

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow in rose-colored glasses



@thepinkmoscow

0% negativity and 100% how Moscow has become prettier under Sobyenin For cooperation: @tellmoscowrus Channel cooperates with @swaymedia @Tgpodbor_official RKN: <https://clck.ru/3PGSLq>

SUBSCRIBERS

102 674

+2629 per month

ERR (% SEE POSTS)

17.0%

Daily **10.3%**

REACH/POST

16.7K

Ad reach **10.3K/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.

 SUBSCRIBERS 102 674 —	 SUBSCRIBER REACH 16.24% Avg % subs see post	 VIEWS/POST 16.7K Median 17.1K · 29 days	 POSTS/WEEK 19.7 Period
 7D TREND -4.5% vs previous week	 REACTIONS/POST 114.0 9,350 reactions, 475 reposts, 0 comments	 POST LENGTH 217 chars Median 190 · 29 days	 POSTS ANALYZED 82 29 days
 AD REACH 10.3K 24h avg	 CHURN / MONTH +2629 Last month	 QUOTABILITY 7 Citation index · 262 channels mentioned ever	 CHANNEL AGE 1 year 1 month Created 07.05.2025

AI EDITOR SUMMARY

Channel «Moscow in Rose-Colored Glasses» — 102 674 subs. Each post avg views 16.7K people (16% from subs), avg reach — room to grow. Publishes 20 posts/week (~3/day) — regular. Week Jun 15–21 reach Stable (-4.5% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **82** posts in 29 days.
- 02 Dominant format — **Video** (54/82 posts).
- 03 Avg post length — **217** chars (median 190).
- 04 Peak audience activity — **Friday**, 17:00 MSK.
- 05 Top posts get **2×** More views than weakest (21.6K top avg vs 14.3K worst) — across 82 posts in 29 days. Analyze top commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 14:31 PHOTO Victoria's Secret showed what a rebrand that really works looks like. The company's shares rose almost 50% after...	VIEWS 22 079 REP. 5	REACTIONS 134 ER 21.5%
Nº2 05.06 · 14:38 VIDEO 🍷 Okroshka on prosecco invented at a Moscow restaurant Berries replace sausage and potatoes, plus sorbet and chilled...	VIEWS 21 341 REP. 10	REACTIONS 123 ER 20.8%
Nº3 06.06 · 14:55 PHOTO Messenger Max finally killed — some iPhone owners can't open the app because devs didn't turn off...	VIEWS 21 289 REP. 19	REACTIONS 291 ER 20.7%

Nº4 06.06 · 11:20 VIDEO In Moscow, judges in red uniforms appeared on the streets, what they judge is not yet clear Looks like the madness for the World Cup is starting...	VIEWS 20 644 REP. 3	REACTIONS 119 ER 20.1%
Nº5 06.06 · 08:15 VIDEO Ice cream in LEMONS served on Lotte Hotel terrace — a gimmick for the veranda opening. It's decked out in yellow and conveys...	VIEWS 20 148 REP. 3	REACTIONS 112 ER 19.6%

