

PROMTPRESS PUBLIC REPORT

# Channel audit

## Urgent, Now



@srochnow

Channel оперативных новостей РЕКЛАМА → @TgPodbor\_bot,  
@Aleksandr\_TgPodbor Связь → @srochnow\_bot <https://knd.gov.ru/license?id=678f69df714103552afb44&istryType=bloggersPermission>

SUBSCRIBERS

**237 013**

-4621 per month

ERR (% SEE POSTS)

**13.0%**

in 24 hrs 10.5%

REACH/POST

**28.6K**

ad reach 24.9K/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.

|                                                                                                                                                  |                                                                                                                                                                                             |                                                                                                                                                                                              |                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>237 013</div> <div>—</div>         | <div> SUBS REACH</div> <div>12.08%</div> <div>avg % of subs see post</div>                                 | <div> VIEWS/POST</div> <div>28.6K</div> <div>median 28.8K · 20 days</div>                                   | <div> POSTS/DAY</div> <div>38.2</div> <div>~267 per week</div>                      |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>592.8</div> <div>total 459,420 reactions, 79,679 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>261 chars.</div> <div>median 214 · 20 days</div>                               | <div> POSTS ANALYZED</div> <div>775</div> <div>20 days</div>                        |
| <div> AD REACH</div> <div>24.9K</div> <div>24h avg</div>      | <div> CHURN / MONTH</div> <div>-4621</div> <div>over the last month</div>                                | <div> CITATION RATE</div> <div>3 986</div> <div>citation index · 10,270 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>4 years 4 months</div> <div>created 18.02.2022</div> |

AI EDITOR SUMMARY

Channel "Urgent, Now" — 237 013 subs. Each post averages 28.6K people (12% of subs), reach is low — consider growing audience. Publishes 267 posts per week (~38/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 775 posts in 20 days.
- 02 Dominant format – Text (314/775 posts).
- 03 Avg post length – 261 chars (median 214).
- 04 Peak audience activity – Monday, 00:00 MSK.
- 05 Top posts get 2x more views than the weakest (49.8K avg for top vs 24.1K for worst) – among 775 posts in 20 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>Nº1</div><div>01.07 · 14:07</div><div>PHOTO</div></div> <div><div></div><div>Cocaine batch with Zelensky's portrait seized in Romania. Grain ship arrived from Odesa region. Romanian customs...</div></div> | <div><div>VIEWS</div><div>55 027</div></div> <div><div>REPOSTS</div><div>894</div></div> <div><div>REACTIONS</div><div>1 020</div></div> <div><div>ER</div><div>23.2%</div></div> |
| <div><div>Nº2</div><div>26.06 · 15:46</div><div>PHOTO</div></div> <div><div></div><div>Second stage of Enkhim plant launched in Tula region – Russia's only fire-resistant turbine oil production...</div></div>       | <div><div>VIEWS</div><div>51 443</div></div> <div><div>REPOSTS</div><div>45</div></div> <div><div>REACTIONS</div><div>216</div></div> <div><div>ER</div><div>21.7%</div></div>    |
| <div><div>Nº3</div><div>29.06 · 15:17</div><div>VIDEO</div></div> <div><div>The heroine of the new episode of the series "Politruck" Elena Nikitina got two degrees at once: systems engineer at polytech and...</div></div>                                                                              | <div><div>VIEWS</div><div>42 969</div></div> <div><div>REPOSTS</div><div>11</div></div> <div><div>REACTIONS</div><div>156</div></div> <div><div>ER</div><div>18.1%</div></div>    |

|                                                                                                                                                                                                                                                      |                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 27.06 • 19:54 <span>VIDEO</span><br> At European congress of Russophobe foreign agents, they stated that if they come to power, they will necessarily... | <div>VIEWS</div> <div>40 861</div> <div>REACTIONS</div> <div>1 862</div> <div>REPOSTS</div> <div>289</div> <div>ER</div> <div>17.2%</div> |
| <b>Nº5</b> 29.06 • 21:29 <span>VIDEO</span><br> Explosion in Monaco: three injured, two in critical condition. Media: unknown person left backpack at entrance...   | <div>VIEWS</div> <div>37 372</div> <div>REACTIONS</div> <div>337</div> <div>REPOSTS</div> <div>79</div> <div>ER</div> <div>15.8%</div>    |

