

PROMTPRESS PUBLIC REPORT

Channel audit

Samsung Russia



@samsungrussia

Samsung Russia channel. We tell how we create a better tomorrow with innovative technologies. #DoWhatYouCant Questions? Tap here: @samsung_russia_company_bot Registered in the RKN list:...

SUBSCRIBERS

140 649

-1101 per month

ERR (% SEE POSTS)

15.0%

last day **5.9%**

REACH/POST

20.6K

ad reach **8.4K/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 140 649 —	 SUBS REACH 14.64% avg % subs see post	 VIEWS/POST 20.6K median 20.9K · 27 days	 POSTS/WEEK 9.3 for period
 7D TREND -10.5% vs previous week	 REACTIONS/POST 234.6 total 8,680 reactions, 623 reposts, 3,574 comments	 POST LENGTH 328 chars. median 306 · 27 days	 POSTS ANALYZED 37 27 days
 AD REACH 8.4K 24h avg	 CHURN / MONTH -1101 last month	 QUOTABILITY 33 citation index · 612 channels mentioned all time	 CHANNEL AGE 4 years 10 months created 04.08.2021

AI EDITOR SUMMARY

Channel «Samsung Russia» – 140 649 subs. Avg post views 20.6K people (15% subs), reach is low – consider expanding audience. Publishes 9 posts per week (~1/day) – regular schedule. For week Jun 15–21 reach dropped -10.5% by week Jun 8–14 – worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts over 27 days.
- 02 Dominant format – Photo (24/37 posts).
- 03 Avg post length – 328 chars (median 306).
- 04 Peak audience activity – Sunday, 11:00 MSK.
- 05 Top posts get 2× more views than the weakest (28.3K avg for top vs 16.2K for worst) – among 37 posts over 27 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 31.05 · 08:02 POLL
(post without caption – poll)

VIEWS	REACTIONS
28 944	307
REPOSTS	ER
11	20.6%

Nº2 05.06 · 13:03 PHOTO
Seems like somewhere in etiquette rules there's a point: don't peek into someone else's smartphone screen... But just in case – there's a mode...

VIEWS	REACTIONS
28 571	205
REPOSTS	ER
26	20.3%

Nº3 06.06 · 05:01 PHOTO
Summer in the city, Saturday on the calendar. Isn't it the perfect excuse to head to the water and try something new, like...

VIEWS	REACTIONS
27 497	169
REPOSTS	ER
6	19.6%

Nº409.06 · 12:02 PHOTO 10,000th graduate certificate was received by a student of SibGUTI (Novosibirsk) after completing the «Artificial Intelligence» course at Campus...	VIEWS	REACTIONS
	26 255	218
	REPOSTS	ER
	47	18.7%

Nº531.05 · 07:02 PHOTO Good news one: tomorrow is summer! Good news two: the day after tomorrow is summer too! And... you get it. #shotonGalaxy #shotonGalaxy	VIEWS	REACTIONS
	25 975	412
	REPOSTS	ER
	28	18.5%

|

WORST 3

↓ 22.06 · 06:05 PHOTO Where there are no work chats or bank notifications, only the amazing underwater world, depth and you. Challenge the elements and...	VIEWS	REACTIONS
	17 452	194
	REPOSTS	ER
	10	12.4%

↓ 06.06 · 17:04 VIDEO Mood: shoot aesthetic video. Reality: someone blasts music in the background... Sad, but no problem! Thanks to...	VIEWS	REACTIONS
	16 796	181
	REPOSTS	ER
	20	11.9%

↓ 25.06 · 12:03 PHOTO 60 minutes on a single charge! Cleaning has never been so convenient and comfortable.	VIEWS	REACTIONS
	14 393	222
	REPOSTS	ER
	10	10.2%

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.



PERIOD START

139 412

NOW

140 645

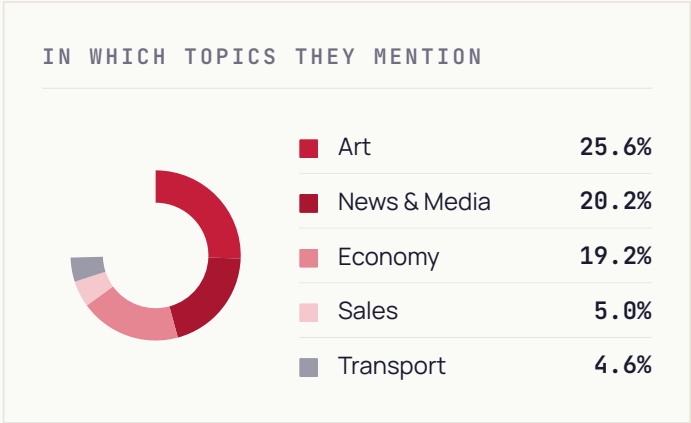
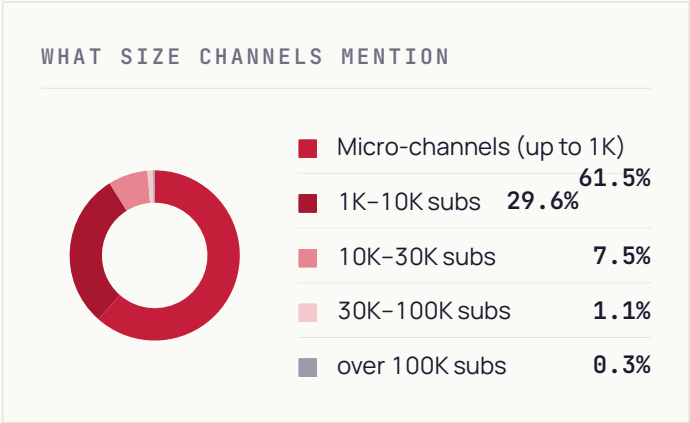
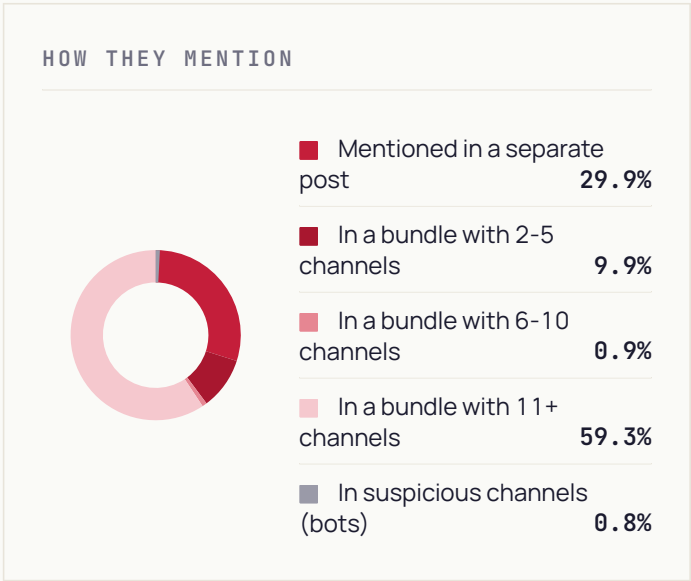
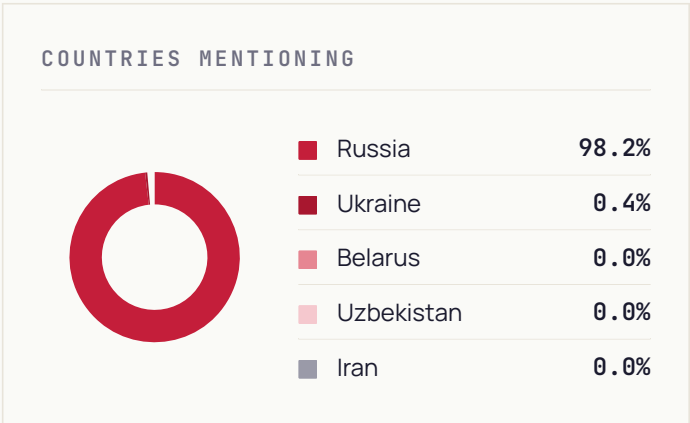
NET GROWTH

+1 233

SECTION 04 · MENTIONS

Who mentions the channel and how

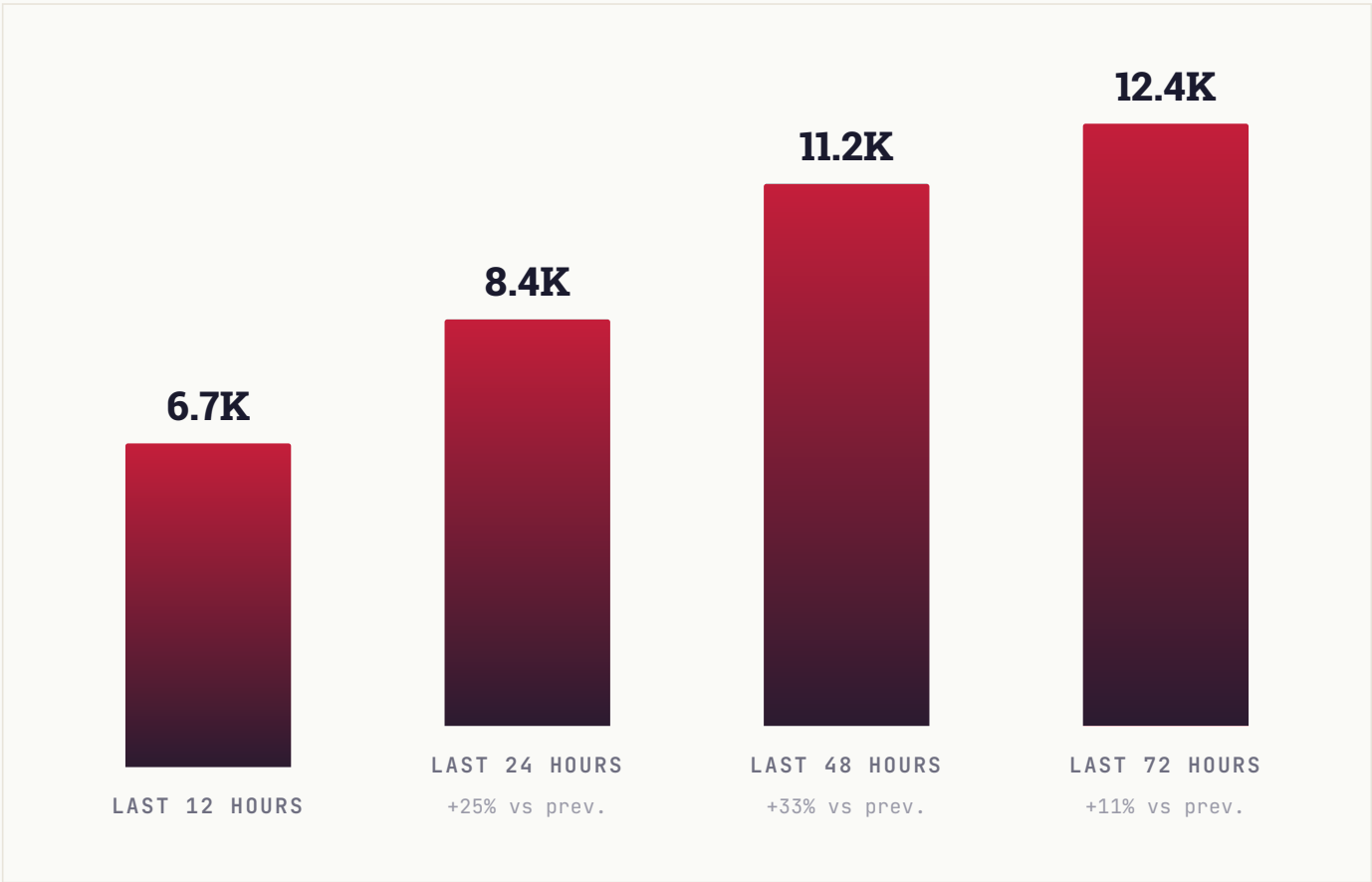
Citation index **33** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **612** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of a promo post 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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.4M
MT Trending World	3.4M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت آزاد	2.5M
NN NN	2.2M
TE Technomotel	2.2M
L- LIVE — Telegram, AI and Tech	2.1M
EC Exploit	2M
PP PINK PROXY پروکسی	1.8M
SR Samsung Russia YOU	140.6K

COMPARATIVE SUMMARY

Channel not yet outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.4M), top-100 median: 437.4K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

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 **24**, they brought **17 055** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	3	3	2 754
Nov 2025	1	1	1 078
Oct 2025	7	7	757
Sep 2025	7	4	45
August 2025	1	1	42
July 2025	5	5	12 379

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
24	6	17 055

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, a darker beige bar representing the peer group, a vertical line for the median, and a red dot for the channel's performance.

- SUBSCRIBERS:** The channel has 140,649 subscribers, which is 68% below the median of 446.2K. The range is from 109.1K to 2.3M.
- AVG REACH / POST:** The channel has 20,594 average reach per post, which is 38% below the median of 33K. The range is from 197 to 144.6K.
- CITATION INDEX:** The channel has a citation index of 33, which is 74% below the median of 129. The range is from 0 to 1.8K.

Metric	Channel Value	Median	Percentage Below Median	Range (Min-Max)
SUBSCRIBERS	140,649	446.2K	68%	109.1K - 2.3M
AVG REACH / POST	20,594	33K	38%	197 - 144.6K
CITATION INDEX	33	129	74%	0 - 1.8K

— 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 Sunday

Audience is most active on this day at 11:00 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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange 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 us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth target in a month.

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

02 Contact manager t.me/PromptPress_manager
