

PUBLIC REPORT PROMTPRESS

Channel audit

RGO



@rgo1845

We cover interesting society events, share useful info for travelers and scientists, and inspire new trips across Russia. Registered in the RKN list...

SUBSCRIBERS

25 285

+261 per month

ERR (% SEE POSTS)

8.0%

daily 4.4%

REACH/POST

2.2K

ad reach 1.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Travel» category

09 Strategy

5 priority actions

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 25 285 —	 SUBSCRIBER REACH 8.67% avg % subs see post	 VIEWS/POST 2.2K median 1.7K · 29 days	 POSTS/WEEK 39.5 over period
 7D TREND -31.9% vs previous week	 REACTIONS/POST 47.9 8,001 reactions, 2,339 reposts, 70 comments	 POST LENGTH 448 chars. median 390 · 29 days	 POSTS ANALYZED 167 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH +261 last month	 CITATION RATE 362 citation index · 2,079 channels mentioned ever	 CHANNEL AGE 8 years 3 months created 13.03.2018

AI EDITOR SUMMARY

Channel «RGO» — 25 285 subs. Each post avg views 2.2K people (9% from subs), low reach — expand audience. Publishes 40 posts/week (~6/day) — active. Week Jun 29–Jul 5 reach dropped -31.9% to week Jun 22–28 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **167** posts in 29 days.
- 02 Dominant format — **Photo** (123/167 posts).
- 03 Avg post length — **448** chars (median 390).
- 04 Peak audience activity — **Friday, 16:00 MSK**.
- 05 Top posts get **18x** more views than weakest (22.1K avg top vs 1.2K worst) — among 167 posts in 29 days. Analyze common traits: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 13:09 VIDEO  Sensational footage: goblin shark captured on video for the first time in its natural habitat! The discovery was made by a team of oceanographers from...		VIEWS 50 695	REACTIONS 43
REP. 356		ER 200.5%	
Nº2 23.06 · 09:58 PHOTO  Summer — best time for travel, walks, and new routes. Russian Geographical Society and Moscow Dept of Transport give gifts to those who love discovering new...		VIEWS 12 050	REACTIONS 162
REP. 147		ER 47.7%	
Nº3 23.06 · 07:51 PHOTO  50 Shades of Flamingo About 168 shades of pink exist in the world. They all seem to be gathered in flamingo feathers. The secret of this bird's color...		VIEWS 3 686	REACTIONS 58
REP. 33		ER 14.6%	

Nº4 19.06 · 11:14 PHOTO Love watching clouds? ❤️ - very much 🔥 - especially finding familiar shapes Imagine what clouds could look like as...	VIEWS 3 375 REP. 16	REACTIONS 99 ER 13.3%
Nº5 15.06 · 12:15 PHOTO 😞 Alexandrov, Voronezh, Yaroslavl, Vyazma — what do these cities have in common? At different times, they served as capitals of the Russian state...	VIEWS 3 319 REP. 28	REACTIONS 45 ER 13.1%

|

WORST 3

↓ 07.07 · 14:02 PHOTO ✈️ Forget everything you knew about Dagestan, let's take a journey with Mzungu Expeditions to places where time seems to...	VIEWS 1 318 REP. 7	REACTIONS 24 ER 5.2%
↓ 07.07 · 12:20 POLL (no caption — poll)	VIEWS 1 208 REP. 1	REACTIONS 17 ER 4.8%
↓ 07.07 · 12:18 VIDEO (no caption — video)	VIEWS 1 160 REP. 5	REACTIONS 15 ER 4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

