

PROMTPRESS PUBLIC REPORT

Channel audit

Самвел



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SUBS

57 474

+48930 per month

ERR (% SEE POSTS)

1.0%

per day 2.2%

REACH/POST

95

ad reach 1.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a channel health indicator. Subtitle under the number shows the period for which it is calculated.

 SUBS 57 474 —	 SUBSCRIBER REACH 0.17% avg % subs see post	 VIEWS/POST 95 median 95 · —	 POSTS/WK 18.1 for period
 7D TREND — no data for period	 REACTS/POST 12.5 25 react., 4 rep., 0 comm.	 POST LENGTH 1 000 chars. median 1000 · —	 POSTS ANALYZED 2 —
 AD REACH 1.3K avg per 24h	 CHURN / MONTH +48930 last month	 QUOTABILITY 41 citation index · 138 channels mentioned all time	 CHANNEL AGE 4 years 5 months created 02.03.2022

AI EDITOR SUMMARY

Channel «Samvel» – 57 474 subs. Each post is viewed on average by 95 people (0% from subs), reach is low – worth expanding audience. Publishes 18 posts per week (~3 per day) – regular.

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 SHARE

- 01 Analysis based on 2 posts per —.
- 02 Dominant format — Photo (2/2 posts).
- 03 Avg post length — 1000 characters (median 1000).
- 04 Audience activity peak — Friday, 15:00 MSK.
- 05 Top posts bring 1 time more views than the weakest (63 on average for top vs 95 for worst) — among 2 posts for —. Worth analyzing what top posts have in common — topic, format, posting time.

TOP-2 POSTS

Nº1 21.08 · 12:08 PHOTO Today, August 21, His Holiness Karekin II, Supreme Patriarch and Catholicos of All Armenians, celebrates his 75th birthday. Your...	VIEWS	REACTS
	104	13
	REPOSTS	ER
	3	0.2%
Nº2 22.08 · 06:41 PHOTO Dear friends! Happy Russian State Flag Day! The Russian tricolor is not just one of...	VIEWS	REACTS
	86	12
	REPOSTS	ER
	1	0.1%

WORST 2

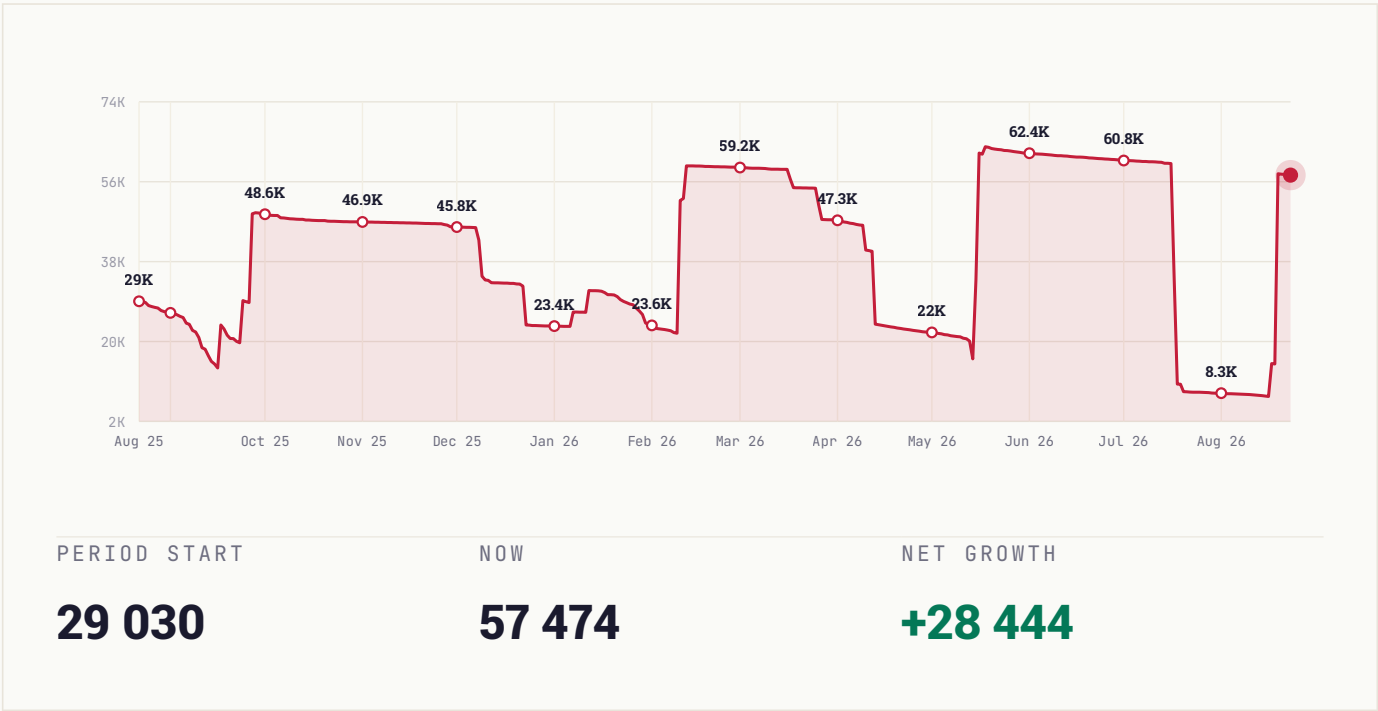
↓ 21.08 · 12:08 PHOTO Today, August 21, His Holiness Karekin II, Supreme Patriarch and Catholicos of All Armenians, celebrates his 75th birthday. Your...	VIEWS	REACTS
	104	13
	REPOSTS	ER
	3	0.2%

↓ 22.08 · 06:41 PHOTO Dear friends! Happy Russian State Flag Day! The Russian tricolor is not just one of...		VIEWS 86 REPOSTS 1	REACTS 12 ER 0.1%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

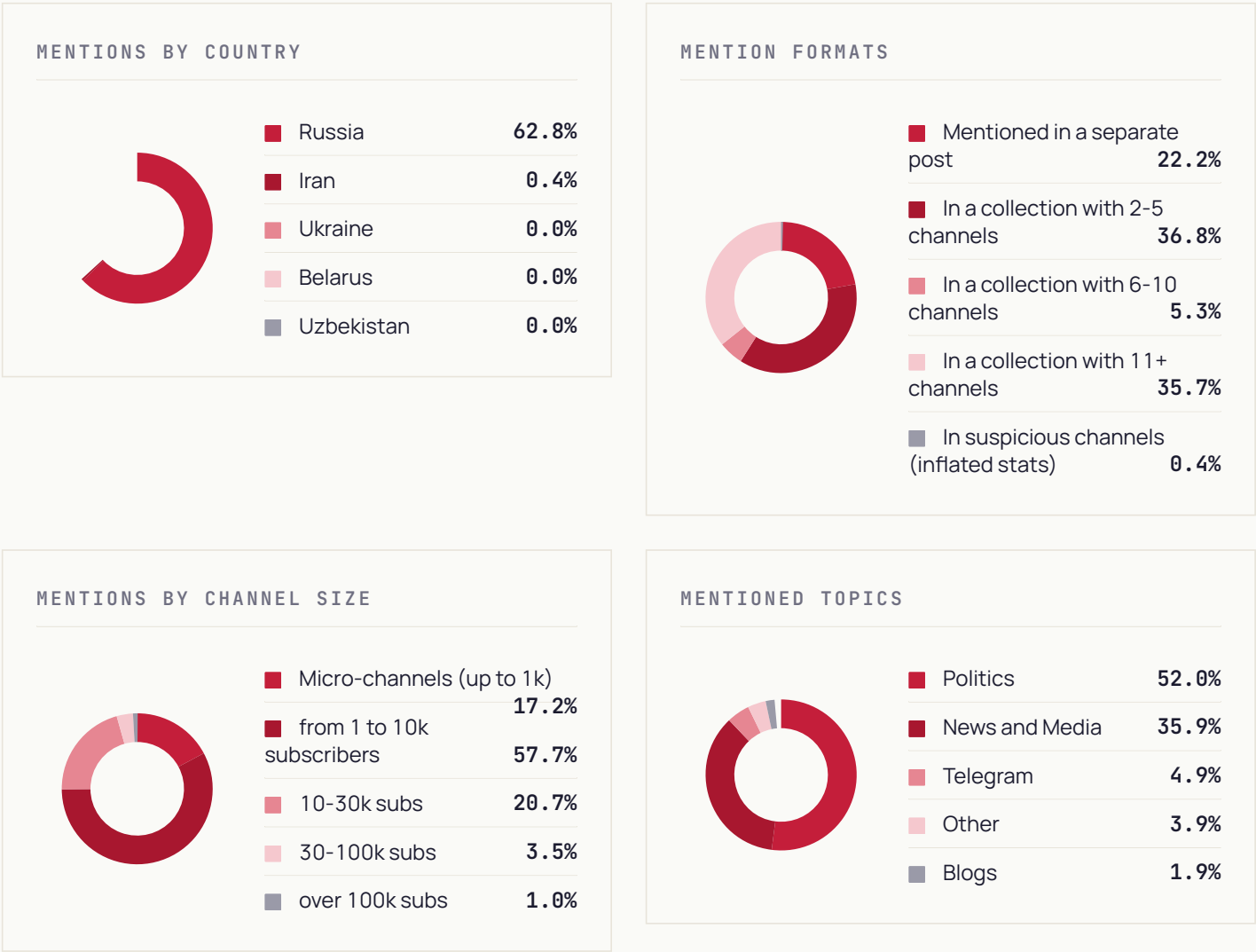
Subscriber growth chart for the year. Key months show exact subs. Shows which months added and which lost.



SECTION 04 · MENTIONS

Who mentions the channel and how

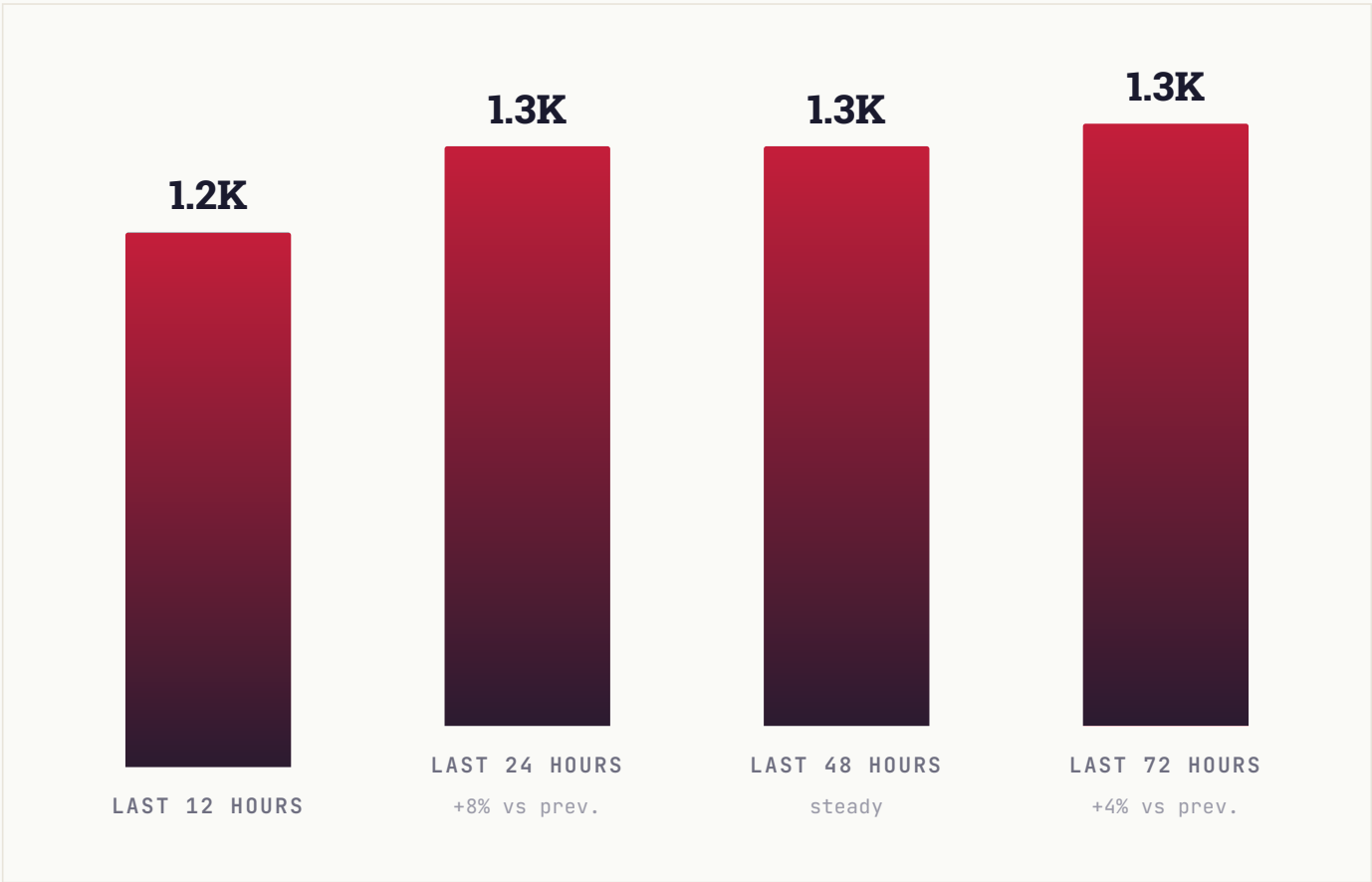
Citation index **41** — channel popularity rating based on mentions. Takes into account not only their number, but also the weight of the mentioning channels: a post from a channel with 100k subscribers "weighs" more than one from a channel with 1k. Over all time, the channel was mentioned **138** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Average reach of a promo post by time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — see its position among niche neighbors.

CHANNEL	SUBS
M• Moskva ch • Moscow News	4.3M
TL Топор Live	4.1M
ПЭ Live • News	4M
M- Moscow is interesting	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
РН РИА Новости	3M
NM Moscow News	2.7M
MS Moscow today	2.7M
CP Non-Moscow Russian media	2.6M
CA Самвел YOU	57.5K

COMPARATIVE CONCLUSION

Channel so far outside niche top-99 — early growth stage. Niche leader — **Moskvach • Moscow News** (4.3M), median top-99: 776.9K. First goal — to enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

Mention frequency

Each month we record posts in other channels mentioning your channel. Over the last **6 months** such mentions: **36**, they brought **85 320** new subscribers.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
February 2026	0	0	37 723	
January 2026	19	16	8 161	
December 2025	14	13	0	
November 2025	3	3	0	
October 2025	0	0	0	
September 2025	0	0	39 436	
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBS	
36	6		85 320	

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «News and Media» (Russia) and looked at how the channel looks against their background. The gray band — the range in which 80% of niche channels fall (from p10 to p90). The black vertical line — the median. The red dot — your channel.



— SECTION 09 · STRATEGY

What to do now

5 priority actions, arranged by expected impact. You can check them off as a checklist and return to this report in a month.

- 01

Main post of the week — Friday

On this day at 15:00 MSK the audience is most active.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram retains audiences longer and is better received by the algorithm. We recommend raising the share to 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — reconsider formats

Current ER 0.17% vs norm 5.5%. Test polls and interactive formats.

EFFECT

+5.3pp ER
- 04

Programmatic traffic buying

3 formats for your media: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress selects sources for the niche.

EFFECT

+1000-3000 subs.
- 05

Test polls and interactive formats.

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a 'hot' topic — an easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

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