

PUBLIC REPORT BY PROMTPRESS

Channel audit

Newsach/Dvach



@ru2ch

News Ads in channel: @botishe Suggest: @ru2chnews_bot Other channels: telegra.ph/2ch-09-09 Folder with our channels: t.me/addlist/xRsCRjuZXQQ2YmM6 Unban/vip chat:...

SUBS

655 660

+18371 per month

ERR (% SEE POSTS)

27.0%

per day 25.7%

REACH/POST

165.7K

ad reach 168.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 655 660 —	 SUBSCRIBER REACH 25.27% avg % of subs see post	 VIEWS/POST 165.7K median 168.7K · 15 days	 POSTS/DAY 51.7 ~362 per week
 7D TREND — no data for period	 REACTS/POST 3214.7 total 2,497,841 reactions, 633,621 reposts, 112,443 comments	 POST LENGTH 299 chars median 219 · 15 days	 POSTS ANALYZED 777 15 days
 AD REACH 168.3K 24h avg	 CHURN / MONTH +18371 over the last month	 CITATION RATE 15 006 citation index · 27,739 channels mentioned all time	 CHANNEL AGE 5 years 8 months created 22.09.2020

AI EDITOR SUMMARY

Channel «Newsach/Dvach» – 655 660 subs. Each post on avg gets 165.7K people (25% from subs), that's good reach. Publishes 362 posts per week (~52/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 777 posts over 15 days.
- 02 Dominant format – Text (405/777 posts).
- 03 Avg post length – 299 chars (median 219).
- 04 Audience peak – Tuesday, 00:00 MSK.
- 05 Top posts get 2x more views than the weakest (230.6K avg for top vs 125.9K for worst) – among 777 posts over 15 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 07:10 TEXT 🇰🇿Kazakhstan refuses to enforce court ruling to collect \$1.4 billion from Gazprom for Ukraine's Naftogaz – Justice Minister...	VIEWS 241 755 REPOSTS 706	REACTS 3 221 ER 36.9%
Nº2 27.05 · 22:38 VIDEO A girl caused a wild brawl in a bar in central Vladivostok, then fell for the arriving Rosgvardia officer who tried to calm her down By...	VIEWS 229 264 REPOSTS 2 210	REACTS 4 737 ER 35.0%
Nº3 25.05 · 21:04 PHOTO Iran's President Pezeshkian ordered to restore internet access According to international monitoring service, access to...	VIEWS 220 799 REPOSTS 372	REACTS 1 675 ER 33.7%

Nº4 28.05 · 21:21 VIDEO Ukrainian at European Championships closed eyes and ears during Russian anthem Russian Yana Zaikina won the European Championships in rhythmic...	VIEWS 217 410 REPOSTS 973	REACTS 7 742 ER 33.2%
Nº5 01.06 · 18:39 PHOTO ✂️Top Russian Defense Ministry supply manager detained – RBC Viktor Tarazevich, head of the food supply department...	VIEWS 211 446 REPOSTS 1 812	REACTS 3 550 ER 32.2%

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WORST 3

↓ 05.06 · 13:43 TEXT ✂️Any country, including Russia, can lose access to its dollar and euro assets at any moment – Putin	VIEWS 127 928 REPOSTS 107	REACTS 4 769 ER 19.5%
↓ 26.05 · 09:34 PHOTO ✂️iPhone 17 Pro Max and Samsung S26 Ultra. Want them? Just subscribe to Dvach channels! Dvach is giving away cool prizes for subscribing – up for grabs...	VIEWS 125 927 REPOSTS 36	REACTS 511 ER 19.2%
↓ 29.05 · 19:45 VIDEO Geran-4 seeker presents: Gepard	VIEWS 123 864 REPOSTS 150	REACTS 2 507 ER 18.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

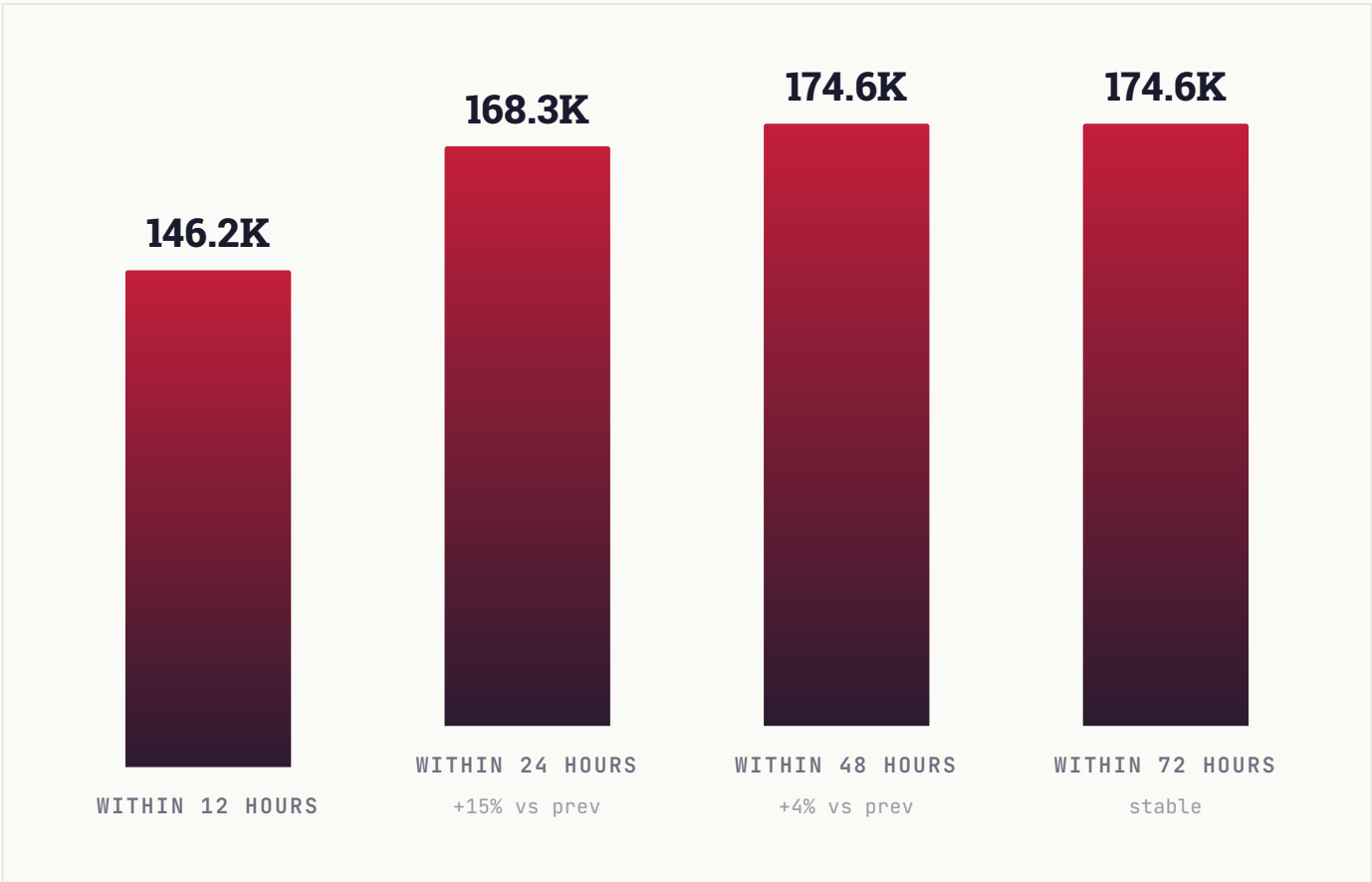
Subscriber growth chart over the year. Key months show exact subscriber count.
Clear which months the channel grew and which lost subs.



SECTION 04 · AD POTENTIAL

How long a post drives reach

Avg ad post reach over time since publication. Helps estimate how long placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
NY Newsach/Dvach YOU	655.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#61 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live • News (4.1M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **96 228**, they brought **59 950** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
December 2025	17 665	2 412	1 632	
November 2025	15 548	2 230	38 443	
October 2025	17 831	2 542	1 761	
September 2025	12 068	2 237	7 888	
August 2025	14 126	2 275	7 975	
July 2025	18 990	2 406	2 251	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
96 228		6	59 950	

— SECTION 07 · NICHE COMPARISON

Where your channel ranks in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#86/100

RANK IN NICHE

Channel in the lower half of the ranking

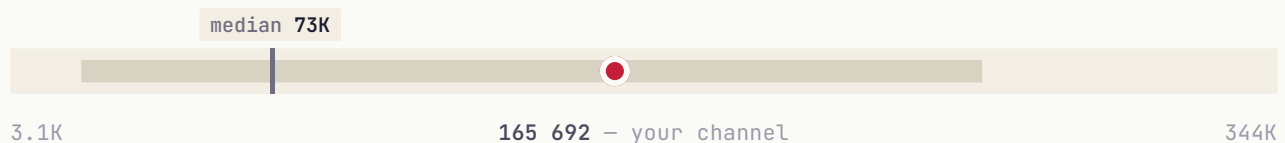
SUBS

23% below median



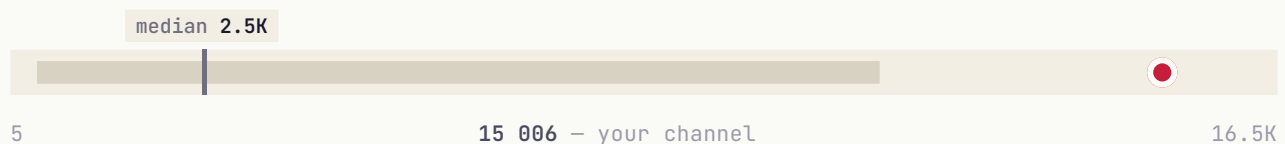
AVG REACH / POST

better than 69% of niche



CITATION INDEX

better than 90% of niche



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- | | | |
|-----------|---|--|
| 01 | Best post day — Tuesday
Audience most active on this day at 00:00 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
Swap posts with same-segment channels once a quarter. Not 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 — what we can do in a few minutes using public data.
Want to go further? Run ads through us and hit your growth plan
in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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