

PUBLIC REPORT BY PROMTPRESS

Channel audit

RPG-27



@rpg_shootingnew

The most heartfelt channel on Telegram with good news we often miss. RKN № 5512960442 VP manager @SMariyS_VP Ad manager: @KrisPROTG

SUBSCRIBERS

31 428

-218 per month

ERR (% SEE POSTS)

8.0%

per day 5.6%

REACH/POST

2.2K

ad reach 1.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 31 428 —	 SUBSCRIBER REACH 7.15% avg % subs see post	 VIEWS/POST 2.2K median 2.2K · 29 days	 POSTS/DAY 17.3 ~121 per week
 7D TREND +1.0% vs previous week	 REACTIONS/POST 71.1 total 36,410 reactions, 8,613 reposts, 343 comments	 POST LENGTH 261 chars median 111 · 29 days	 POSTS ANALYZED 512 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -218 last month	 CITATION RATE 791 citation index · 1,635 channels mentioned all time	 CHANNEL AGE 5 years 8 months created 25.09.2020

AI EDITOR SUMMARY

Channel «RPG-27» — 31 428 subs. Each post averages 2.2K people (7% of subs), reach is low — consider expanding audience. Publishes 121 posts per week (~17/day) — very active posting. For week May 25–31 reach stable (+1.0% vs week 18–24 May).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 512 posts over 29 days.
- 02 Dominant format — Photo (288/512 posts).
- 03 Avg post length — 261 chars (median 111).
- 04 Audience peak activity — Tuesday, 13:00 MSK.
- 05 Top posts get 4× more views than the weakest (6.9K avg top vs 1.8K worst) — among 512 posts over 29 days. Worth analyzing what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 02.06 · 10:34 PHOTO RusHydro deploys drones and AI to inspect hydraulic structures RusHydro has introduced an innovative inspection technology...	VIEWS 11 744 REP. 20	REACTIONS 32 ER 37.4%
Nº2 24.05 · 10:34 PHOTO ✂Wheeled NRTC "Svarog 1000" on gas and diesel being prepared for testing in the SMO zone. The ground wheeled robotic complex (NRTC) "Svarog...	VIEWS 5 539 REP. 26	REACTIONS 66 ER 17.6%
Nº3 10.05 · 05:14 PHOTO Dear friends, good morning. Today we celebrate: Day of the State Emblem and Flag of Belarus, International Mother's Day, Foundation Day...	VIEWS 3 350 REP. 24	REACTIONS 78 ER 10.7%

Nº4 11.05 · 05:05 PHOTO Dear friends, good morning. Today we celebrate: Day of the Donetsk People's Republic, Love for Nature Day, According to folk...	VIEWS 3 233 REP. 21	REACTIONS 94 ER 10.3%
Nº5 13.05 · 05:05 PHOTO Dear friends, good morning. Today we celebrate: Day of the Black Sea Fleet of the Russian Navy, Day of the Escort Service of the Russian Ministry of Internal Affairs, International Day...	VIEWS 3 185 REP. 17	REACTIONS 60 ER 10.1%

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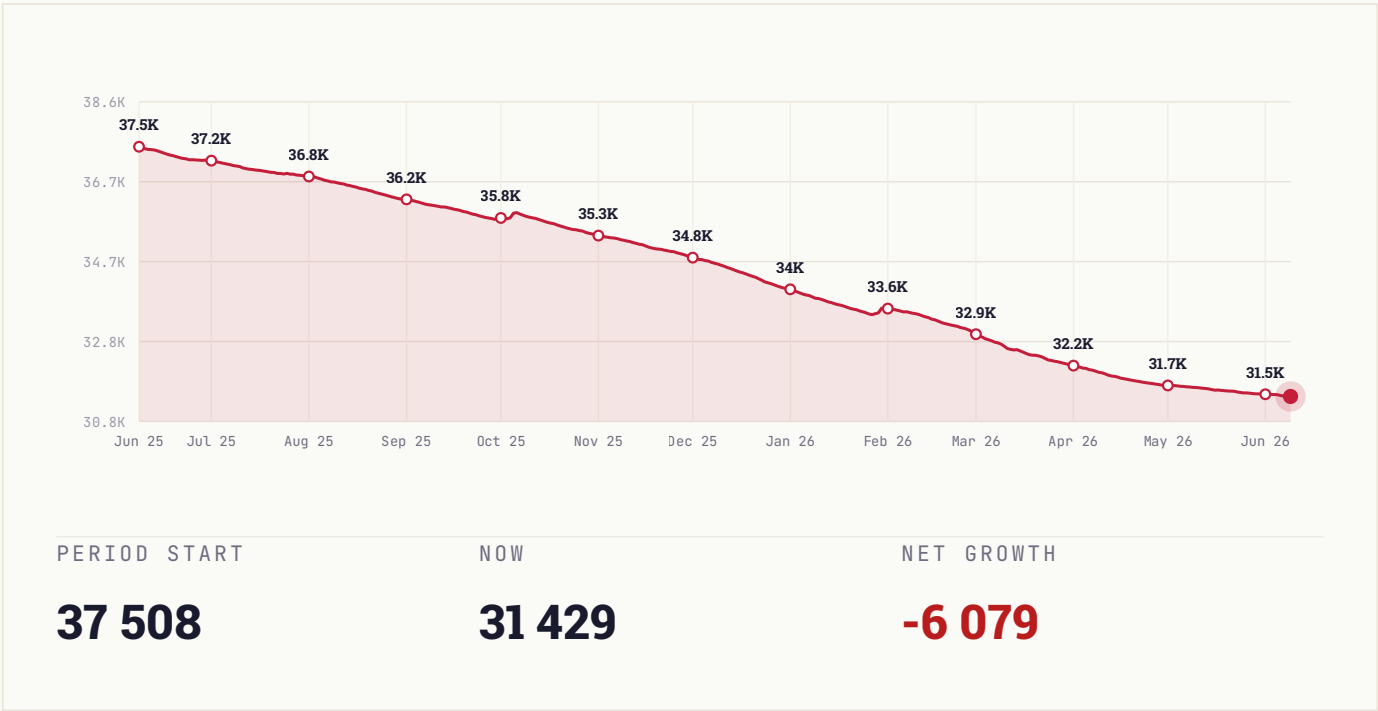
WORST 3

↓ 04.06 · 06:45 VIDEO ☒ Good morning, country! Have a positive and kind day ♥ Subscribe: RPG-27 ☒☒☒☒	VIEWS 1 836 REP. 9	REACTIONS 66 ER 5.8%
↓ 05.06 · 14:16 PHOTO Vodka by coupons. Anti-alcohol campaign in full swing... Subscribe: RPG-27 ☒☒☒☒	VIEWS 1 817 REP. 3	REACTIONS 35 ER 5.8%
↓ 04.06 · 08:16 PHOTO Today's Roland Garros suddenly turns into a small political thriller — with rackets instead of microphones and nerves instead of...	VIEWS 1 782 REP. 2	REACTIONS 38 ER 5.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

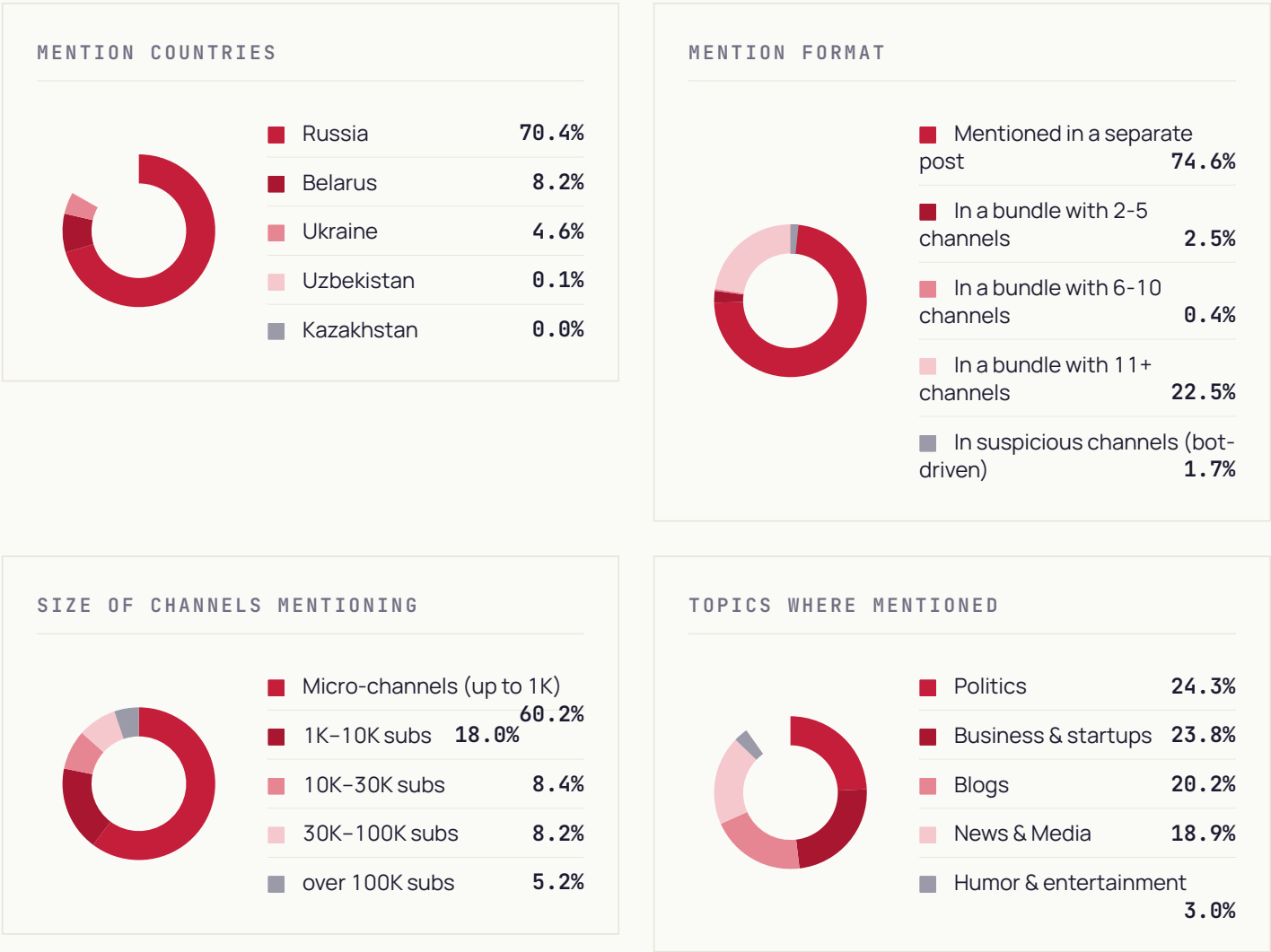
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

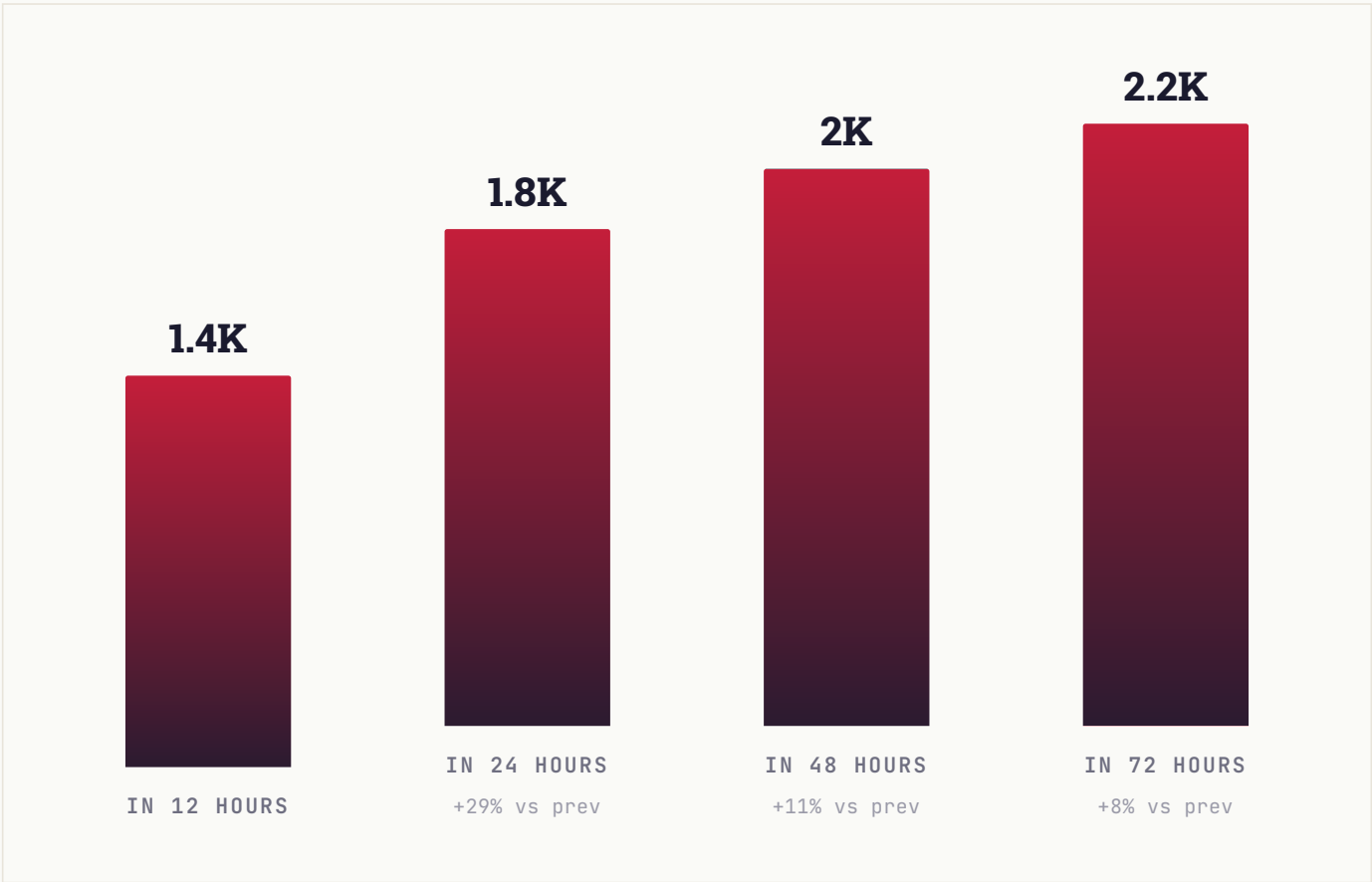
Citation index **791** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 635** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Eavesdropping Belarus	58.2K
BG Belarus Gałoŭnaje	56.8K
GG Gomel. Main!	56K
R RPG-27 YOU	31.4K

COMPARATIVE CONCLUSION

Channel in top half of niche (#27 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the first quartile — a realistic 6-12 month horizon.

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 **1 315**, they brought **207** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	79	16	0	
Nov 2025	109	16	0	
Oct 2025	237	17	163	
September 2025	251	18	21	
August 2025	312	14	7	
July 2025	327	23	16	
TOTAL MENTIONS	1 315	MONTHS OF DATA	6	ATTRACTED SUBSCRIBERS
			207	

SECTION 08 · NICHE COMPARISON

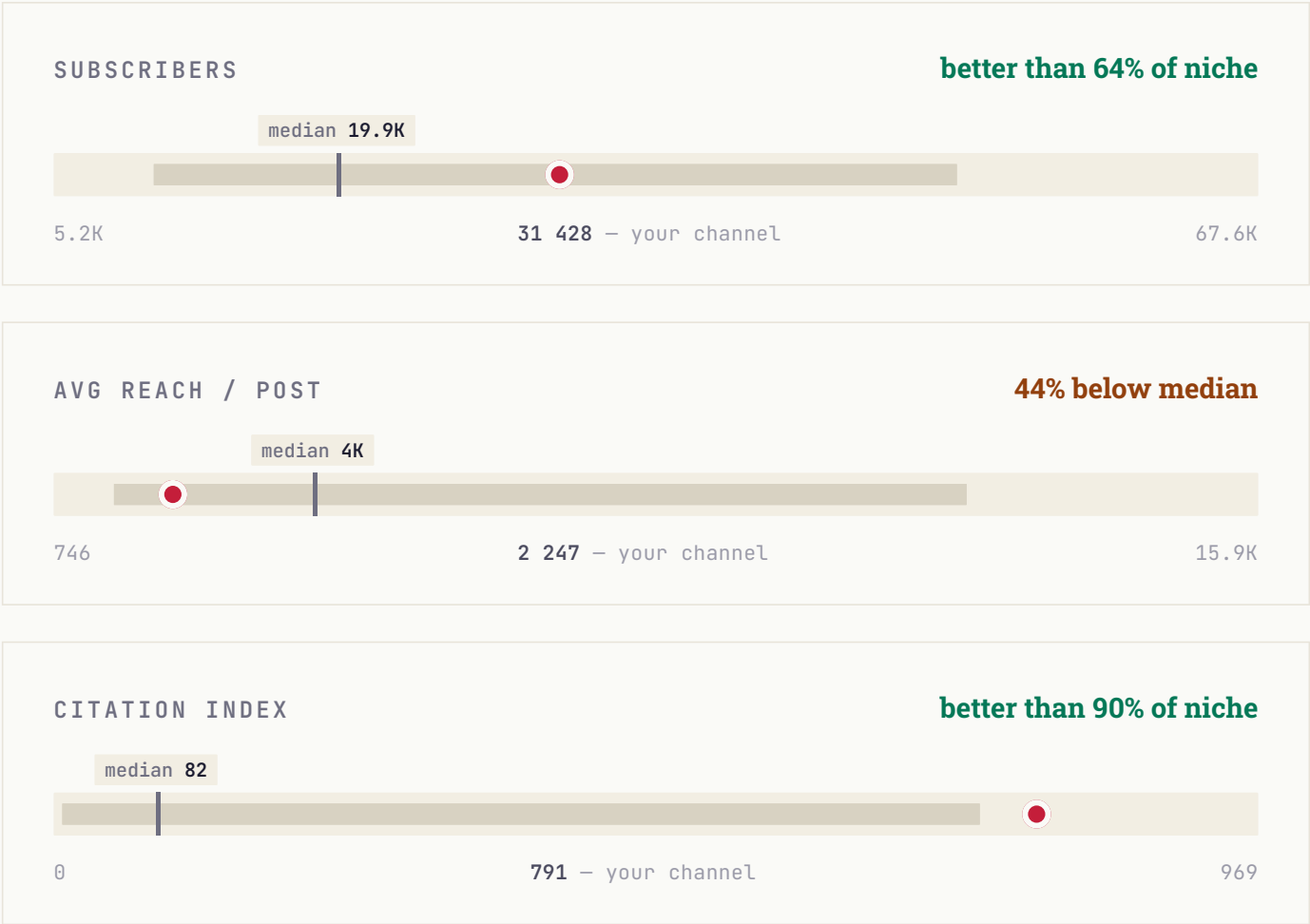
Where channel stands in its league

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

#27/100

POSITION IN NICHE

Channel in the top half of the ranking



— 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

Top post of the week — on Tuesday

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

EFFECT

**Best time 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 and interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post 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 this done by **PromptPress?**

This audit is what we can do in minutes based on public data. If you want to go further — run ads through 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
