

PUBLIC REPORT BY PROMTPRESS

Channel audit

Roscongress Direct



@roscongress

Official channel of the Roscongress Foundation on MAX: <https://max.ru/roscongress> Channel registration statement No. 5581733490 News, analytics, opinions, key issues of Russian and international...

SUBSCRIBERS

19 461

-83 per month

ERR (% SEE POSTS)

7.0%

per day 4.7%

REACH/POST

1.3K

ad reach 916/24h

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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 19 461 —	 SUBSCRIBER REACH 6.68% avg % subs see post	 VIEWS/POST 1.3K median 1.2K · 29 days	 POSTS/WEEK 41.8 over period
 7D TREND -2.0% vs previous week	 REACTIONS/POST 7.4 only 1,299 reactions, 1,739 reposts, 0 comments	 POST LENGTH 640 chars median 672 · 29 days	 POSTS ANALYZED 175 29 days
 AD REACH 916 24h avg	 CHURN / MONTH -83 last month	 CITATION RATE 778 citation index · 5,355 channels ever mentioned	 CHANNEL AGE 6 years 3 months created 08.04.2020

AI EDITOR SUMMARY

Channel «Roscongress Direct» – 19 461 subs. Each post averages 1.3K people (7% of subs), reach is low – consider expanding audience. Publishes 42 posts/week (~6/day) – active publishing. Week Jun 29 – Jul 5 reach stable (-2.0% 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 175 posts over 29 days.
- 02 Dominant format — Photo (85/175 posts).
- 03 Avg post length — 640 chars (median 672).
- 04 Peak audience activity — Friday, 22:00 MSK.
- 05 Top-performing posts get 5× more views than the weakest (3.9K avg for top vs 837 for worst) — among 175 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 06:41 VIDEO  SPIEF-2026 has kicked off! The venue is buzzing with activities, guests are attending sessions and exploring the agenda. It will be interesting and...	VIEWS 5 937 REPOSTS 97	REACTIONS 12 ER 30.5%
Nº2 26.06 · 19:11 PHOTO XIV St. Petersburg International Legal Forum has concluded. This year experts united under the motto 'Time to be in law'...	VIEWS 3 485 REPOSTS 19	REACTIONS 19 ER 17.9%
Nº3 24.06 · 15:44 VIDEO SPILF — a prestigious platform opening space for dialogue between politicians, scientists and practicing lawyers from different countries...	VIEWS 2 326 REPOSTS 10	REACTIONS 9 ER 12.0%

Nº4 25.06 · 06:04 VIDEO  Need a morning energy boost? The SPIEF atmosphere is as invigorating as a strong coffee. Day two at Expoforum begins...	VIEWS 2 146 REPOSTS 23	REACTIONS 10 ER 11.0%
Nº5 03.07 · 08:46 PHOTO  The extended business program of the II forum 'Russia and the World: Trends in Healthy Longevity' has been published. It includes over 20 events...	VIEWS 2 136 REPOSTS 18	REACTIONS 7 ER 11.0%

