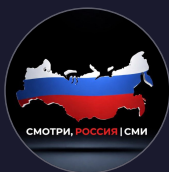


PUBLIC PROMTPRESS REPORT

Channel audit

Look - Russia! | Media



@see_russia_smi

Stay informed on what's happening in the country! 🇷🇺

Collaboration/ads: @Sashaa_555 Suggest news: @see_rus_bot

Registered with RKN: <https://clc.li/ozOBD>

SUBSCRIBERS

264 946

-1895 per month

ERR (% SEE POSTS)

37.0%

last 24 hrs **31.9%**

REACH/POST

96.8K

ad reach **85K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

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Who and how mentions the channel

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How long a post brings reach

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08 Niche comparison

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09 Strategy

5 priority actions

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.

 SUBSCRIBERS 264 946 —	 SUBS REACH 36.54% avg % subs see post	 VIEWS/POST 96.8K median 95.4K · 29 days	 POSTS/WEEK 19.0 for period
 7D TREND +13.9% vs prev. week	 REACTIONS/POST 803.3 total 65,065 reactions, 34,611 reposts, 0 comments	 POST LENGTH 330 chars median 283 · 29 days	 POSTS ANALYZED 81 29 days
 AD REACH 85K 24h avg	 CHURN / MONTH -1895 last month	 CITATION RATE 48 citation index · 887 channels mentioned ever	 CHANNEL AGE 2 years 5 months created 14.02.2024

AI EDITOR SUMMARY

Channel «Look - Russia! | Media» — 264 946 subs. Each post averages 96.8K people (37% of subs), good reach. Publishes 19 posts per week (~3/day) — regular. Week Jul 6–12 reach grew by +13.9% by week Jun 29 – Jul 5 — positive trend.

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 HAVE IN COMMON

- 01 Analysis based on 81 posts over 29 days.
- 02 Dominant format — Photo (63/81 posts).
- 03 Avg post length — 330 chars (median 283).
- 04 Audience peak — Friday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (181.3K avg for top vs 89.8K for worst) — among 81 posts over 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 10.07 · 13:27 VIDEO In Dagestan, a road collapsed due to floods, — media. Near the village of Verkhnee Kazanishche, part of the road slid down the slope. Earlier due to heavy...	VIEWS 241 998 REPOSTS 341	REACTIONS 681 ER 91.3%
Nº2 08.07 · 10:45 TEXT 88% of Russian families fully or partially pool budgets, Sber found on Family Day. Most often Russians choose...	VIEWS 163 447 REPOSTS 507	REACTIONS 704 ER 61.7%
Nº3 17.07 · 10:40 VIDEO Here's how today's youth does business: no missed customers. A young entrepreneur offered to wash a driver's headlights, and when he said...	VIEWS 138 543 REPOSTS 884	REACTIONS 1 217 ER 52.3%

Nº4 28.06 • 07:03 VIDEO  A guy showed incredible resilience after his car burned down on a Moscow highway.	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>127 881</td><td>1 101</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>505</td><td>48.3%</td></tr> </table>	VIEWS	REACTIONS	127 881	1 101	REPOSTS	ER	505	48.3%
VIEWS	REACTIONS								
127 881	1 101								
REPOSTS	ER								
505	48.3%								
Nº5 16.07 • 17:58 VIDEO Most families in Russia earn 200-300K per month and still manage to feed and clothe two kids. Such a gem from...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>102 832</td><td>1 083</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>858</td><td>38.8%</td></tr> </table>	VIEWS	REACTIONS	102 832	1 083	REPOSTS	ER	858	38.8%
VIEWS	REACTIONS								
102 832	1 083								
REPOSTS	ER								
858	38.8%								

WORST 3

↓ 07.07 • 19:46 PHOTO Russians who climbed the Empire State Building face up to 20 years in prison, says Manhattan DA. Roofers Angelina Nikolau and Ivan...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>89 817</td><td>1 236</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>529</td><td>33.9%</td></tr> </table>	VIEWS	REACTIONS	89 817	1 236	REPOSTS	ER	529	33.9%
VIEWS	REACTIONS								
89 817	1 236								
REPOSTS	ER								
529	33.9%								
↓ 30.06 • 07:10 PHOTO  Taxi drivers are working less due to fuel issues in several regions, driving up ride prices. According to market participants...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>89 804</td><td>534</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>213</td><td>33.9%</td></tr> </table>	VIEWS	REACTIONS	89 804	534	REPOSTS	ER	213	33.9%
VIEWS	REACTIONS								
89 804	534								
REPOSTS	ER								
213	33.9%								
↓ 24.06 • 11:24 PHOTO The State Duma passed a law keeping the 20 million ruble income threshold for small businesses on simplified tax until 2030...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>89 663</td><td>694</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>368</td><td>33.8%</td></tr> </table>	VIEWS	REACTIONS	89 663	694	REPOSTS	ER	368	33.8%
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89 663	694								
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

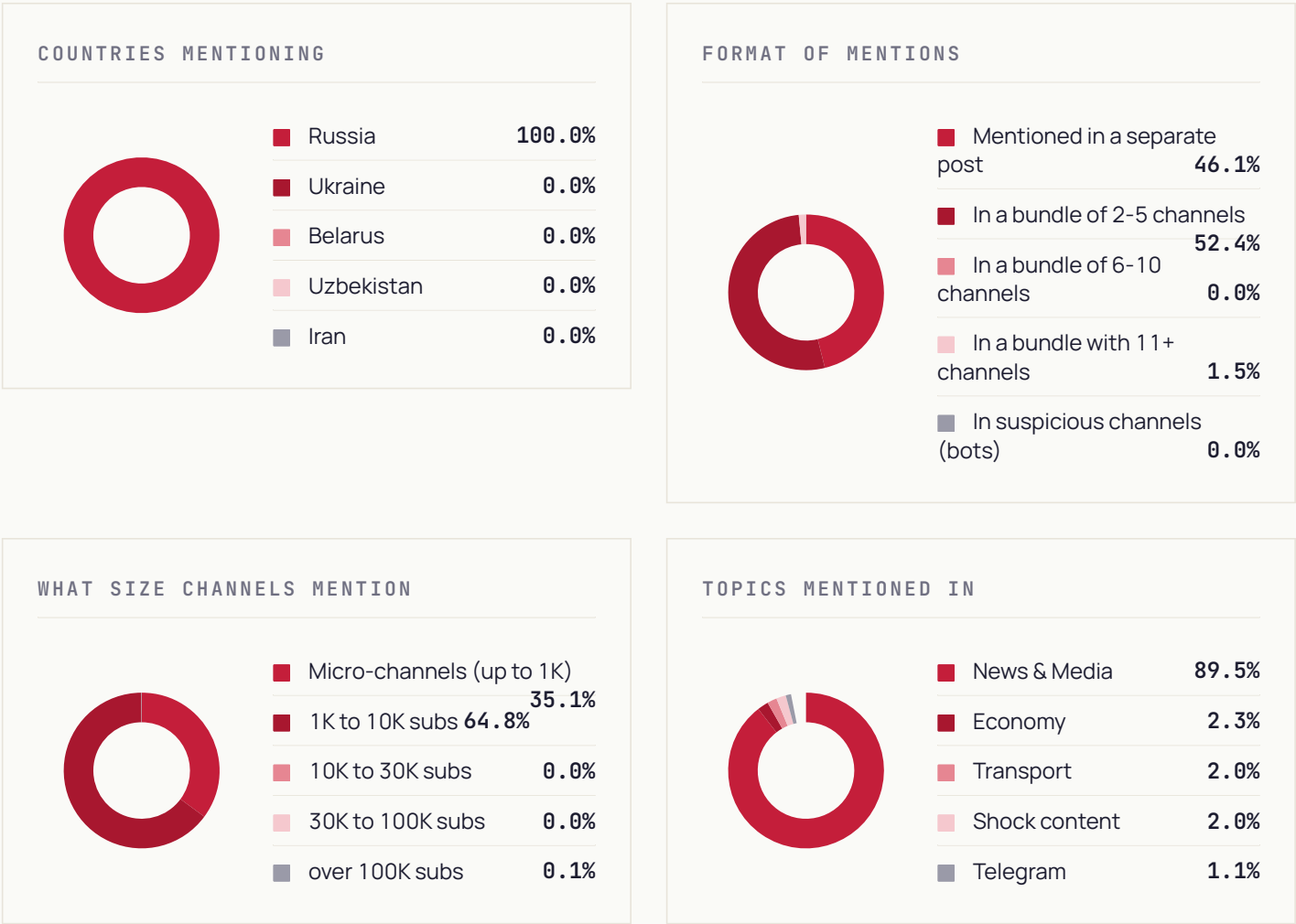
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

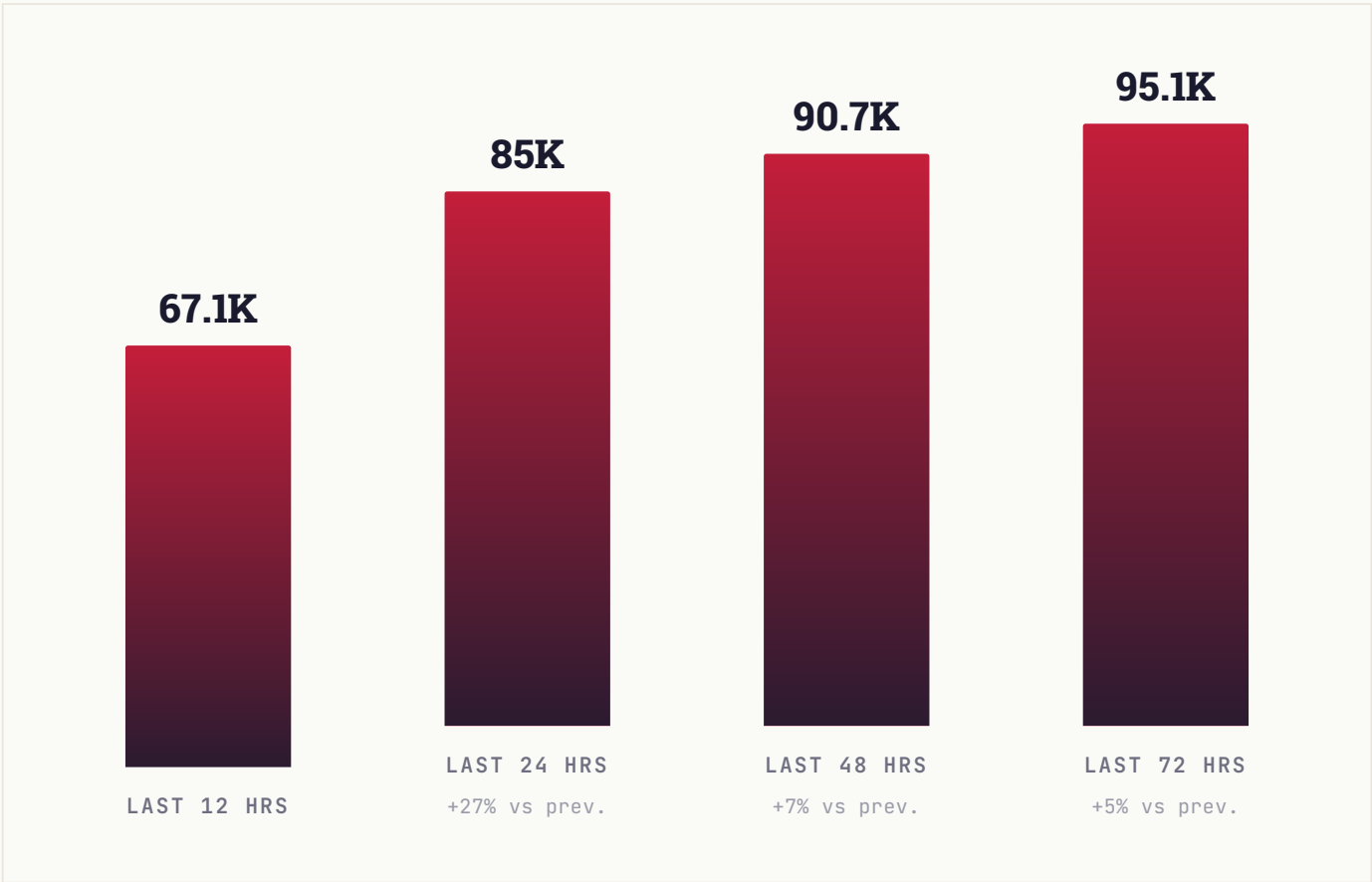
Citation index **48** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **887** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its position among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.1M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.9M
ا ج اخبار فوری جنگ	4.3M
ا ب خبر فوری	4.3M
PE Live Stream • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
MA Mash	3.1M
C- Look - Russia! Media YOU	264.9K

COMPARATIVE SUMMARY

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6.1M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **60**, they brought **102 206** new subs.

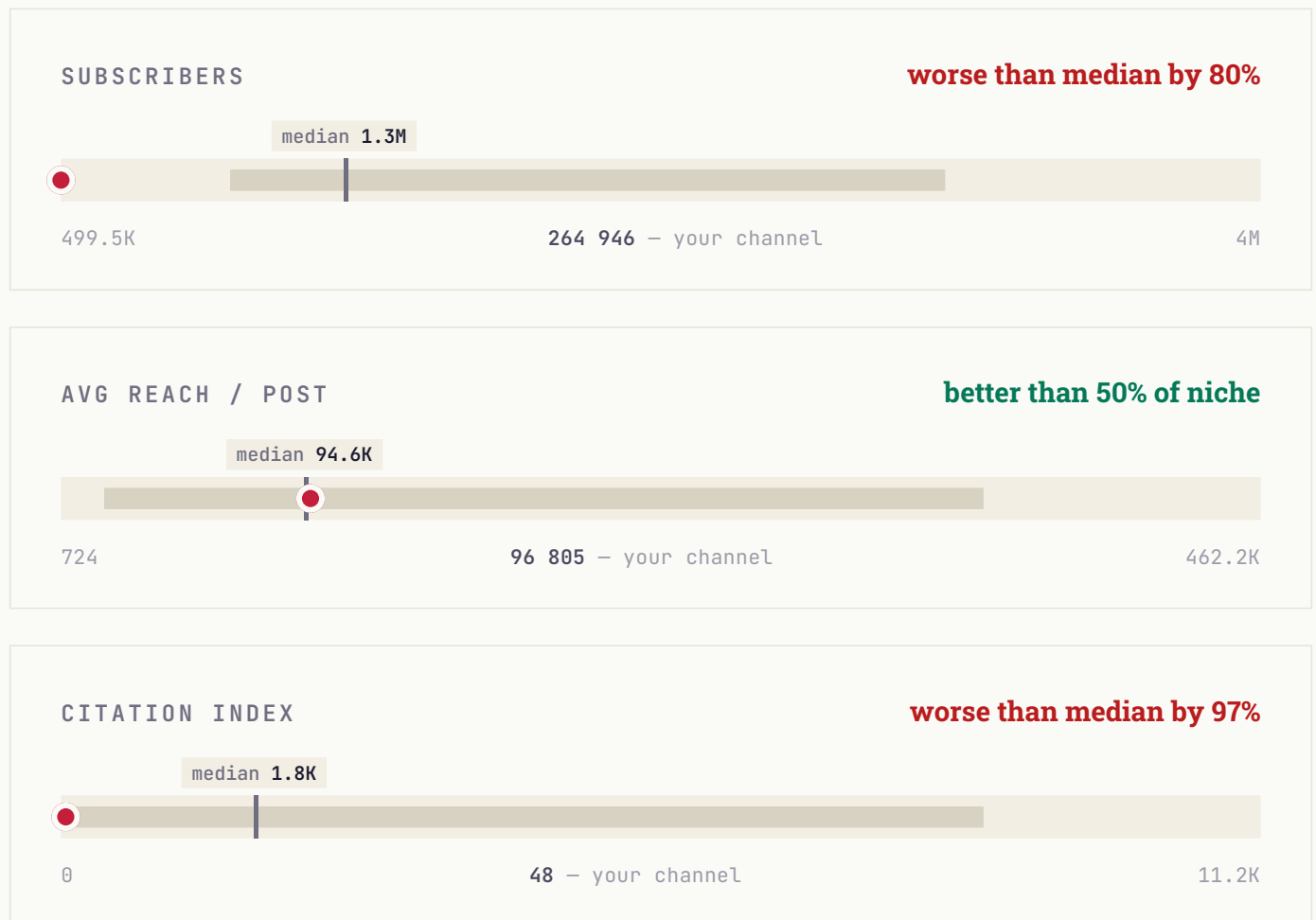
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	29 352
December 2025	0	0	16 053
Nov 2025	16	16	20 797
Oct 2025	0	0	15 194
Sep 2025	23	23	15 238
August 2025	21	7	5 572

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
60	6	102 206

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- 01

Main post of the week — on Friday

On this day at 16:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 03

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
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further — run ads through us and hit your growth plan
in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager