

PUBLIC PROMTPRESS REPORT

Channel audit

Ross Name



@ross_name

Sharing interesting stuff on Politics, Economics, and my take on current events Ads / collab: @rossname1 @Meehas @yumytg @iWazowski @kra_media_bot @foremyx If you can't write in chat:...

SUBSCRIBERS

268 557

+12458 per month

ERR (% SEE POSTS)

37.0%

in 24 hrs **31.1%**

REACH/POST

97.9K

ad reach **83.2K**/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 268 557 —	 SUBS REACH 36.47% avg % subs see post	 VIEWS/POST 97.9K median 98.6K · 29 days	 POSTS/DAY 12.2 ~86 per week
 7D TREND -1.6% vs previous week	 REACTIONS/POST 4774.5 total 1 742 683 reactions, 140 933 reposts, 73 094 comments	 POST LENGTH 175 chars. median 148 · 29 days	 POSTS ANALYZED 365 29 days
 AD REACH 83.2K 24h avg	 CHURN / MONTH +12458 last month	 QUOTE RATE 13 citation index · 255 channels mentioned all time	 CHANNEL AGE 3 years 11 months created 13.07.2022

AI EDITOR SUMMARY

Channel «Ross Name 🌐» — 268 557 subs. Avg views per post: 97.9K people (36% of subs), good reach. Publishes 86 posts/week (~12/day) — very active. Week Jun 29 – Jul 5 reach stable (-1.6% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **365** posts in 29 days.
- 02 Dominant format — **Photo** (216/365 posts).
- 03 Avg post length — **175** chars (median 148).
- 04 Peak audience activity — **Wed**, 21:00 MSK.
- 05 Top posts get **1×** more views than the weakest (118K avg for top vs 84.6K for bottom) — among 365 posts in 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 07:04 VIDEO  Ukraine attacked St. Petersburg and Leningrad region with drones Petersburg oil terminal was attacked🔥📧 Ross Name	VIEWS 119 876 REPOSTS 719	REACTIONS 3 424 ER 44.6%
Nº2 04.07 · 11:14 PHOTO  Russia to develop internet and mobile communications in Tajikistan🇷🇺🌐 Representatives of the two countries discussed joint projects to develop...	VIEWS 117 481 REPOSTS 564	REACTIONS 38 601 ER 43.7%
Nº3 01.07 · 18:24 PHOTO  Kazakhstan to send 50,000 tons of gasoline to Russia as humanitarian aid📧 Ross Name	VIEWS 116 755 REPOSTS 843	REACTIONS 32 170 ER 43.5%

Nº4 04.07 · 07:09 PHOTO  Dear Mr. President, dear Donald, please accept sincere congratulations on the 250th anniversary of US independence...	VIEWS 116 668 REPOSTS 242	REACTIONS 10 715 ER 43.4%
Nº5 04.07 · 10:05 PHOTO ⚡ If Konstantinovka is now under Russian control, then Putin probably won't have a problem meeting me there to find solutions to...	VIEWS 114 628 REPOSTS 275	REACTIONS 11 546 ER 42.7%

|

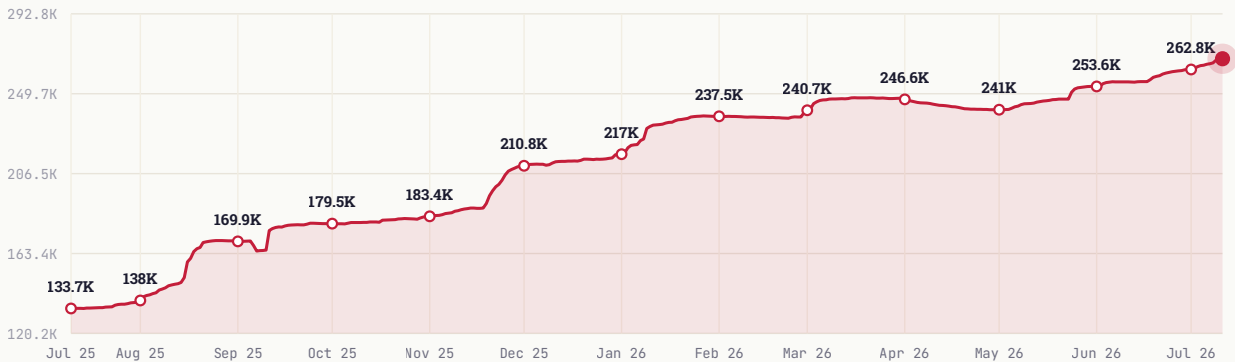
WORST 3

↓ 13.06 · 11:51 VIDEO  Irish can't take it anymore Migrant refugees beaten near hotel where they live on taxpayers' money after another murder...	VIEWS 85 035 REPOSTS 275	REACTIONS 3 801 ER 31.7%
↓ 17.06 · 09:50 PHOTO  Canadian PM Mark Carney says Trump changed stance on Ukraine after G7 summit 🏆 Europeans discussed with him strengthening...	VIEWS 84 380 REPOSTS 82	REACTIONS 3 353 ER 31.4%
↓ 17.06 · 10:38 VIDEO «I'm the boss here» With these words Trump was late for the G7 meeting And the Europeans are grinning 😎✉️ Ross Name	VIEWS 84 371 REPOSTS 229	REACTIONS 3 911 ER 31.4%

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.



START OF PERIOD

133 690

NOW

268 551

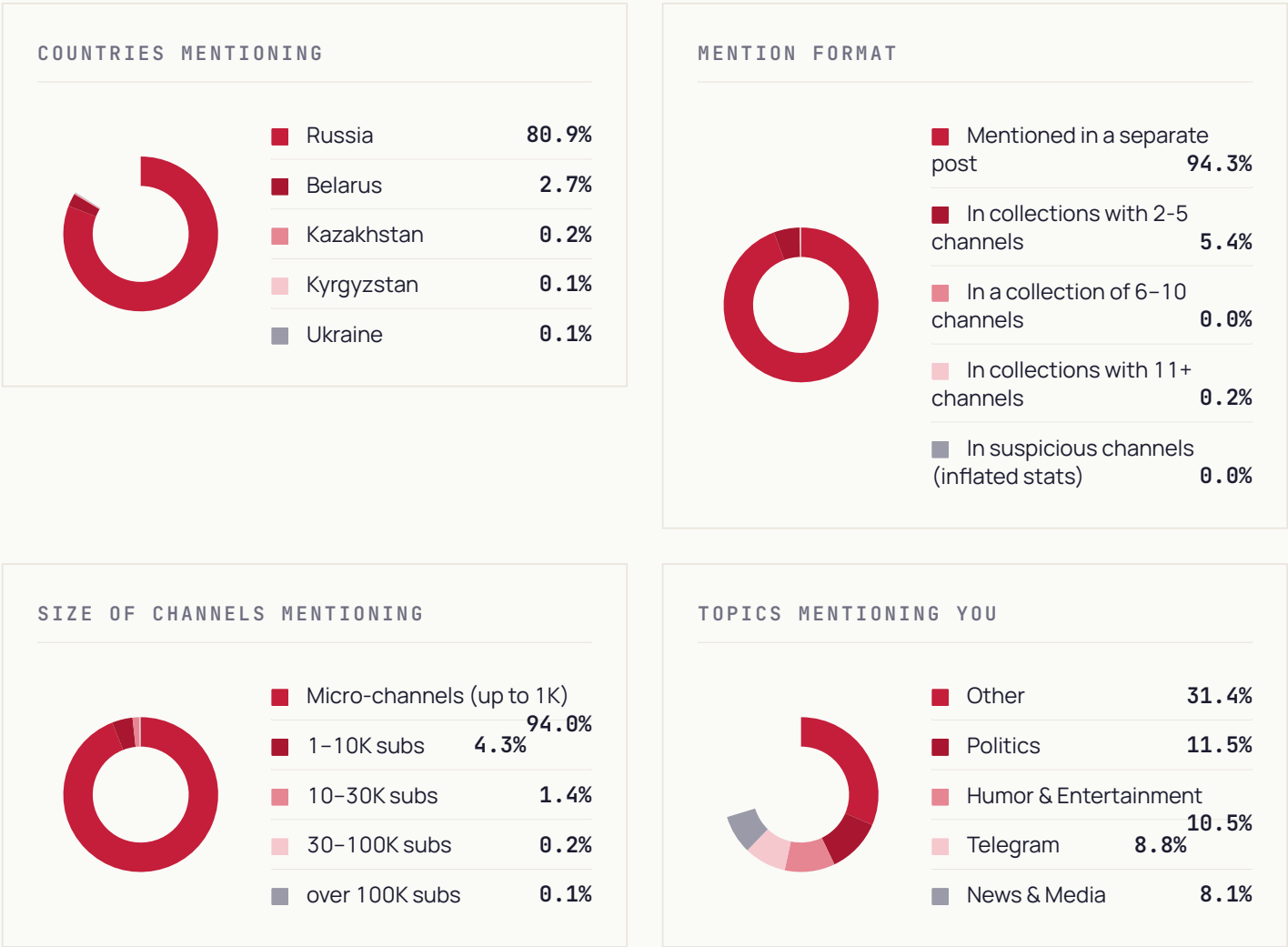
NET GROWTH

+134 861

SECTION 04 · CITATIONS

Who mentions the channel and how

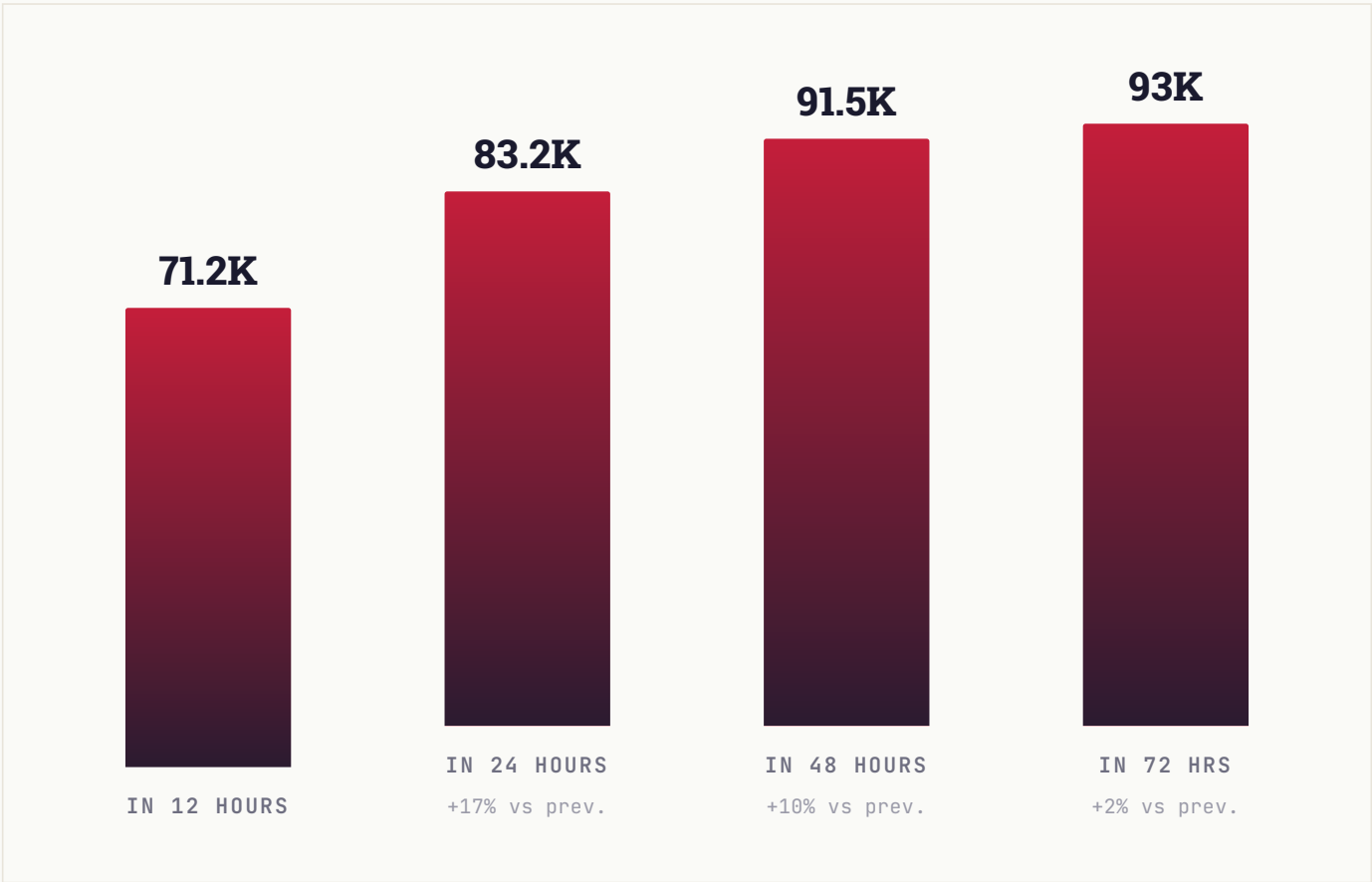
Citation index **13** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions: **255** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.5M
کانال اخبار فوری خبر فوری	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
TP Trukha ⚡ Ukraine	3.1M
RN Ross Name 🌐 YOU	268.6K

COMPARATIVE INSIGHT

Channel is still outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal: enter top-97 via systematic traffic & 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: **216**, they brought **109 095** new subs.

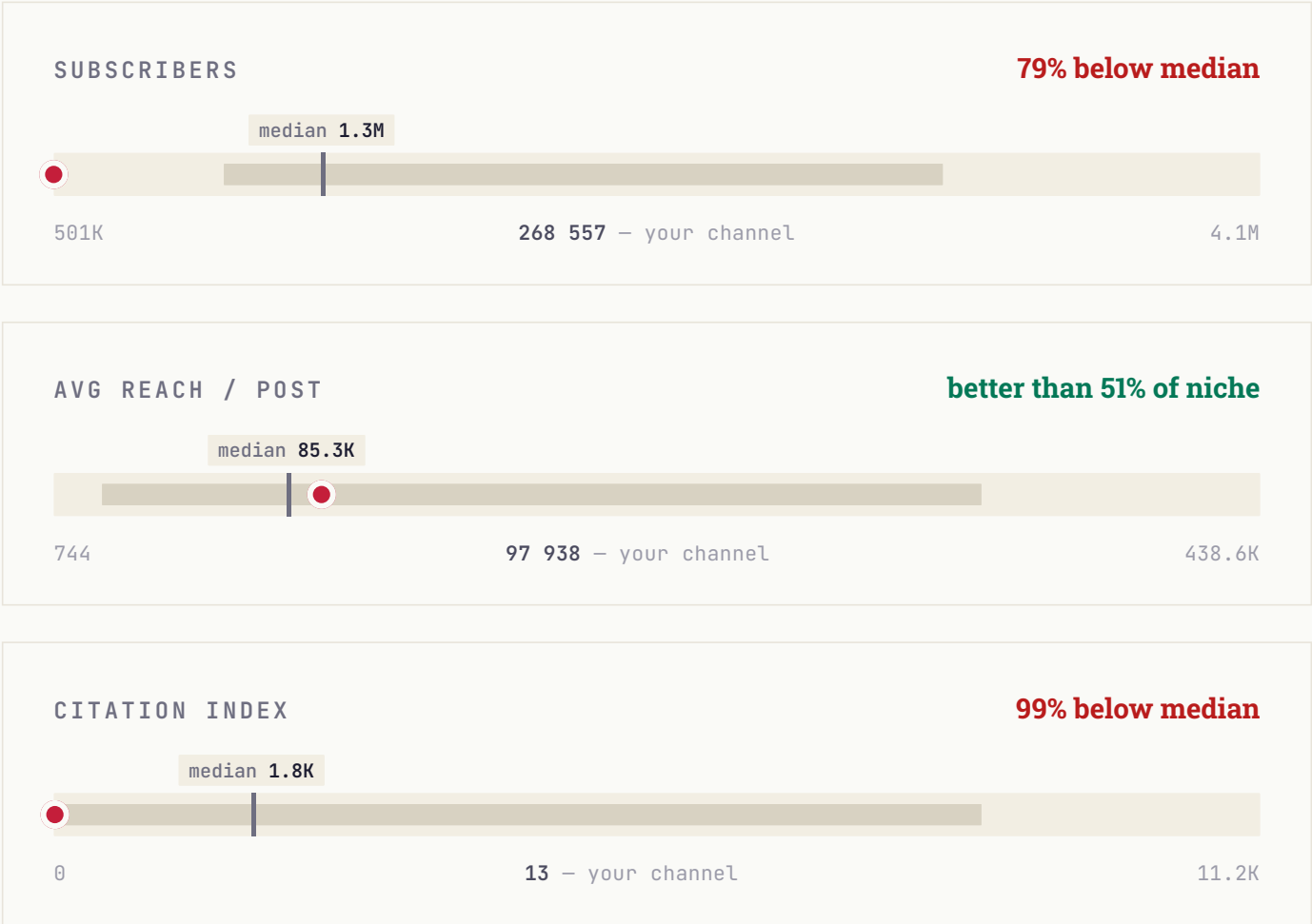
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	50	21	20 776
December 2025	24	19	7 416
Nov 2025	89	13	27 415
Oct 2025	8	5	4 692
Sep 2025	8	7	15 420
August 2025	37	17	33 376

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
216	6	109 095

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in «News & Media» (Russia) and saw how your channel compares. Gray band: range covering 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. Check them off and revisit this report in a month.

01

Top post of the week — on Wednesday

Audience is 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 weekly poll on a hot topic is an 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 with us and hit your growth plan in a month.

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

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