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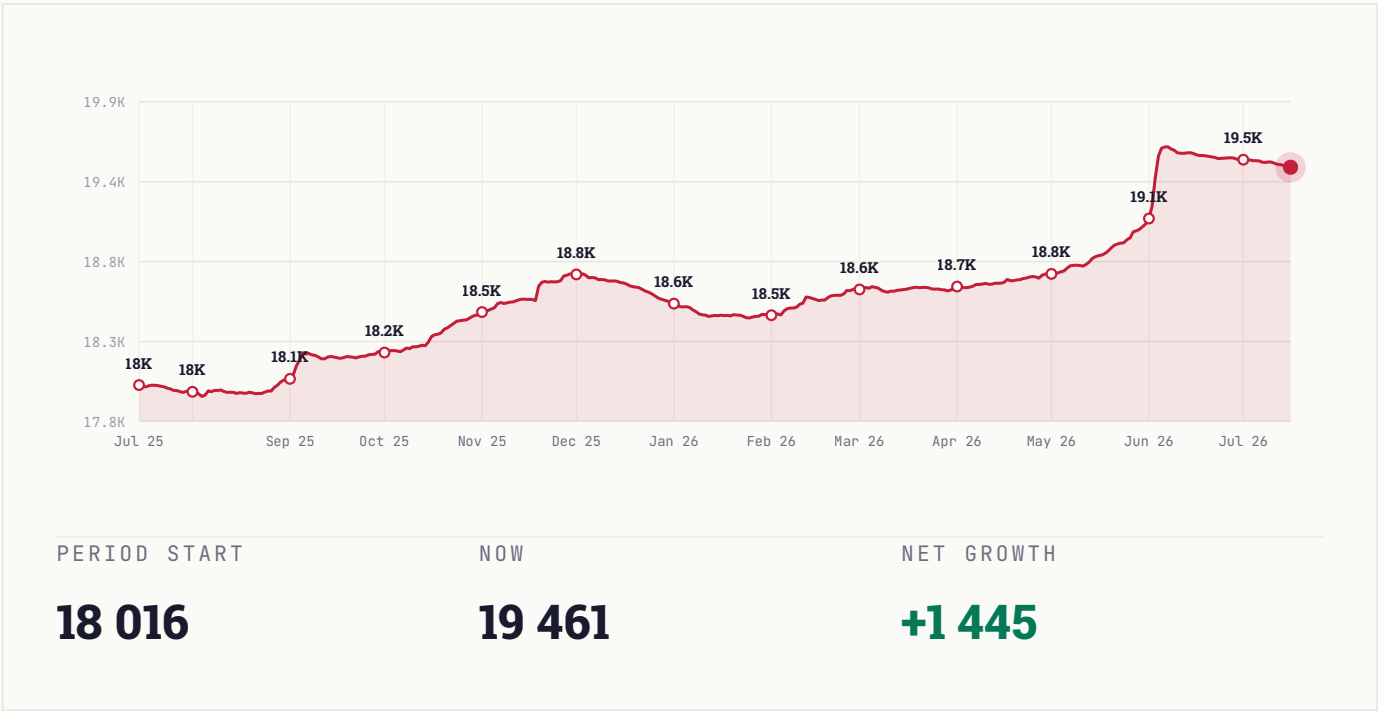
WORST 3

↓ 10.07 · 09:20 VIDEO  Before the plenary session of the II Forum 'Russia and the World: Trends in Healthy Longevity', Deputy Prime Minister Tatyana Golikova personally inspected...	VIEWS 855 REPOSTS 6	REACTIONS 1 ER 4.4%
↓ 10.07 · 11:31 VIDEO Between talks on future medicine and breakthrough tech, forum guests mingle with celebrities. Maria Kiseleva...	VIEWS 832 REPOSTS 2	REACTIONS 5 ER 4.3%
↓ 10.07 · 13:05 VIDEO  At the forum 'Russia and the World: Trends in Healthy Longevity', you can help celebrities and characters from masterpieces get in shape. Booth...	VIEWS 826 REPOSTS 9	REACTIONS 9 ER 4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

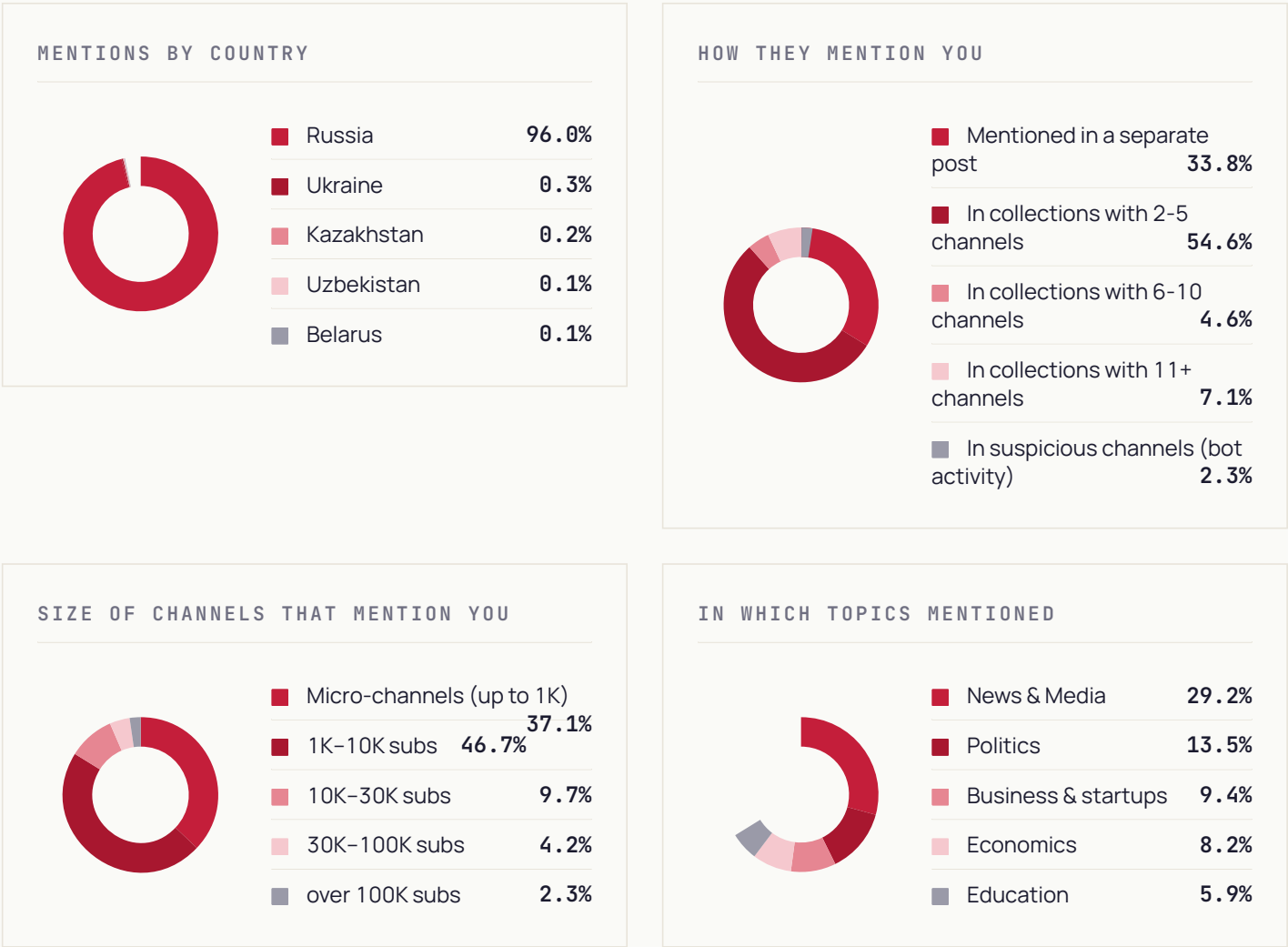
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