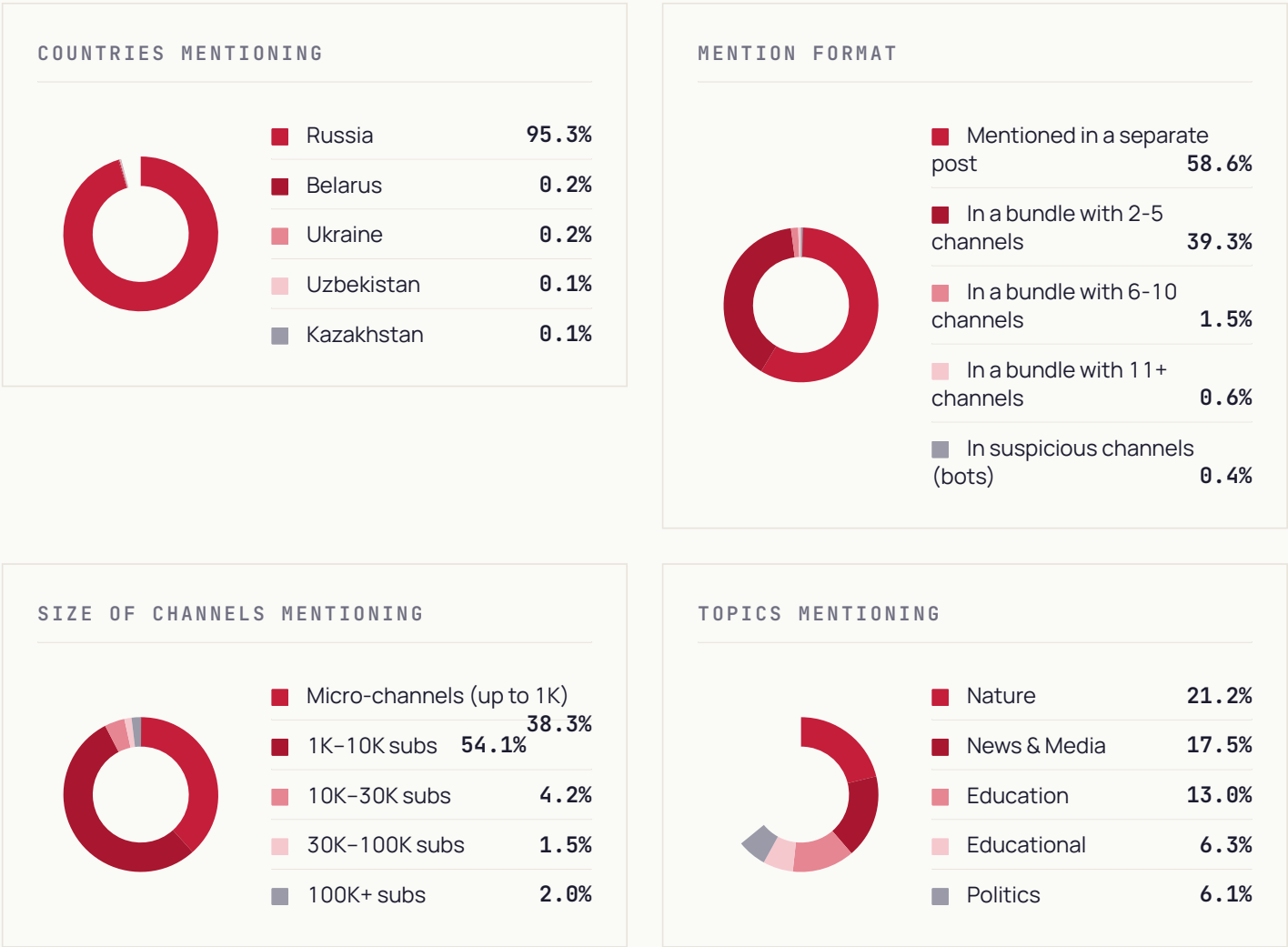
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