|

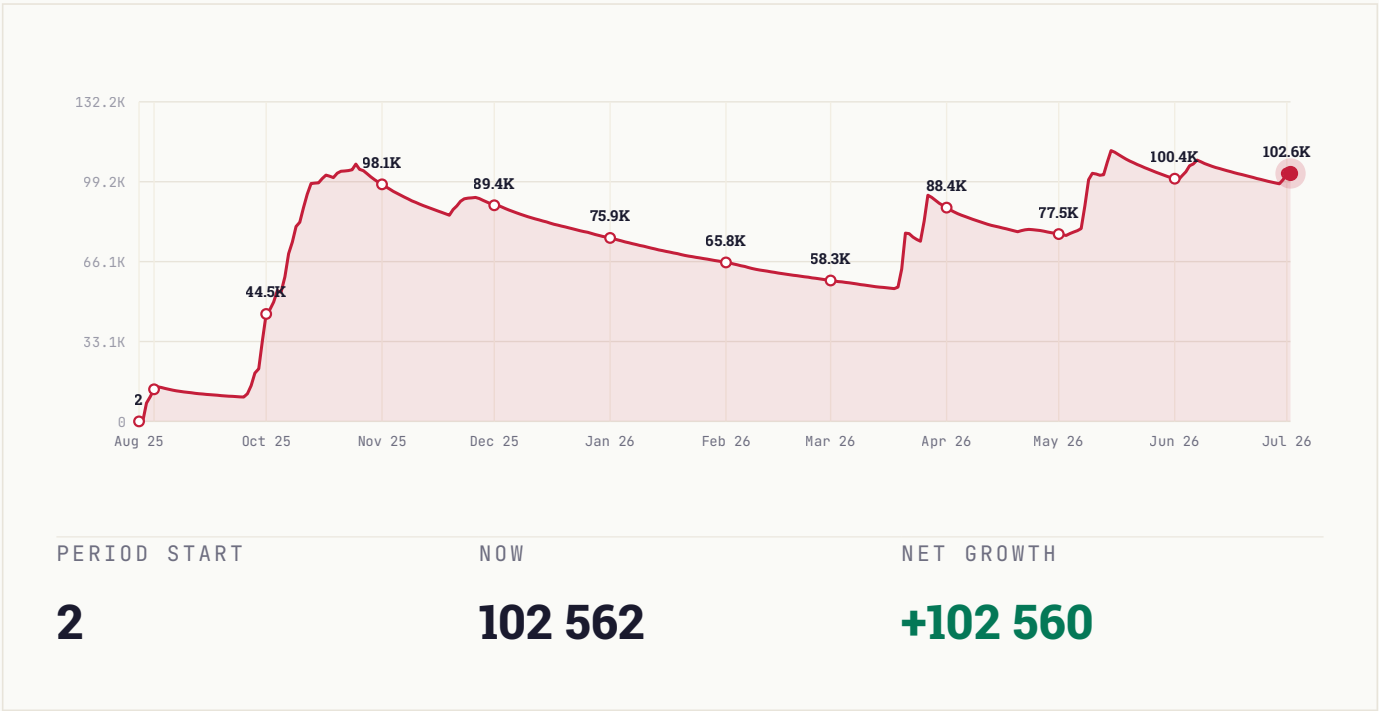
WORST 3

↓ 28.06 · 08:03 PHOTO Found the perfect cap for meeting your ex.	VIEWS 15 065 REP. 8	REACTIONS 107 ER 14.7%
↓ 28.06 · 12:03 VIDEO 🍓 Sweet deals season at Preobrazhensky Market Strawberries from 150 ₺, cherries from 200 ₺. Also peonies for 150...	VIEWS 14 027 REP. 7	REACTIONS 101 ER 13.7%
↓ 28.06 · 16:05 PHOTO 🥵 Last day of June brings real heat to Muscovites. On June 30, air in the capital will warm up to +30°C, according to the Hydrometcenter.	VIEWS 13 860 REP. 3	REACTIONS 111 ER 13.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

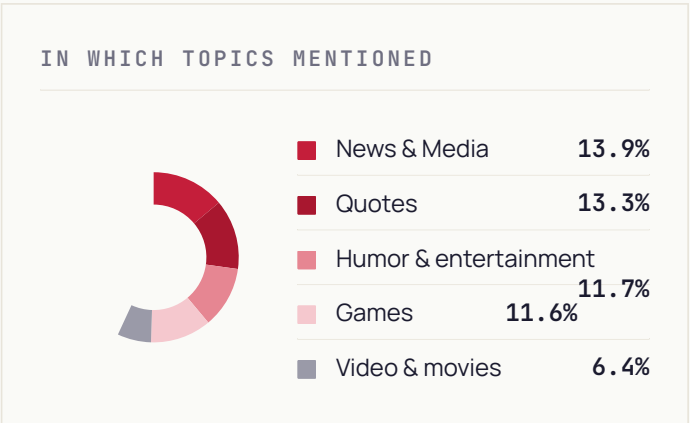
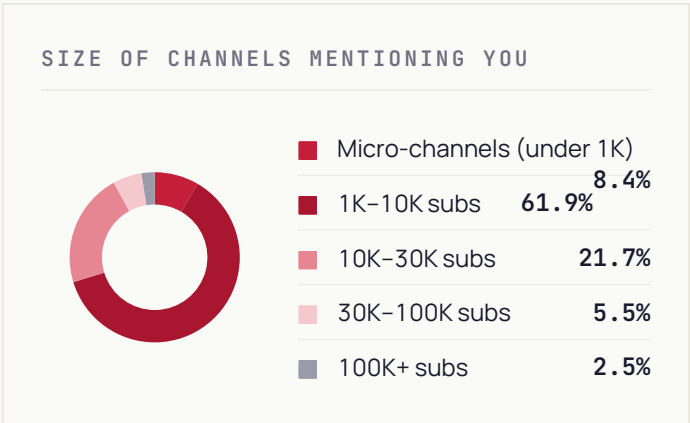
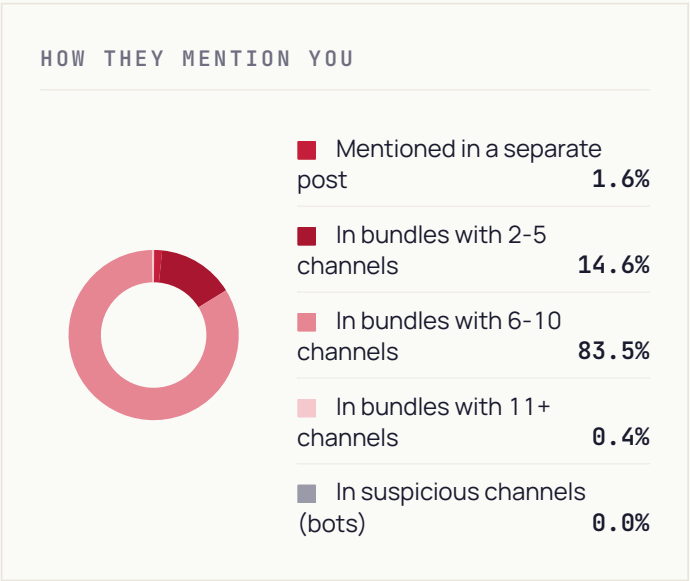
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions you and how

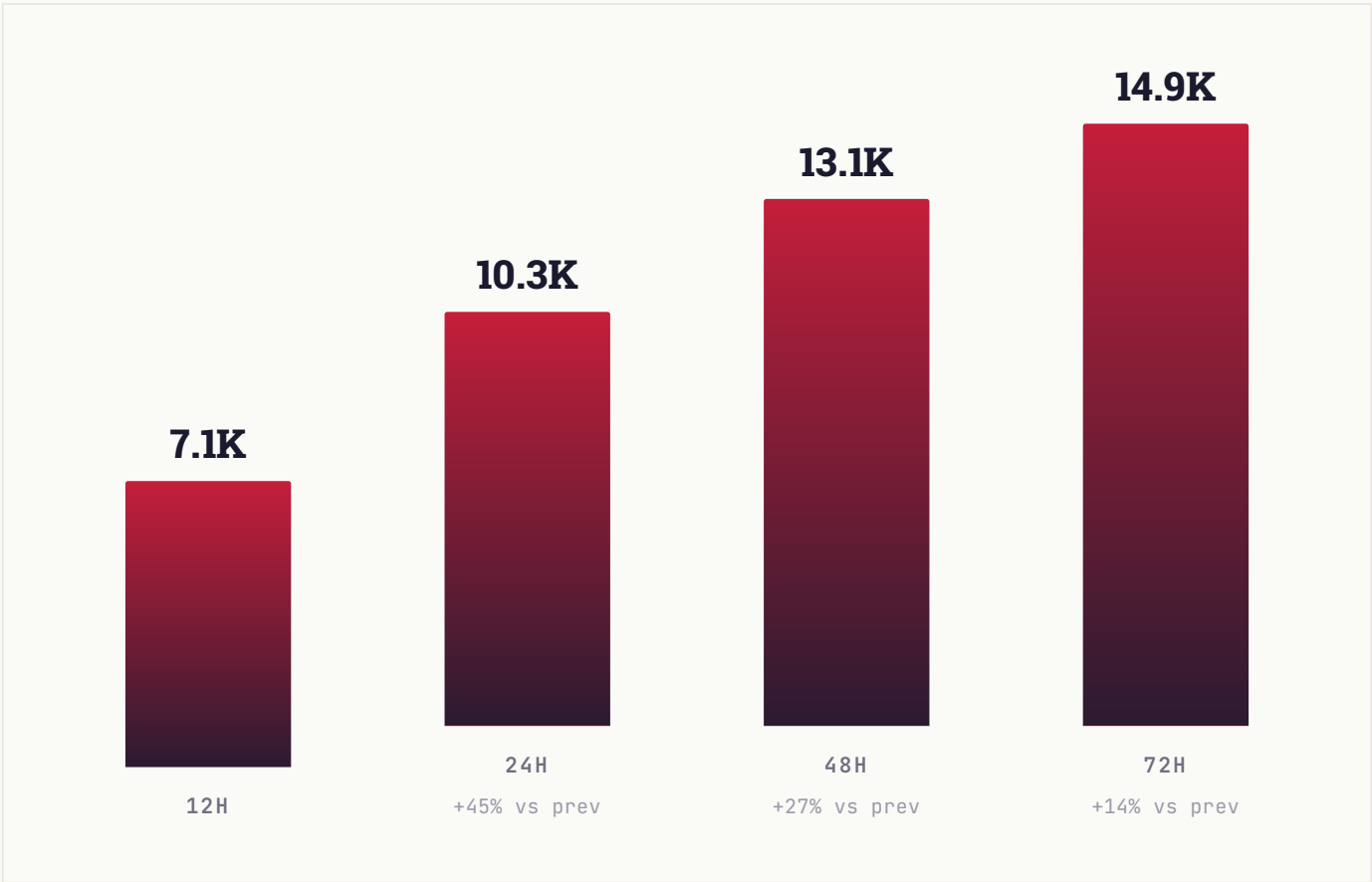
Citation index 7 — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel mentioned **262** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow — where to go Poster	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
MO Moskvichka	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount train	432.9K
3 333bet.cc Official ®	406K
MV Moscow in rose-colored glasses YOU	102.7K

COMPARATIVE INSIGHT

Channel in Bottom half of top-100 niche (#93 of 97). Niche median — 158.9K subs. First growth KPI — reach median. Leader: Moscow — where to go | Poster (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** Such mentions: **553**, they brought **119 763** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	0
Dec 2025	3	3	0
Nov 2025	14	7	7 349
Oct 2025	485	255	74 654
Sep 2025	38	28	27 557
August 2025	13	6	10 203
TOTAL MENTIONS			553
MONTHS IN DATA			6
ACQUIRED SUBSCRIBERS			119 763

— SECTION 08 · NICHE COMPARISON

Where your channel ranks in its league

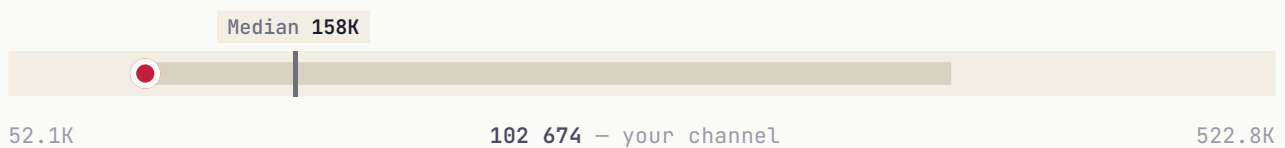
Took top-100 Channels in category «Travel» (Russia) and saw how your channel looks against them. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#93 /100

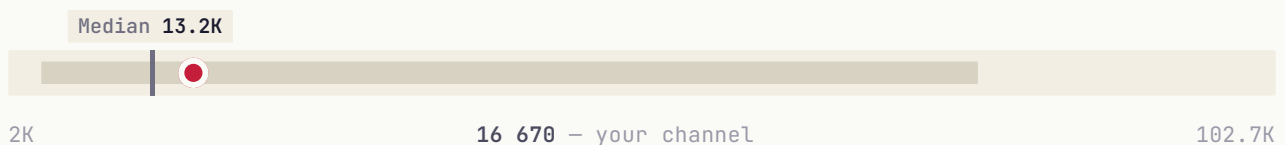
POSITION IN NICHE

Channel in the bottom half of the ranking

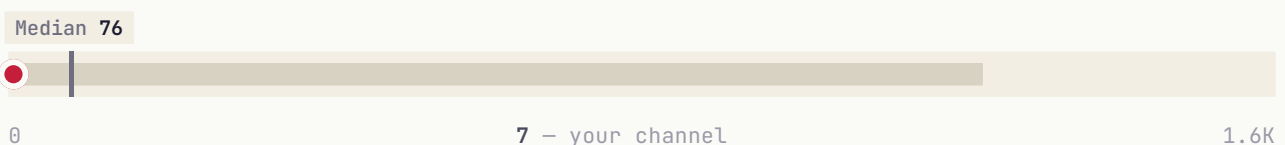
SUBSCRIBERS

35% below median

AVG REACH / POST

Better than 52% of niche

CITATION INDEX

91% below median

— 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 Friday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

Paid traffic

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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels 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 searches by description. Add 3-5 keywords of your niche — 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 hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager