

PUBLIC REPORT BY PROMTPRESS

Channel audit

Conversations about the Important



@razgovori_o_vajnom

Official channel of the all-Russian project «Conversations about the Important» 👉 VK: https://vk.com/razgovory_o_vajnom 👉 RUTUBE: <https://rutube.ru/u/razgovoryovajnom/> 👉 MAX : https://max.ru/razgovori_o_vajnom

SUBSCRIBERS

20 609

15.07.2026

-1350 per month

ERR (% WHO SEE POSTS)

3.0%

last day 1.1%

REACH/POST

563

ad reach 219/24h

https://promptpress.com/audit/razgovori_o_vajnom

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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 20 609 —	 SUBS REACH 2.73% avg % subs see post	 VIEWS/POST 563 median 571 · 29 days	 POSTS/WEEK 4.0 for period
 7D TREND -14.5% vs previous week	 REACTIONS/POST 3.9 only 66 reactions, 43 reposts, 0 comments	 POST LENGTH 954 chars median 1000 · 29 days	 POSTS ANALYZED 17 29 days
 AD REACH 219 24h avg	 CHURN / MONTH -1350 last month	 CITATION RATE 323 citation index · 2 352 channels mentioned all time	 CHANNEL AGE 3 years 7 months created 06.12.2022

AI EDITOR SUMMARY

Channel "Conversations about the Important" — 20 609 subs. Each post averages 563 people (3% of subs), reach is low — consider expanding audience. Publishes 4 posts per week (~1/day) — infrequent. For week Jun 29 – Jul 5 reach dropped -14.5% by week Jun 22–28 — worth analyzing why.

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 17 posts over 29 days.
- 02 Dominant format — **Photo** (16/17 posts).
- 03 Avg post length — **954** chars (median 1000).
- 04 Peak audience activity — **Tuesday**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (828 avg top vs 461 worst) — among 17 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 15:33 PHOTO  Continuing our series on summer safety. Today we talk about scooters, bikes, and other personal mobility devices...	VIEWS 883 REPOSTS 3	REACTIONS 4 ER 4.3%
Nº2 18.06 · 10:34 PHOTO  Summer habits with a literary twist: learning to relax from the classics. Vacation is a great time to try something new, reboot...	VIEWS 846 REPOSTS 2	REACTIONS 2 ER 4.1%
Nº3 15.06 · 16:00 VIDEO  Guarding personal data: online safety Summer vacation is a time of carefree fun, vivid impressions, and new acquaintances...	VIEWS 757 REPOSTS 1	REACTIONS 2 ER 3.7%

Nº4 22.06 · 16:02 PHOTO ⚔ Teacher heroes We sacredly honor the memory of all who brought Victory closer at the front and in the rear for 1418 days and nights. Their important mission in...	VIEWS 680 REPOSTS 3	REACTIONS 5 ER 3.3%
Nº5 30.06 · 17:44 PHOTO ☀ 5 healthy summer habits ☀ The first month of summer is behind us, but that's no reason to be sad. To make summer memorable not only for rest but also...	VIEWS 680 REPOSTS 5	REACTIONS 1 ER 3.3%

