

PUBLIC PROMTPRESS REPORT

Channel audit

SHOT



@shot_shot

Most cited Telegram channel in Russia Contact: @shot_go Ads:
@reklama_newsmedia SHOT Check: <https://t.me/+HFoegHAB6JMzYmU6> Registered in Roskomnadzor list:...

SUBSCRIBERS

1 275 869

-3327 per month

ERR (% SEE POSTS)

15.0%

per day 13.5%

REACH/POST

178K

ad reach 172.5K/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 1 275 869 —	 SUBSCRIBER REACH 13.95% avg % subs see post	 VIEWS/POST 178K median 183.4K · 28 days	 POSTS/DAY 20.3 ~142 per week
 7D TREND -2.2% vs previous week	 REACTIONS/POST 2150.9 total 1,256,112 reactions, 328,645 reposts, 112,199 comments	 POST LENGTH 676 chars median 694 · 28 days	 POSTS ANALYZED 584 28 days
 AD REACH 172.5K 24h avg	 CHURN / MONTH -3327 last month	 CITATIONS 10 424 citation index · 22,053 channels mentioned ever	 CHANNEL AGE 8 years 11 months created 09.06.2017

AI EDITOR SUMMARY

Channel «SHOT» – 1 275 869 subs. Each post avg views 178K people (14% from subs), reach low – expand audience. Publishes 142 posts/week (~20/day) – very active. Week 25–31 May reach stable (-2.2% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **584** posts in 28 days.
- 02 Dominant format — **Video** (295/584 posts).
- 03 Avg. post length — **676** chars (median 694).
- 04 Peak audience activity — **Sunday**, 06:00 MSK.
- 05 Top posts get **3x** more views than the weakest (top avg 249.3K vs worst 97.1K) — among 584 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 03:06 PHOTO Three dead, five wounded in Ukrainian drone attack on residential buildings in Moscow region. One more trapped under rubble, says...	VIEWS 259 366 REPOSTS 5 276	REACTIONS 3 194 ER 20.3%
Nº2 13.05 · 05:23 PHOTO Whaling ban demanded in Chukotka. The number of endangered gray whales has sharply declined over the past year, and the killing of animals...	VIEWS 254 002 REPOSTS 507	REACTIONS 3 845 ER 19.9%
Nº3 15.05 · 12:31 VIDEO Cunnilingus maniac appeared on a beach in Vietnam. A man ran up to a sunbathing Russian woman and managed to use his tongue in...	VIEWS 234 625 REPOSTS 7 010	REACTIONS 4 371 ER 18.4%

Nº4 17.05 · 14:56 VIDEO Gas station network director detained in Pyatigorsk after powerful blast injured 6. According to SHOT, he is deputy David Sagradov By...	VIEWS 233 955 REPOSTS 263	REACTIONS 1 196 ER 18.3%
Nº5 17.05 · 03:22 TEXT 12 people injured in Ukrainian drone attack. Three residential buildings damaged. Over 120 drones shot down in the last 24 hours...	VIEWS 233 472 REPOSTS 856	REACTIONS 2 094 ER 18.3%

|

WORST 3

↓ 05.06 · 13:56 VIDEO "Foreign digital services may be convenient, but then lead to the country's dependence" Vladimir Putin on digital development: – AI...	VIEWS 97 536 REPOSTS 70	REACTIONS 2 211 ER 7.6%
↓ 05.06 · 15:18 VIDEO Zelensky requested a meeting with Putin on the eve of the AFU strike on a college in Starobelsk The terrorist attack was carried out by the Kyiv regime the next day...	VIEWS 97 483 REPOSTS 191	REACTIONS 554 ER 7.6%
↓ 05.06 · 15:16 TEXT ✂Zelensky asked Putin for a meeting through a Russian businessman, the Russian president said. ✂ SHOT in MAX: https://max.ru/shot	VIEWS 96 392 REPOSTS 95	REACTIONS 705 ER 7.6%

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.

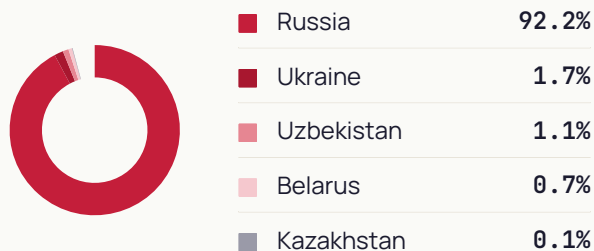


SECTION 04 • CITATIONS

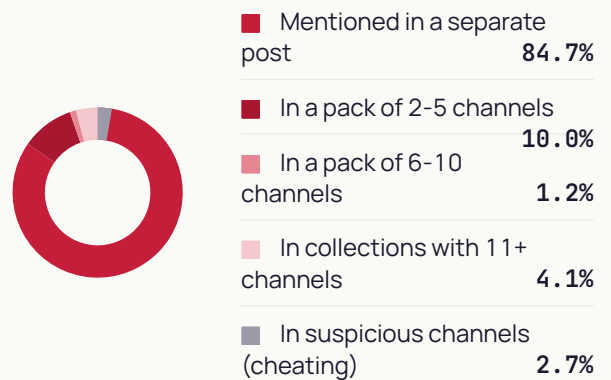
Who and how mentions the channel

Citation index **10 424** — 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 channel was mentioned **22 053** different channels.

COUNTRIES MENTIONING



MENTION FORMAT



WHAT SIZE CHANNELS MENTION



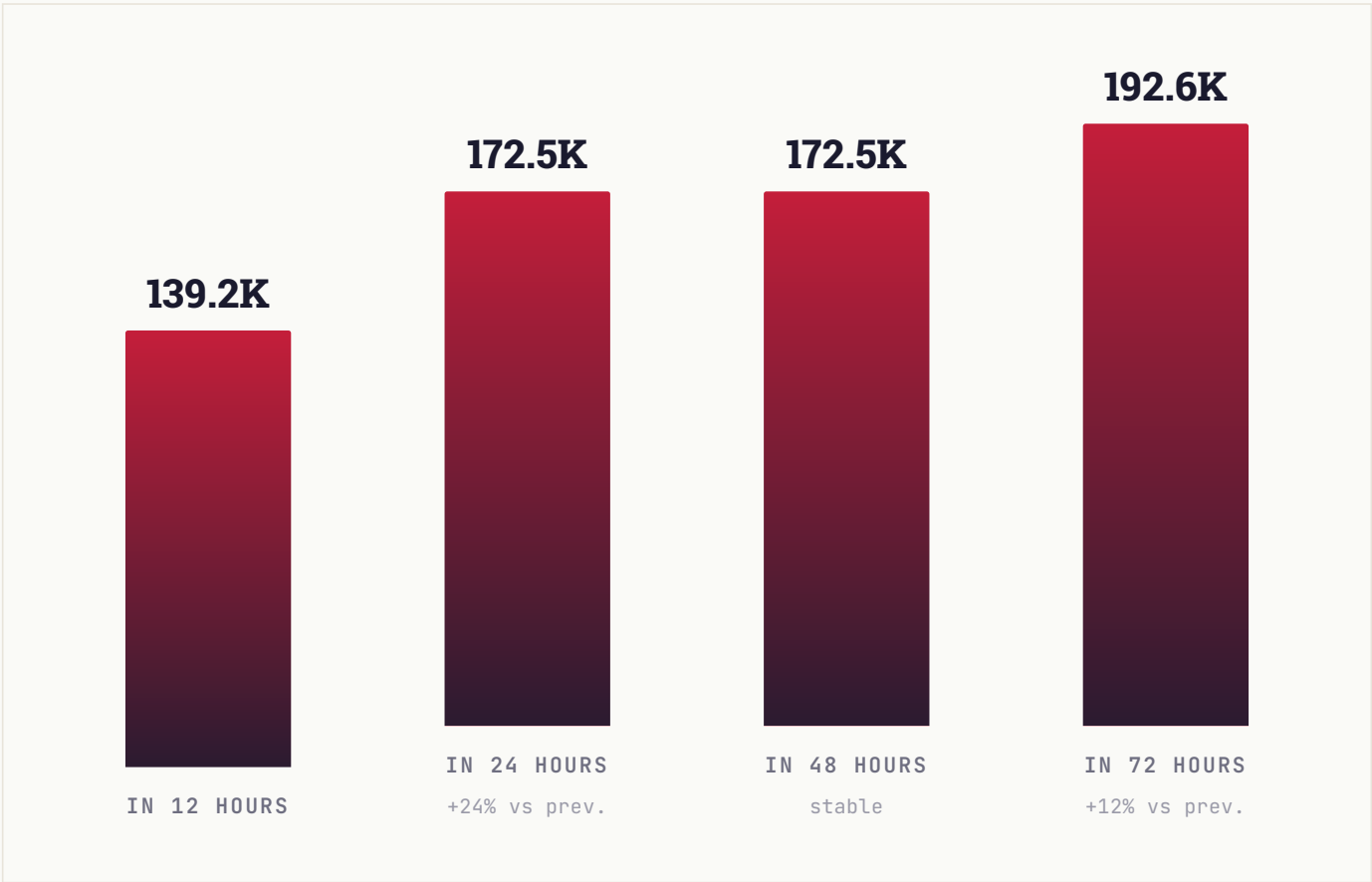
MENTIONED TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg. ad post reach over 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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
PE Direct • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
Avg. Media Russia (non-Moscow)	2.9M
reach NM Moscow News	2.7M
MS Moscow today	2.7M
SH SHOT YOU	1.3M

COMPARATIVE CONCLUSION

Channel in top half of niche (#25 of 99). Niche leader — Direct • News (4.1M), median subs 843.7K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We record posts in other channels that mention yours every month. Over the last **6 months** such mentions were **15 601**, they brought **80 905** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	2 139	718	3 941
November 2025	1 861	621	3 402
October 2025	2 231	863	25 072
September 2025	2 485	876	6 153
August 2025	1 839	699	17 241
July 2025	5 046	1 223	25 096
TOTAL MENTIONS			15 601
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			80 905

SECTION 08 · NICHE COMPARISON

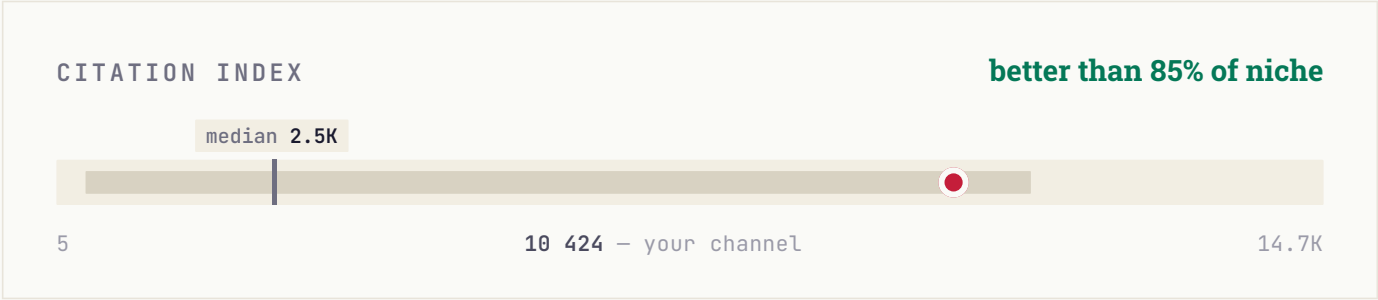
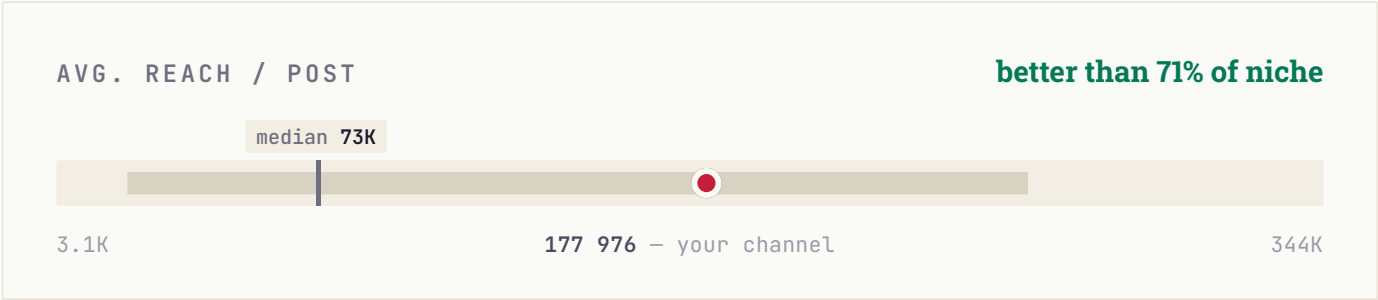
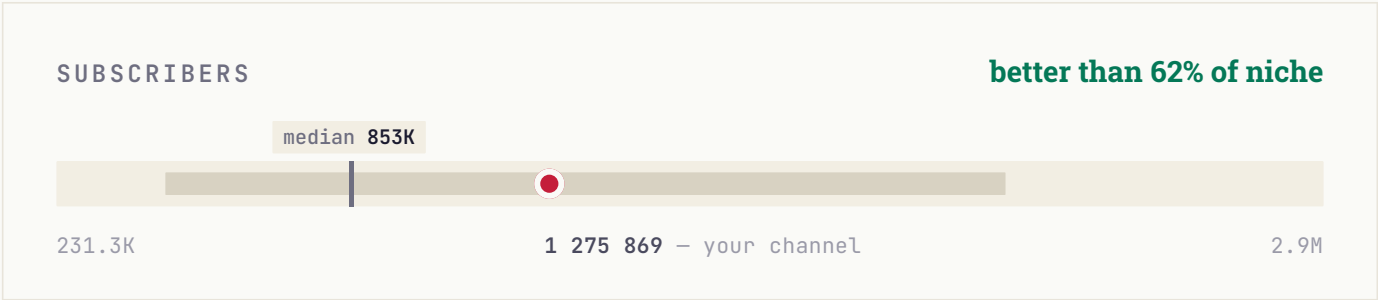
Where channel ranks in its league

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

#86/100

RANK IN NICHE

Channel in the lower half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as a to-do list and revisit this report in a month.

01

Top post of the week — on Sunday

Audience is most active on this day at 06:00 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 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 neighboring channels

Swap 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 minutes from public data. Want to go further? Run ads with us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
