

— PROMTPRESS PUBLIC REPORT

Channel audit

Evening Telegram



@tele_eve

Objectivity, reliability, timeliness — core of our editorial policy. News you can trust. Not affiliated with Telegram messenger. Tip us: @vecherniy_tgbot More...

SUBSCRIBERS

438 208

-6216 per month

ERR (% SEE POSTS)

7.0%

daily 4.5%

REACH/POST

26.6K

ad reach 19.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 438 208 —	 SUBS REACH 6.06% avg % subs see post	 VIEWS/POST 26.6K median 26.5K · 29 days	 POSTS/DAY 14.5 ~102 per week
 7D TREND -6.1% vs prev week	 REACTS/POST 347.2 147 579 reactions, 34 907 reposts, 1 042 comments	 POST LENGTH 816 chars median 824 · 29 days	 POSTS ANALYZED 425 29 days
 AD REACH 19.7K avg 24h	 CHURN / MONTH -6216 last month	 CITATION RATE 375 citation index · 2 376 channels mentioned ever	 CHANNEL AGE 4 years 7 months created 21.10.2021

AI EDITOR SUMMARY

Channel «Evening Telegram» — 438 208 subs. Each post avg views 26.6K people (6% from subs), reach low — need to grow audience. Posts 102 posts/week (~15/day) — very active. Week 25–31 May reach dropped -6.1% to week 18–24 May — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **425** posts in 29 days.
- 02 Dominant format – **Photo** (293/425 posts).
- 03 Avg post length – **816** chars (median 824).
- 04 Peak audience activity – **Sun, 21:00 MSK**.
- 05 Strongest posts get **2x** more views than the weakest (44.8K avg for top vs 21.3K for worst) – among 425 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 13:33 PHOTO 📄T-Bank announces Multi-banking expansion: all clients can add Sberbank accounts to the yellow app T-Bank has completed...	VIEWS 51 509 REP. 160	REACTS 282 ER 11.8%
Nº2 10.05 · 09:07 PHOTO 📄Global oil reserves near lowest since 2018 Bloomberg, citing analysts, reports that...	VIEWS 42 474 REP. 50	REACTS 234 ER 9.7%
Nº3 11.05 · 15:39 VIDEO 📺Motorcycle dangling from traffic light pole after crash in Canada In Delta, British Columbia, a motorcyclist collided with...	VIEWS 40 316 REP. 282	REACTS 264 ER 9.2%

Nº410.05 · 15:46VIDEO ☣️ Evacuation begins from liner with hantavirus outbreak First group of 14 Spanish passengers left MV Hondius...	VIEWS	REACTS
	40 228	315
	REP.	ER
	118	9.2%

Nº523.05 · 10:35PHOTO 🇯🇵 Japanese scientists extend cat lifespan to 30 years Immunologist Toru Miyazaki from Tokyo University developed a drug that can...	VIEWS	REACTS
	40 145	1 045
	REP.	ER
	1 005	9.2%

WORST 3

↓04.06 · 10:40PHOTO 🇯🇵 AI evolves from assistant to digital executor AI agent systems are already starting to change real...	VIEWS	REACTS
	21 448	230
	REP.	ER
	28	4.9%

↓04.06 · 11:34VIDEO 🇮🇹Midday news in brief: – Powerful hurricane and torrential rains hit Rome (video), traffic in some areas...	VIEWS	REACTS
	21 273	115
	REP.	ER
	28	4.9%

↓05.06 · 12:05PHOTO 🇷🇺Russia's first birch pollen allergy vaccine due in September First domestic vaccine for birch pollen allergy...	VIEWS	REACTS
	21 248	179
	REP.	ER
	157	4.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

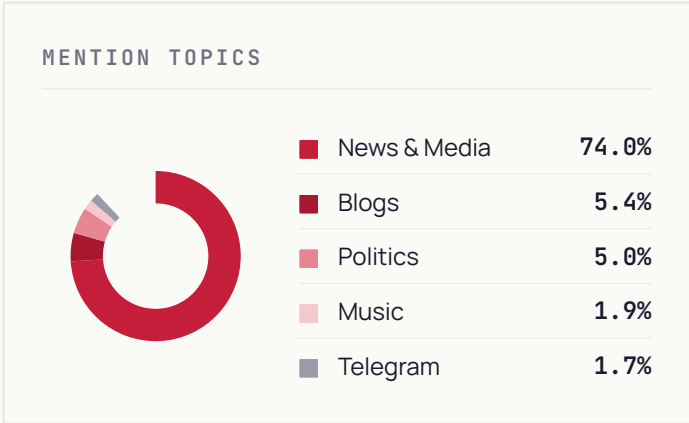
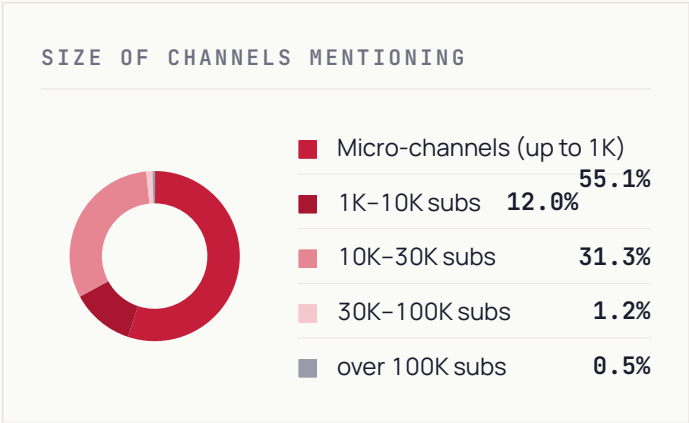
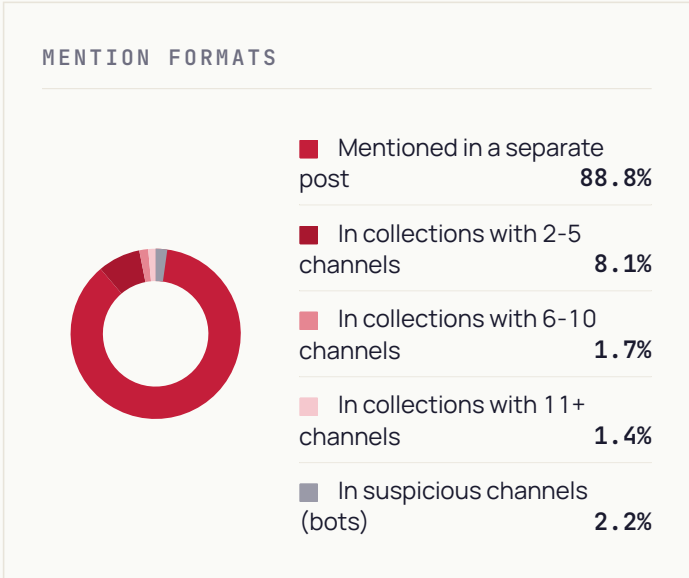
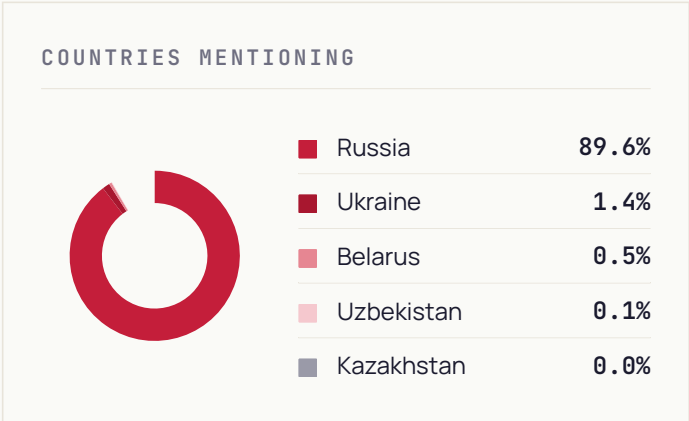
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

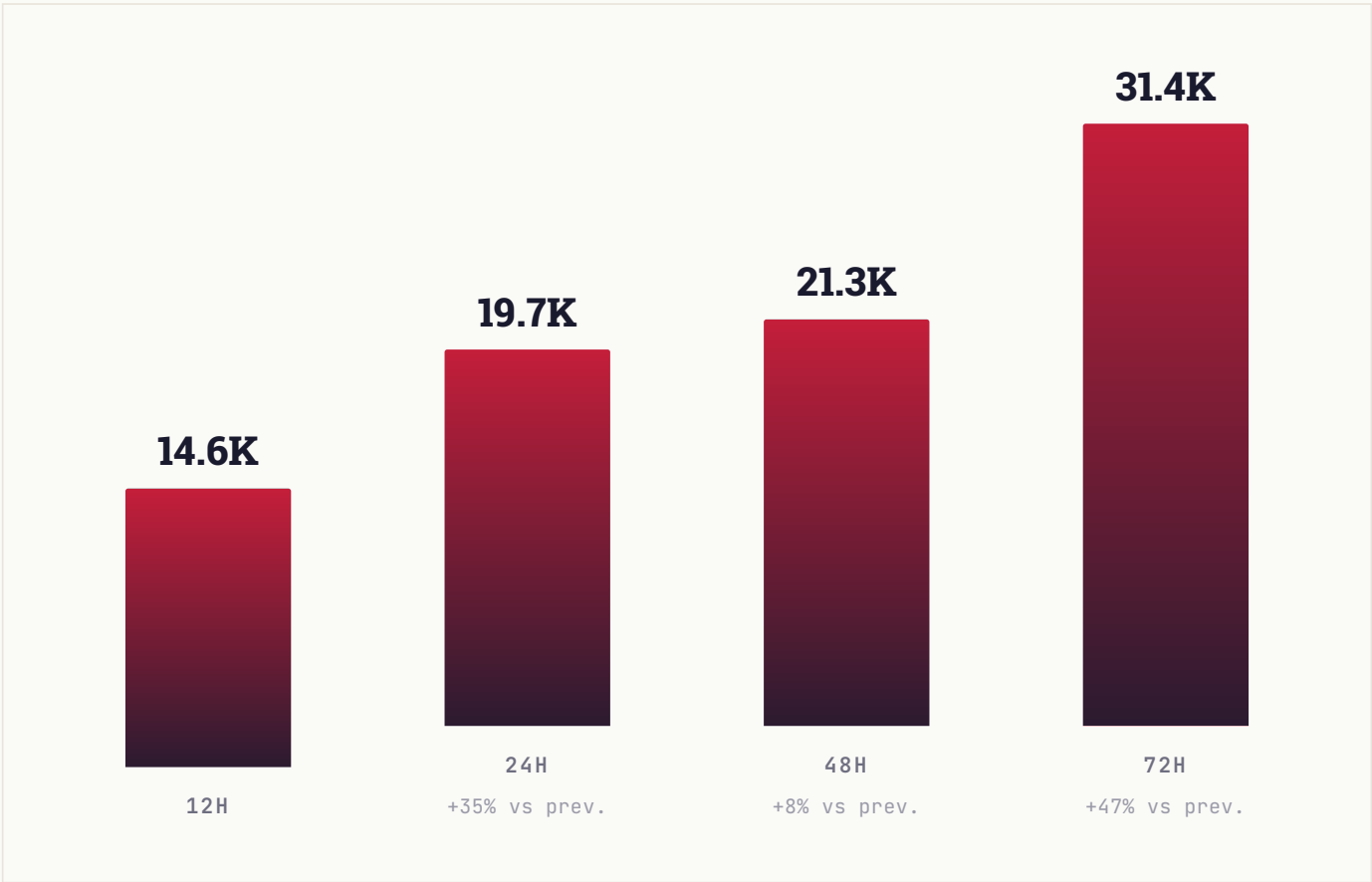
Citation index **375** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **2 376** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MC Moscow today	2.7M
Tue Evening Telegram YOU	438.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#96 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 012**, they brought **130 088** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Dec 2025	164	33	56 581	
Nov 2025	172	47	0	
Oct 2025	204	32	0	
September 2025	173	36	0	
August 2025	184	31	28 192	
Jul 2025	115	30	45 315	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
1 012		6	130 088	

SECTION 08 · NICHE COMPARISON

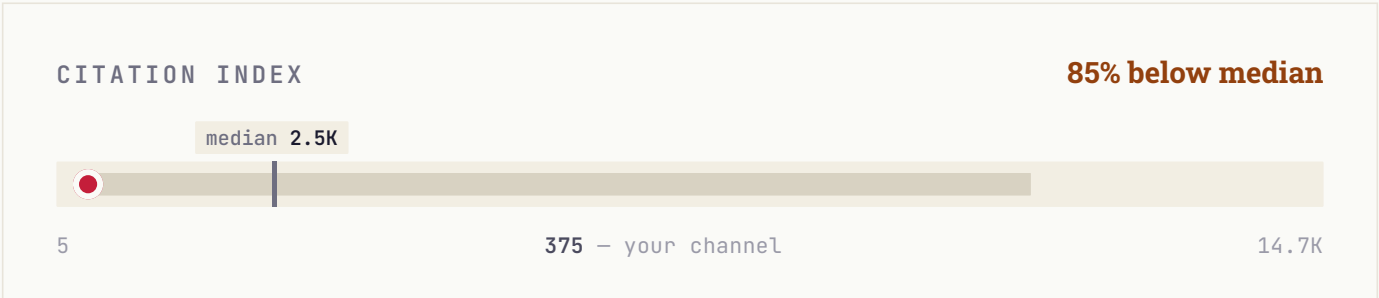
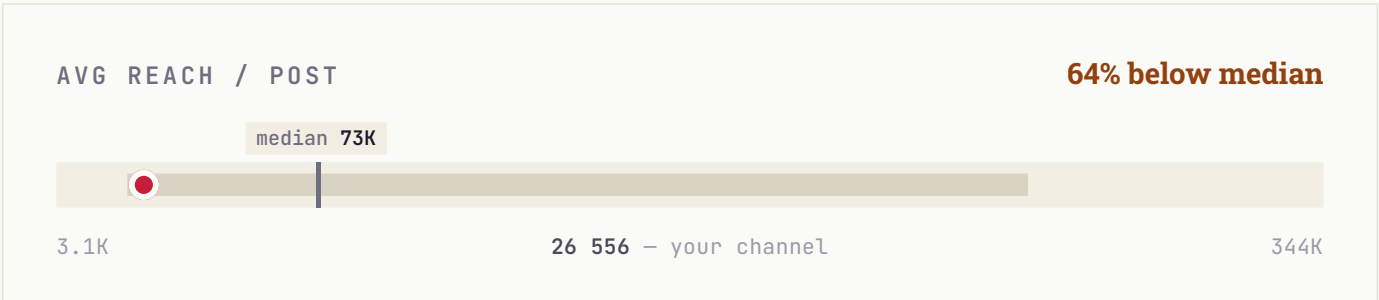
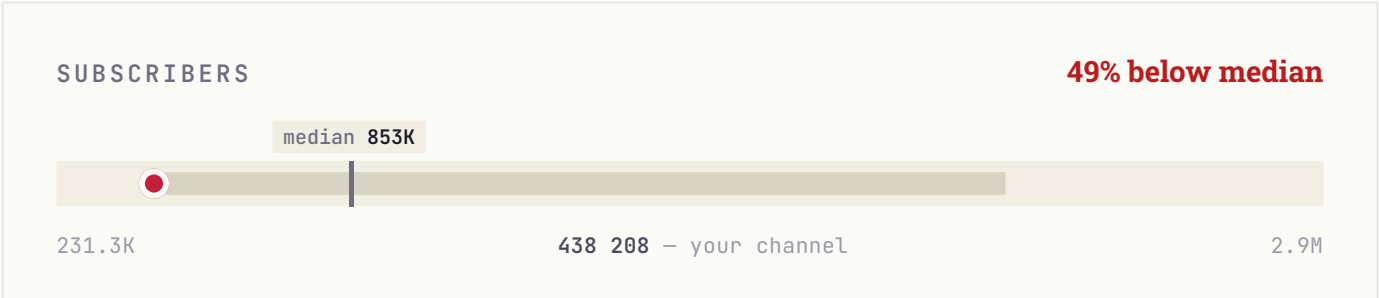
Where the channel stands in its league

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

#86/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Sunday**

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

EFFECT

**Best window
for an
important post****02****Increase video post share**

Video in Telegram holds audience longer and is favored by the algorithm. Recommend increasing share to 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 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with same-niche channels quarterly. Not daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want 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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