

PUBLIC REPORT BY PROMTPRESS

Channel audit

My Sochi | Krasnodar Krai



@sochidar

Ads: @sofya_advertising Submit news: @sochidar_bot Manager:
@spiral_yuri, @tgpodbor_official, @ilyapatych, @swaymedia Invite
a friend - <https://t.me/+u0TKKslrc0c4MTi6> RKN:...

SUBSCRIBERS

100 792

-802 per month

ERR (% WHO SEE
POSTS)

7.0%

in 24h **4.9%**

REACH/POST

6.7K

ad reach **5K**/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 100 792 —	 SUBSCRIBER REACH 6.64% avg % subs see post	 VIEWS/POST 6.7K median 6.9K · 29 days	 POSTS/DAY 8.3 ~58 per week
 7D TREND -3.9% vs previous week	 REACTIONS/POST 62.1 total 15,349 reactions, 9,322 reposts, 2,292 comments	 POST LENGTH 189 chars median 134 · 29 days	 POSTS ANALYZED 247 29 days
 AD REACH 5K 24h avg	 CHURN / MONTH -802 last month	 CITATION RATE 1 101 citation index · 3,381 channels mentioned all time	 CHANNEL AGE 3 years 10 months created 10.08.2022

AI EDITOR SUMMARY

Channel «My Sochi | Krasnodar Krai» – 100 792 subs. Each post averages 6.7K people (7% of subs), reach is low – consider growing audience. Publishes 58 posts/week (~8/day) – active posting. For week Jun 15–21 reach stable (-3.9% vs week of June 8–14).

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 **247** posts over 29 days.
- 02 Dominant format — **Video** (132/247 posts).
- 03 Avg post length — **189** chars (median 134).
- 04 Peak audience activity — **Wednesday**, 21:00 MSK.
- 05 Top posts get **2×** more views than the weakest (9.5K avg for top vs 5.4K for worst) — among 247 posts over 29 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 15.06 · 11:26 VIDEO 🐬Dolphins frolic off Anapa coast 🐬Subscribe My Sochi in MAX	VIEWS 9 863 REPOSTS 46	REACTIONS 98 ER 9.8%
Nº2 13.06 · 09:24 VIDEO 🐍 Grass snakes spotted on Sochi beaches Grass snakes are non-venomous and safe for humans. They usually try to stay away from...	VIEWS 9 436 REPOSTS 40	REACTIONS 27 ER 9.4%
Nº3 14.06 · 09:09 PHOTO 🌩️ Severe thunderstorm to hit Sochi today Thunderstorms and rain expected in Sochi and Sirius territory during the day. Residents and guests...	VIEWS 9 163 REPOSTS 18	REACTIONS 27 ER 9.1%

Nº4

07.06 · 17:28

PHOTO

📍Sochi to harvest first local bananas in July-August 2026 19 varieties, including dessert and..., are grown in greenhouses

VIEWS

9 123

REPOSTS

49

REACTIONS

128

ER

9.1%

Nº5

22.06 · 09:32

PHOTO

📍📍Light aircraft in Russia to start using car gasoline due to fuel shortage Due to rising prices and accessibility issues...

VIEWS

8 656

REPOSTS

144

REACTIONS

98

ER

8.6%

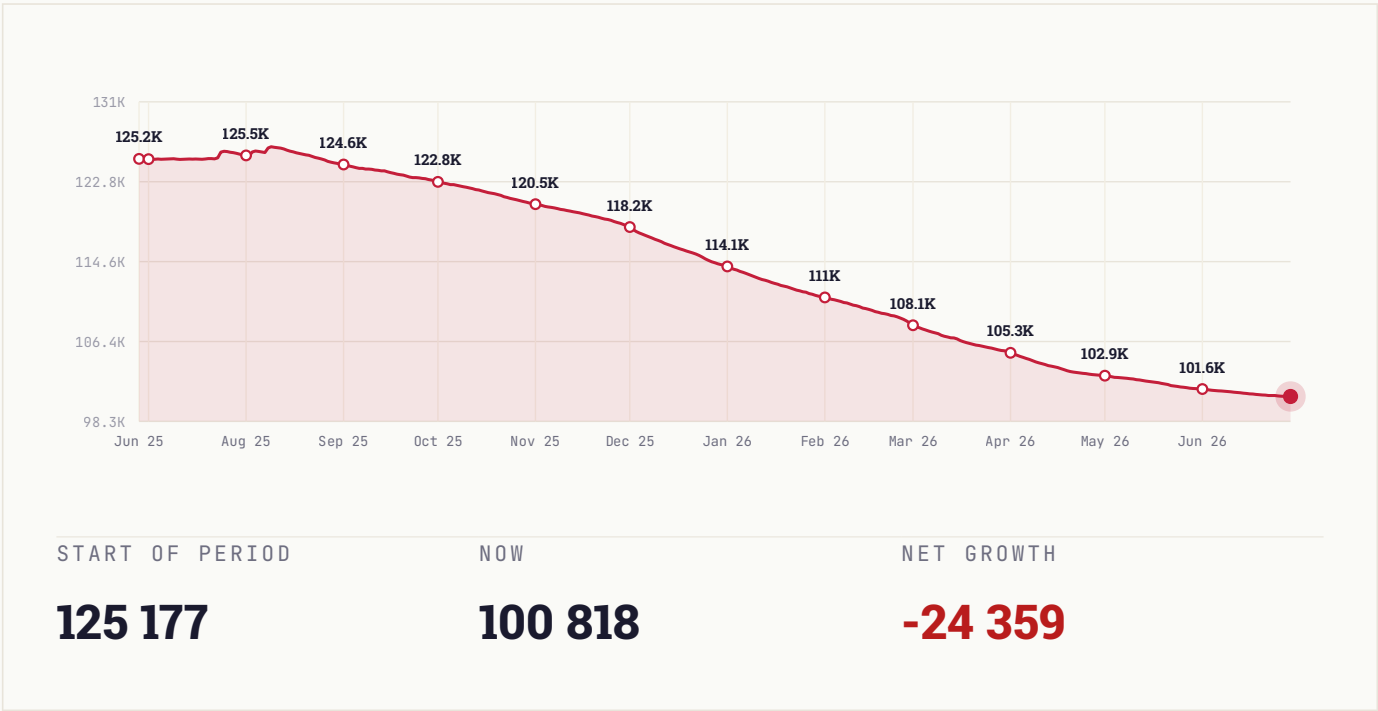
WORST 3

↓ 26.06 · 06:41 PHOTO 📍International Rosé Wine Day is today You know who to send this to. 📍Subscribe My Sochi in MAX	VIEWS 5 541 REPOSTS 70	REACTIONS 45 ER 5.5%
↓ 26.06 · 08:32 PHOTO 📍Waterspouts forecast in Sochi waters Until end of June 26, and night/morning of June 27 in Magri – Vesolyoye area and on FT...	VIEWS 5 363 REPOSTS 15	REACTIONS 12 ER 5.3%
↓ 25.06 · 08:37 VIDEO 🐿️Squirrel captured in Riviera Park 📍Subscribe My Sochi in MAX	VIEWS 5 286 REPOSTS 12	REACTIONS 60 ER 5.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

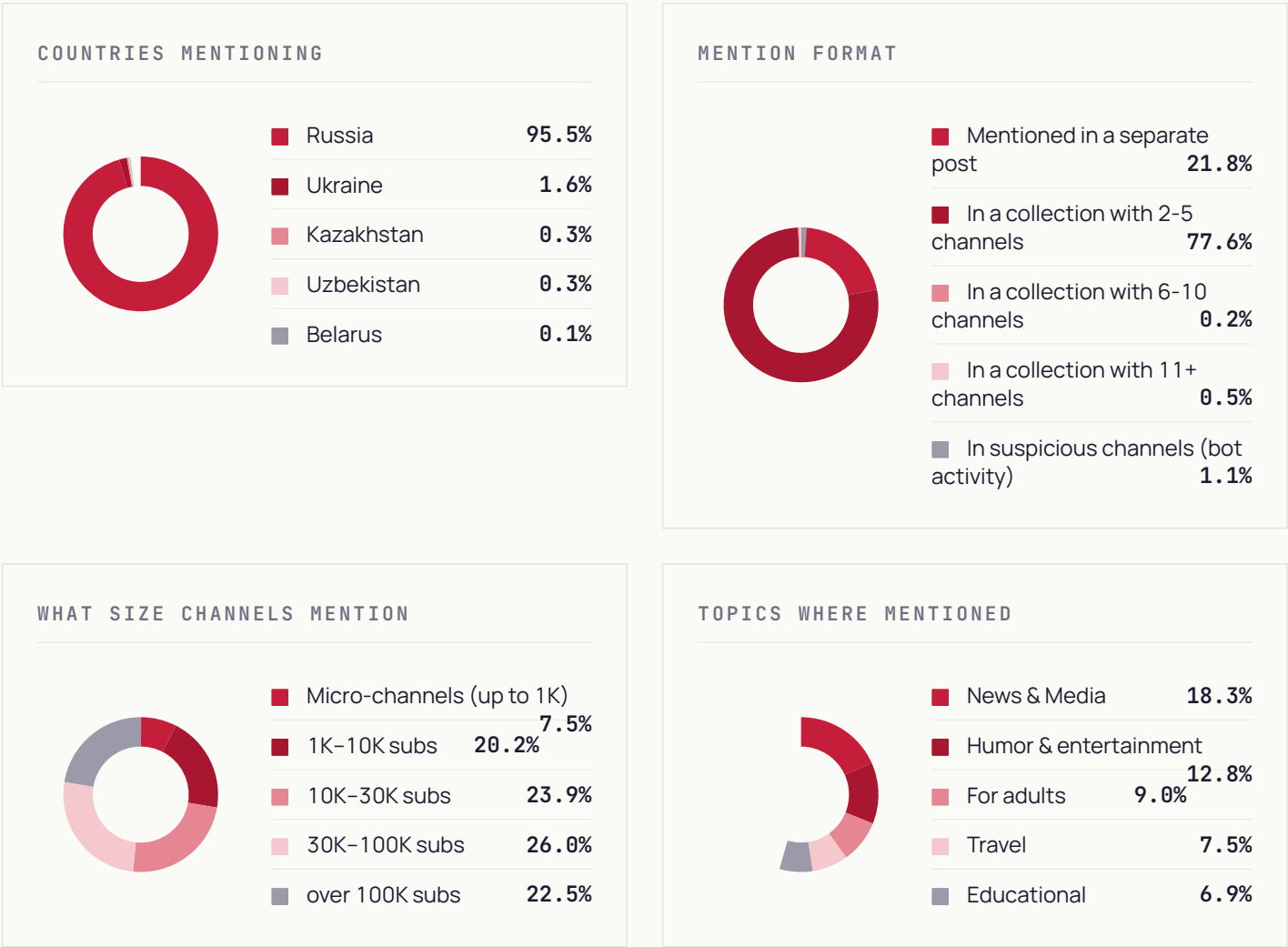
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

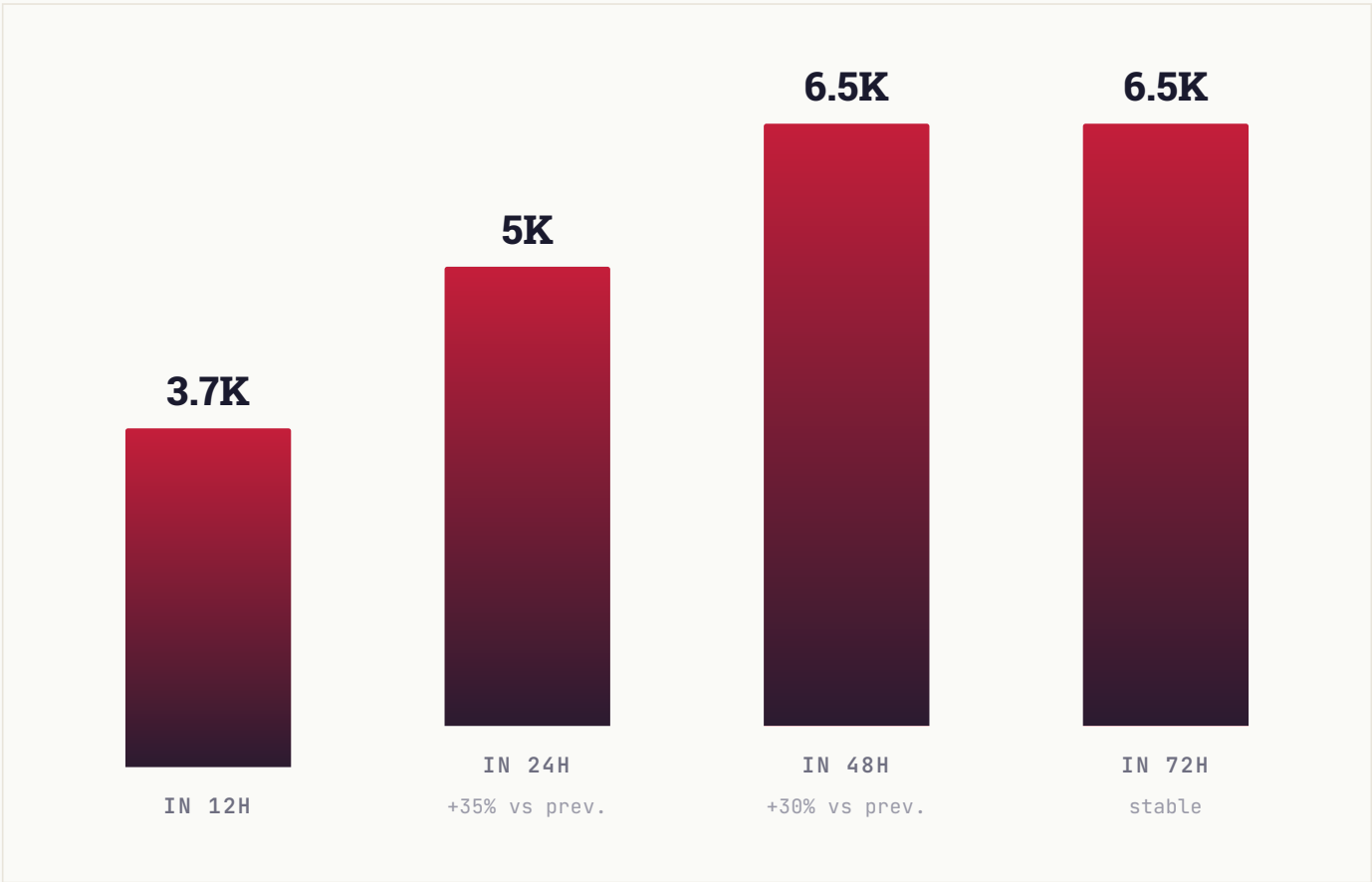
Citation index **1 101** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **3 381** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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
AW Amazing World and Travel	1.2M
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AE AEROFLOT	526K
Mon Moskvichka	508.6K
TU Tutu	504.9K
JP Yandex Travel	501.7K
Sun Discount wagon	433.4K
OT Ozon Travel	407K
Wed My Sochi Krasnodar Krai YOU	100.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#98 of 97). Niche median — 159.5K subs. First growth KPI — reach the median. Leader: Amazing World and Travel (1.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

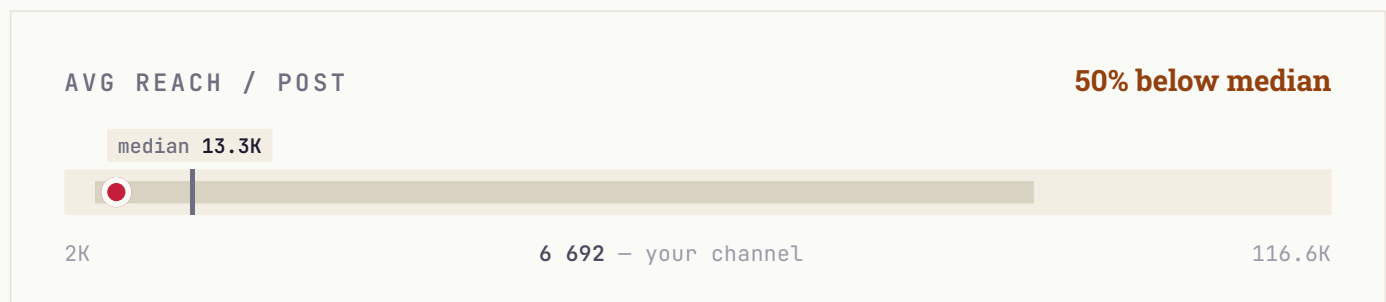
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **134**, they brought **2 109** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	15	11	0	
Nov 2025	12	9	0	
Oct 2025	41	14	2	
Sep 2025	23	15	24	
August 2025	29	14	1 104	
July 2025	14	8	979	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
134	6	2 109

Where the channel stands in its league

#98 /100 POSITION 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 them off and revisit this report in a month.

01

Top post of the week — on Wednesday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 6.64% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+0.9pp ER

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

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 win.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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