

PROMTPRESS PUBLIC REPORT

Channel audit

Imports to Russia



@proimport

Imports, Foreign Trade, Logistics, Import Substitution Collaboration
@ElenaCallisto Channel registered with Roskomnadzor <https://gosuslugi.ru/snet/67a30997dc130259d59d8572>

SUBSCRIBERS

53 571

-106 per month

ERR (% SEE POSTS)

10.0%

in 24h **6.6%**

REACH/POST

4.9K

ad reach **3.5K/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 53 571 —	 SUBS REACH 9.12% avg % subs see post	 VIEWS/POST 4.9K median 4.9K · 29 days	 POSTS/WEEK 43.7 over period
 7D TREND -9.5% vs prev week	 REACTIONS/POST 15.2 only 2,849 reactions, 4,782 reposts, 0 comments	 POST LENGTH 817 chars median 875 · 29 days	 POSTS ANALYZED 187 29 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH -106 last month	 CITATION RATE 736 citation index · 3,072 channels mentioned all time	 CHANNEL AGE 8 years 8 months created 02.11.2017

AI EDITOR SUMMARY

Channel «Imports to Russia» — 53 571 subs. Each post averages 4.9K people (9% of subs), reach is low — consider expanding audience. Publishes 44 posts per week (~6/day) — active posting. Week Jul 6–12 reach dropped -9.5% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 187 posts in 29 days.
- 02 Dominant format – Text (179/187 posts).
- 03 Avg post length – 817 chars (median 875).
- 04 Peak audience activity – Thursday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (6.8K avg for top vs 4K for worst) – among 187 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 14:50 TEXT Currency shock for importers: Central Bank cuts dollar and euro sales eightfold Starting July 1, 2026, the Bank of Russia will reduce daily...	VIEWS 7 030 REPOSTS 246	REACTIONS 36 ER 13.1%
Nº2 03.07 · 14:04 TEXT Turkey applied to join euro payment zone, which may speed up settlements with Russian importers Turkey applied to...	VIEWS 6 676 REPOSTS 36	REACTIONS 22 ER 12.5%
Nº3 19.06 · 15:38 TEXT Central Bank cuts rate to 14.25%, but warns of possible tightening due to fiscal policy CBR Board on June 19, 2026 reduced...	VIEWS 6 666 REPOSTS 8	REACTIONS 25 ER 12.4%

