

PROMTPRESS PUBLIC REPORT

Channel audit

Russian Digital



@rudigital

Colleagues, description pending approval. Collaboration: @Alivian
Assistant: @earlsky Channel partners with @Tgpodbor_official RKN:
<https://clck.ru/3FjVKD>

SUBS

83 561

-1625 per month

ERR (% SEE POSTS)

6.0%

per day **3.8%**

REACH/POST

4.8K

ad reach **3.2K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBS 83 561 —	 SUBSCRIBER REACH 5.75% avg % of subs see a post	 VIEWS/POST 4.8K median 4.9K · 29 days	 POSTS/WK 39.6 for the period
 7D TREND +2.1% vs previous week	 REACTIONS/POST 75.8 total 12,587 reactions, 8,675 reposts, 0 comments	 POST LENGTH 246 chars median 140 · 29 days	 POSTS ANALYZED 166 29 days
 AD REACH 3.2K avg per 24h	 CHURN / MONTH -1625 for the last month	 CITATIONS 1 763 citation index · 2,447 channels mentioned all time	 CHANNEL AGE 3 years 10 months created 11.08.2022

AI EDITOR SUMMARY

Channel «Russian Digital» – 83 561 subs. Each post averages 4.8K people (6% from subs), reach is low – need to grow audience. Publishes 40 posts per week (~6/day) – active posting. For week Jun 15–21 reach stable (+2.1% vs week 8–14 Jun).

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 **166** posts in 29 days.
- 02 Dominant format – **Photo** (118/166 posts).
- 03 Avg post length – **246** characters (median 140).
- 04 Audience peak – **Sunday**, 14:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6.3K avg for top vs 3.7K for worst) – among 166 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 11:25 VIDEO Marketplace sellers mass-delegate product cards to AI. Result – see for yourself.	VIEWS 6 533 REPOSTS 233	REACTIONS 92 ER 7.8%
Nº2 16.06 · 07:27 PHOTO Workers in Russia can now officially bring pets to work. Lawyers note that in the absence of a workplace...	VIEWS 6 395 REPOSTS 123	REACTIONS 77 ER 7.7%
Nº3 14.06 · 18:17 PHOTO Russian services start blocking registration & login via Google accounts. For example, Avito warns users that in...	VIEWS 6 124 REPOSTS 17	REACTIONS 60 ER 7.3%

Nº4 31.05 • 08:49 PHOTO Relationships are for the rich: young people embrace selfmaxing – views where solitude is a privilege, not a flaw. K...	VIEWS 6 056 REPOSTS 71 REACTIONS 61 ER 7.2%
Nº5 15.06 • 07:48 VIDEO Vibecoder built something incredible – a service that predicts tomorrow's day of the week. Innovations we deserve.	VIEWS 6 040 REPOSTS 81 REACTIONS 122 ER 7.2%

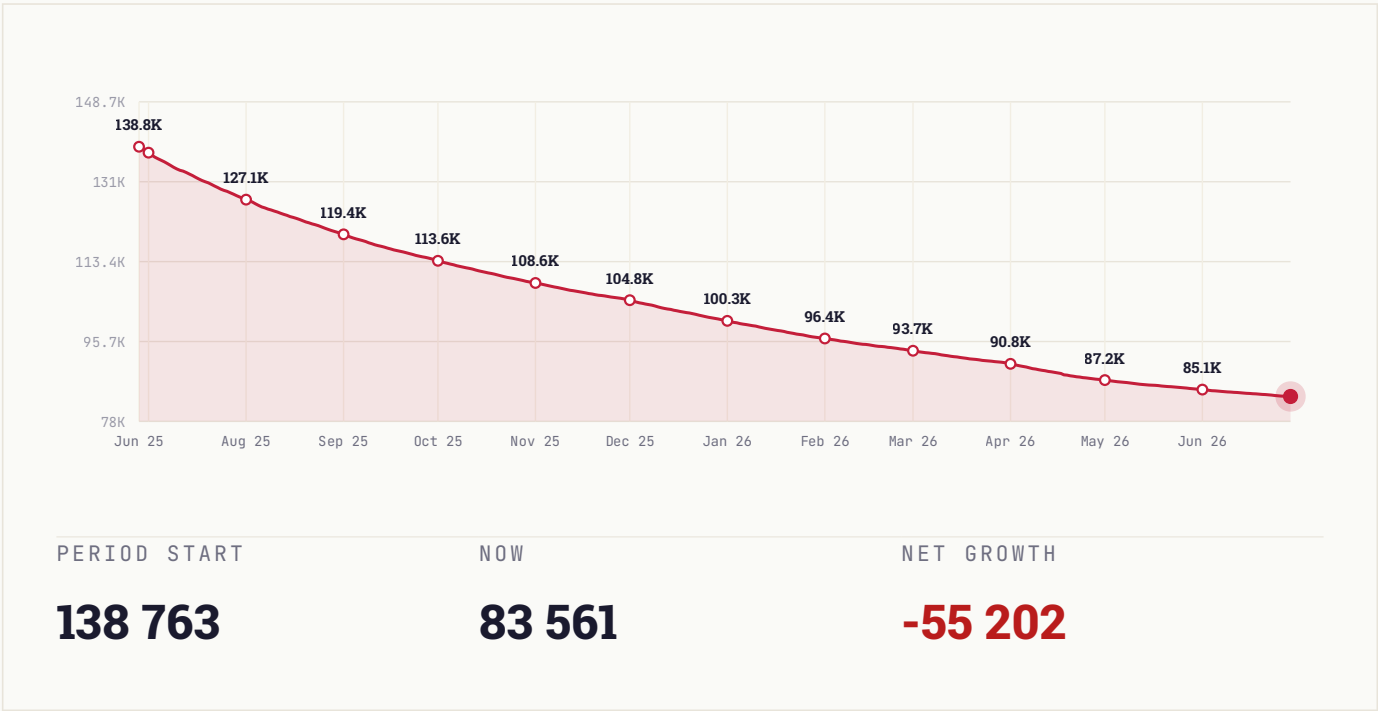
WORST 3

↓ 25.06 • 20:30 PHOTO A truly niche hobby found for those who love risk but not active entertainment.	VIEWS 3 789 REPOSTS 59 REACTIONS 116 ER 4.5%
↓ 25.06 • 18:12 VIDEO First thing after work: stand on salt – the web is raving about a new stress relief hack. TikTok gurus...	VIEWS 3 752 REPOSTS 38 REACTIONS 30 ER 4.5%
↓ 25.06 • 14:28 PHOTO The moment when focus and hearing work at 120%.	VIEWS 3 700 REPOSTS 33 REACTIONS 59 ER 4.4%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

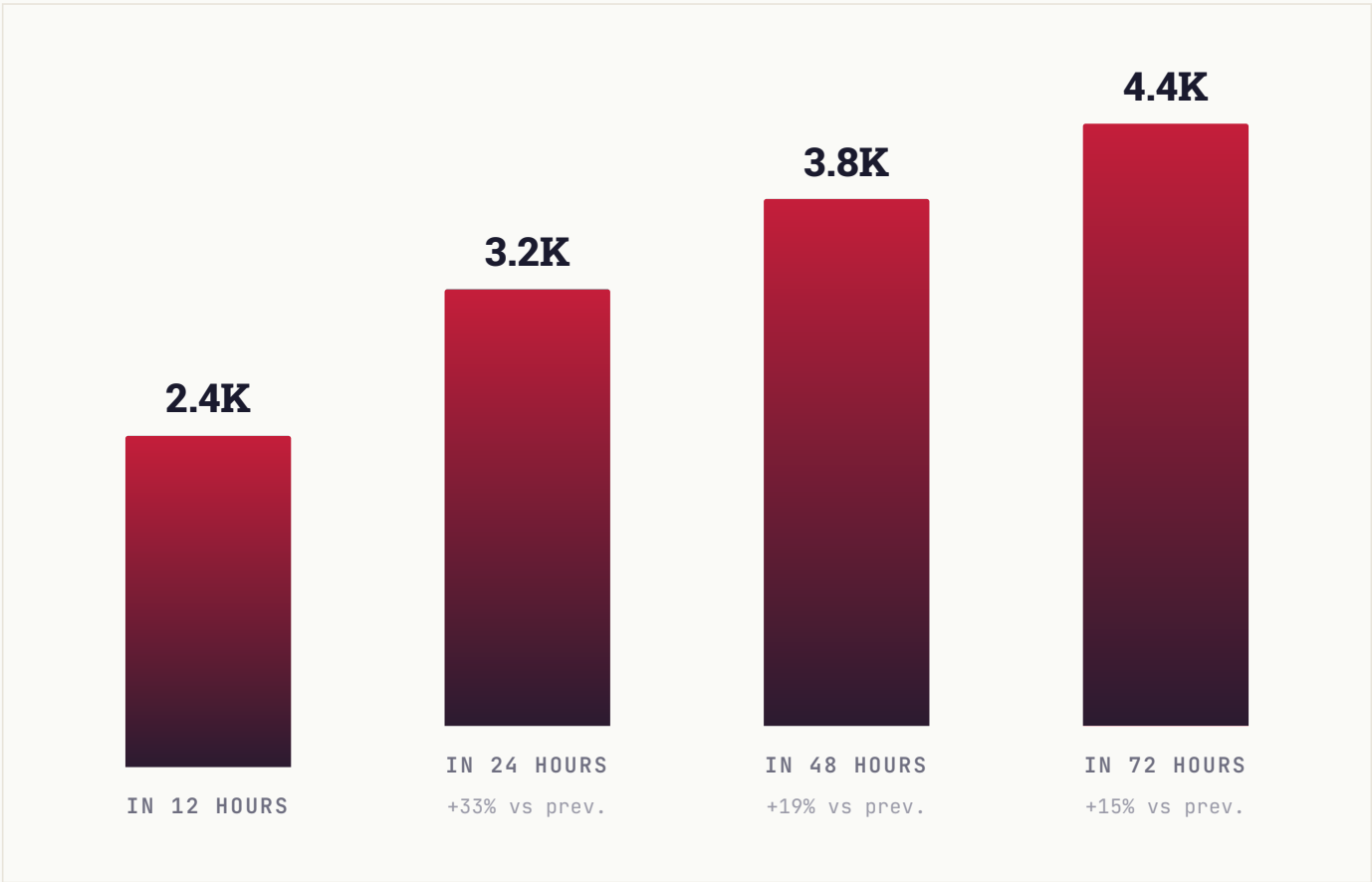
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months grew and which lost subs.



SECTION 04 · AD POTENTIAL

How long a post drives reach

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



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
TM My Feed Trends	2.5M
MO Ice cream	1.8M
OK Oka	1.6M
Today Search	1.3M
TR Trendly	1.2M
ER Client is always right	1.1M
TB Trends by Russia	1.1M
This Trending Today	1M
Week TV Trend or be gone	930.8K
TR Trending	904.7K
RD Russian Digital YOU	83.6K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#85 of 99). Niche median — 145.4K subs. First growth KPI — reach median. Leader: My Feed Trends (2.5M).

SECTION 06 · NICHE COMPARISON

Where your channel ranks in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#85

/100

POSITION IN NICHE

Channel in bottom half of ranking

SUBS

42% below median

median 144.9K

39.7K

83 561 — your channel

1.2M

AVG REACH / POST

64% below median

median 13.4K

91

4 805 — your channel

53.2K

CITATION INDEX

better than 78% of niche

median 204

0

1 763 — your channel

3.1K

— SECTION 07 · STRATEGY

What to do right now

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

01

Best post day — Sunday

Audience most active on this day at 14:00 MSK.

EFFECT

**Best window
for 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with similar channels

Exchange posts with similar channels 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 using public data. 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
