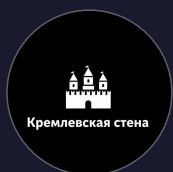


PROMTPRESS PUBLIC REPORT

Channel audit

Kremlevskaya Stena



@stenakremlya

Promptly covering top capital events: city, politics, transport, incidents, trends and Moscow life here and now. ✉ Suggest news: @stena_kremlya_bot 📢 Ads: @viktoriaveyber

SUBSCRIBERS

72 899

+28322 per month

ERR (% WHO SEE POSTS)

57.0%

per day 29.2%

REACH/POST

40.4K

ad reach 21.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 72 899 —	 SUBSCRIBER REACH 55.44% avg % subs see post	 VIEWS/POST 40.4K median 41.5K · 28 days	 POSTS/WEEK 16.6 for the period
 7D TREND -9.8% vs previous week	 REACTIONS/POST 194.7 total 13,237 reactions, 14,186 reposts, 0 comments	 POST LENGTH 255 chars median 252 · 28 days	 POSTS ANALYZED 68 28 days
 AD REACH 21.4K 24h avg	 CHURN / MONTH +28322 over the last month	 CITATION RATE 112 citation index · 1,635 channels mentioned it ever	 CHANNEL AGE 2 years 3 months created 27.03.2024

AI EDITOR SUMMARY

Channel «Kremlevskaya Stena» – 72 899 subs. Each post averages 40.4K people (55% of subs), wide reach for a channel this size. Publishes 17 posts/week (~2/day) – steady pace. For week Jun 29–Jul 5, reach dropped -9.8% vs week of Jun 22–28 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **68** posts over 28 days.
- 02 Dominant format — **Photo** (36/68 posts).
- 03 Avg post length — **255** characters (median 252).
- 04 Audience peak activity — **Monday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (57.6K avg for top vs 29.2K for worst) — among 68 posts in 28 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

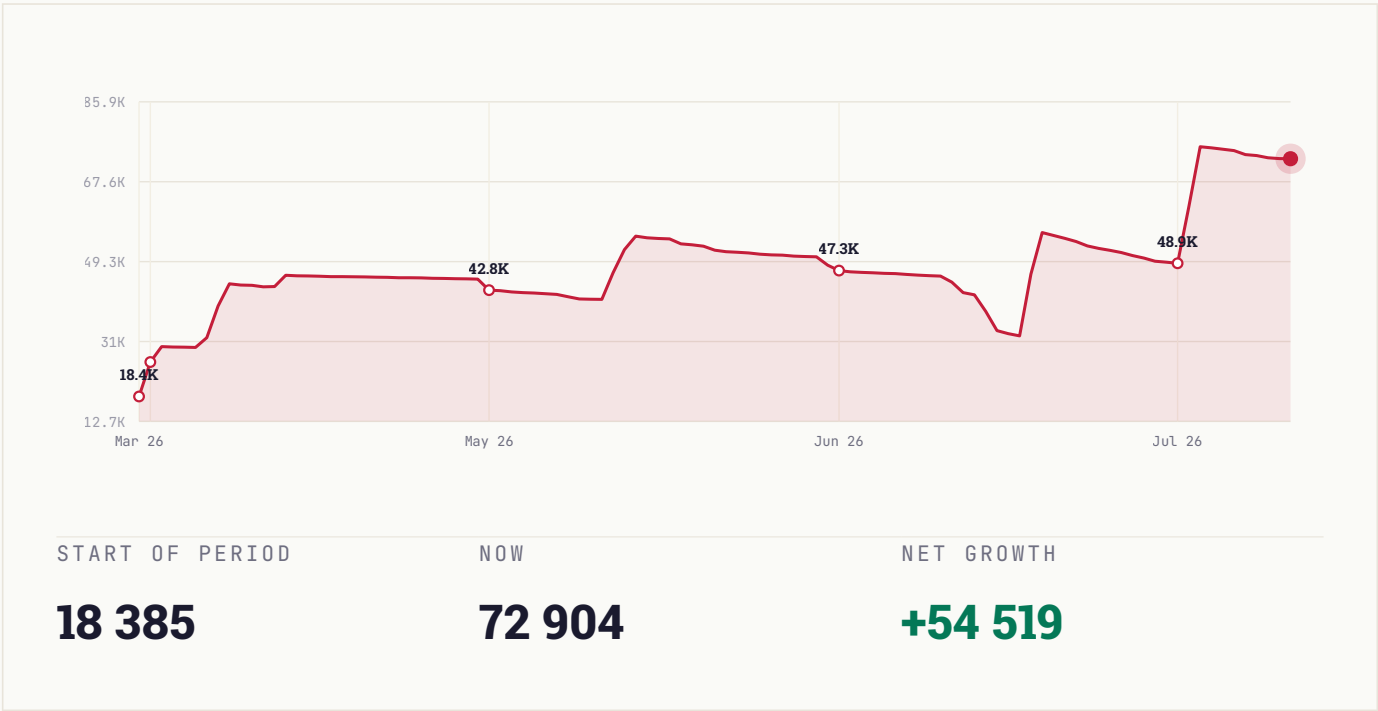
Nº1 29.06 · 18:16 PHOTO ! Starting Jul 6, login via Apple ID and Google will be disabled in Russian apps. Users are already getting notifications. They...	VIEWS 57 879 REPOSTS 230	REACTIONS 196 ER 79.4%
Nº2 27.06 · 18:05 VIDEO 😬 In Moscow, shareholders of the residential complex 'Svetly Mir. Station L' set up a tent camp demanding answers from developer Seven Suns: they've been waiting for apartments...	VIEWS 57 536 REPOSTS 231	REACTIONS 137 ER 78.9%
Nº3 26.06 · 13:18 VIDEO 🛴 E-scooter rider smashed a taxi window with a crowbar, believing the driver cut him off Saw something interesting? Or want to share...	VIEWS 57 505 REPOSTS 225	REACTIONS 145 ER 78.9%

Nº4 24.06 • 18:25 PHOTO 💰 Two bank employees stole 9,000 gold coins 'Pobedonosets' worth over 2 billion rubles from a vault in St. Petersburg...	VIEWS 57 113 REPOSTS 234 REACTIONS 155 ER 78.3%
Nº5 30.06 • 05:12 VIDEO 😄 An introvert-friendly residential complex far from the city found in Moscow – it's in Losiny Ostrov park, called 'Skazochny...	VIEWS 53 003 REPOSTS 244 REACTIONS 163 ER 72.7%
WORST 3	
↓ 11.06 • 17:29 PHOTO 🏊 Rospotrebnadzor named Moscow beaches open for swimming: 💎 Beloye Lake and Putyaevsky Pond #1 (EAO) 💎 Bolshoy Gorodskoy Pond and Shkolnoye...	VIEWS 31 672 REPOSTS 212 REACTIONS 132 ER 43.4%
↓ 05.07 • 21:27 TEXT 💍 Moscow newlyweds prefer intimate ceremonies over lavish weddings, organizers note Instead of a host and...	VIEWS 28 198 REPOSTS 184 REACTIONS 287 ER 38.7%
↓ 07.07 • 17:15 PHOTO 😞 10 days of rain begin in Moscow Saw something interesting? Or want to share? Write here: @stena_kremlya_bot	VIEWS 27 698 REPOSTS 121 REACTIONS 387 ER 38.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

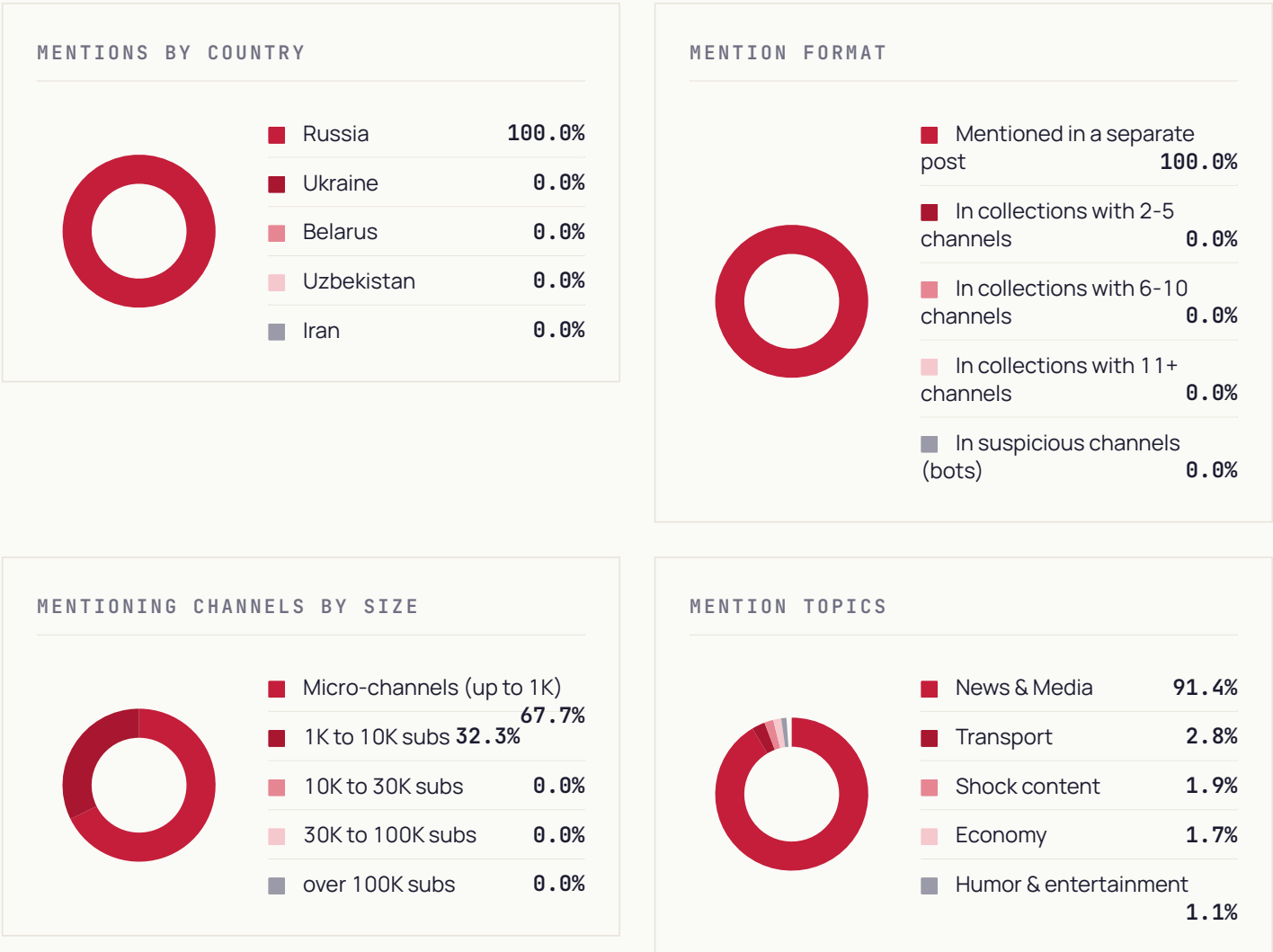
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subscribers.



SECTION 04 · CITATIONS

Who mentions the channel and how

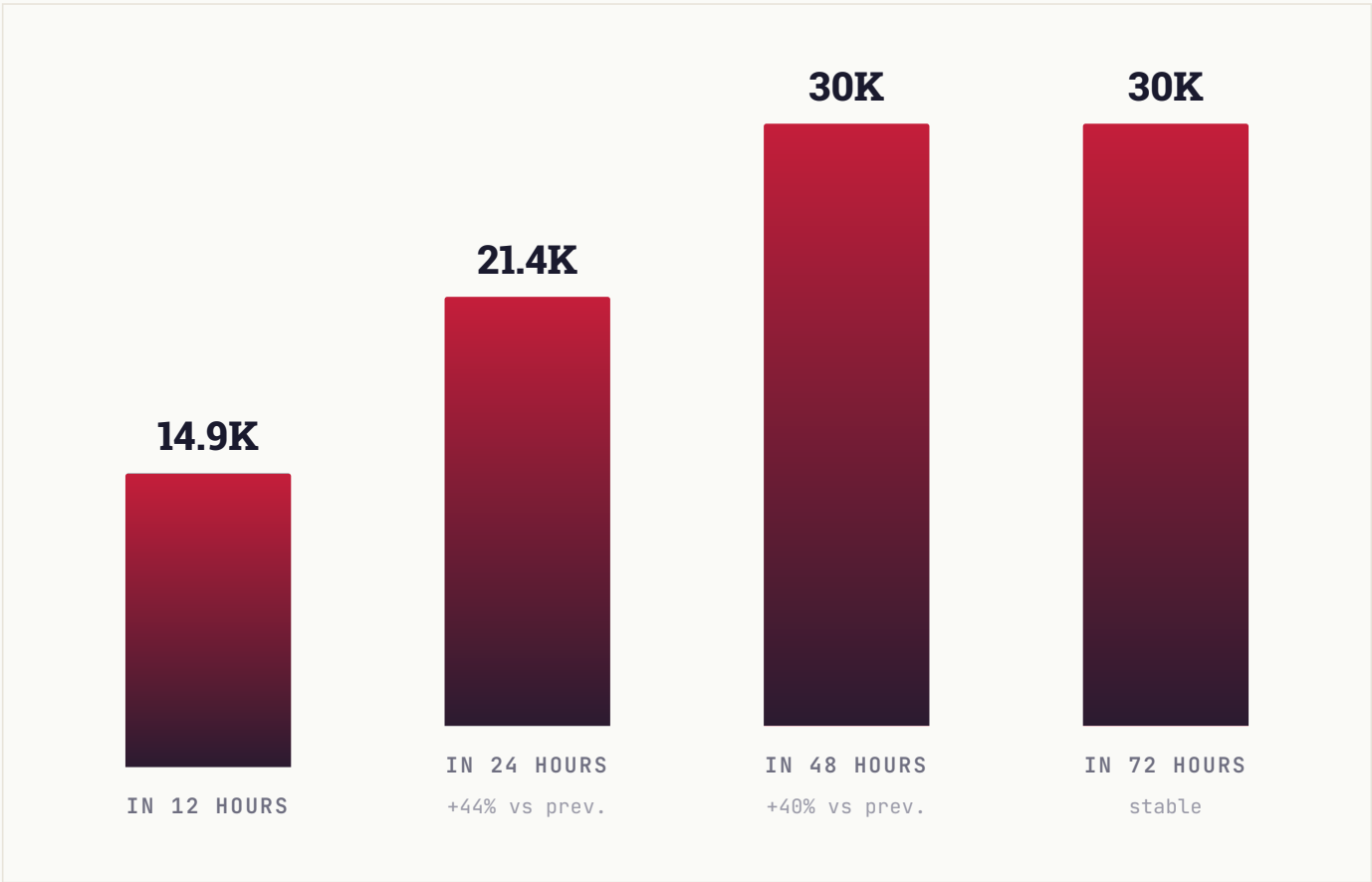
Citation index **112** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs one. All-time mentions: **1 635** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.5M
کانال اخبار فوری خبر فوری	4.4M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trash ⚡ Ukraine	3.1M
KS Kremlevskaya Stena YOU	72.9K

COMPARATIVE INSIGHT

Channel is still 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 via systematic traffic & content work.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off & return to this report in a month.

- 01

Top post of the week — Monday
 Audience most active on this day at 21:00 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 weekly poll on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Swap posts with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT
Relevant audience growth
- 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 using public data. Want to go further? Run ads with us and hit your growth target in a month.

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