

PUBLIC REPORT BY PROMTPRESS

Channel audit

SHTOLL NEWS



@shtollnews

News by Shtoll (https://www.instagram.com/sshtoll?igsh=YjlkeWVhb241cTI=) Invite a friend — https://t.me/SHTOLLNEWS Personal TG: https://t.me/itsshtoll Ads: @ppudgee

SUBSCRIBERS

523 422

+2571 per month

ERR (% SEE POSTS)

23.0%

per day 16.8%

REACH/POST

117.7K

ad reach 87.9K/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.

 SUBSCRIBERS 523 422 —	 SUBSCRIBER REACH 22.49% avg % of subs see post	 VIEWS/POST 117.7K median 119.7K · 29 days	 POSTS/DAY 16.7 ~117 per week
 TREND 7D -12.5% vs previous week	 REACTIONS/POST 1411.7 total 705,827 reactions, 246,239 reposts, 0 comments	 POST LENGTH 202 chars median 171 · 29 days	 POSTS ANALYZED 500 29 days
 AD REACH 87.9K 24h avg	 CHURN / MONTH +2571 last month	 CITATION RATE 116 citation index · 1,119 channels mentioned all time	 CHANNEL AGE 4 years 9 months created 01.09.2021

AI EDITOR SUMMARY

Channel «SHTOLL NEWS» — 523 422 subs. Each post avg views 117.7K people (22% of subs), average reach — room to grow. Publishes 117 posts per week (~17/day) — very active. Week 25–31 May reach dropped -12.5% by week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 500 posts over 29 days.
- 02 Dominant format – Photo (269/500 posts).
- 03 Avg post length – 202 chars (median 171).
- 04 Peak audience activity – Monday, 01:00 MSK.
- 05 Top posts get 2x more views than the weakest (171.8K avg top vs 86.6K worst) – among 500 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 15:43 VIDEO Cunnilingus maniac on Vietnam beach🌐 Tourists say he suddenly attacks women, spreads their buttocks and...	VIEWS 174 420 REP. 5 414	REACTIONS 2 773 ER 33.3%
Nº2 16.05 · 19:18 PHOTO «Romance Club» returned to Russia. The Russian version removed all content that doesn't align with «traditional...	VIEWS 170 900 REP. 867	REACTIONS 1 207 ER 32.7%
Nº3 17.05 · 20:10 PHOTO Cristiano Ronaldo sued Ashab Tamaev for showing their private correspondence on social media. They want to recover 9...	VIEWS 169 960 REP. 1 069	REACTIONS 1 231 ER 32.5%

Nº4 16.05 · 20:38 PHOTO Nanny forced child into oral sex in Kazakhstan🔞 The girl was watching a 4-year-old boy, at some point she took off her pants and started...	VIEWS 169 216 REP. 868	REACTIONS 2 682 ER 32.3%
Nº5 17.05 · 11:49 VIDEO Ellisar confirmed Milana Nekrasova stole her track. Her team tried to contact Nekrasova's producers to resolve...	VIEWS 168 534 REP. 255	REACTIONS 1 980 ER 32.2%