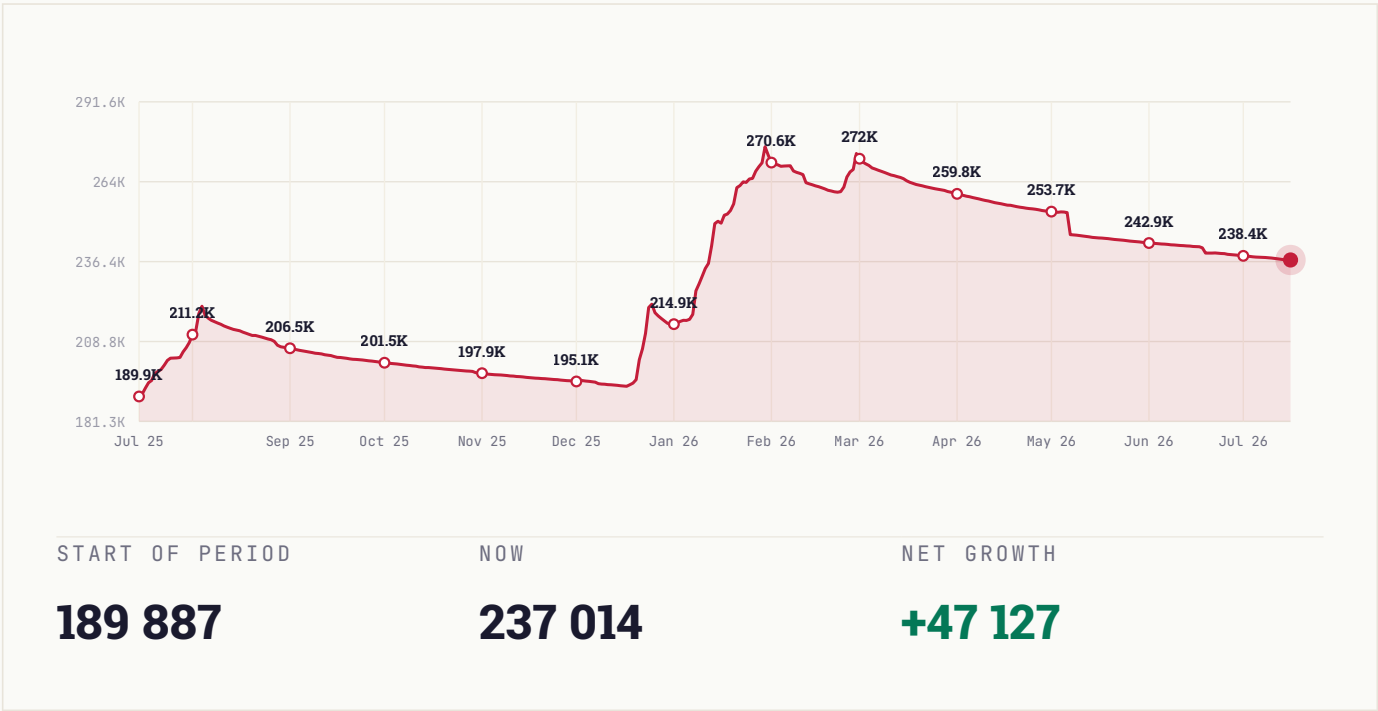
## WORST 3

|                                                                                                                                                                                                                                                                 |                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| ↓ 11.07 • 13:15 <span>TEXT</span><br> 25 new navigation steles installed on 'Green Ring' bike route since start of year Total: 207 steles and over 700...                      | <div>VIEWS</div> <div>24 178</div> <div>REACTIONS</div> <div>66</div> <div>REPOSTS</div> <div>7</div> <div>ER</div> <div>10.2%</div>   |
| ↓ 11.07 • 13:16 <span>TEXT</span><br> Representatives of the embassies of Lithuania, Latvia and Estonia in Moscow deny providing their airspace to Ukraine for attacks on... | <div>VIEWS</div> <div>24 172</div> <div>REACTIONS</div> <div>432</div> <div>REPOSTS</div> <div>26</div> <div>ER</div> <div>10.2%</div> |
| ↓ 11.07 • 08:25 <span>TEXT</span><br> Government allocates over 4.3 bln RUB to support Crimea's tourism industry amid the peninsula's situation                              | <div>VIEWS</div> <div>23 864</div> <div>REACTIONS</div> <div>279</div> <div>REPOSTS</div> <div>16</div> <div>ER</div> <div>10.1%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

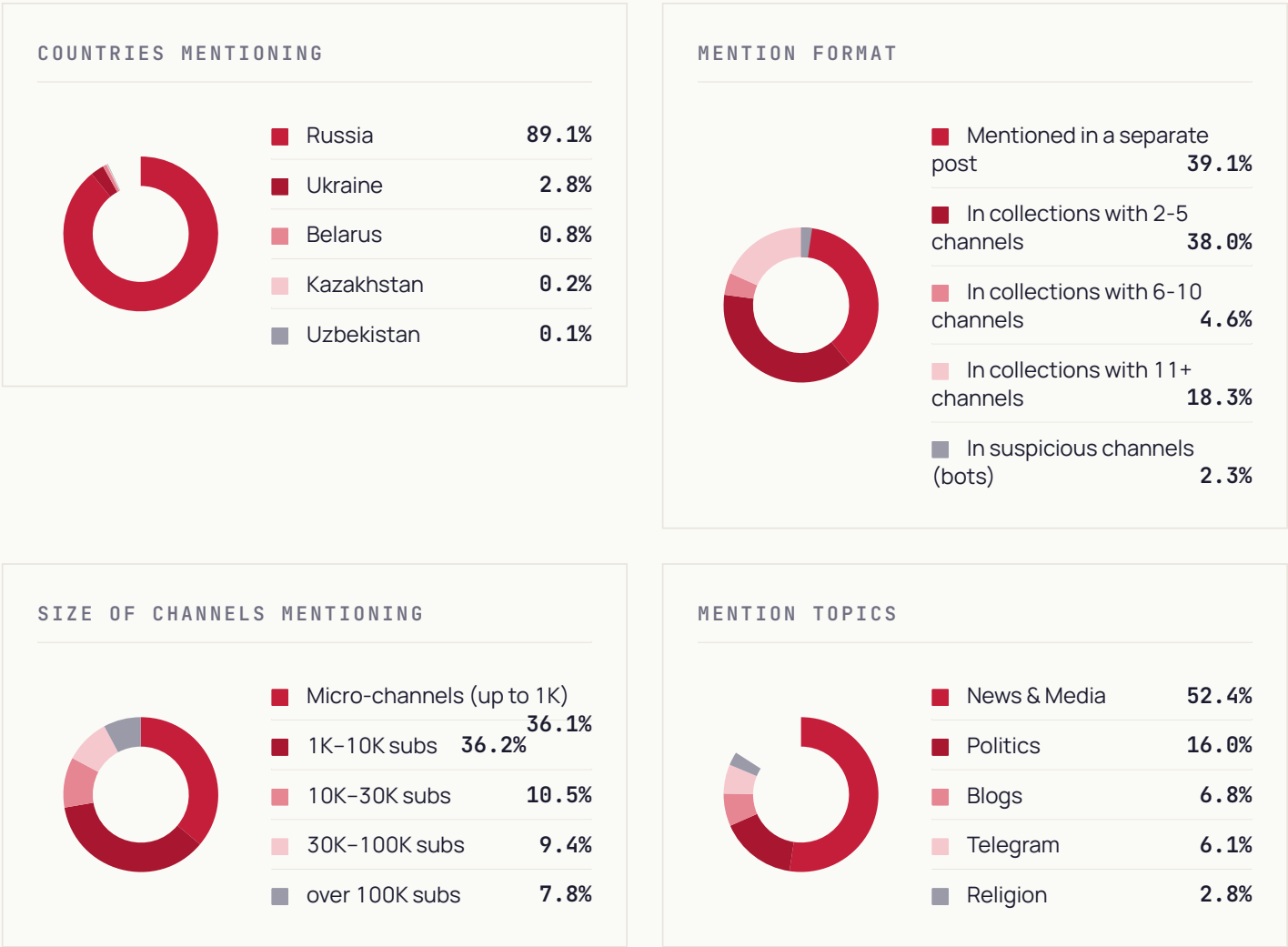
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

# Who mentions the channel and how

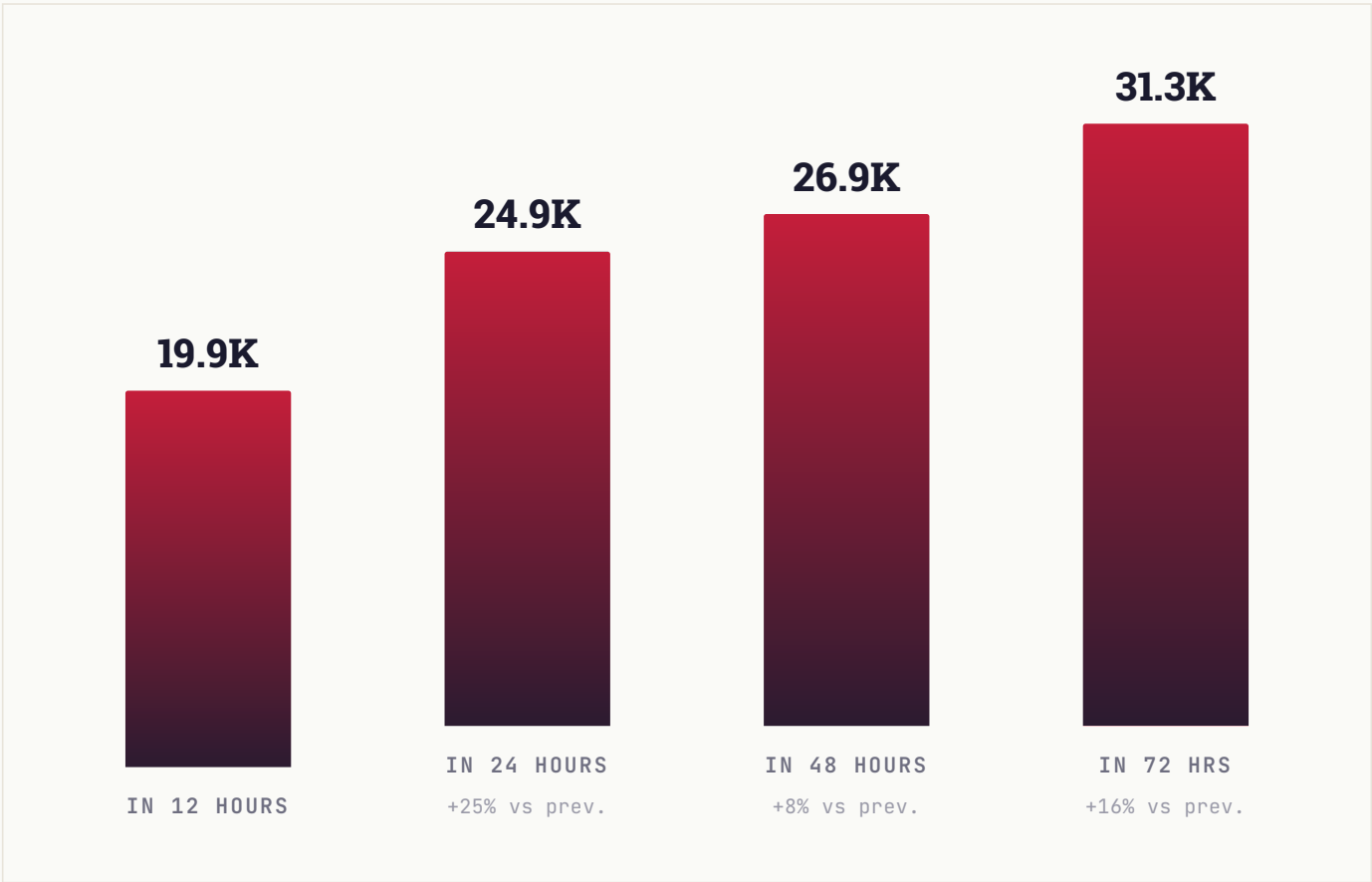
Citation index **3 986** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **10 270** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates 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 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

| CHANNEL                                                | SUBSCRIBERS |
|--------------------------------------------------------|-------------|
| <div>ا خ</div> اخبار فوری خبر فوری جنگ امریکا فوری     | 6M          |
| <div>ا خ</div> خبر فوری   اخبار فوری   جنگ فوری امریکا | 4.7M        |
| <div>خ ب</div> خبر فوری                                | 4.4M        |
| <div>ک ا</div> کانال اخبار فوری   خبر فوری             | 4.3M        |
| <div>PE</div> Live Broadcast • News                    | 4.1M        |
| <div>TL</div> Topor Live                               | 4.1M        |
| <div>M•</div> Moskvach • Moscow News                   | 3.8M        |
| <div>M-</div> Moscow is interesting                    | 3.4M        |
| <div>PM</div> First Moscow                             | 3.2M        |
| <div>TR</div> Trukha ⚡ Ukraine                         | 3.1M        |
| <div>SS</div> Urgent, Now <div>YOU</div>               | 237K        |

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

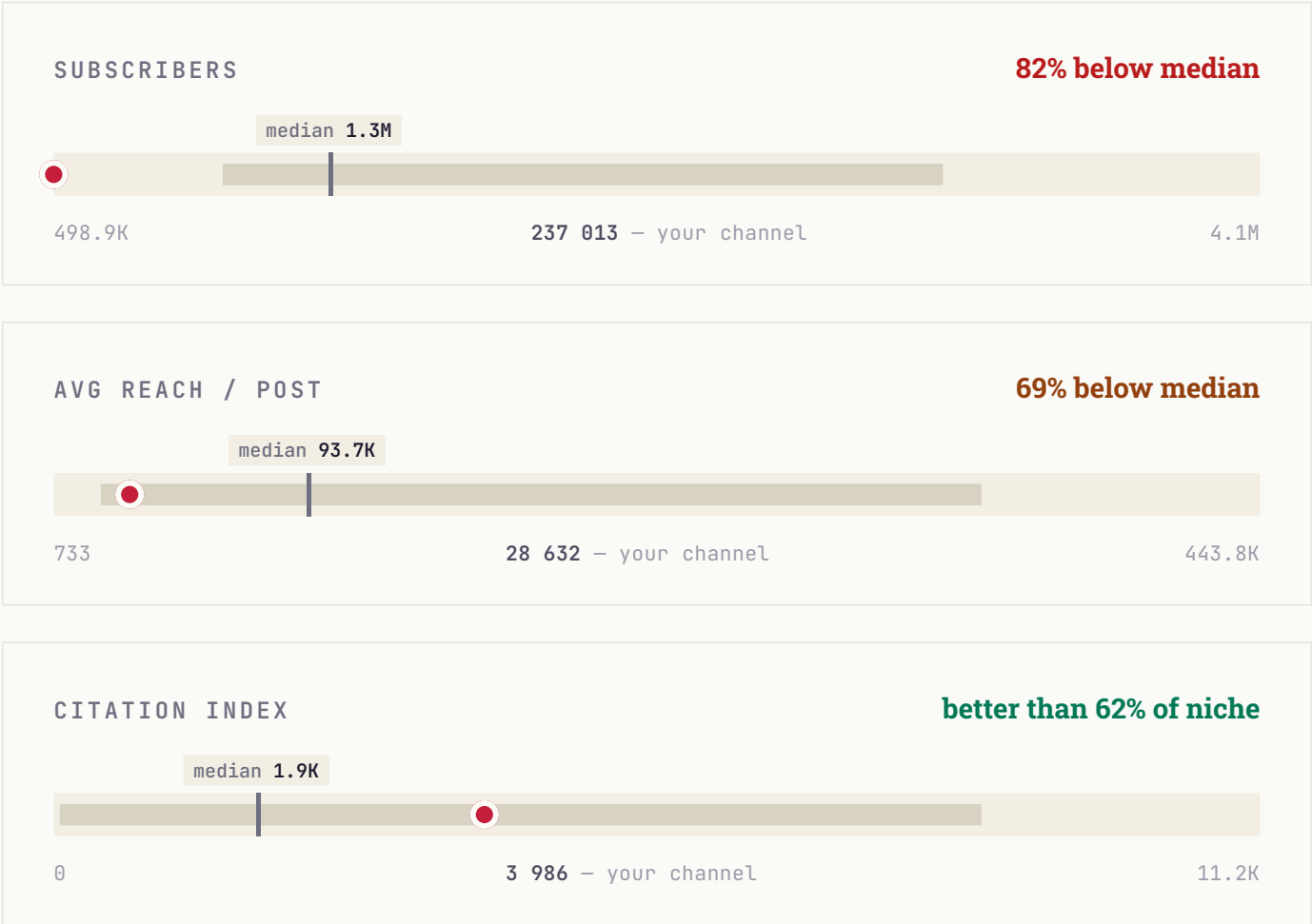
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **6 032**, they brought **103 405** new subs.

| PERIOD                | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|-----------------------|----------|----------|---------------------|
| January 2026          | 3 103    | 2 287    | 62 117              |
| December 2025         | 1 650    | 1 603    | 28 782              |
| November 2025         | 164      | 89       | 0                   |
| October 2025          | 143      | 67       | 0                   |
| September 2025        | 169      | 97       | 0                   |
| August 2025           | 803      | 705      | 12 506              |
| TOTAL MENTIONS        |          |          | 6 032               |
| MONTHS OF DATA        |          |          | 6                   |
| ATTRACTED SUBSCRIBERS |          |          | 103 405             |

SECTION 08 · NICHE COMPARISON

# Where the 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.



— SECTION 09 · STRATEGY

# What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- 01

**Top post of the week — on Monday**

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

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 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 — easy growth lever.

EFFECT

**+5-15% ER**
- 04

**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**
- 05

**Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic source**

★ 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.

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01

## Launch Telegram ad

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

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02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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