

— PUBLIC REPORT PROMTPRESS

Channel audit

Screenshot of Pravda Z



@screenshottrue

Our reality in screenshots for memory. Remember: all moves are recorded, all screenshots are taken! Contacts for screenshots: @ScreenShotTrue_bot Send a screenshot and a link to the original (or cache, if...

SUBS

1 163 883

-90578 per month

ERR (% SEE POSTS)

3.0%

per day 2.5%

REACH/POST

34.6K

ad reach 29.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 1 163 883 —	 SUBSCRIBER REACH 2.97% avg % subs see post	 VIEWS/POST 34.6K median 34.7K · 3 days	 POSTS/WEEK 29.8 for the period
 7D TREND — no data for period	 REACTS/POST 344.2 only 5,851 reactions, 777 reposts, 0 comments	 POST LENGTH 182 chars median 152 · 3 days	 POSTS ANALYZED 17 3 days
 AD REACH 29.8K 24h avg	 CHURN / MONTH -90578 last month	 MENTION RATE 178 citation index · 1,217 channels mentioned all time	 CHANNEL AGE 8 years 8 months created 04.10.2017

AI EDITOR SUMMARY

Channel «Screenshot of Pravda Z» — 1 163 883 subs. Each post averages 34.6K people (3% from subs), reach is low — consider expanding audience. Publishes 30 posts/week (~4/day) — active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 17 posts over 3 days.
- 02 Dominant format – Photo (17/17 posts).
- 03 Avg post length – 182 chars (median 152).
- 04 Audience peak – Friday, 14:00 MSK.
- 05 Top posts get 1x more views than weakest (36.1K avg top vs 32.4K worst) – among 17 posts over 3 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 11:59 PHOTO Fact of the day. 1.2B people worldwide suffer from mental disorders. Mental illnesses have overtaken cardiovascular...	VIEWS	REACTS
	36 205	359
Nº2 21.05 · 12:59 PHOTO Sports festival for heroes On May 20, at a base in Istra, Moscow region, dedicated to the history of the USSR Navy, a large gathering started...	REP.	ER
	55	3.1%
Nº3 18.05 · 15:59 PHOTO Show presidential envoy to the Far East Yuri Trutnev a kilogram of raspberries that, as Telegram channels write, is sold in Moscow for 4,000 rubles...	VIEWS	REACTS
	35 872	338
	REP.	ER
	1	3.1%

Nº4 21.05 • 12:33 PHOTO Over 500 people injured in e-scooter accidents in four months of 2026. According to the traffic police, 497 accidents occurred during this period...	VIEWS 35 719 REACTS 340 REP. 121 ER 3.1%
Nº5 18.05 • 13:59 PHOTO "First by the goats." An intriguing headline from Buryat journalists. 😊 @ScreenShotTrue	VIEWS 35 612 REACTS 384 REP. 6 ER 3.1%

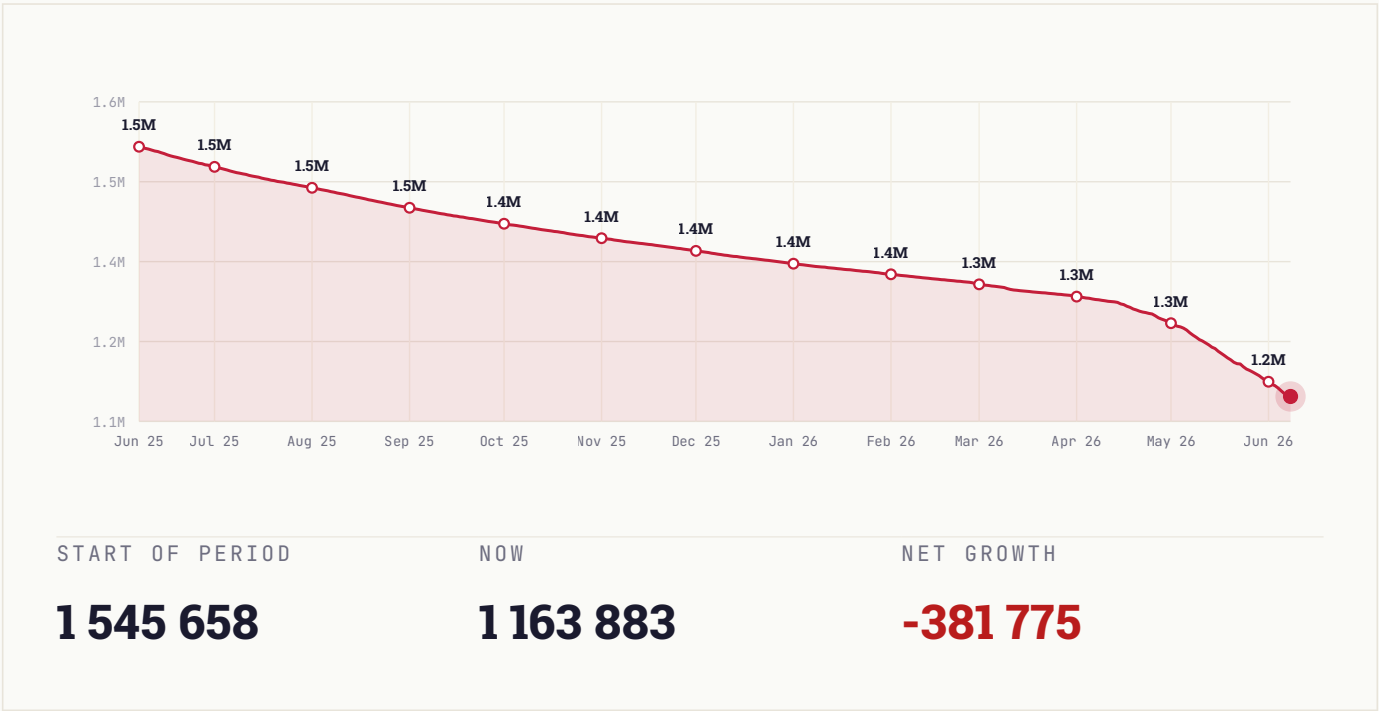
WORST 3

↓ 19.05 • 06:59 PHOTO #MagneticStorms for the week of May 19–25, 2026. Info for weather-sensitive. @ScreenShotTrue	VIEWS 32 647 REACTS 304 REP. 65 ER 2.8%
↓ 19.05 • 09:59 PHOTO Friendship becomes a "costly pleasure" for Russians, according to media citing a survey. 🤔 @ScreenShotTrue	VIEWS 32 297 REACTS 381 REP. 57 ER 2.8%
↓ 18.05 • 14:59 PHOTO Helminth larvae found in pink salmon from manufacturer «Балтийский берег». Rospotrebnadzor issued a warning to the company. 🤔 @ScreenShotTrue	VIEWS 32 203 REACTS 369 REP. 5 ER 2.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

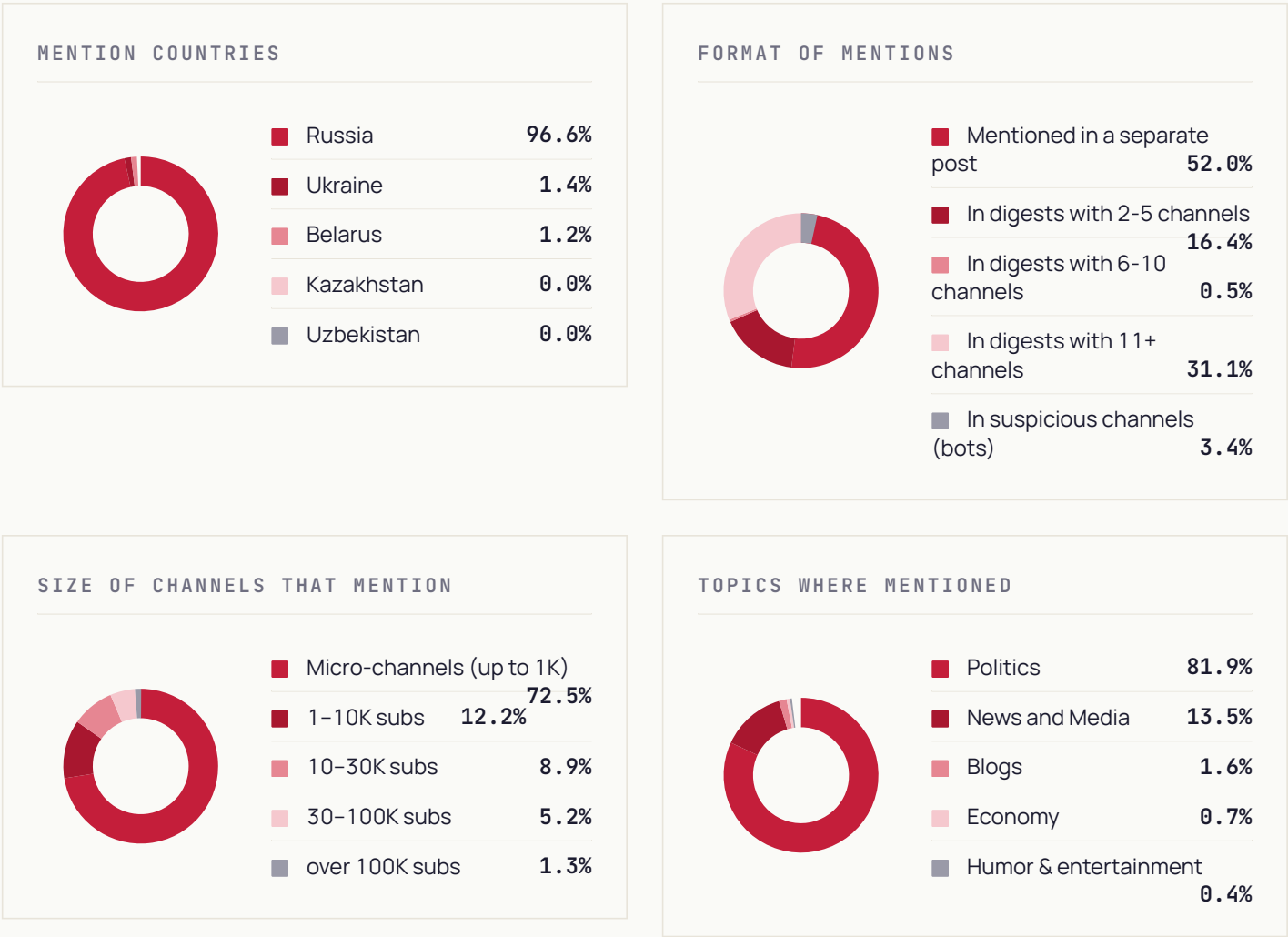
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

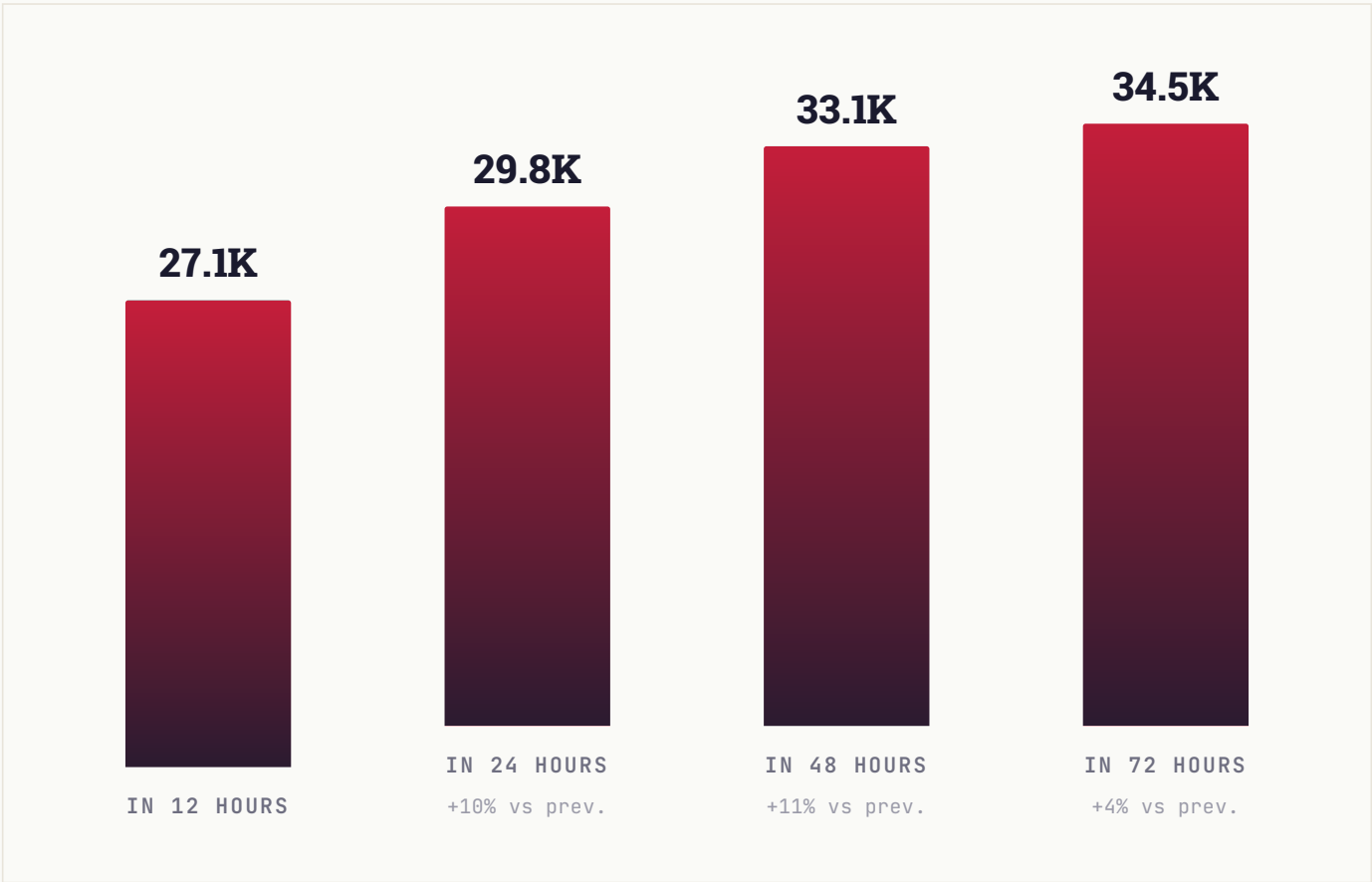
Citation index **178** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All-time channel mentions: **1 217** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • 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
SP Screenshot of Pravda Z YOU	1.2M

COMPARATIVE INSIGHT

Channel in top half of niche (#31 of 99). Niche leader — Live Broadcast • News (4.1M), median subs 843.7K. Aim for the top quartile — a realistic 6-12 month horizon.

— SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

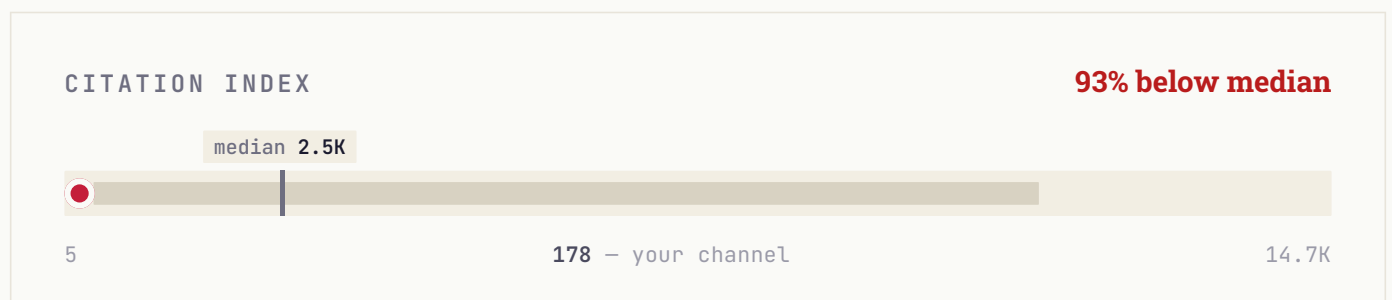
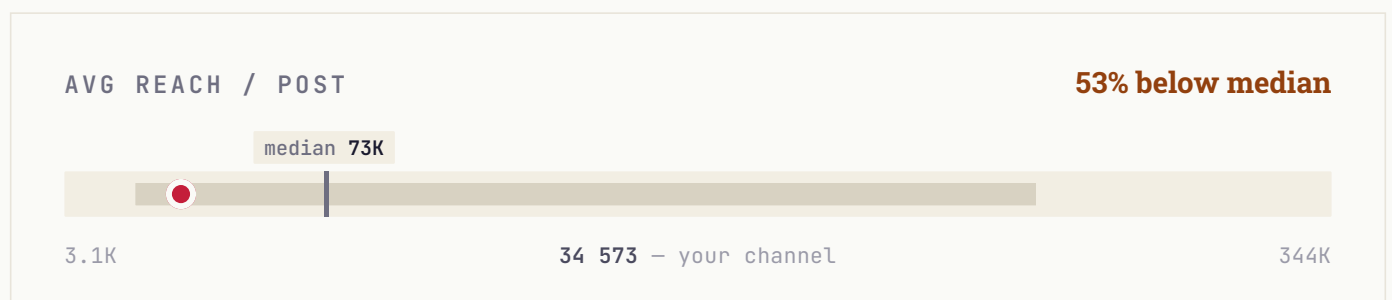
Took top-**100** channels in category "**News and Media**" (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#86

/100

RANK IN NICHE

Channel in the lower half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

01**Main post of the week — on Friday**

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

EFFECT

**Best window
for an
important post****02****Increase video posts share**

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better****03****ER below niche benchmark — rethink formats**

Current ER 2.97% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.5pp ER**04****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****05****Test polls & interactive formats**

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us & hit 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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