Nº4 25.06 · 14:57 TEXT Medical device importers beware: mandatory labeling for syringes, CT scanners, and fillers starts September Starting September 1, 2026...	VIEWS 6 465 REPOSTS 59	REACTIONS 24 ER 12.1%
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Nº5 26.06 · 06:04 TEXT Central Bank proposes legalizing stablecoins as 'nominal DFA' for cross-border payments Bank of Russia suggested introducing special...	VIEWS 6 374 REPOSTS 34	REACTIONS 14 ER 11.9%
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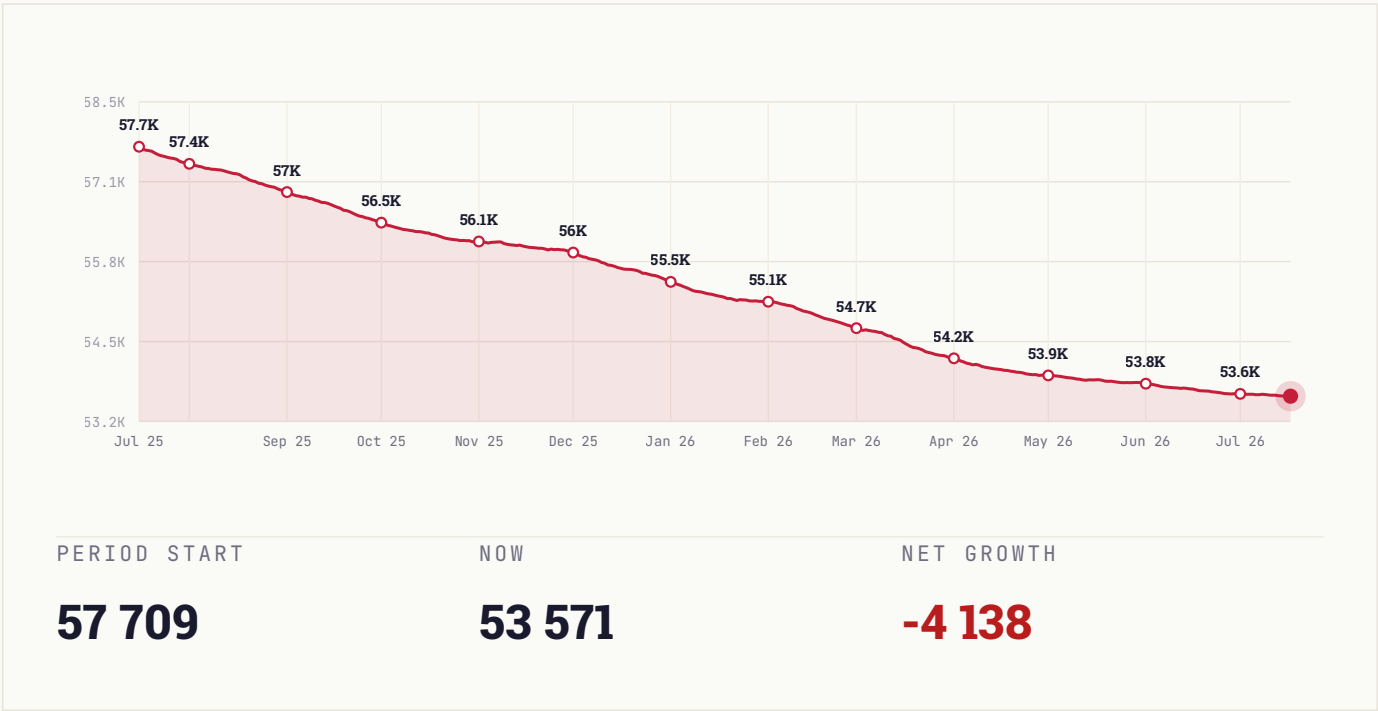
WORST 3

↓ 13.07 · 14:34 TEXT Ministry of Industry and Trade denied considering new import control mechanism for light industry Initiative on new import control...	VIEWS 4 061 REPOSTS 5	REACTIONS 4 ER 7.6%
↓ 13.07 · 14:23 TEXT Pet market protected: Russia launches 'green corridor' for imported veterinary drugs Russian imports of veterinary drugs and feed...	VIEWS 4 037 REPOSTS 8	REACTIONS 13 ER 7.5%
↓ 14.07 · 10:45 TEXT Budget smartphones exit market: manufacturers cut lines due to expensive components Rising component costs and global...	VIEWS 4 029 REPOSTS 16	REACTIONS 8 ER 7.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

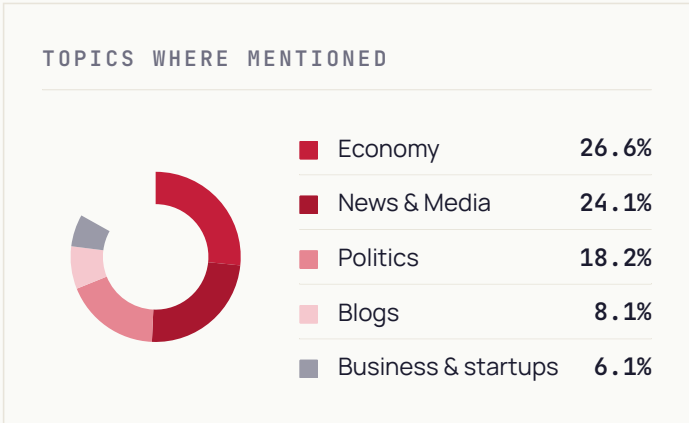
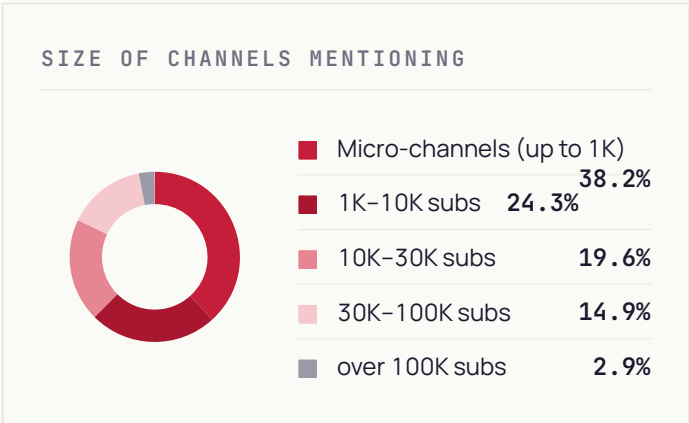
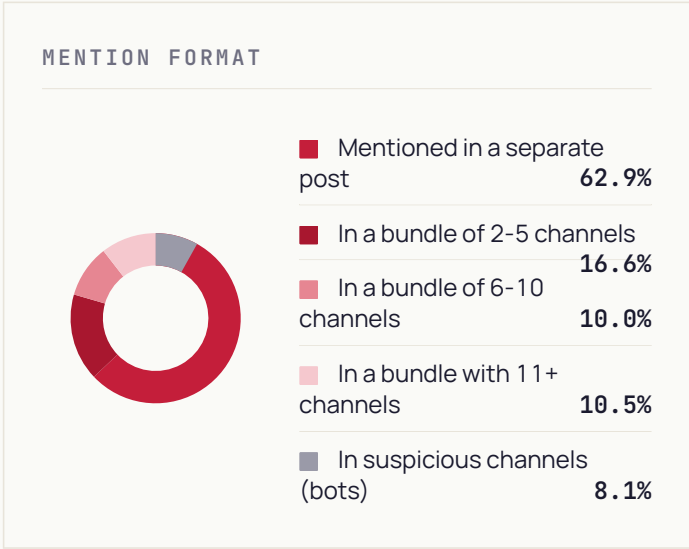
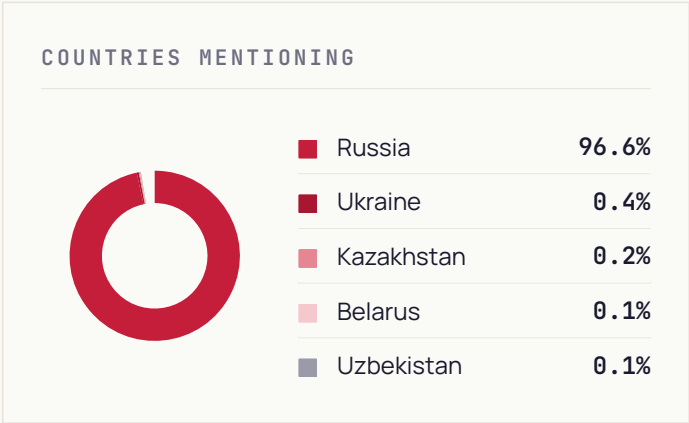
Subscriber growth chart for the year. Key months show exact subscriber count. Highlights months of growth and loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

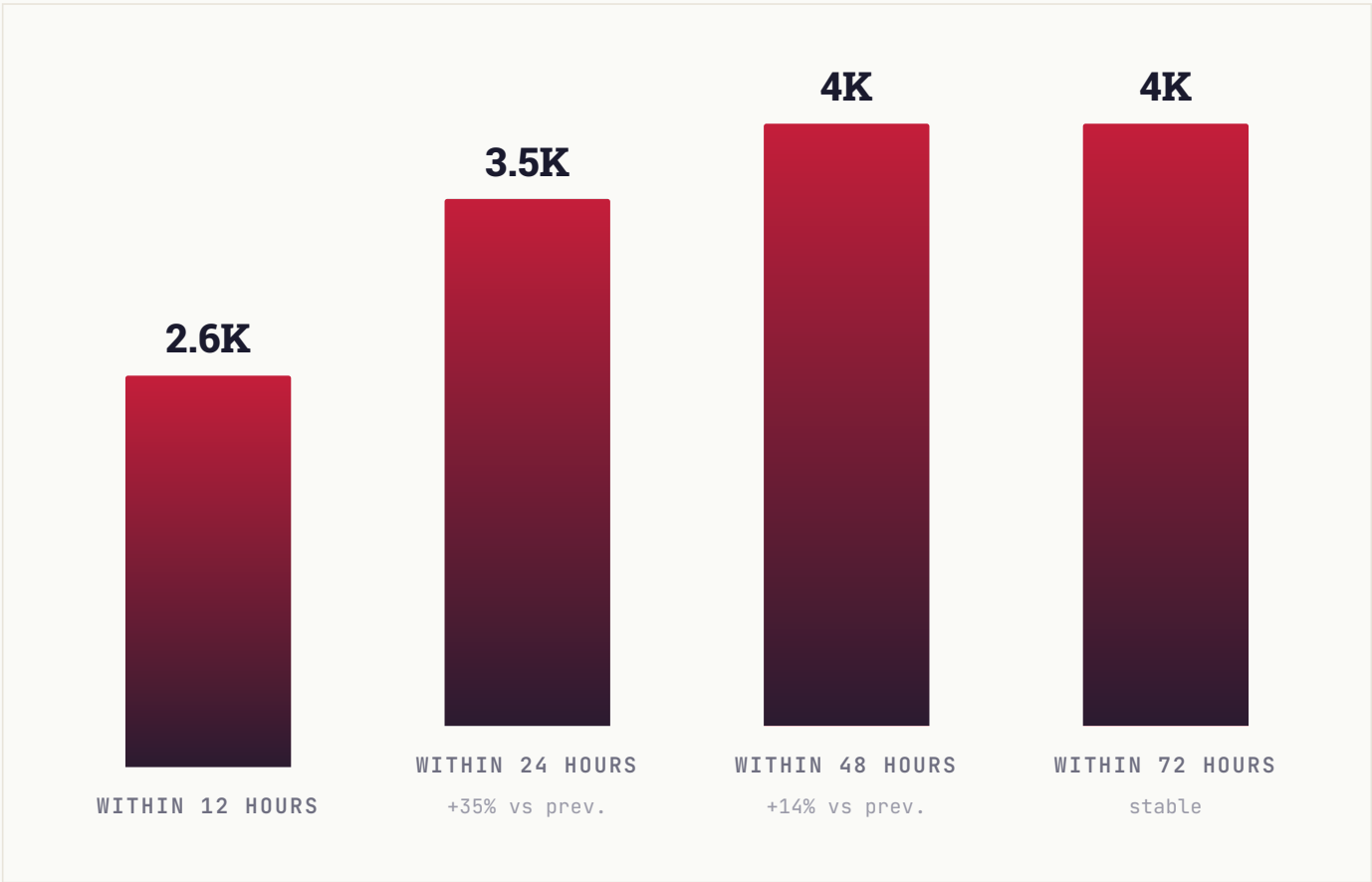
Citation index **736** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **3 072** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
آت آقاي تحليلگر	5.2M
قد قيمت لحظه ای دلار طلا خودرو و سکه	3.7M
اق اخبار فوری قيمت دلار طلا حمله امريکا	3.6M
اش Sharif شريف	2.8M
TW Trade Watcher	2.6M
قل قيمت لحظه ای دلار طلا خودرو	2M
KE KING EL GOLD 🏆	1.8M
TE The Economist	1.3M
TE Ax. Economy.	1.2M
QE QUBTAN EL GOLD	1.1M
IV Imports to Russia YOU	53.6K

COMPARATIVE INSIGHT

Channel is not yet outside top 98 of niche — early growth stage. Niche leader — آقاي تحليلگر (5.2M), top-98 median: 350.2K. First goal — enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **275**, they brought **64** new subs.

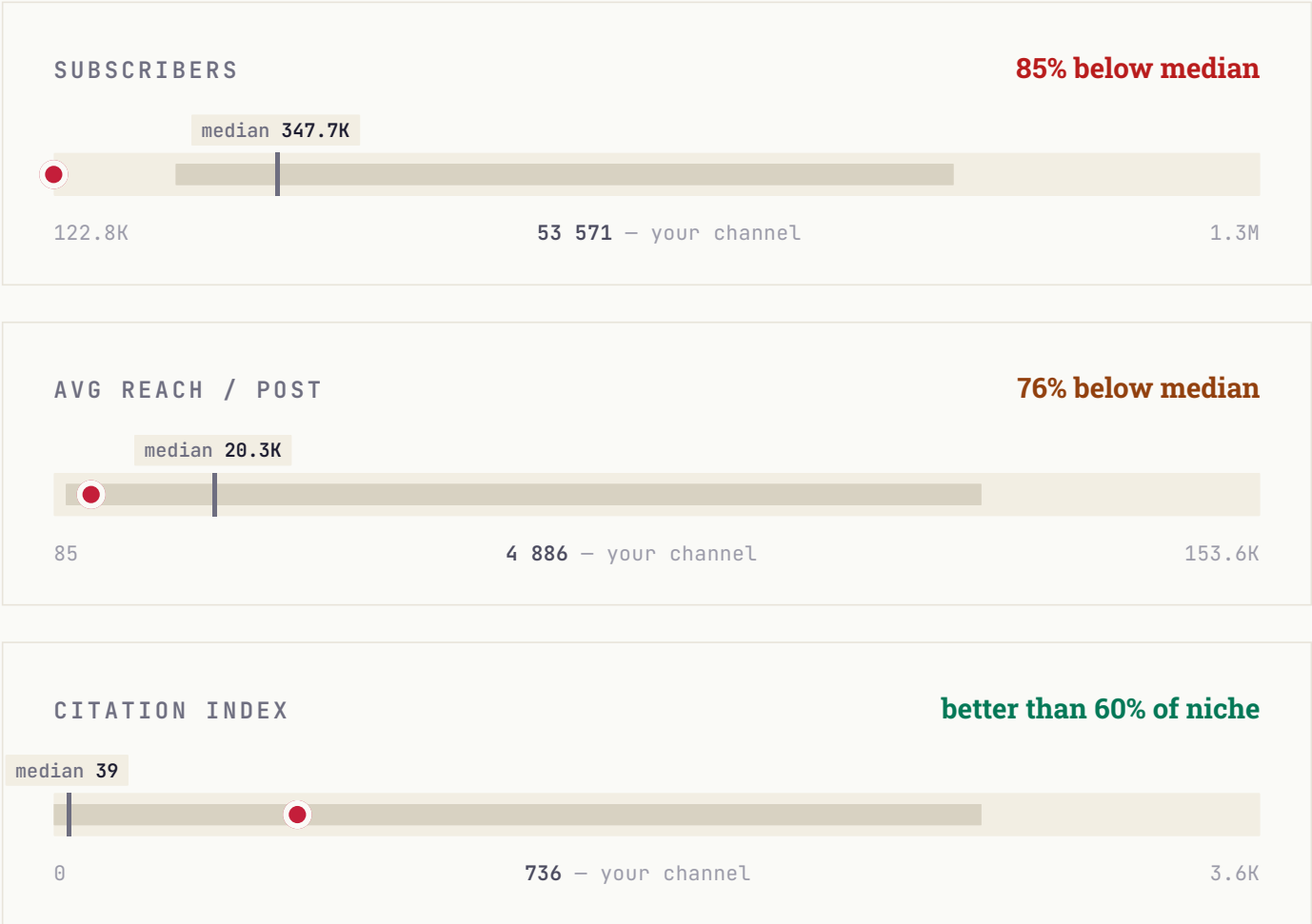
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	41	26	16	
December 2025	67	42	0	
Nov 2025	37	17	45	
Oct 2025	73	35	3	
Sep 2025	27	10	0	
August 2025	30	14	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
275	6	64

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Economy» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01**Best post day of the week — Thursday**

Audience is most active on this day and at 18:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase share of video posts**

Video in Telegram retains audience longer and is favored by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
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 boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

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

Cross-post with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager