

PUBLIC PROMTPRESS REPORT

Channel audit

Textile Center

«RIO» Ivanovo



@rio_ivanovo

Russia's largest textile center. Leading textile factories of Ivanovo region present their products at factory prices. «RIO» Ivanovo - a center of attraction. Welcome! Kokhonskoye...

SUBSCRIBERS

11 403

+6542 per month

ERR (% SEE POSTS)

4.0%

per day 0.7%

REACH/POST

419

ad reach 256/24h

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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 11 403 —	 SUBS REACH 3.67% avg % subs see post	 VIEWS/POST 419 median 420 · 29 days	 POSTS/WEEK 20.2 over period
 7D TREND -8.7% vs previous week	 REACTIONS/POST 26.2 only 2,202 reactions, 87 reposts, 0 comments	 POST LENGTH 540 chars median 512 · 29 days	 POSTS ANALYZED 84 29 days
 AD REACH 256 24h avg	 CHURN / MONTH +6542 last month	 CITATION RATE 0 citation index · 4 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 08.04.2020

AI EDITOR SUMMARY

Channel «Textile Center «RIO» Ivanovo» – 11 403 subs. Avg views per post 419 people (4% of subs), reach low – expand audience. Publishes 20 posts/week (~3/day) – steady. Week Jun 29 – Jul 5 reach dropped -8.7% to week Jun 22–28 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **84** posts over 29 days.
- 02 Dominant format — **Photo** (66/84 posts).
- 03 Avg post length — **540** chars (median 512).
- 04 Peak audience activity — **Monday**, 13:00 MSK.
- 05 Top posts get **2x** more views than the weakest (627 avg for top vs 337 for worst) — among 84 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 07:02 TEXT abcabcabcabcabc Dear subs! If you have Telegram Premium, please support our group with your vote: 👉...	VIEWS 637 REPOSTS —	REACTIONS 112 ER 5.6%
Nº2 22.06 · 10:21 PHOTO 🍕 Family cooking class at Gastro Hall 12 😊📅 July 17 June 28 at 12:00 Kids & adults welcome to a fun culinary...	VIEWS 632 REPOSTS 1	REACTIONS 134 ER 5.5%
Nº3 21.06 · 07:35 PHOTO 🎉 Hot news! 🔥 At RIO Textile Center 🌿 July 26 at 12:00 🍀🏠 Giveaway: SAUNA from partner «KS-GROUP» plus bath accessories...	VIEWS 613 REPOSTS 1	REACTIONS 46 ER 5.4%

Nº4 15.06 · 06:17 PHOTO June 19 at 20:00 🎻 World hits on violins at Gastro Hall 12 restaurant 🎵 In virtuoso performance by string ensemble, world...	VIEWS	REACTIONS
	609	18
	REPOSTS	ER
	1	5.3%

Nº5 14.06 · 06:34 PHOTO 🎉 Hot news! 🔥 At RIO Textile Center 🌿 July 26 at 12:00 🍀🏠 Giveaway: SAUNA from partner «KS-GROUP» plus bath accessories...	VIEWS	REACTIONS
	606	19
	REPOSTS	ER
	1	5.3%

WORST 3

↓ 29.06 · 08:20 PHOTO 🎈 July 5 at 13:00 — bright kids' party at RIO Textile Center! 🎈 Get ready for unforgettable fun: «Bubble Show...	VIEWS	REACTIONS
	342	23
	REPOSTS	ER
	1	3.0%

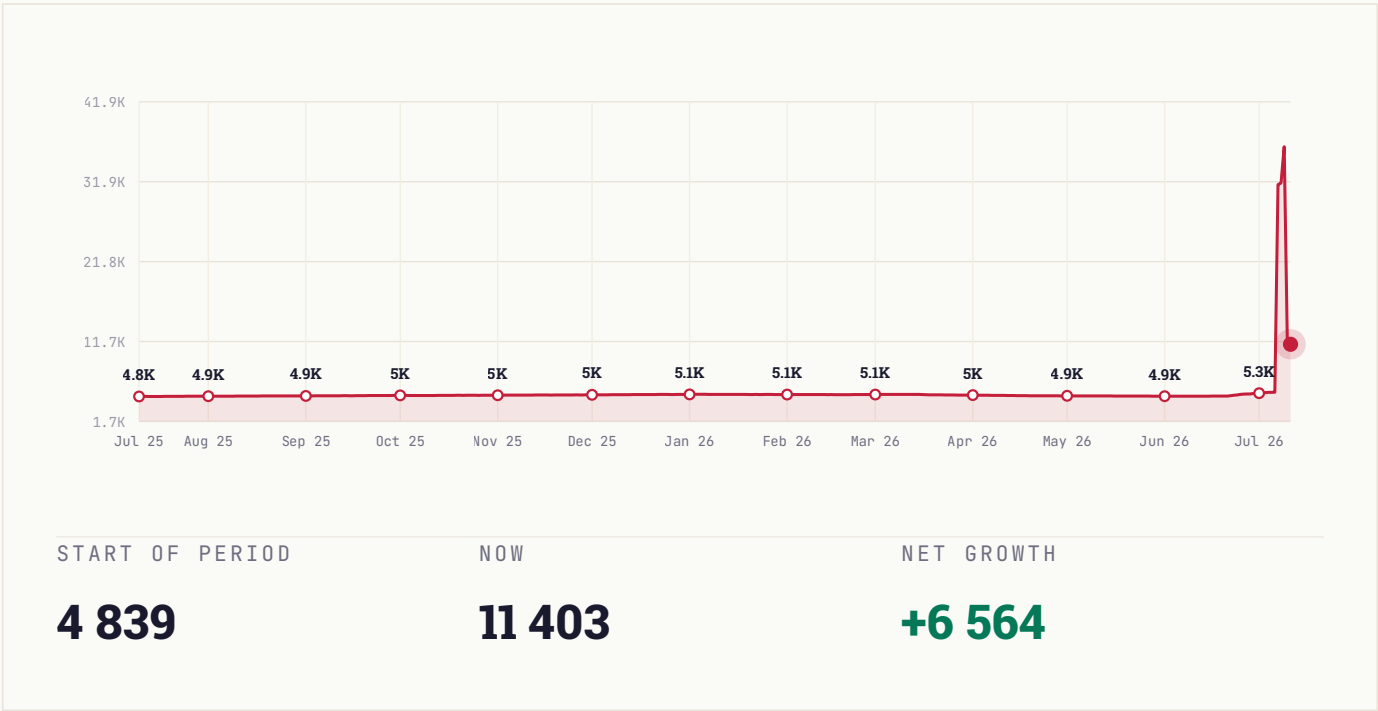
↓ 29.06 · 06:46 PHOTO 🎓🌟 SCHOOL BAZAAR AT RIO IVANOVO 🌟🎓 July 1 – Sep 15 at RIO Textile Center — traditional School Bazaar! 🏫 School...	VIEWS	REACTIONS
	338	22
	REPOSTS	ER
	1	3.0%

↓ 03.07 · 08:08 PHOTO 🌞 Make Sunday bright with family at RIO! 📅 July 5 🕒 10:00–15:00 — Craft fair. 🎨 12:00 — Kids' workshop...	VIEWS	REACTIONS
	333	28
	REPOSTS	ER
	1	2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

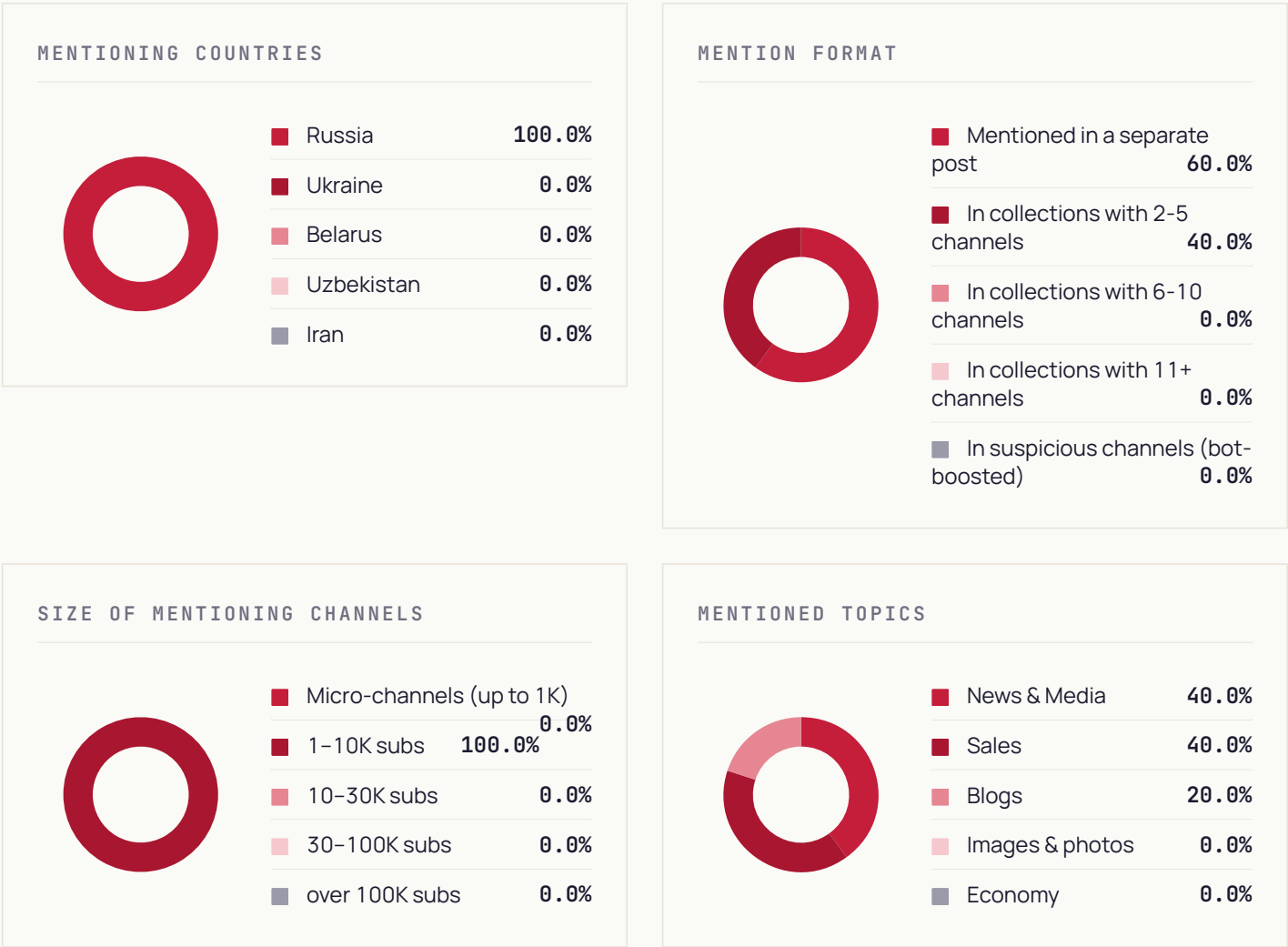
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

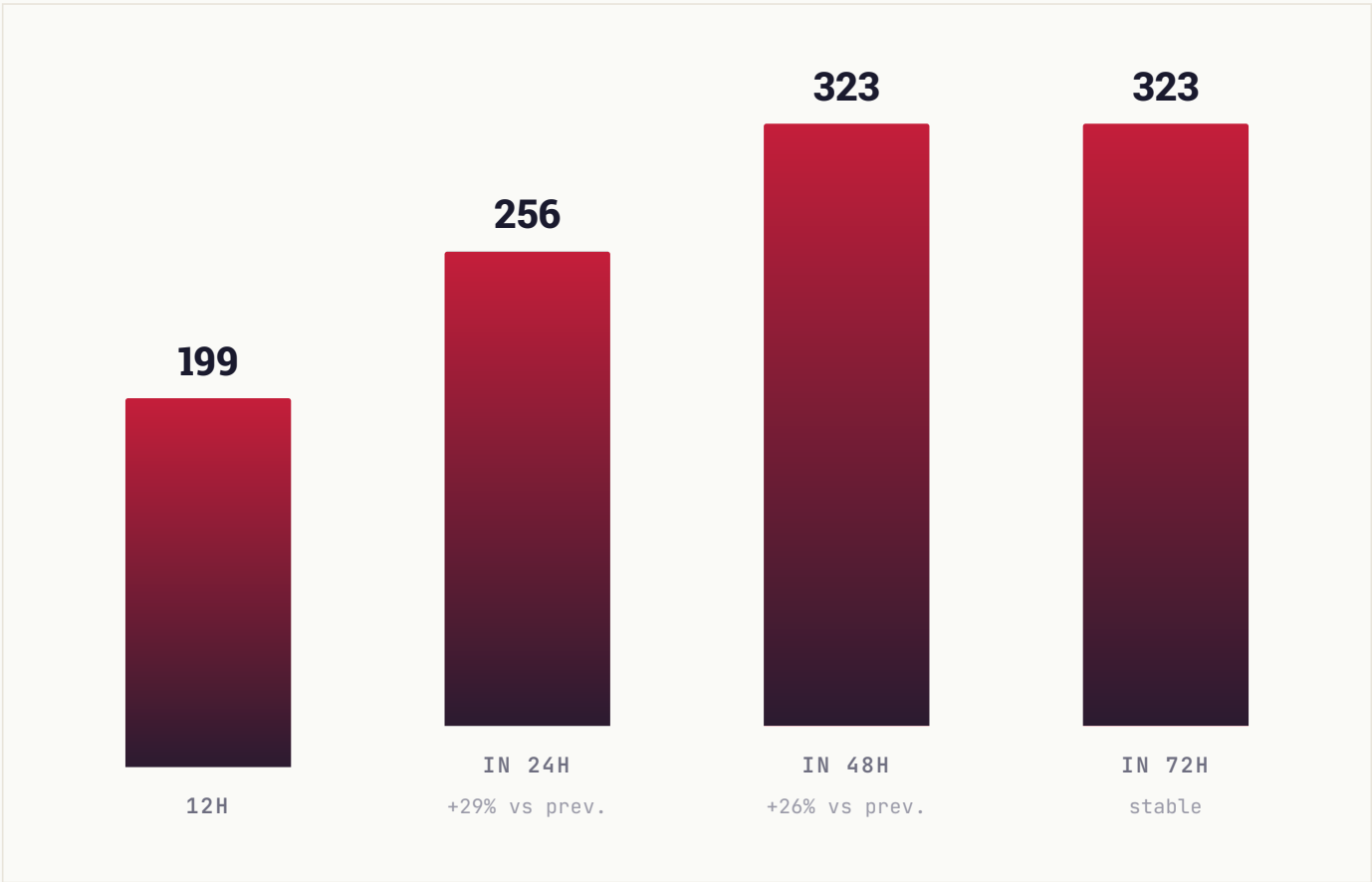
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned 4 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad reach over time since publication. Helps gauge 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
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.5M
کا کانال اخبارفوری خبرفوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trukha ⚡ Ukraine	3.1M
TC Textile Center «RIO» Ivanovo YOU	11.4K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions: **0**, they brought **336** new subs.

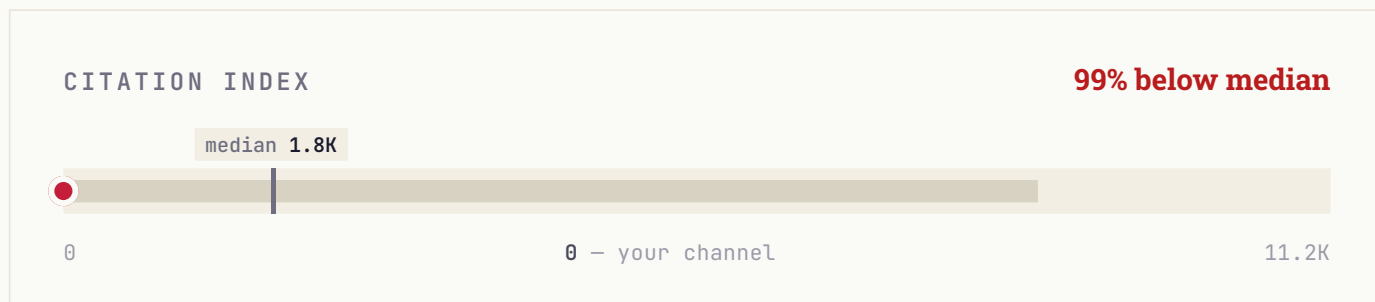
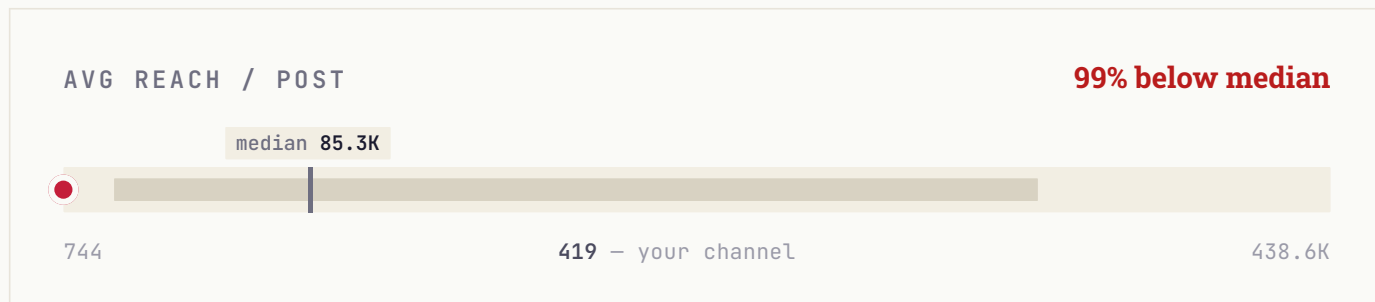
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	34
December 2025	0	0	65
November 2025	0	0	64
October 2025	0	0	44
September 2025	0	0	73
August 2025	0	0	56

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	336

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in «**News & Media**» (Russia) and saw how your channel compares. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited next month.

01

Top post of the week — on Monday

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.67% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.8pp ER

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 and interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

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

01 **Launch Telegram ad** <https://panel.promptpress.com/register>

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