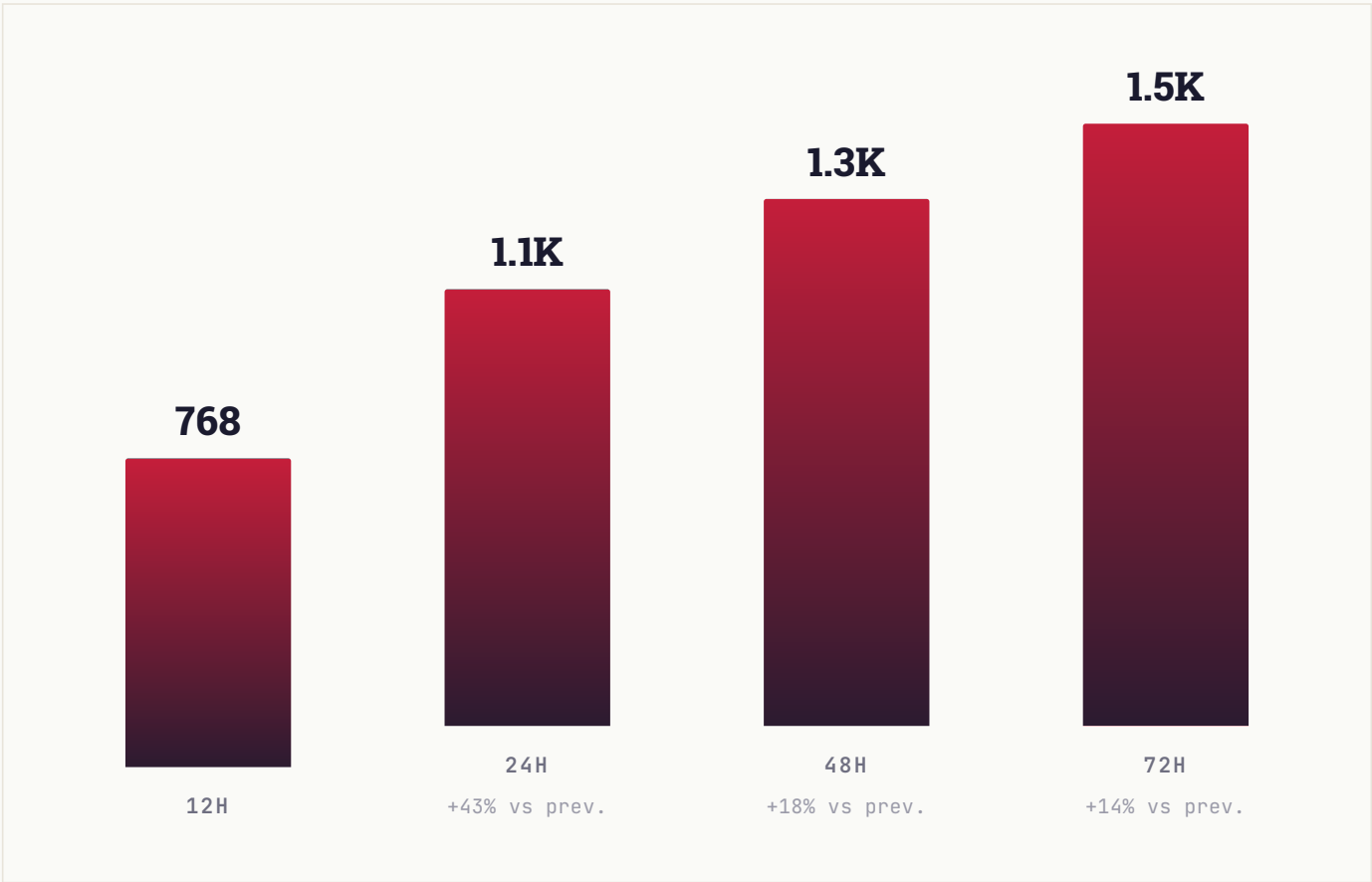
Citation index **362** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time mentions: **2 079** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow events Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
Mon Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount train	432.2K
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
RG RGO YOU	25.3K

COMPARATIVE INSIGHT

Channel not yet outside niche top 96 — early growth stage. Niche leader — Moscow events | Poster (1.2M), top-96 median: 151.6K. First goal — enter top-96 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

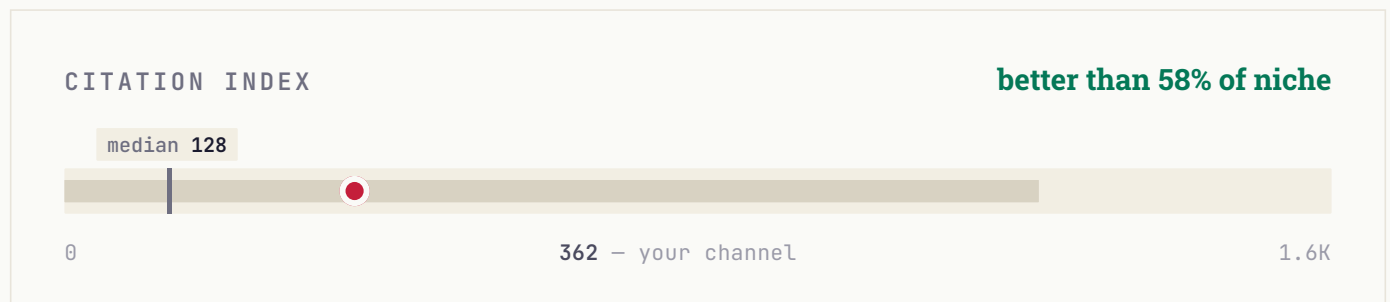
Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 815**, they brought **5 464** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	209	118	1 225
December 2025	235	100	90
Nov 2025	276	153	1 287
Oct 2025	591	482	2 351
Sep 2025	201	102	209
August 2025	303	168	302

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1 815	6	5 464

Where the channel stands in its league

Red dot – your channel.



— 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**Post of the week — on Friday**

Audience is most active on this day at 16:00 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 finds sources for your niche.

EFFECT

**+1000-3000
subs****03****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **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 in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
