

— PUBLIC REPORT BY PROMTPRESS

Channel audit

SMOTRI



@smotri_media

No time to explain, better WATCH Feedback: @smotri_media_bot

SUBSCRIBERS

44 637

-212 per month

ERR (% SEE POSTS)

10.0%

in 24 hrs 6.6%

REACH/POST

4.1K

ad reach 3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 44 637 —	 SUBS REACH 9.11% avg % subs see post	 VIEWS/POST 4.1K median 3.6K · 23 days	 POSTS/DAY 41.9 ~293 per week
 7D TREND — no data for period	 REACTIONS/POST 43.4 total 42,251 reactions, 18,131 reposts, 421 comments	 POST LENGTH 149 chars. median 122 · 23 days	 POSTS ANALYZED 974 23 days
 AD REACH 3K 24h avg	 CHURN / MONTH -212 over the last month	 CITATION RATE 3 599 citation index · 7,986 channels mentioned all time	 CHANNEL AGE 5 years 4 months created 17.02.2021

AI EDITOR SUMMARY

Channel «SMOTRI» – 44 637 subs. Each post averages 4.1K people (9% of subs), reach is low – consider expanding audience. Publishes 293 posts per week (~42/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **974** posts over 23 days.
- 02 Dominant format – **Text** (691/974 posts).
- 03 Avg post length – **149** chars (median 122).
- 04 Peak audience activity – **Friday, 23:00 MSK**.
- 05 Top posts get **10x** more views than the weakest (23K avg for top vs 2.3K for worst) – among 974 posts over 23 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

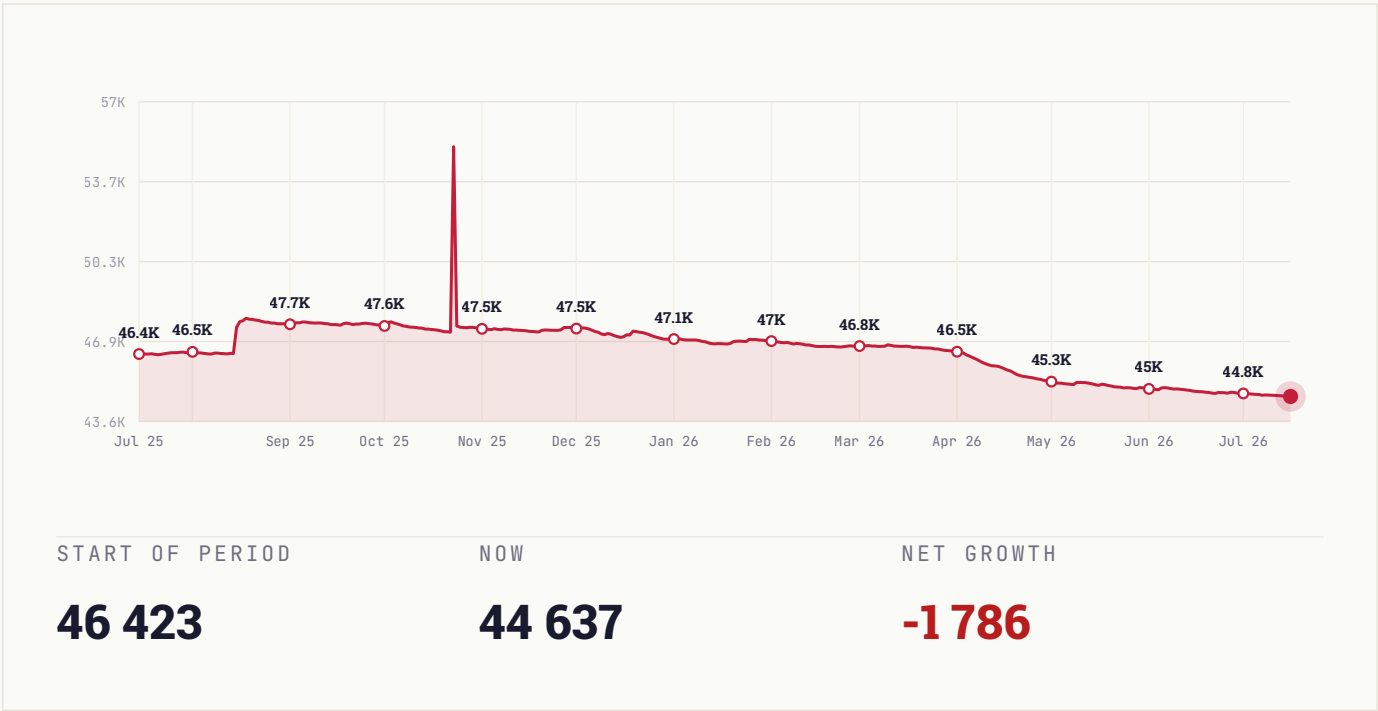
Nº1 03.07 · 13:30 TEXT ⚡ Under no scenario is a "freeze" of Russians' bank deposits possible – CBR Deputy Chair Alexey Zabotkin		VIEWS 25 208	REACTIONS 45
		REPOSTS 232	ER 56.5%
Nº2 26.06 · 07:31 TEXT !! In Russia there is enough fuel reserves now – Novak		VIEWS 23 273	REACTIONS 71
		REPOSTS 22	ER 52.1%
Nº3 23.06 · 08:57 VIDEO ! To hell with it – Lavrov swore at an event, mistaking a journalist from Yemen for another journalist ▶ Subscribe to SMOTRI		VIEWS 20 568	REACTIONS 76
		REPOSTS 439	ER 46.1%

Nº4 03.07 • 20:06 VIDEO Video from liberated Konstantinovka in DNR published by Russian Defense Ministry 📹 Footage: Russian Defense Ministry ▶ Subscribe to SMOTRI	VIEWS 18 560 REPOSTS 45 REACTIONS 74 ER 41.6%
Nº5 01.07 • 12:44 VIDEO ! Fuel prices will level out as the market fills and the situation balances – Novak ▶ Subscribe to SMOTRI	VIEWS 18 154 REPOSTS 80 REACTIONS 44 ER 40.7%
WORST 3	
↓ 01.07 • 12:31 VIDEO ⚡ High rate paid for those who pay for it, others get low rates – Nabiullina explains 2 reasons why Russia has high...	VIEWS 2 354 REPOSTS 25 REACTIONS 29 ER 5.3%
↓ 01.07 • 12:34 VIDEO We could have run an experiment, cut the key rate – but we would have gotten, I'm sure, a sharp rise in inflation and...	VIEWS 2 262 REPOSTS 26 REACTIONS 29 ER 5.1%
↓ 01.07 • 12:31 VIDEO ⚡ We're not fans of high rates, we want moderate rates – Nabiullina ▶ Subscribe to SMOTRI	VIEWS 2 259 REPOSTS 19 REACTIONS 24 ER 5.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

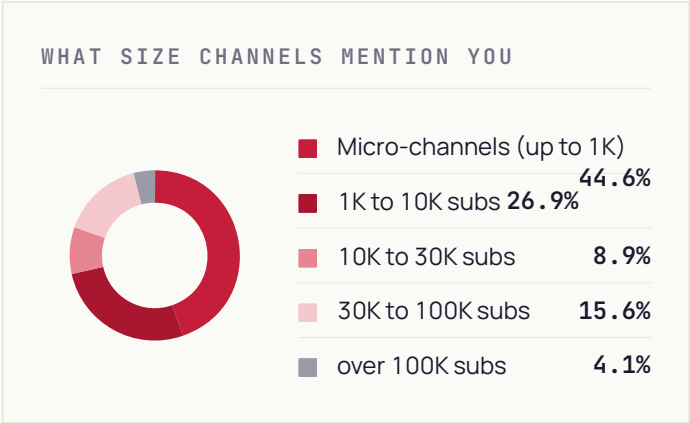
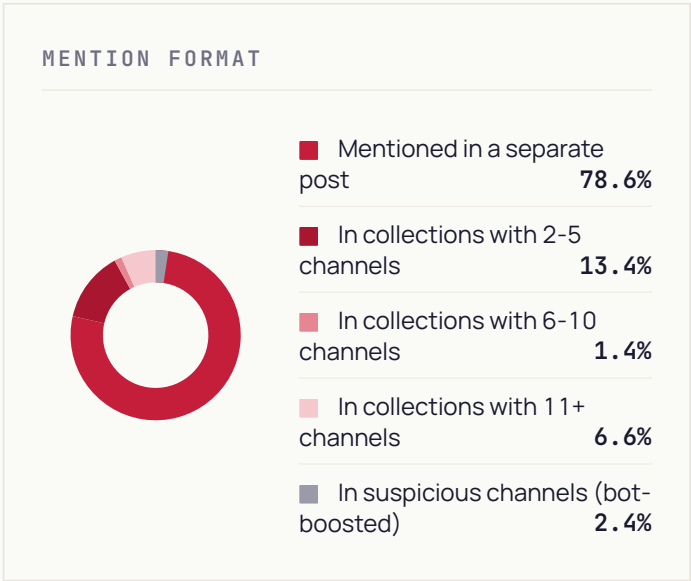
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained subs and which months they left.



