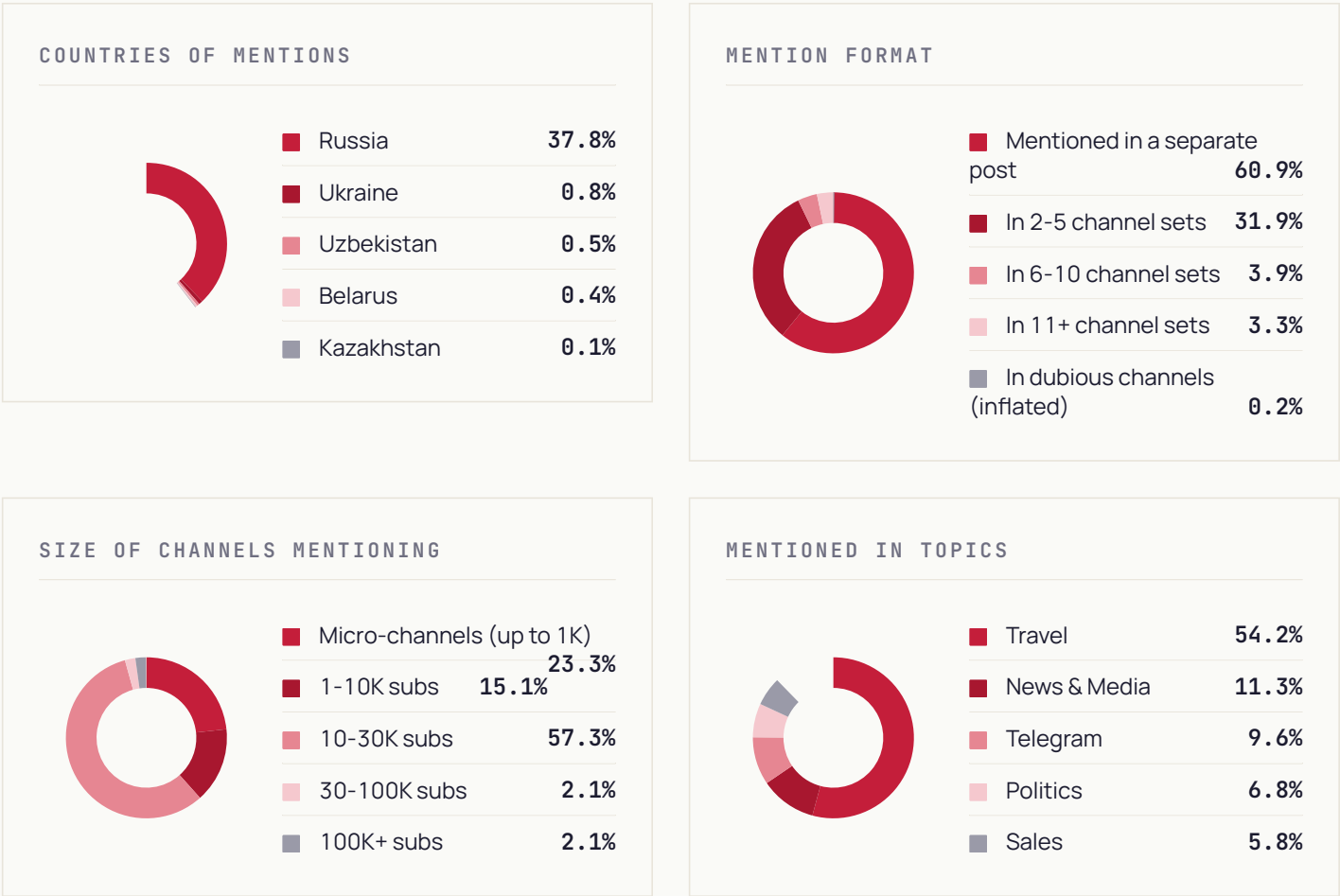
Subscriber growth chart for the year. On key months, exact subscriber counts are shown, revealing in which months the channel grew and in which subscribers left.



SECTION 04 · CITATIONS

Who and how mentions the channel

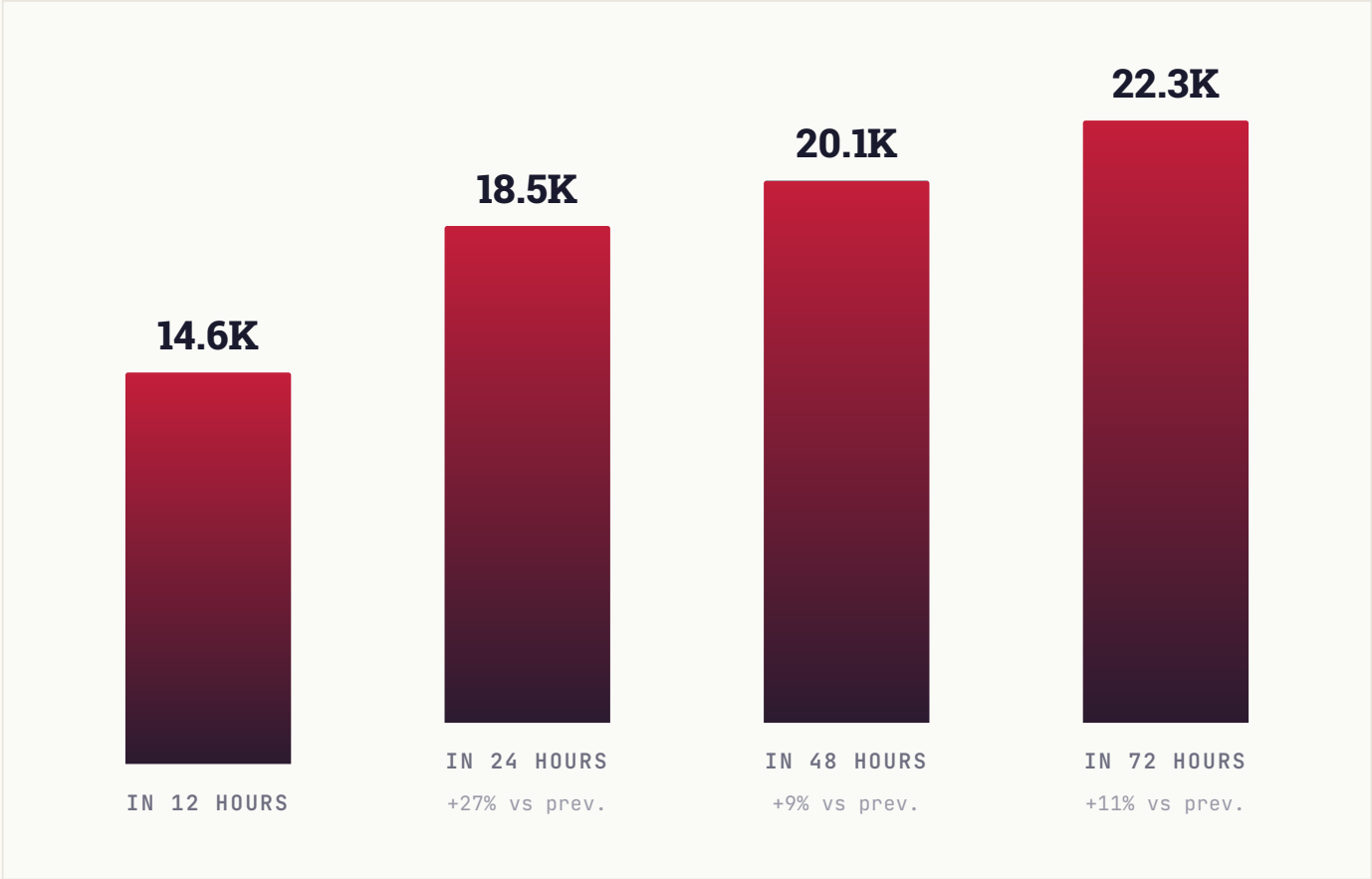
Citation index **787** — channel popularity rating based on mentions. Counts not only their number, but also the weight of mentioners: a post from a channel with 100 K subs weighs more than from a channel with 1 K subs. All time mentions: **2 173** different channels.



SECTION 05 · AD POTENTIAL

Post reach duration

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



SECTION 06 · COMPETITORS

Who you compete with

11 ближайших каналов по тематике и аудитории. Подсветили ваш канал — видно, какое место он занимает среди соседей по нише.

CHANNEL	SUBS
M- Moscow - where to go Events	1.2M
A« Airline «Победа»	1M
MO Moskvichka	668.4K
AЭ АЭРОФЛОТ	523.4K
Turkey Туту	504.8K
MD Moskvach Daily • 02.09.	495.7K
Japan Yandex Travel	489K
Sun Loads of discounts	427.5K
OT Ozon Travel	406.5K
Avg. Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	403K
PG Pro Georgia / Про Грузию	118.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#66 of 96). Niche median — 142K subs. First growth KPI — reach the median. Leader: Moscow - where to go | Events (1.2M).

SECTION 07 · MENTION DYNAMICS

Mention frequency

Each month we track posts in other channels mentioning your channel. Over the last **6 months** such mentions were **1 726**, drove **4 488** new subs.

PERIOD	MENTIONS	CHANNELS	SUBSCRIBERS ACQUIRED
Февраль 2026	251	31	531
Январь 2026	319	26	396
December 2025	295	30	604
November 2025	249	30	384
October 2025	327	53	724
Сентябрь 2025	285	39	1 849

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
1 726	6	4 488

— SECTION 08 · NICHE COMPARISON

Where the channel is in its league

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

#66 /100

POSITION IN NICHE

Channel in the lower half of the ranking

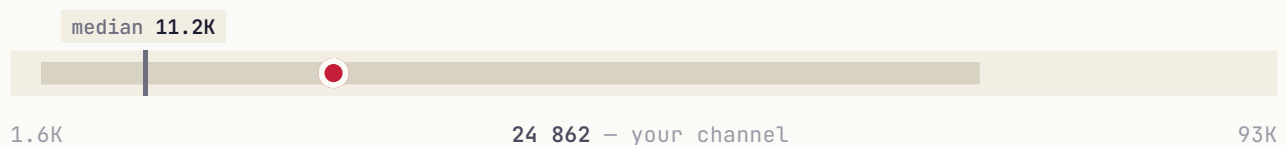
SUBS

worse than median by 16%



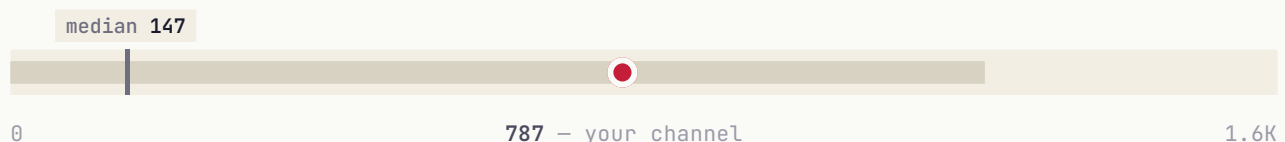
AVERAGE REACH / POST

better than 59% of niche



CITATION INDEX

better than 73% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions, ranked by expected impact. Mark as a checklist and return to this report in a month.

01

Top post of the week — Saturday

On this day at 07:00 MSK the audience is most active.

EFFECT

Best time for a key post**02**

Systematic traffic buying

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

EFFECT

+1000-3000 subs.**03**

Test polls and interactive formats

Posts with polls/reactions typically add +5-15% to ER. One poll a week on a hot topic — an easy growth win.

EFFECT

+5-15% ER**04**

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

Relevant audience growth**05**

Update channel description for Telegram search

Telegram search matches descriptions. Add 3-5 niche keywords — an organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done PromptPress?

This audit — is what we can do in a few minutes based on public data. If you want to go further — launch ads through us and close your growth plan in a month.

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

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