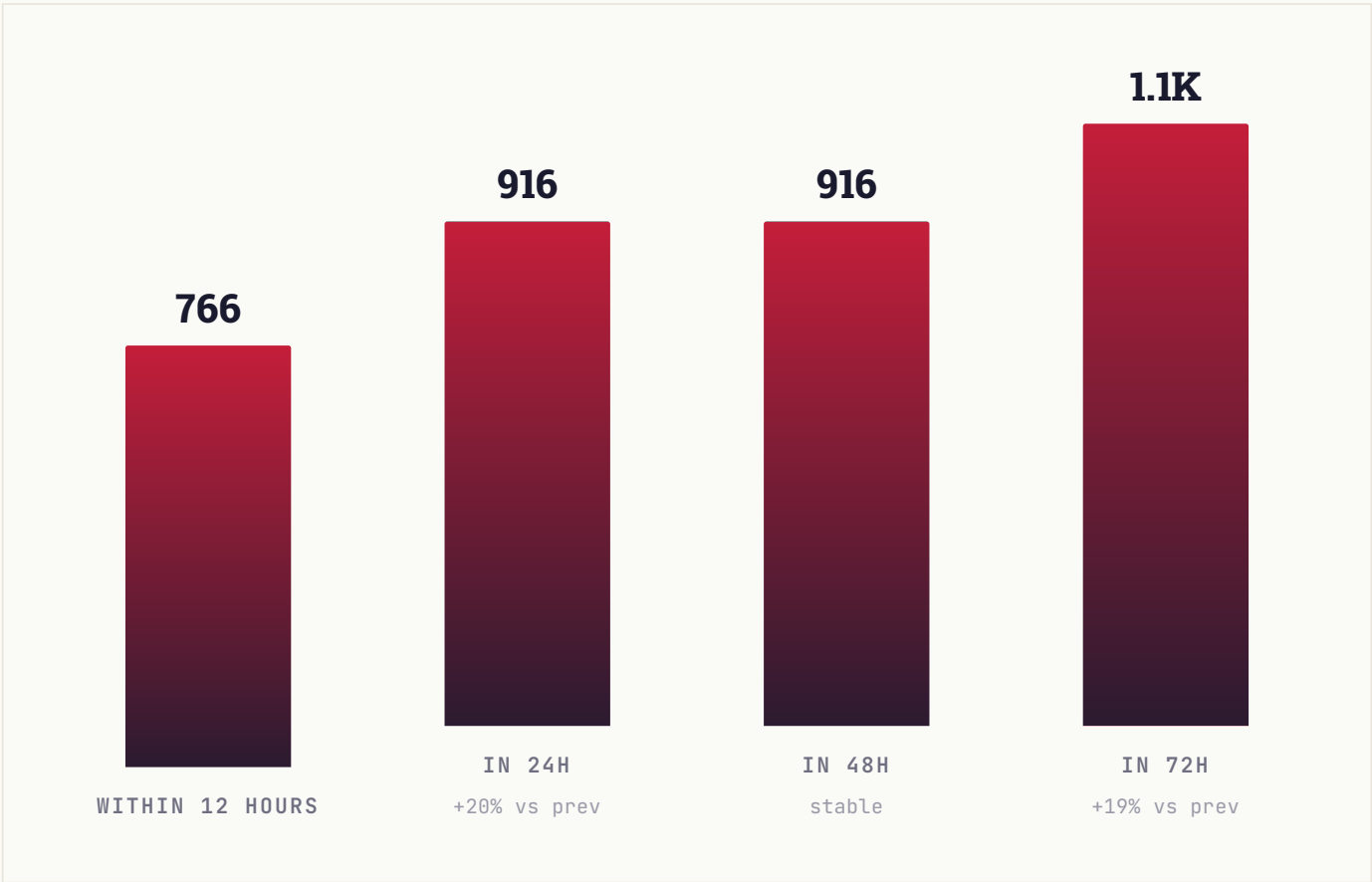
Citation index **778** – channel popularity rating based on mentions. Takes into account not only their number but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **5 355** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.2M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1.1M
CN Million-dollar books business blog	861.7K
RTI Roxman typing...	529.9K
AB Business Shark	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
RD Roscongress Direct YOU	19.5K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal — enter top-99 through systematic work on traffic and content.

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 **998**, they brought **1 028** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	53	36	48	
December 2025	103	64	16	
Nov 2025	140	73	293	
Oct 2025	293	141	266	
Sep 2025	251	172	251	
August 2025	158	100	154	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
998	6	1 028

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values in the niche. A vertical line marks the median value, and a red dot indicates the channel's performance. The channel's value is also written below the bar.

- SUBSCRIBERS:** The median is 171.2K. The channel's value is 19,461, which is 89% below the median.
- AVG REACH / POST:** The median is 12.6K. The channel's value is 1,299, which is 90% below the median.
- CITATION INDEX:** The median is 118. The channel's value is 778, which is in the top 18% of the niche.

Metric	Median	Channel Value	Performance
SUBSCRIBERS	171.2K	19,461	89% below median
AVG REACH / POST	12.6K	1,299	90% below median
CITATION INDEX	118	778	top 18% of niche

— SECTION 09 · 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 Friday
 Audience is most active on this day at 22:00 MSK.

EFFECT
Best window for an important post

02

System traffic buy
 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 give +5-15% to ER. One poll per week on a hot topic — an easy growth point.

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 — 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 from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
