

PROMTPRESS PUBLIC REPORT

# Channel audit

## Temnikova Yulia



@temnikova\_yuliya

Deputy Head of MosMetro Yulia Temnikova Advisor to the Deputy Mayor of Moscow for Transport and Industry @DtRoad Registered in the Roskomnadzor list: <https://clck.ru/3FKygQ>

SUBSCRIBERS

**32 104**

-1008 per month

ERR (% SEE POSTS)

**40.0%**

daily 24.5%

REACH/POST

**15.9K**

ad reach 7.9K/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 was calculated for.

|                                                                                                                                                    |                                                                                                                                                                                   |                                                                                                                                                                                    |                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>32 104</div> <div>—</div>            | <div> SUBSCRIBER REACH</div> <div>49.59%</div> <div>avg % subs see post</div>                    | <div> VIEWS/POST</div> <div>15.9K</div> <div>median 16K · 29 days</div>                           | <div> POSTS/WEEK</div> <div>16.4</div> <div>over period</div>                      |
| <div> 7D TREND</div> <div>+2.1%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>311.4</div> <div>21,795 reactions, 485 reposts, 7 comments</div> | <div> POST LENGTH</div> <div>661 chars</div> <div>median 622 · 29 days</div>                      | <div> POSTS ANALYZED</div> <div>70</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>7.9K</div> <div>24h avg</div>          | <div> CHURN / MONTH</div> <div>-1008</div> <div>last month</div>                                | <div> CITATION RATE</div> <div>228</div> <div>citation index · 473 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>4 years 3 months</div> <div>created 11.03.2022</div> |

AI EDITOR SUMMARY

Channel «Temnikova Yulia» — 32 104 subs. Each post avg views 15.9K people (50% from subs), wide reach for a channel this size. Publishes 16 posts/week (~2/day) — regular schedule. Week Jun 29 – Jul 5 reach stable (+2.1% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **70** posts over 29 days.
- 02 Dominant format – **Photo** (45/70 posts).
- 03 Avg post length – **661** chars (median 622).
- 04 Audience peak activity – **Thursday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (21.9K avg for top vs 13.8K for worst) – among 70 posts in 29 days. Worth analyzing what the top has in common: topic, format, posting time.

TOP 5 POSTS

|                                                                                                                                                                                                                                        |                                                                      |                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>02.07 · 16:40</div><div>VIDEO</div></div> <div>A passenger performed a dangerous stunt at Partizanskaya metro station. The young man sped on a bike and jumped from one...</div>                               | <div>VIEWS</div> <div>23 231</div> <div>REPOSTS</div> <div>108</div> | <div>REACTIONS</div> <div>249</div> <div>ER</div> <div>72.4%</div> |
| <div><div>Nº2</div><div>01.07 · 07:31</div><div>PHOTO</div></div> <div>On July 3, the Russian Traffic Police turns 90. We dedicated our program «Moscow drives» on the channel «Moscow...</div>                                        | <div>VIEWS</div> <div>21 801</div> <div>REPOSTS</div> <div>12</div>  | <div>REACTIONS</div> <div>309</div> <div>ER</div> <div>67.9%</div> |
| <div><div>Nº3</div><div>17.06 · 10:15</div><div>PHOTO</div></div> <div>This Friday at 11:40 we meet on the program «Moscow is Going» on the channel «Moscow 24»! The guest of the new episode will be Yulia Petrova, director...</div> | <div>VIEWS</div> <div>20 677</div> <div>REPOSTS</div> <div>12</div>  | <div>REACTIONS</div> <div>303</div> <div>ER</div> <div>64.4%</div> |

|                                                                                                                                                                                                                                |                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> <div>Nº4</div> <div>16.06 • 15:33</div> <div>PHOTO</div> </div> <p>Tomorrow at 10:00 I'll give an interview to Silver Rain radio! What will the city of the future look like? How are the tests of Russia's first...</p> | <div> <div>VIEWS</div> <div>17 767</div> </div> <div> <div>REPOSTS</div> <div>9</div> </div> <div> <div>REACTIONS</div> <div>326</div> </div> <div> <div>ER</div> <div>55.3%</div> </div>  |
| <div> <div>Nº5</div> <div>22.06 • 08:00</div> <div>PHOTO</div> </div> <p>Yesterday at the Moscow Philharmonic something indescribable happened. The band Zventa Sventana and the Russian National Youth...</p>                 | <div> <div>VIEWS</div> <div>17 562</div> </div> <div> <div>REPOSTS</div> <div>11</div> </div> <div> <div>REACTIONS</div> <div>325</div> </div> <div> <div>ER</div> <div>54.7%</div> </div> |
| <div> <div>WORST</div> <div>3</div> </div>                                                                                                                                                                                     |                                                                                                                                                                                            |
| <div> <div>↓</div> <div>07.07 • 10:15</div> <div>PHOTO</div> </div> <p>Resident of SEZ «Technopolis Moscow», company «Dagnostika-M», developed unique baggage scanners for river piers of the capital 🚢 Now...</p>             | <div> <div>VIEWS</div> <div>14 677</div> </div> <div> <div>REPOSTS</div> <div>6</div> </div> <div> <div>REACTIONS</div> <div>315</div> </div> <div> <div>ER</div> <div>45.7%</div> </div>  |
| <div> <div>↓</div> <div>28.06 • 15:35</div> <div>VIDEO</div> </div> <p>Scenic road in Hawaii 🌺 In a few hours you can climb over 3000 meters and admire the clouds from above. On...</p>                                       | <div> <div>VIEWS</div> <div>13 634</div> </div> <div> <div>REPOSTS</div> <div>6</div> </div> <div> <div>REACTIONS</div> <div>332</div> </div> <div> <div>ER</div> <div>42.5%</div> </div>  |
| <div> <div>↓</div> <div>05.07 • 15:03</div> <div>PHOTO</div> </div> <p>Trains in Japan are not just transport but a real source of inspiration. Photographer Victor Cheng created a series of shots dedicated to...</p>        | <div> <div>VIEWS</div> <div>13 227</div> </div> <div> <div>REPOSTS</div> <div>2</div> </div> <div> <div>REACTIONS</div> <div>327</div> </div> <div> <div>ER</div> <div>41.2%</div> </div>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

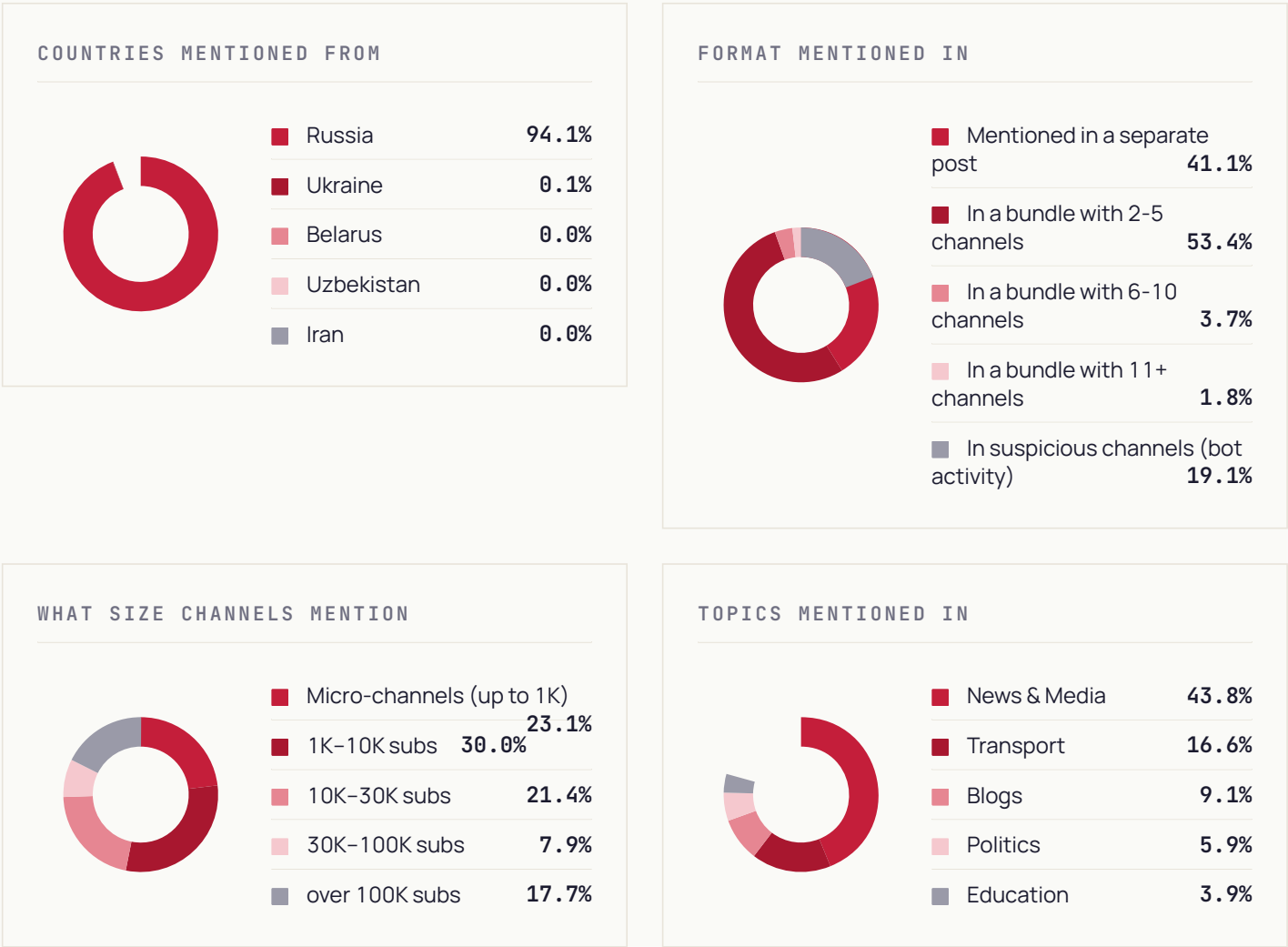
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

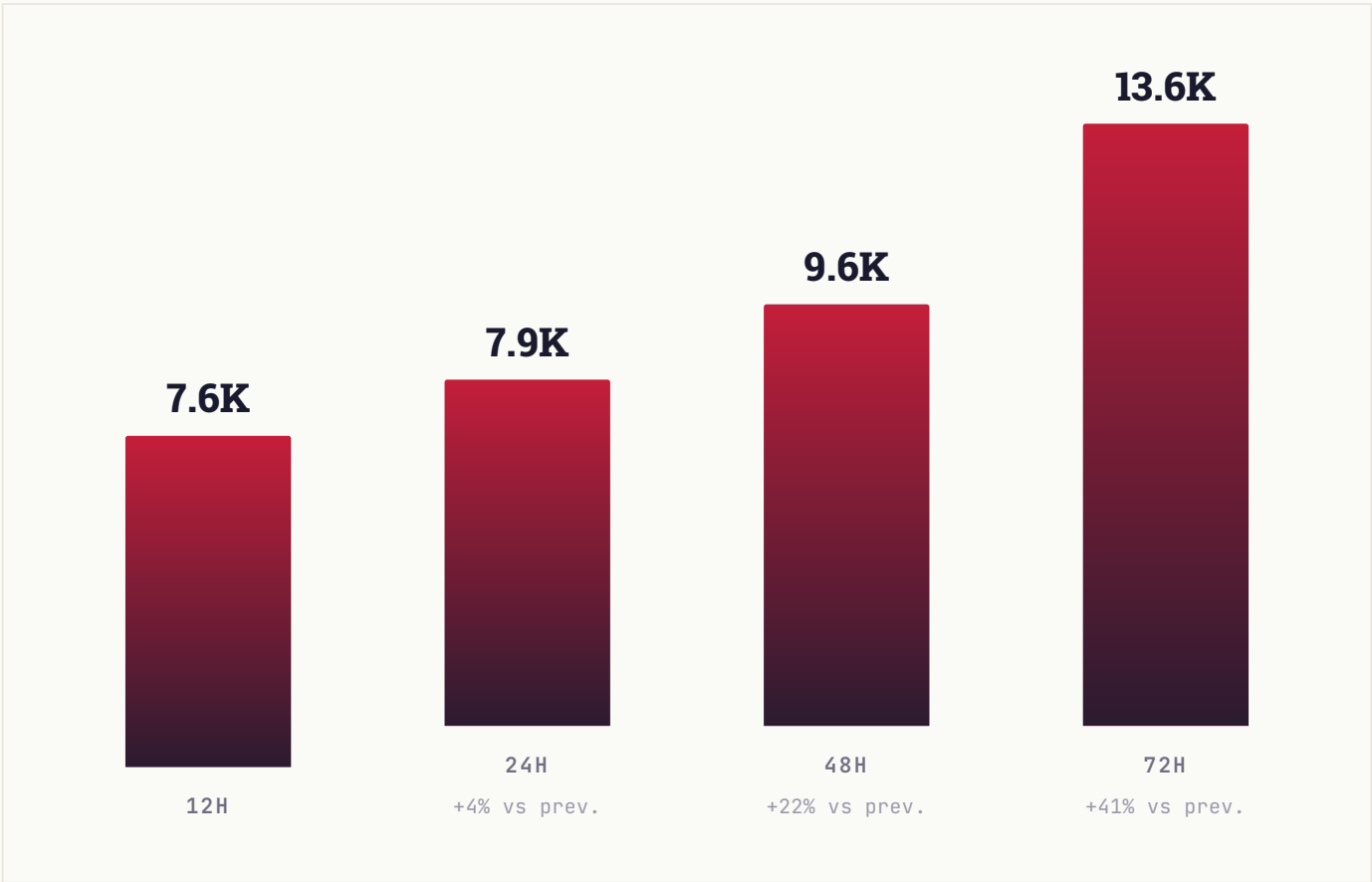
Citation index **228** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **473** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                    | SUBSCRIBERS |
|--------------------------------------------|-------------|
| TI Cars & Point                            | 3.5M        |
| AB Avtomanya                               | 1.9M        |
| VM Vodiy Moshina Bozor                     | 1M          |
| WE WENGALLBI                               | 998.7K      |
| DS Dubrovsky Syndicate   Zhekich Dubrovsky | 690.5K      |
| UN Un Normal                               | 588.6K      |
| FI Fighterbomber                           | 521.2K      |
| AB Auto.ru                                 | 498.5K      |
| GA Garage                                  | 482.5K      |
| AB AVTOZAKAZ.RU                            | 480K        |
| TY Temnikova Yulia YOU                     | 32.1K       |

COMPARATIVE CONCLUSION

Channel not yet outside top-98 niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 202.7K. First goal: enter top-98 via 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 **78**, they brought **12 022** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|----------------|----------|----------|---------------------|
| January 2026   | 7        | 6        | 1 023               |
| December 2025  | 27       | 23       | 2 779               |
| November 2025  | 16       | 14       | 897                 |
| October 2025   | 7        | 7        | 2 604               |
| September 2025 | 13       | 11       | 3 369               |
| August 2025    | 8        | 7        | 1 350               |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 78             | 6              | 12 022                |

## Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the median, and a red dot representing the channel's performance. A vertical line marks the median value.

- SUBSCRIBERS:** The chart shows a range from 59.9K to 620.3K. The median is 209.3K. The channel's performance is 32,104, which is 85% below the median.
- AVG REACH / POST:** The chart shows a range from 1.3K to 126.4K. The median is 15.4K. The channel's performance is 15,922, which is better than 50% of the niche.
- CITATION INDEX:** The chart shows a range from 0 to 2.7K. The median is 95. The channel's performance is 228, which is better than 52% of the niche.

| Metric           | Min   | Median | Channel Value | Comparison               | Max    |
|------------------|-------|--------|---------------|--------------------------|--------|
| SUBSCRIBERS      | 59.9K | 209.3K | 32,104        | 85% below median         | 620.3K |
| AVG REACH / POST | 1.3K  | 15.4K  | 15,922        | better than 50% of niche | 126.4K |
| CITATION INDEX   | 0     | 95     | 228           | better than 52% of niche | 2.7K   |

## — SECTION 09 · STRATEGY

# What to do right now

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

01

## Main post of the week — on Thursday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best time for  
important  
posts**

02

## 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**

03

## Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.  
One poll per week on a hot topic is an easy win.

EFFECT

**+5-15% ER**

04

## Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. 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 — it's a source of organic traffic.

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 close your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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