SECTION 04 · CITATIONS

Who and how mentions the channel

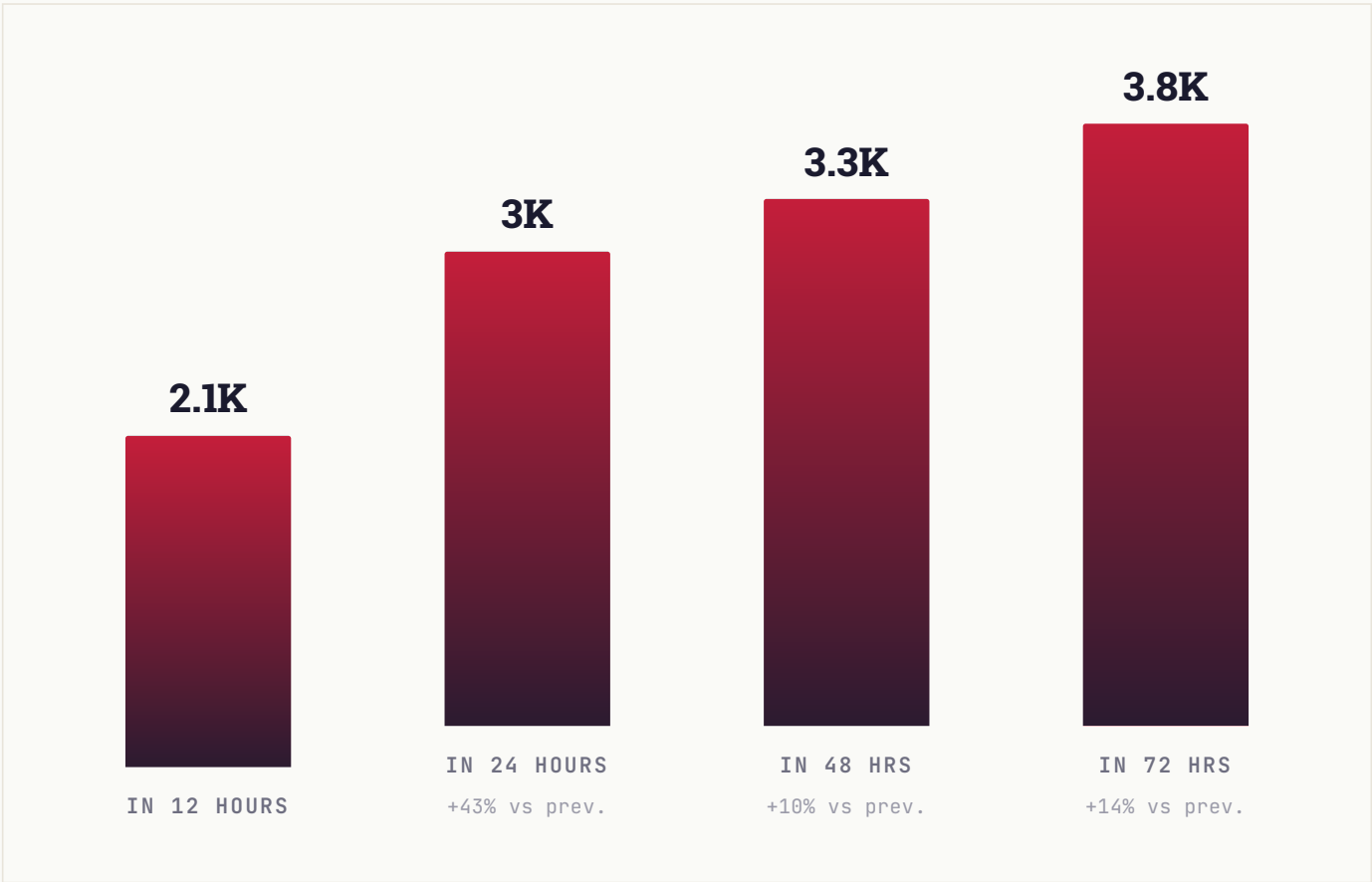
Citation index **3 599** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **7 986** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
TP Trukha ⚡ Ukraine	3.1M
SM SMOTRI YOU	44.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), median top-97: 1.3M. First goal — enter top-97 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **10 077**, they brought **10 741** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	1 008	238	239	
December 2025	2 386	406	371	
Nov 2025	1 270	225	270	
Oct 2025	1 861	281	7 994	
September 2025	1 842	241	261	
August 2025	1 710	276	1 606	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
10 077	6	10 741

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values in the niche. A darker beige bar within it represents the median. A vertical line marks the channel's performance, and a red dot marks the niche median. The channel's performance is consistently below the median in the first two metrics.

Metric	Channel Value	Niche Median	Comparison
SUBSCRIBERS	44 637	1.3M	97% below median
AVG REACH / POST	4 066	93.7K	96% below median
CITATION INDEX	3 599	1.9K	better than 60% of niche

SUBSCRIBERS 97% below median

median 1.3M

498.9K 44 637 – your channel 4.1M

AVG REACH / POST 96% below median

median 93.7K

733 4 066 – your channel 443.8K

CITATION INDEX better than 60% of niche

median 1.9K

0 3 599 – your channel 11.2K

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Friday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic purchase

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 is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange 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 this done by **PromptPress?**

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

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
