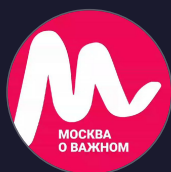


PROMTPRESS PUBLIC REPORT

Channel audit

Moscow about Important



@social_mos_news

♥ Top Moscow news here 🤖 Suggest news via bot
@mos_o_vazhnom_bot Registered in Roskomnadzor list:...

SUBSCRIBERS

137 738

+32327 per month

ERR (% WHO SEE
POSTS)

2.0%

last day **1.0%**

REACH/POST

2.7K

ad reach **1.3K**/24h

— CONTENTS · 2026

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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 calculation period.

 SUBSCRIBERS 137 738 —	 SUBSCRIBER REACH 1.98% avg % subs see post	 VIEWS/POST 2.7K median 2.4K · 29 days	 POSTS/WEEK 37.2 for period
 7D TREND -3.1% vs previous week	 REACTIONS/POST 26.9 total 4,197 reactions, 2,172 reposts, 67 comments	 POST LENGTH 400 chars median 343 · 29 days	 POSTS ANALYZED 156 29 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH +32327 last month	 CITATION RATE 570 citation index · 2,525 channels mentioned all time	 CHANNEL AGE 5 years 5 months created 04.02.2021

AI EDITOR SUMMARY

Channel «Moscow about Important» – 137 738 subs. Avg views per post: 2.7K people (2% subs), low reach – consider expanding audience. Publishes 37 posts/week (~5/day) – active. Week Jun 29–Jul 5 reach stable (-3.1% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 156 posts in 29 days.
- 02 Dominant format — Photo (86/156 posts).
- 03 Avg post length — 400 chars (median 343).
- 04 Peak audience activity — Friday, 13:00 MSK.
- 05 Top posts get 4 times more views than the weakest (6.4K avg for top vs 1.6K for worst) — among 156 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 06:45 VIDEO Tropics in central Moscow 📍 A green corner with an 8-meter waterfall appeared on Manezhnaya Square. Banana and lemon trees grow here...	VIEWS 6 494 REPOSTS 37	REACTIONS 27 ER 4.7%
Nº2 17.06 · 15:10 VIDEO 🌈 Let's admire together! Moscow pilot spotted a beautiful, rare rainbow mid-flight. Nature's wonder! 🌤 Moscow o...	VIEWS 6 384 REPOSTS 10	REACTIONS 43 ER 4.6%
Nº3 13.06 · 11:31 VIDEO 🎈 Bright summer in Sokolniki Park Colorful balloon installations have appeared. Plenty of greenery, flowers...	VIEWS 6 346 REPOSTS 16	REACTIONS 24 ER 4.6%

Nº4 17.06 • 06:45 VIDEO  A summer stroll in Bauman Garden Lots of greenery and flowers, cozy gazebos and picnic spots. The park also has...	VIEWS 6 173 REPOSTS 15 REACTIONS 24 ER 4.5%
Nº5 25.06 • 07:03 VIDEO  Music gazebo in Gorky Park First built in the early 1950s. In summer, a piano was placed there for...	VIEWS 6 128 REPOSTS 12 REACTIONS 18 ER 4.4%

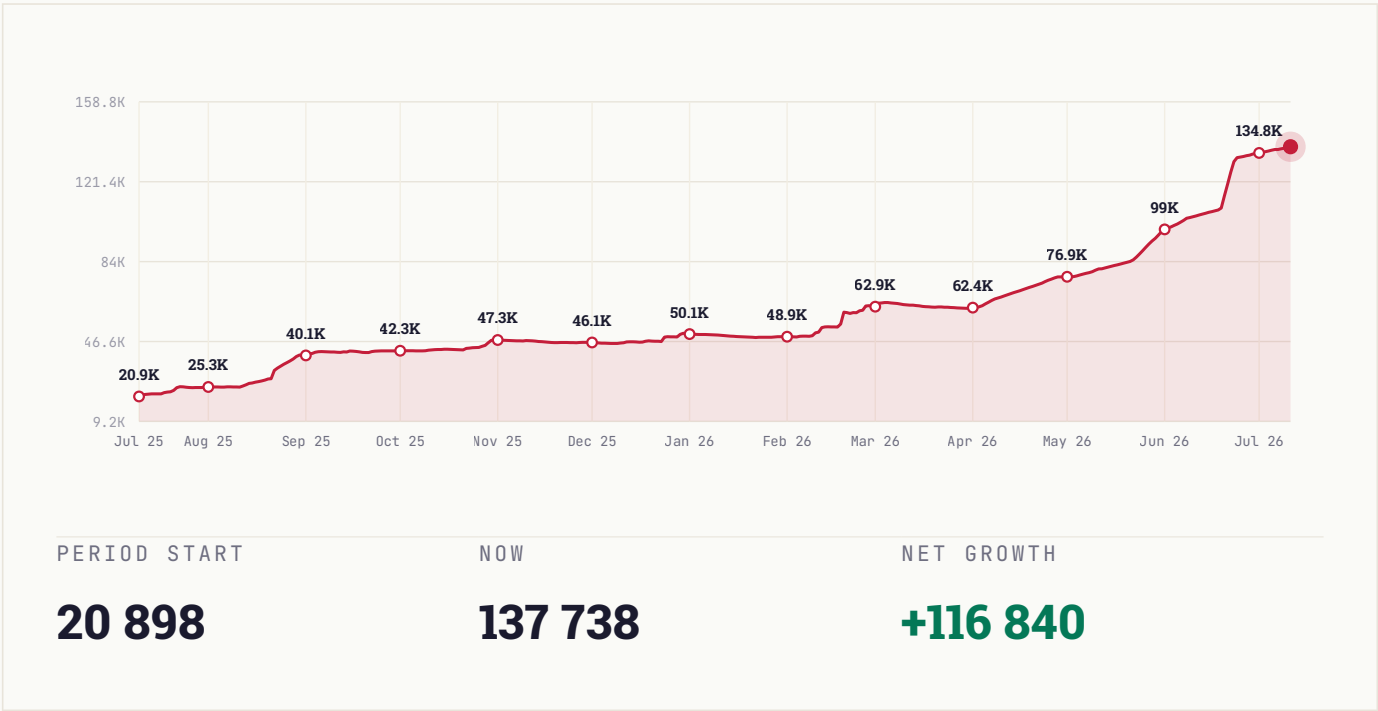
WORST 3

↓ 07.07 • 12:04 PHOTO Where are the most Unified State Exam top-scorers? 🏆 In Moscow! The capital leads among regions in the number of graduates scoring 100 points on...	VIEWS 1 672 REPOSTS 7 REACTIONS 21 ER 1.2%
↓ 06.07 • 10:25 PHOTO  Over half of Russians bring lunch from home 52% of respondents do. Women are more likely to pack homemade meals...	VIEWS 1 651 REPOSTS 7 REACTIONS 19 ER 1.2%
↓ 07.07 • 08:32 VIDEO Let's go to the «Chess Square» festival? It's in Moscow until Sep 6. On weekdays anyone can get free chess sets...	VIEWS 1 518 REPOSTS 12 REACTIONS 19 ER 1.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

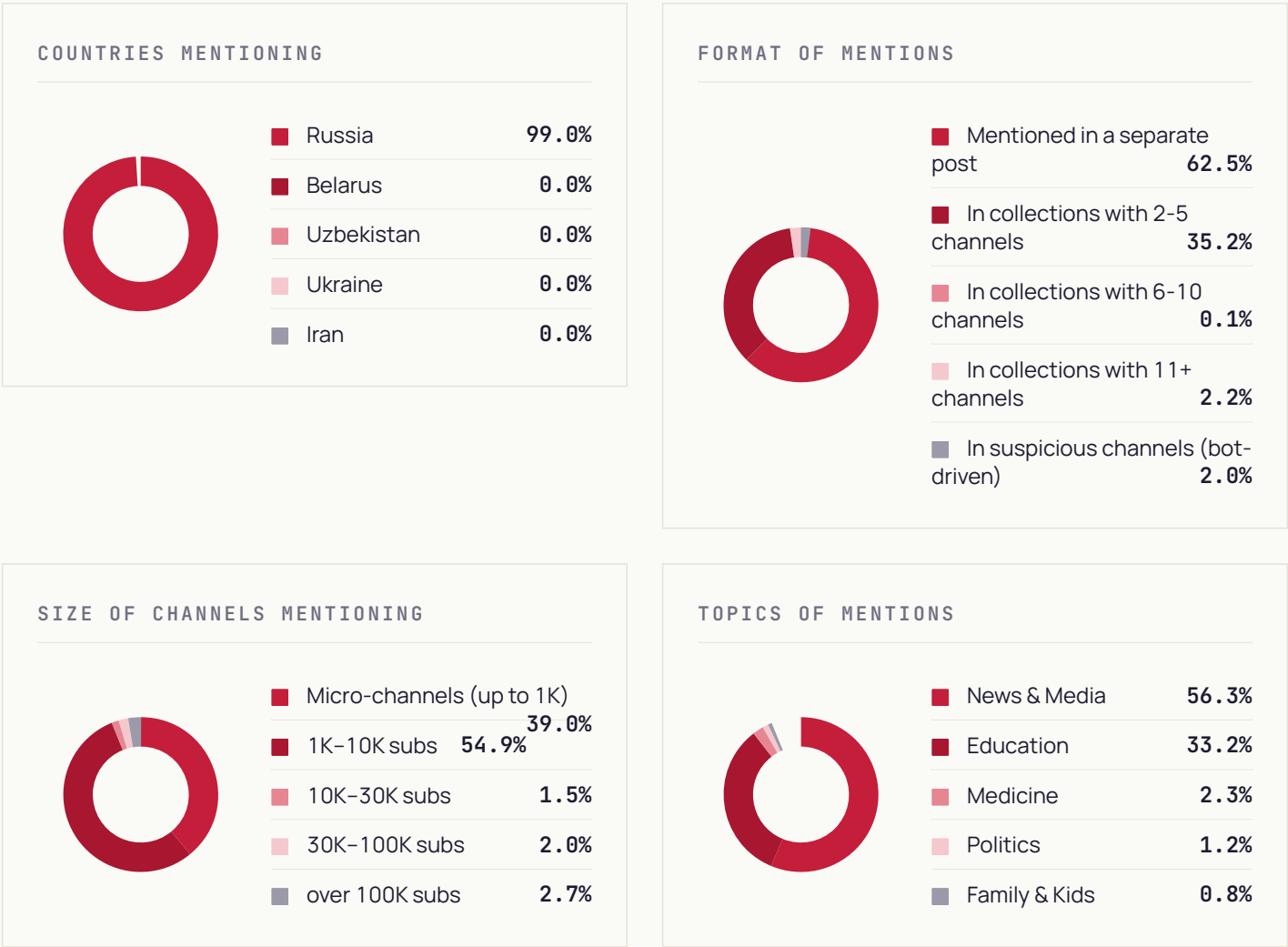
Subscriber growth chart for the year. Key months show exact subscriber count. Highlights months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

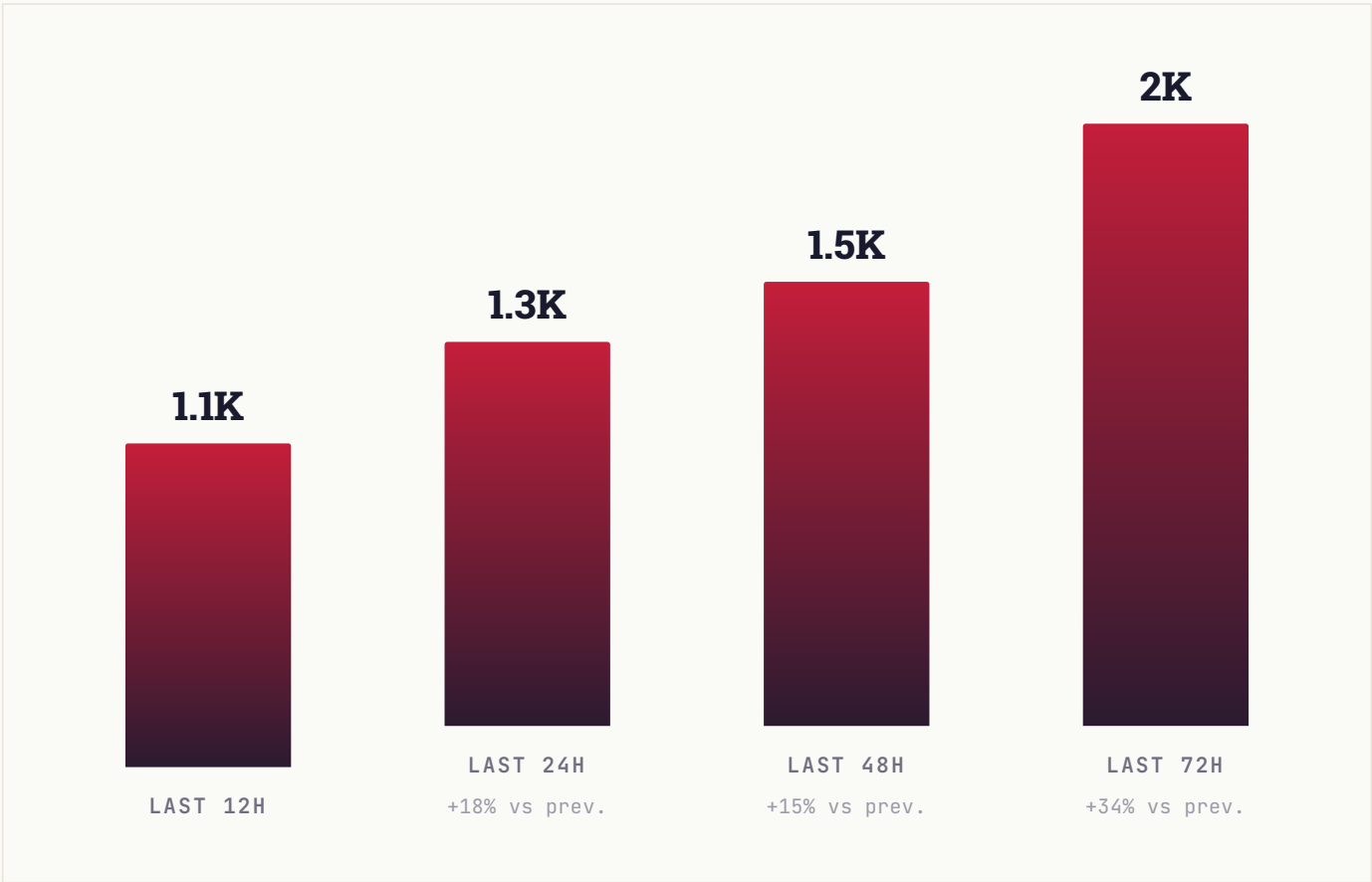
Citation index **570** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **2 525** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see where you stand among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.5M
ک ا کانال اخبارفوری خبرفوری	4.4M
PE Live Broadcast • 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
TP Trash ⚡Ukraine	3.1M
MO Moscow about Important YOU	137.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6M), 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 track posts in other channels that mention your channel. Over the last **6 months** such mentions: **2 874**, they brought **30 437** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	492	455	414	
December 2025	894	560	5 446	
November 2025	103	79	619	
October 2025	789	428	5 579	
September 2025	277	256	3 196	
August 2025	319	276	15 183	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
2 874	6	30 437

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and saw how your channel compares. 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 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 13:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 1.98% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+3.5pp ER

03

System 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 and interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll 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 — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target 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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