|

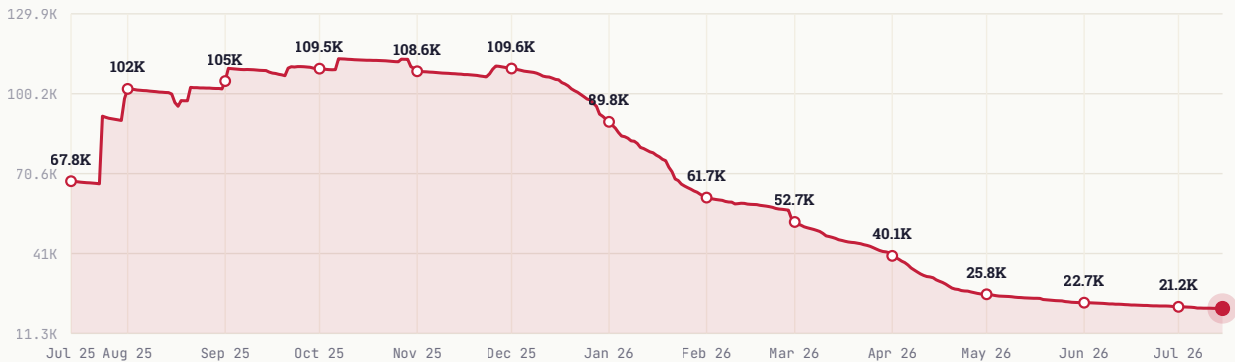
WORST 3

↓ 08.07 · 05:07 PHOTO abcabcabcabcabcabc Happy Family, Love and Fidelity Day! ❤ On July 8, Russia celebrates Family, Love and Fidelity Day – a holiday dedicated to the memory of Saints Peter...	VIEWS 481 REPOSTS 3	REACTIONS 7 ER 2.3%
↓ 10.07 · 07:02 PHOTO ☀ Why "night blindness"? Does plantain help? How many flowers in a sunflower? In today's Friday selection - interesting "floral"...	VIEWS 458 REPOSTS 5	REACTIONS 6 ER 2.2%
↓ 08.07 · 12:04 PHOTO Family Math👉 Today, on Family, Love & Fidelity Day, we share Russia's "family math": 🟦Over 66...	VIEWS 445 REPOSTS 2	REACTIONS 5 ER 2.2%

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 grew and which it lost subs.



PERIOD START

67 814

NOW

20 609

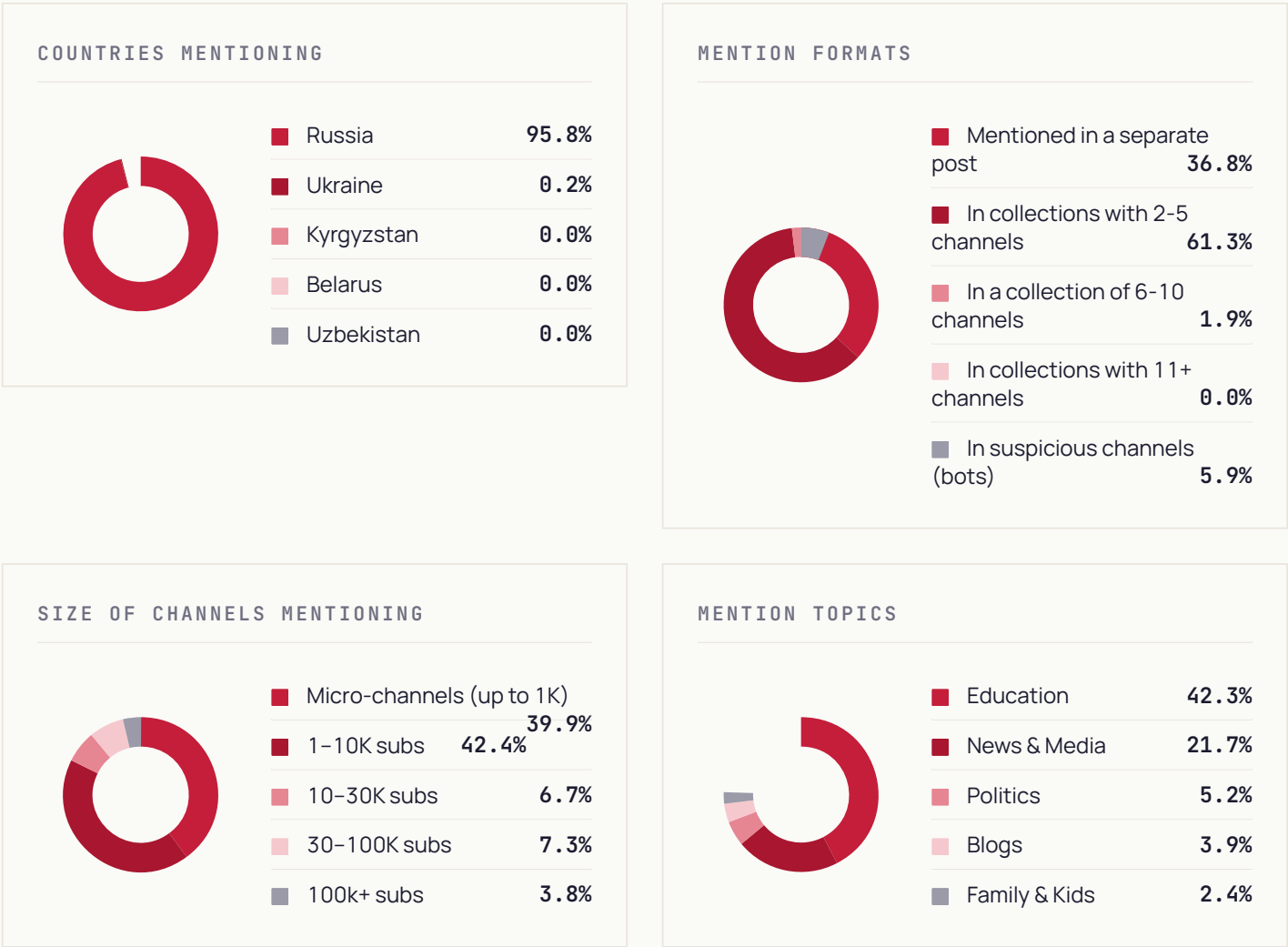
NET GROWTH

-47 205

SECTION 04 · CITATIONS

Who and how mentions the channel

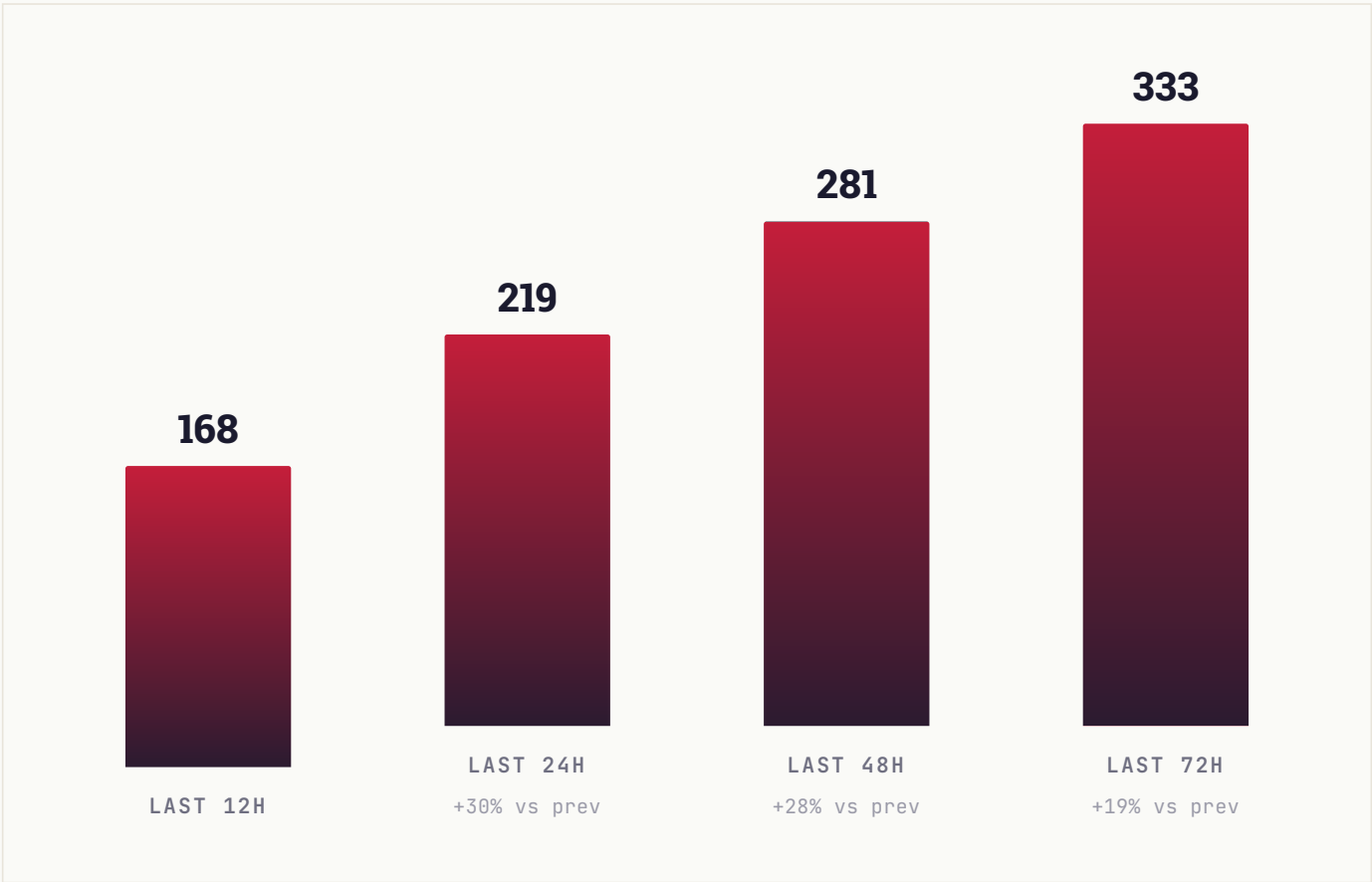
Citation index **323** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **2 352** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 UmSkul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 UmSkul Territory of Russian Language	297.1K
EH Excel Hacks Бухгалтерия и Аналитика	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow education	233K
RO Conversations about the Important YOU	20.6K

COMPARATIVE CONCLUSION

Channel yet outside top-99 niche — early growth stage. Niche leader — Mathematician Andrey (1M), median top-99: 78.8K. First goal — enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **783**, they brought **30 897** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	219	116	0	
December 2025	147	112	0	
Nov 2025	219	190	4 015	
Oct 2025	131	90	5 044	
Sep 2025	56	40	11 148	
August 2025	11	9	10 690	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
783	6	30 897

Where the channel stands in its league

SUBSCRIBERS

74% below median

27.6K 20 609 – your channel 297.2K

median 78.6K

Metric	Value
Subscribers Range (Min)	27.6K
Subscribers Range (Max)	297.2K
Subscribers Median	78.6K
Subscribers (Your Channel)	20,609

AVG REACH / POST

94% below median

1.3K 563 – your channel 31.6K

median 9.8K

Metric	Value
Avg Reach / Post Range (Min)	1.3K
Avg Reach / Post Range (Max)	31.6K
Avg Reach / Post Median	9.8K
Avg Reach / Post (Your Channel)	563

CITATION INDEX

better than 71% of niche

0 323 – your channel 657

median 116

Metric	Value
Citation Index Range (Min)	0
Citation Index Range (Max)	657
Citation Index Median	116
Citation Index (Your Channel)	323

— SECTION 09 · STRATEGY

What to Do Right Now

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

01

Increase posting frequency

Now 4.0 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Tuesday

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

EFFECT

**Best window
for an
important post**

03

Increase video posts share

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

EFFECT

**Video retains
audience
better**

04

ER below niche benchmark — rethink formats

Current ER 2.73% vs norm 8.0%. Try polls & interactive
formats.

EFFECT

+5.3pp ER

05

Systematic Traffic Buying

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

EFFECT

**+1000-3000
subs**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager