
PUBLIC REPORT BY PROMTPRESS

Channel audit

SpravPortal - Financial security and protection from spam and scammers



@spravportal_whocalls

Top channel on financial security & phone scam protection from
SpravPortal: Who's Calling Registered with RKN: [https://
www.spravportal.ru//tgrkn](https://www.spravportal.ru//tgrkn) Ad manager:...

SUBSCRIBERS

188 549

+1612 per month

ERR (% SEE POSTS)

6.0%

in 24 hrs 2.5%

REACH/POST

10.1K

ad reach 4.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card = a channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 188 549 —	 SUBS REACH 5.36% avg % of subs see post	 VIEWS/POST 10.1K median 8.7K · 29 days	 POSTS/WEEK 8.0 for the period
 7D TREND -49.8% vs previous week	 REACTIONS/POST 43.8 Total 1,445 reactions, 1,027 reposts, 0 comments	 POST LENGTH 831 chars median 905 · 29 days	 POSTS ANALYZED 33 29 days
 AD REACH 4.6K 24h avg	 CHURN / MONTH +1612 last month	 CITATION RATE 2 citation index · 55 channels mentioned all time	 CHANNEL AGE 4 years 1 month created 12.05.2022

AI EDITOR SUMMARY

Channel «SpravPortal - Financial Security & Spam Protection» — 188 549 subs. Each post averages 10.1K people (5% of subs), reach is low — expand audience. Publishes 8 posts per week (~1/day) — consistent. For week Jun 15–21, reach dropped -49.8% by week Jun 8–14 — worth analyzing.

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 33 posts in 29 days.
- 02 Dominant format — Photo (17/33 posts).
- 03 Avg post length — 831 chars (median 905).
- 04 Peak audience activity — Wed, 13:00 MSK.
- 05 Top posts get 3× More views than the weakest (21.1K avg for top vs 7.2K for worst) — among 33 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№104.06 · 12:24TEXT	VIEWS	REACTIONS
	22 701	94
☒Russians fear AI-powered scams Nearly 4 in 10 Russians see AI-generated scam messages and calls as a real threat...	REPOSTS	ER
	22	12.0%
№203.06 · 10:13TEXT	VIEWS	REACTIONS
	20 321	49
☒☒☒☒ Scammers Scare with Biometric Theft ☒☒☒☒ Scammers now scare people that their voice was recorded during a previous...	REPOSTS	ER
	64	10.8%
№310.06 · 10:11TEXT	VIEWS	REACTIONS
	20 293	99
☒State Duma adopts second anti-fraud package The State Duma approved a new set of measures against phone and online fraud...	REPOSTS	ER
	28	10.8%

Nº4

09.06 · 09:34

TEXT

██████ Drama RAT: Trojan Disguised as Useful Apps New Android threat – Drama RAT malware. It...

VIEWS

19 507

REPOSTS

114

REACTIONS

78

ER

10.3%

Nº5

02.06 · 07:33

PHOTO

██████ Fake chat with 'acquaintances' Scammers create group chats that appear to include the victim's colleagues...