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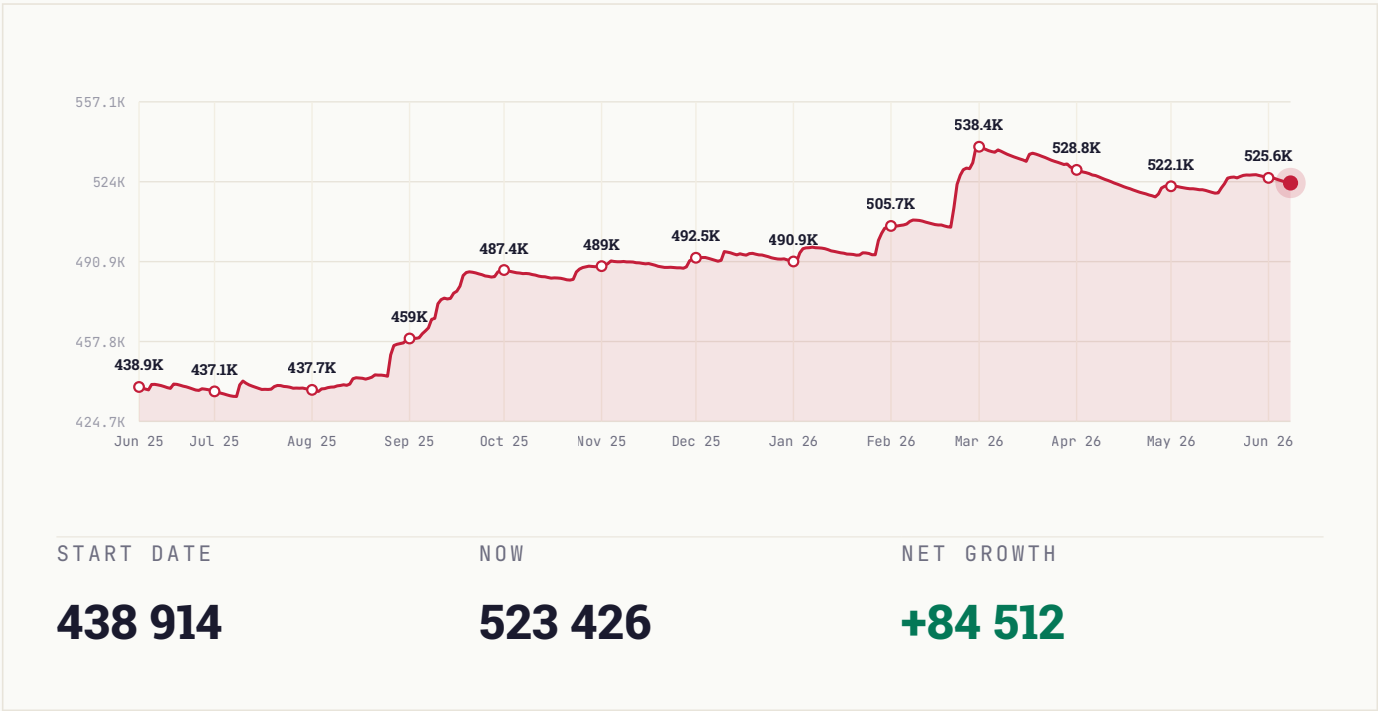
WORST 3

↓ 04.06 · 05:33 VIDEO Niva Booster broke on day one. The guys tried to measure 0-100 km/h, but the driveshaft couldn't take it.	VIEWS 87 356 REP. 365	REACTIONS 920 ER 16.7%
↓ 05.06 · 06:04 PHOTO New music this Friday🔞 Albums / EP / Maxi-singles: • Boulevard Depo — «UNhappy meal» Singles: • JONY, FEDUK — «LETO» • Klava...	VIEWS 86 936 REP. 82	REACTIONS 293 ER 16.6%
↓ 05.06 · 06:34 VIDEO Robot in clown wig hits boy in stomach in China🔞 Looks like it's starting...	VIEWS 85 630 REP. 1 136	REACTIONS 1 774 ER 16.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

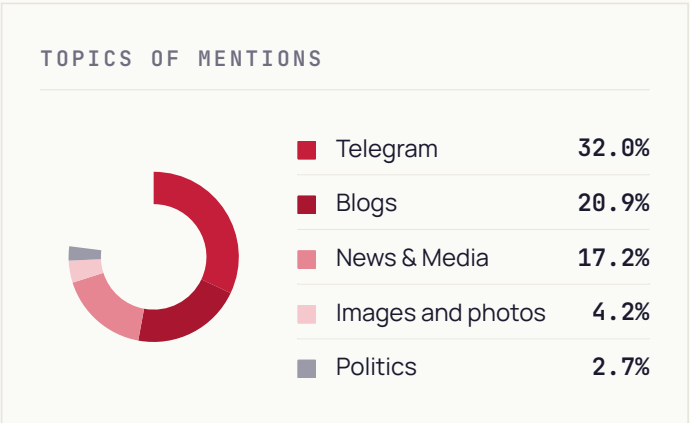
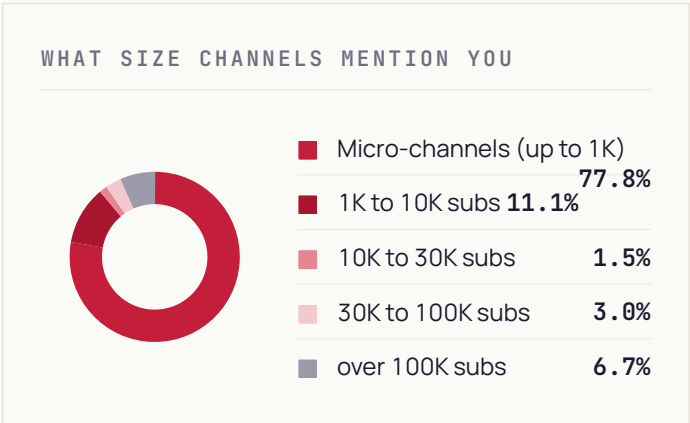
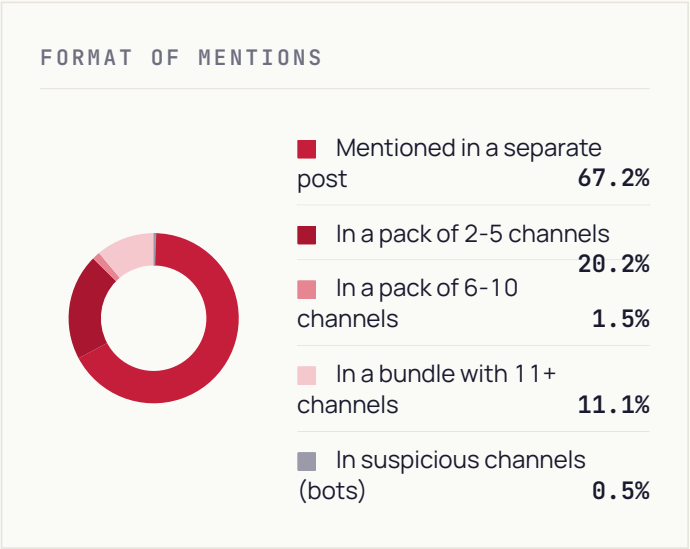
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

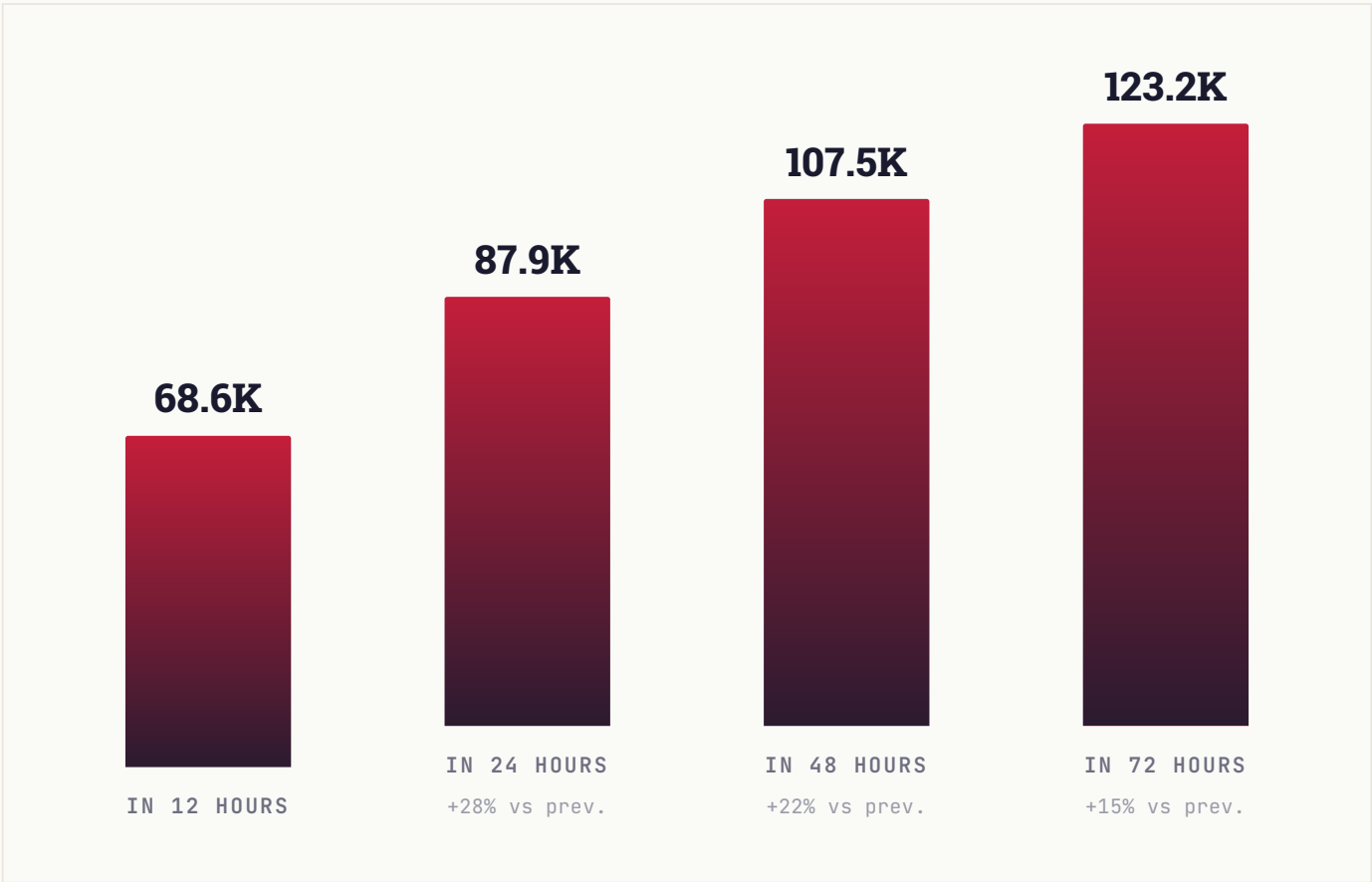
Citation index **116** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **1 119** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Live Broadcast • 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
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
SN SHTOLL NEWS YOU	523.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#76 of 99). Niche median — 843.7K subs. First growth KPI — reach the median. Leader: Live Broadcast • News (4.1M).

SECTION 07 · MENTION DYNAMICS

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 **52**, they brought **81 107** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	4	2	5 948
Nov 2025	27	25	6 451
Oct 2025	2	2	6 092
September 2025	14	12	31 699
August 2025	3	2	22 703
July 2025	2	2	8 214
TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS	
52	6	81 107	

— SECTION 08 • NICHE COMPARISON

Where channel ranks 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.

#86/100

POSITION IN NICHE

Channel in bottom half of ranking

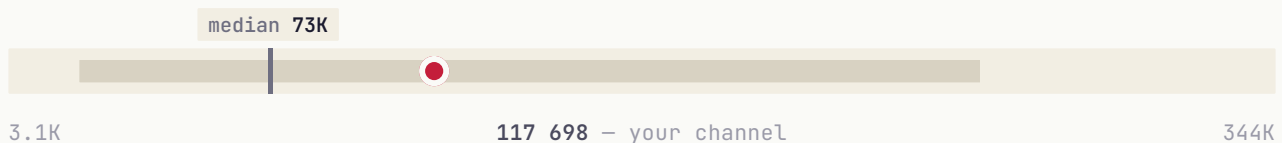
SUBSCRIBERS

39% below median



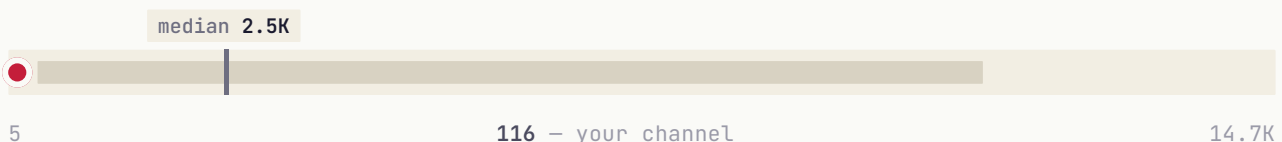
AVG REACH / POST

better than 59% of niche



CITATION INDEX

95% below median



— SECTION 09 · 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 Monday**

On this day at 01:00 MSK audience is most active.

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 and interactive formats**

Posts with polls/reactions typically 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**

Exchange posts with same-niche channels once a quarter. 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 this done by **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 hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
