

PUBLIC REPORT BY PROMTPRESS

Channel audit

City Pulse



@puls_gorod

All that beats in the city's heart: hottest news, events & incidents.
Stay in rhythm of your city @avtoritetmsk

SUBS

241 180

-28204 per month

ERR (% SEE POSTS)

31.0%

per day **32.0%**

REACH/POST

75.4K

ad reach **77.5K**/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.

 SUBS 241 180 —	 SUBSCRIBER REACH 31.25% avg % subs see post	 VIEWS/POST 75.4K median 77.2K · 29 days	 POSTS/WK 30.0 over period
 7D TREND -3.8% vs previous week	 REACTIONS/POST 703.6 total 87,948 reactions, 147 reposts, 0 comments	 POST LENGTH 303 chars median 287 · 29 days	 POSTS ANALYZED 125 29 days
 AD REACH 77.5K 24h avg	 CHURN / MONTH -28204 last month	 MENTIONABILITY 20 citation index · 345 channels mentioned ever	 CHANNEL AGE 2 years 11 days created 30.06.2024

AI EDITOR SUMMARY

Channel «City Pulse» — 241 180 subs. Each post averages 75.4K people (31% of subs), good reach. Publishes 30 posts per week (~4/day) — active posting. For week Jun 29 – Jul 5 reach stable (-3.8% vs week 22–28 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 125 posts in 29 days.
- 02 Dominant format — Photo (95/125 posts).
- 03 Avg post length — 303 chars (median 287).
- 04 Audience peak — Saturday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (84.1K avg for top vs 52K for worst) — among 125 posts in 29 days. Worth analyzing what top posts have in common — topic, format, time.

TOP 5 POSTS

Nº1 26.06 · 18:00 VIDEO ⚡ I need to be cloned. Any medics? — Bastrykin. Thus the head of the RF Investigative Committee responded to a remark that the country lacks such...	VIEWS 84 427 REPOSTS 1	REACTIONS 864 ER 35.0%
Nº2 27.06 · 16:06 PHOTO ⚡ Netanyahu stated that under the agreement with the Lebanese government, two 'pilot zones' will be created — south and north of the Litani River. These...	VIEWS 83 978 REPOSTS 1	REACTIONS 777 ER 34.8%
Nº3 19.06 · 19:40 VIDEO ⚡ Billionaire's son sent to pre-trial detention after violating court bans, — media. Earlier he was banned from leaving home at night, visiting...	VIEWS 83 756 REPOSTS 1	REACTIONS 836 ER 34.7%

Nº4 20.06 • 18:20 PHOTO ⚡ Fuel price increases observed at several private gas stations in the Tula region. The FAS office has taken the situation under control. 'Most chain...	VIEWS 83 725 REACTIONS 961 REPOSTS 1 ER 34.7%
Nº5 29.06 • 18:15 PHOTO ⚡ Starmer considers NATO Secretary General post after leaving UK PM office, – The Observer. According to the publication, Starmer...	VIEWS 83 617 REACTIONS 848 REPOSTS 1 ER 34.7%

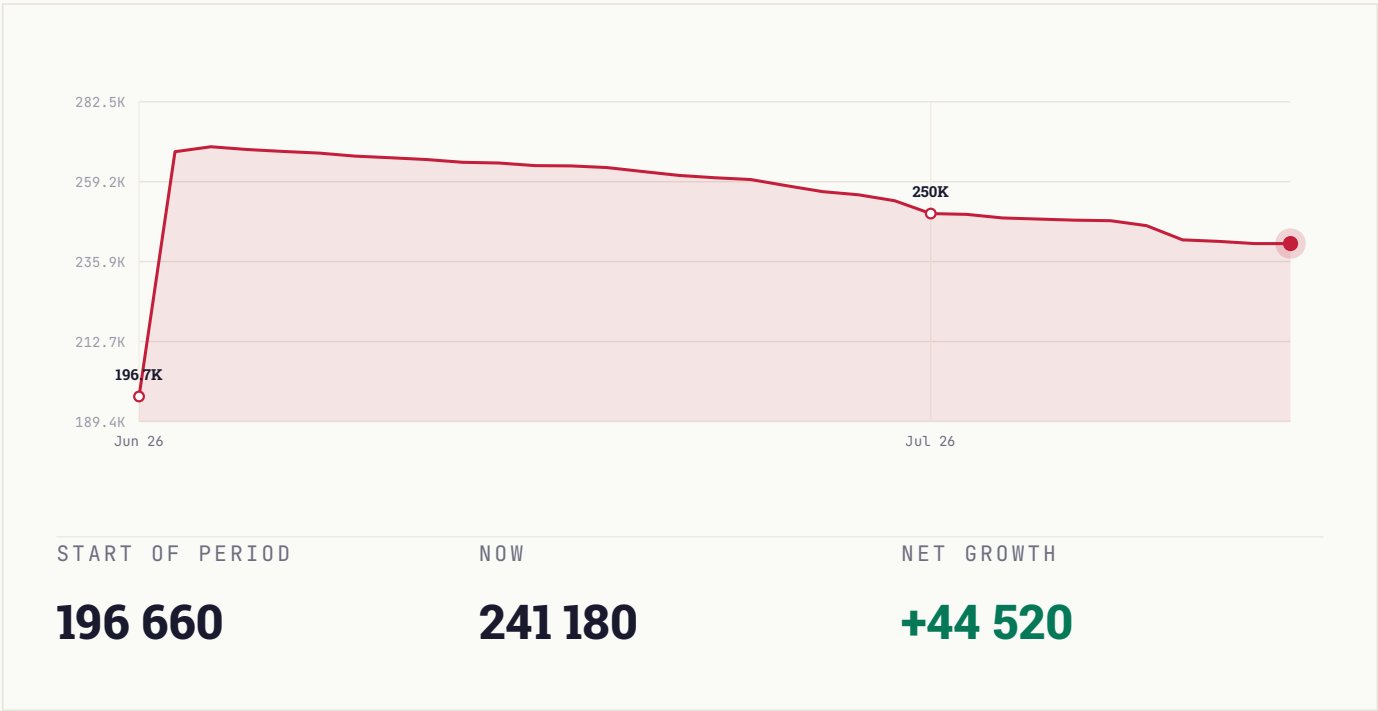
WORST 3

↓ 05.07 • 09:45 VIDEO ⚡ Adam Kadyrov received the jubilee medal '90 Years of the Russian State Traffic Safety Inspectorate.' The award was presented to the Secretary of the Chechen Security Council on the occasion of the 90th anniversary...	VIEWS 61 433 REACTIONS 607 REPOSTS 1 ER 25.5%
↓ 05.07 • 15:00 VIDEO ⚡ Stavropol shrouded in black smoke due to a massive fire at a paint and varnish warehouse, – media. The fire occurred on the territory...	VIEWS 50 880 REACTIONS 692 REPOSTS 2 ER 21.1%
↓ 05.07 • 17:22 PHOTO Commemorative badge with Putin and the phrase «Our cause is just, victory will be ours» shown at SPIEF. Stay tuned	VIEWS 43 652 REACTIONS 779 REPOSTS 1 ER 18.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

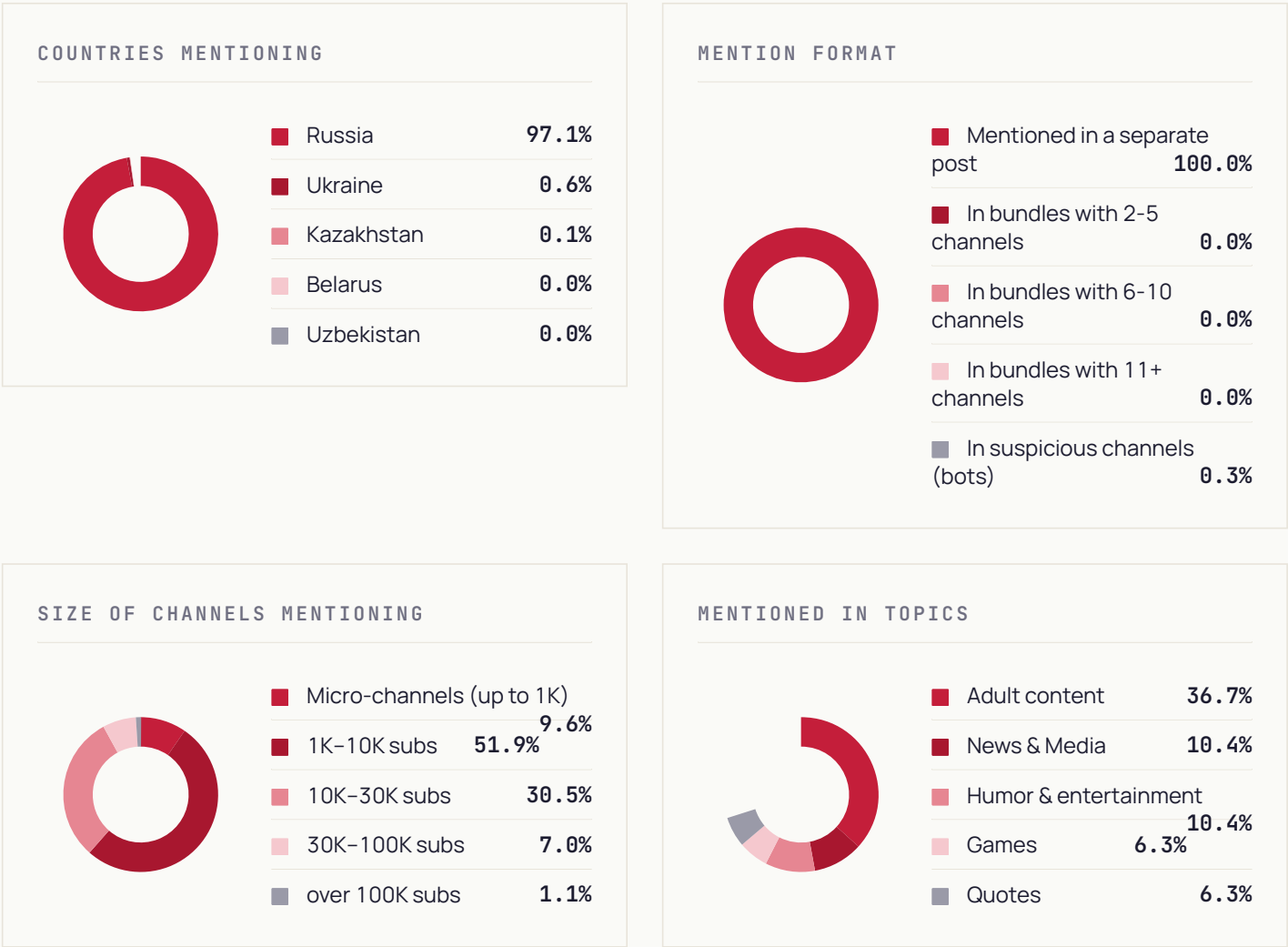
Subscriber growth chart over the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

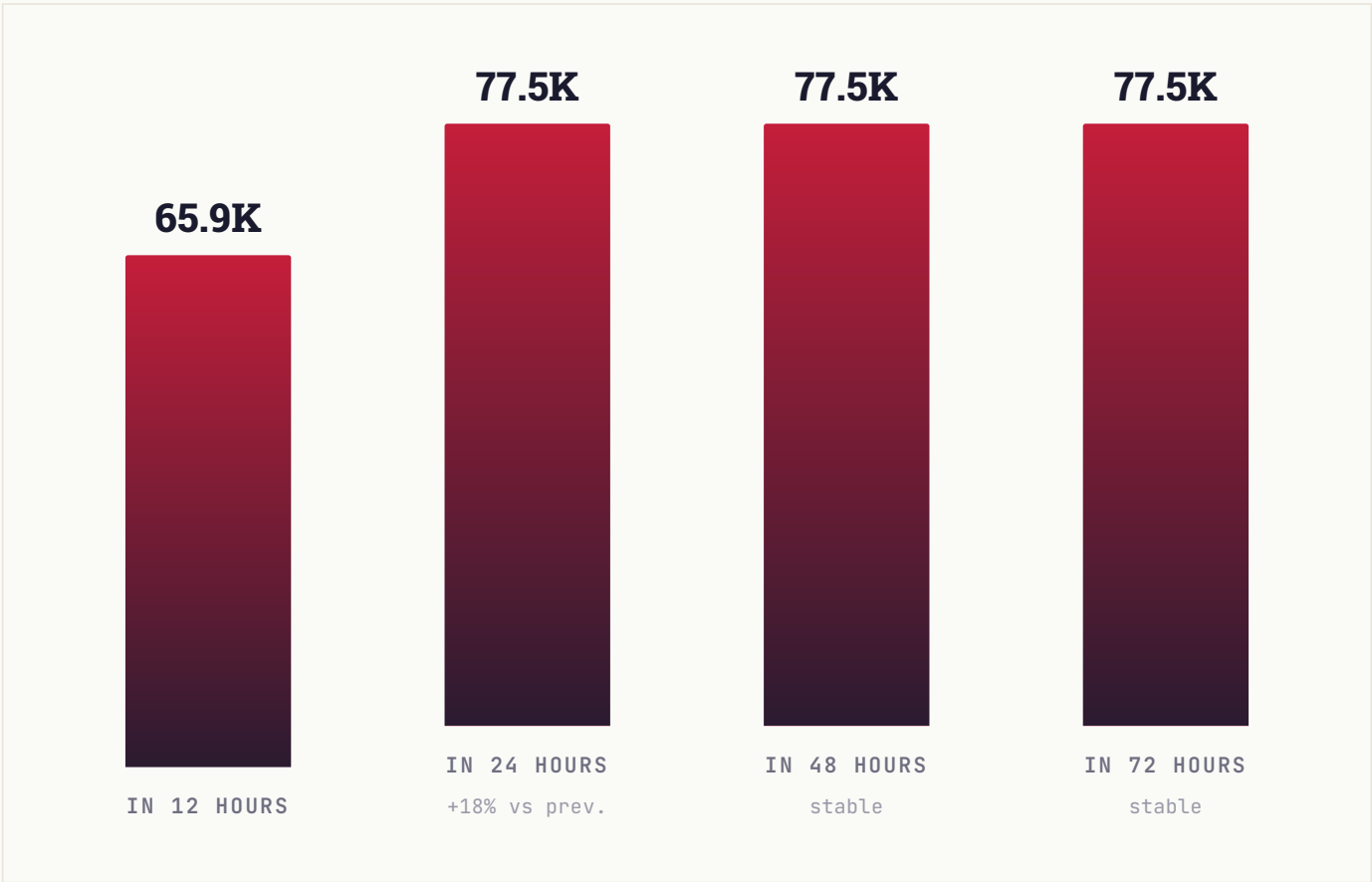
Citation index **20** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time the channel was mentioned **345** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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 highlighted — see its rank among niche peers.

CHANNEL	SUBS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.5M
ک ا کانال اخبار فوری خبر فوری	4.4M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trash ⚡ Ukraine	3.1M
GP City Pulse YOU	241.2K

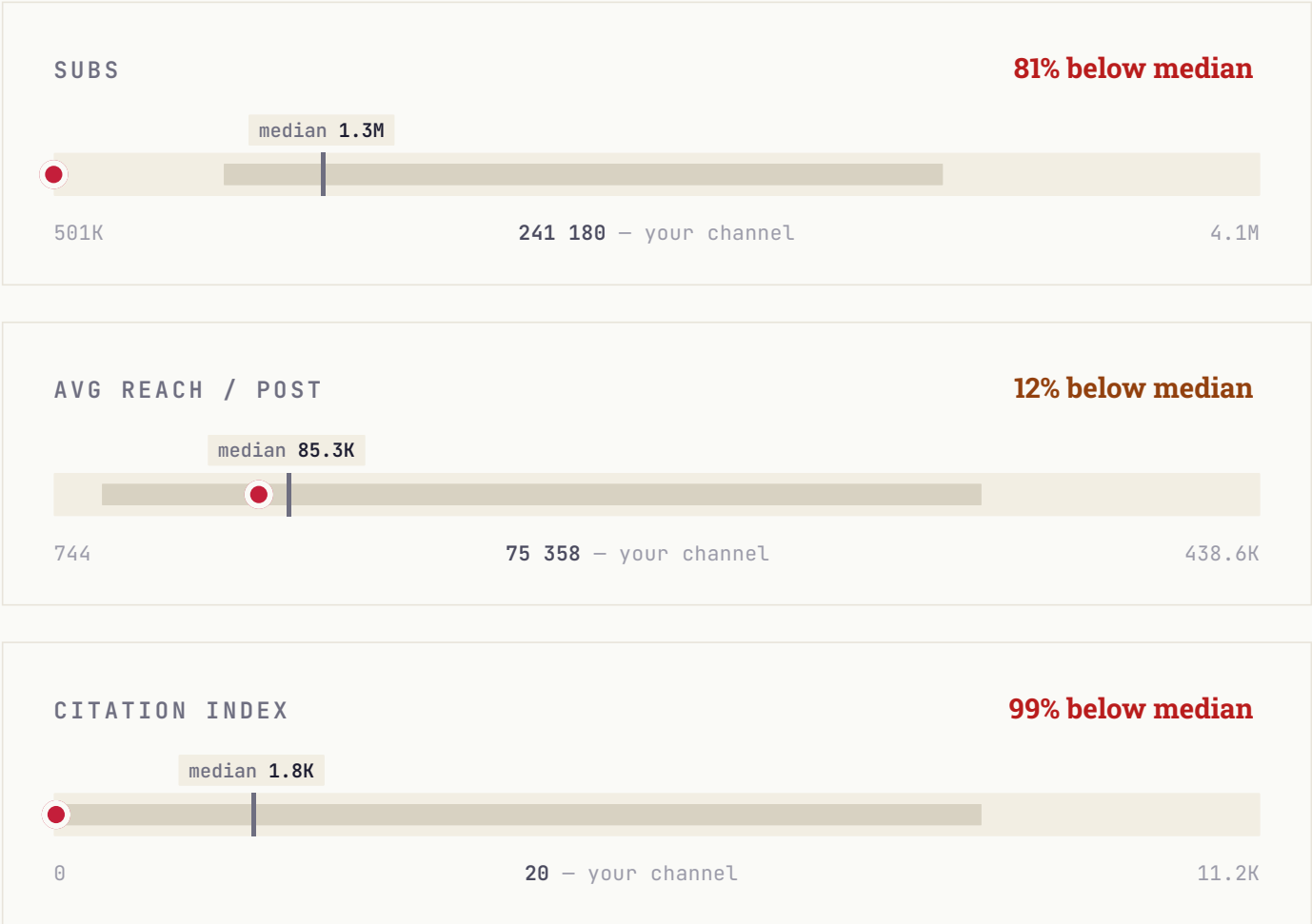
COMPARATIVE CONCLUSION

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

SECTION 07 · 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 where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

- 01

Top post of the week — on Saturday

Audience most active on this day at 21:00 MSK.

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 picks 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 — easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 this done by **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