VIEWS

16 583

REPOSTS

73

REACTIONS

61

ER

8.8%

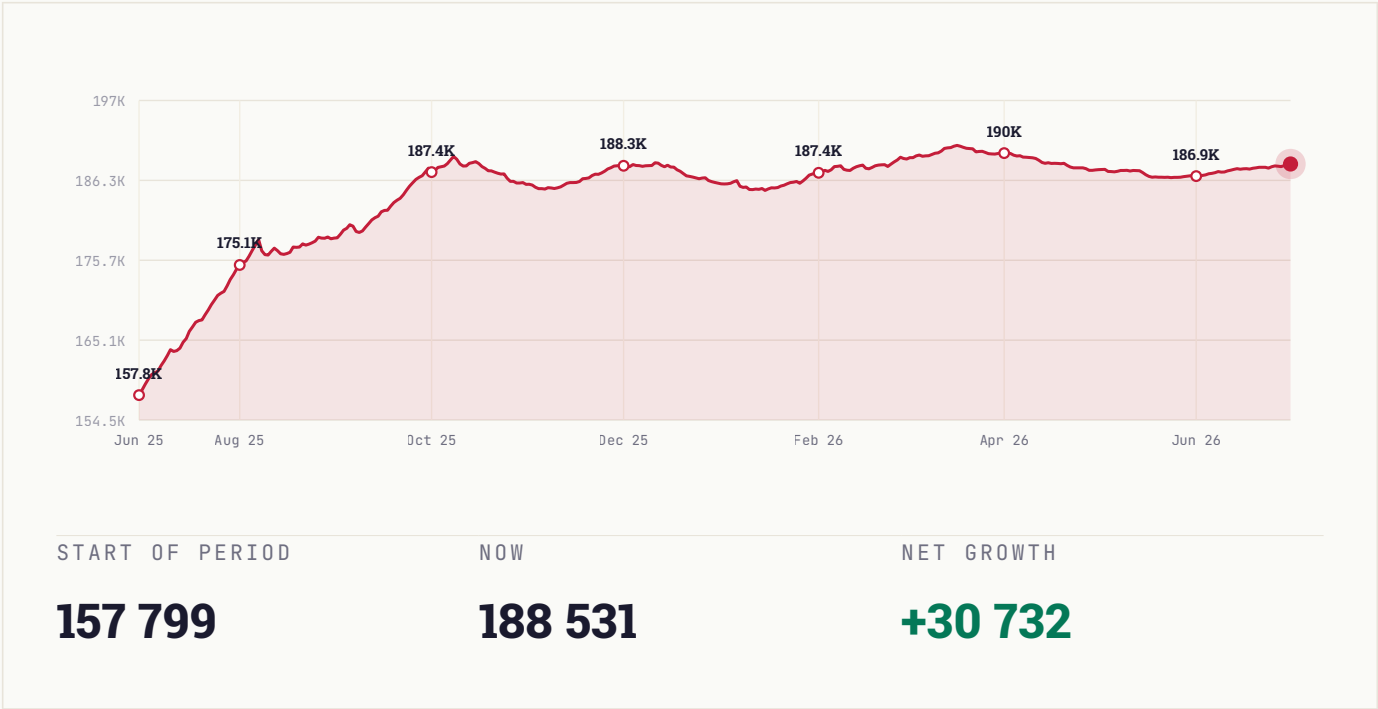
WORST 3

↓ 23.06 · 14:02 PHOTO ██████ Scammers Trick Landlords Posing as Military New scheme: scammers find rental listings and...	VIEWS 7 376 REPOSTS 27 REACTIONS 27 ER 3.9%
↓ 23.06 · 14:47 PHOTO ██████ Scammers Sell Fake Fuel Vouchers Scammers create messenger channels offering fuel...	VIEWS 7 198 REPOSTS 26 REACTIONS 26 ER 3.8%
↓ 28.06 · 10:00 PHOTO ██████ Fake university groups for applicants Scammers copy official university communities. Through such groups...	VIEWS 7 040 REPOSTS 23 REACTIONS 32 ER 3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

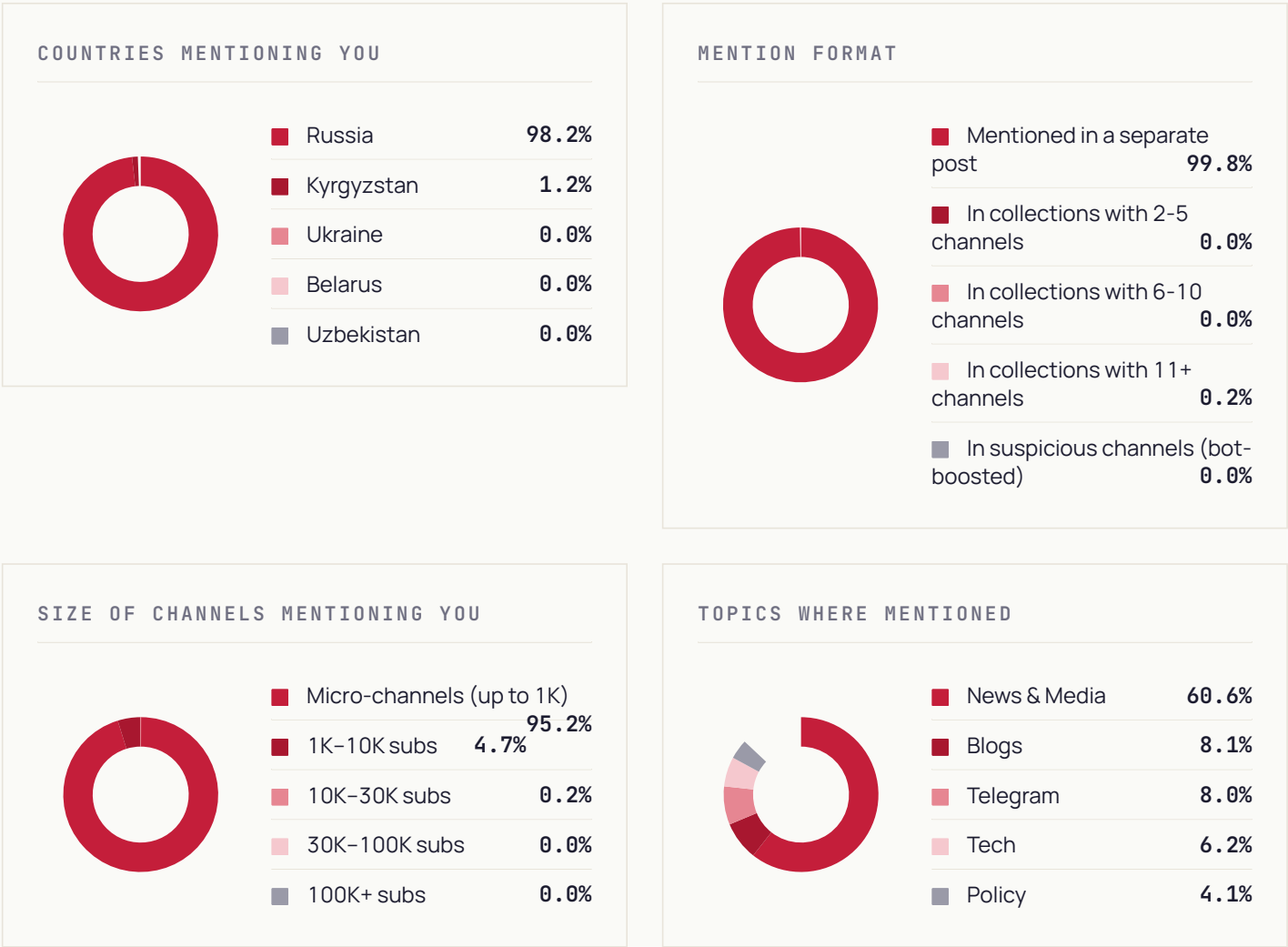
Subscriber growth over the year. Key months show exact subs. See gains & losses.



SECTION 04 · MENTIONS

Who mentions the channel & how

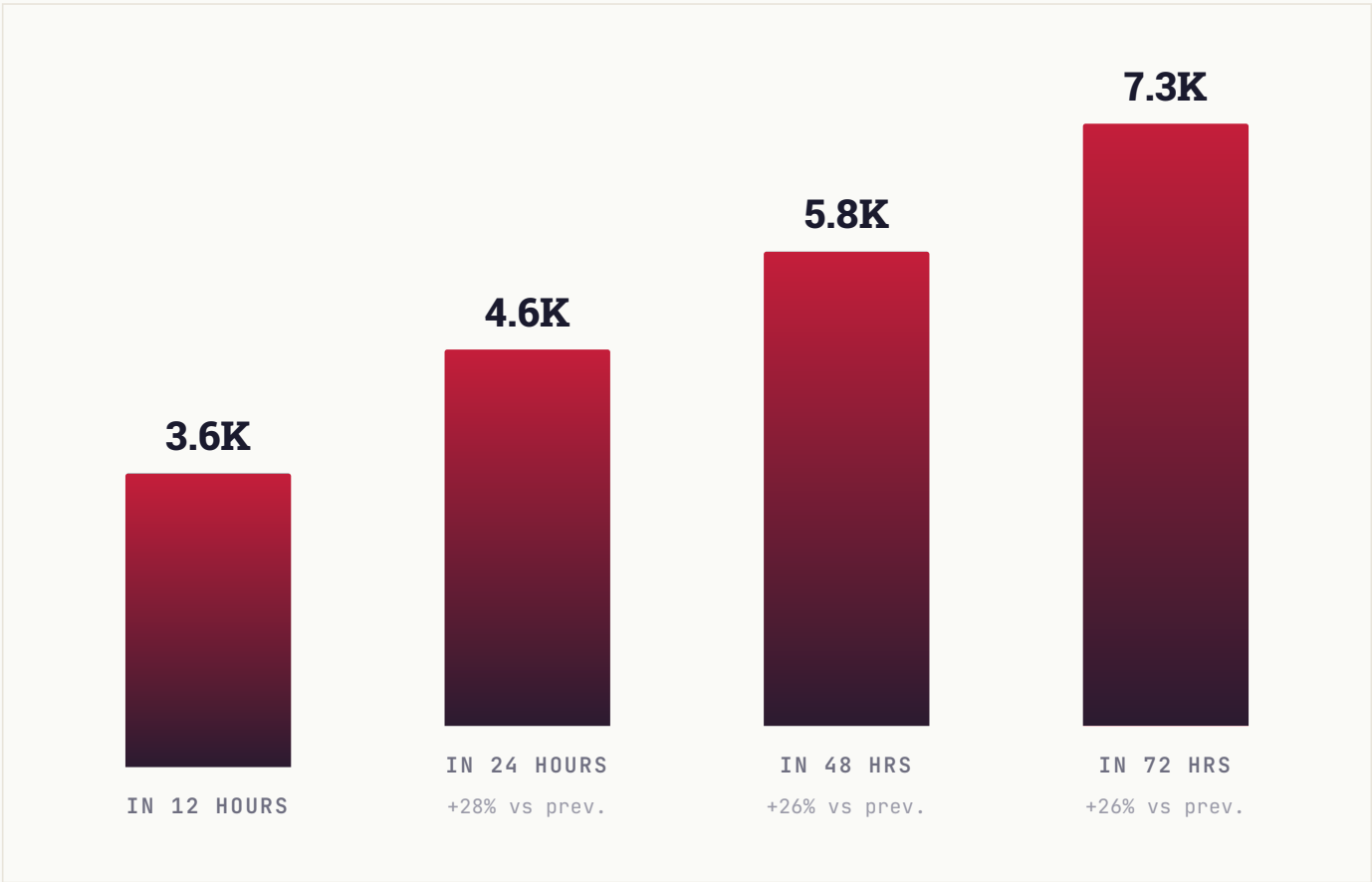
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **55** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 Closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.5M
MT Trends world	3.4M
TE Technochat	3.1M
HA Hi, AI • Новости технологий	2.5M
NN NN	2.2M
TE Technomotel	2.2M
L- LIVE — Telegram, AI и технологии	2.1M
EC Exploit	2M
DJ Digital Journal IT, Neuroseti	1.8M
ER Backdoor	1.7M
C- SpravPortal - Financial security and protection from spam and scammers YOU	188.5K

COMPARATIVE INSIGHT

Channel inbottom half of top-100 niche (#60 of 100). Niche median: 212.8K subs.
First growth KPI: reach the median. Leader: hitvpn_blog (4.5M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track mentions in other channels monthly. Over the last **6 months** such mentions were **180**, they brought **28 233** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	14	8	3 199
December 2025	49	11	1 136
November 2025	57	14	3 310
October 2025	34	7	2 738
September 2025	7	4	10 330
August 2025	19	6	7 520

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
180	6	28 233

SECTION 08 · NICHE COMPARISON

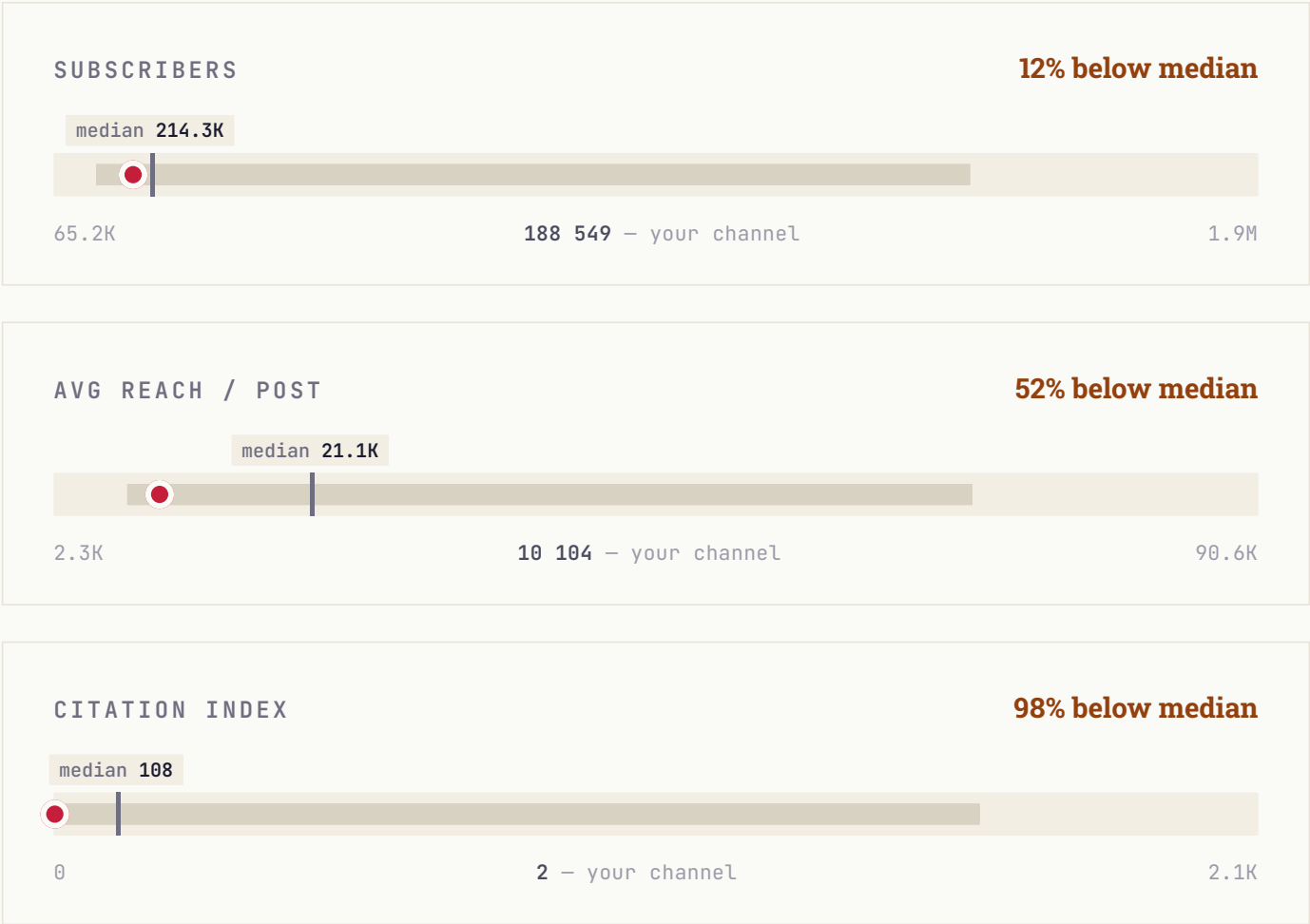
Where the channel ranks in its league

Took top-100 channels in category «Tech» (Russia) and compared your channel.
Gray band: range for 80% of niche channels (p10 to p90). Black vertical: median.
Red dot: your channel.

#60/100

RANK IN NICHE

Channel in bottom half of 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
Best time to post: this day at 13:00 MSK. | EFFECT
Best window
for important
posts |
| 02 | Increase share of video posts
Video in Telegram holds audience longer & boosts algorithm performance. Aim for 15-25%. | EFFECT
Video retains
audience
better |
| 03 | 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 |
| 04 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts with channels in the same segment once a quarter. 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 from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager