

— PUBLIC REPORT PROMTPRESS

Channel audit

Pipe under Neglinnaya



@trubapodneglinnoy

We'll reply. Write: @trubny Registry RKN: <https://gosuslugi.ru/snet/6790bbbed58ab2221b0c922e7>

SUBSCRIBERS

128 747

+2309 per month

ERR (% SEE POSTS)

17.0%

per day **13.6%**

REACH/POST

20.7K

ad reach **17.5K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citations

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Economy» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 128 747 —	 SUBS REACH 16.07% avg % of subs see post	 VIEWS/POST 20.7K median 20.3K · 29 days	 POSTS/DAY 12.2 ~85 per week
 7D TREND -2.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 859 chars median 920 · 29 days	 POSTS ANALYZED 364 29 days
 AD REACH 17.5K 24h avg	 CHURN / MONTH +2309 last month	 CITATIONS 632 citation index · 2,260 channels mentioned all time	 CHANNEL AGE 8 years 6 months created 07.12.2017

AI EDITOR SUMMARY

Channel «Pipe under Neglinnaya» — 128 747 subs. Each post averages 20.7K people (16% of subs), average reach — room to grow. Publishes 85 posts per week (~12/day) — very active. Week 25–31 May reach stable (-2.0% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **364** posts in 29 days.
- 02 Dominant format – **Text** (351/364 posts).
- 03 Avg post length – **859** characters (median 920).
- 04 Peak audience activity – **Tuesday**, 20:00 MSK.
- 05 Top posts get **5x** more views than the weakest (89.2K avg for top vs 17.3K for worst) – among 364 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 17:51 TEXT Fake company «Horns and Hooves» entered top-20 employers on HeadHunter A group of entrepreneurs ran an experiment, registering a...	VIEWS 146 035 REP. 335	REACTIONS — ER 113.4%
Nº2 20.05 · 15:00 PHOTO VEB Chairman announced this ahead of Putin's official visit to China. → Since 2019, Chinese has been included in the Unified State Exam...	VIEWS 61 330 REP. 11	REACTIONS — ER 47.6%
Nº3 14.05 · 18:10 TEXT Central Bank eased biometric requirements for microfinance lenders The Bank of Russia granted microfinance companies (MFCs) a deferral until January 1...	VIEWS 60 091 REP. 38	REACTIONS — ER 46.7%

Nº4 18.05 · 17:49 TEXT How Russian business adapts to cyber challenges According to Rossiyskaya Gazeta, in 2025 87% of organizations worldwide faced...	VIEWS 25 005 REP. 11	REACTIONS — ER 19.4%
Nº5 29.05 · 08:45 TEXT Banks stop counting 'gray' income of self-employed for loans Russian credit organizations will no longer take into...	VIEWS 24 230 REP. 33	REACTIONS — ER 18.8%

WORST 3

↓ 02.06 · 10:23 TEXT USD exchange rate rose above 73 rubles The American currency broke through 73 rubles. The day before, the Bank of Russia set...	VIEWS 17 299 REP. 5	REACTIONS — ER 13.4%
↓ 05.06 · 15:20 TEXT At SPIEF, PSB Chairman Petr Fradkov said the international settlement market is undergoing structural transformation. The reason is...	VIEWS 17 284 REP. 2	REACTIONS — ER 13.4%
↓ 02.06 · 16:53 TEXT Putin ordered to ensure payment systems work if internet is disconnected The President instructed the government together with the FSB to ensure...	VIEWS 17 207 REP. 17	REACTIONS — ER 13.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



START OF PERIOD

NOW

NET GROWTH

125 210

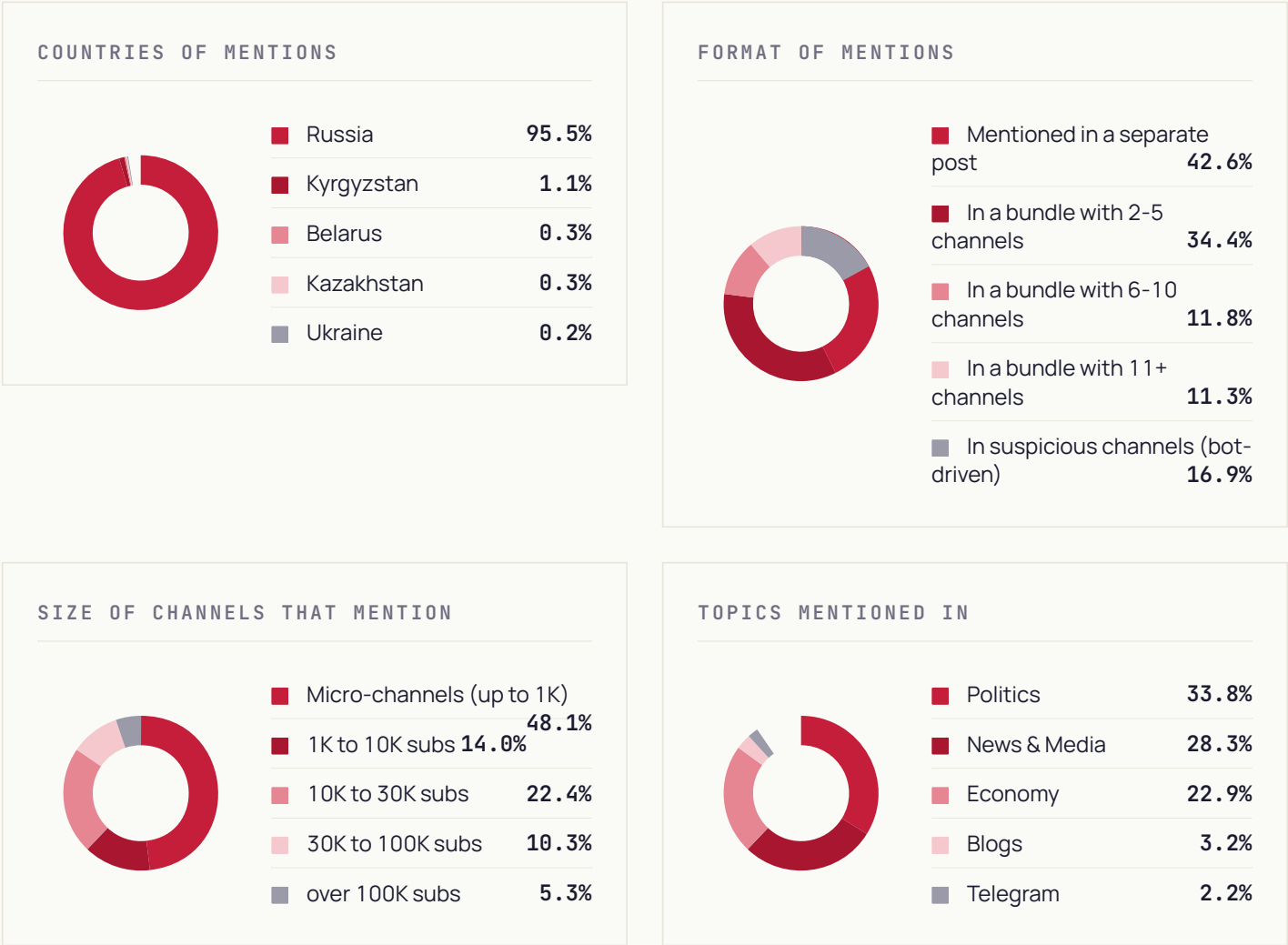
128 747

+3 537

SECTION 04 · CITATIONS

Who mentions the channel and how

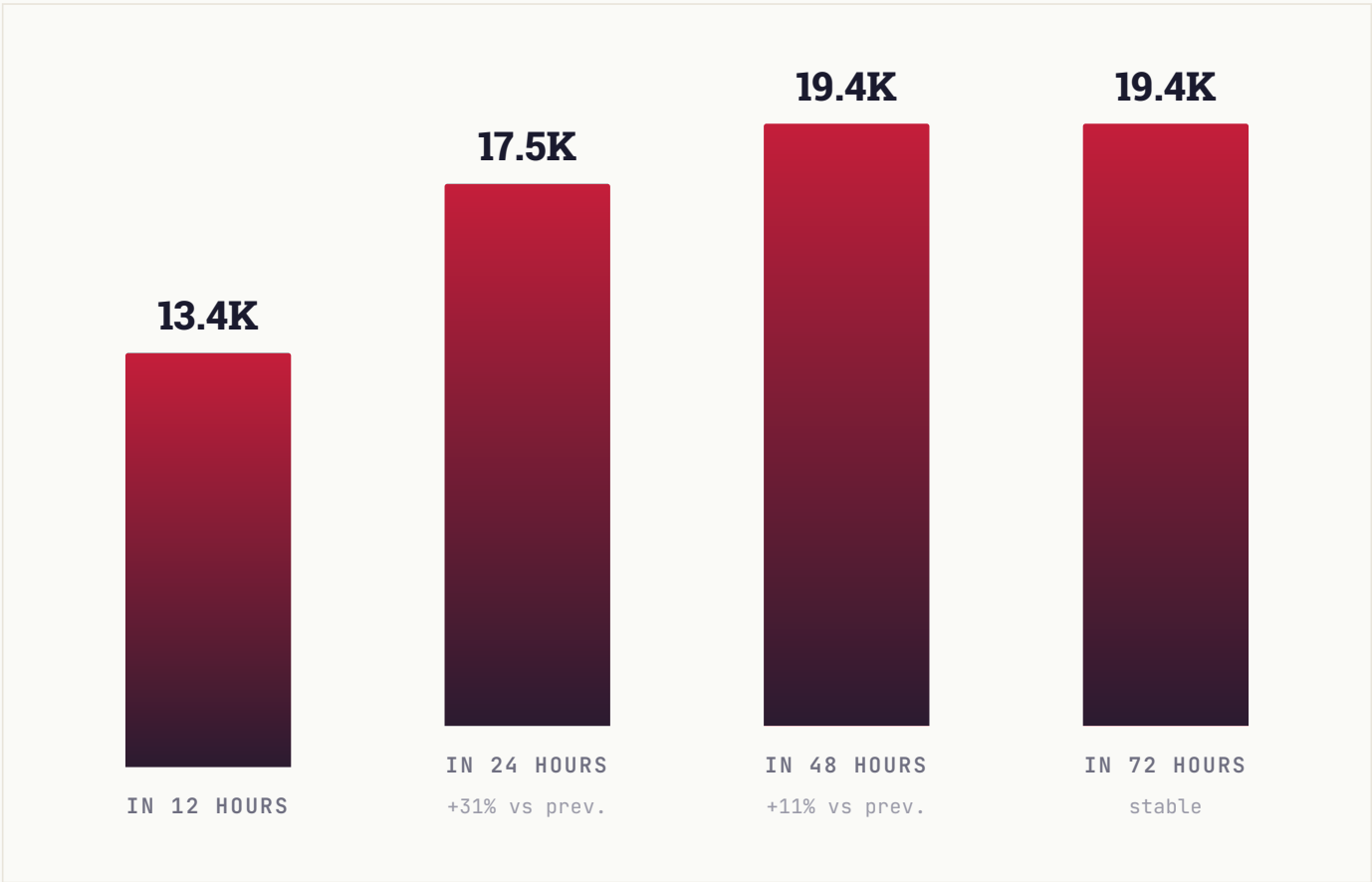
Citation index **632** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time channel was mentioned **2 260** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post 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
TE The Economist	1.2M
TE Axe. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
RE Russian economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
SB Sber	717K
OG Olga Gogaladze	590.2K
BC More Than Economics	541.2K
TP Pipe under Neglinnaya YOU	128.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#73 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **677**, they brought **19 553** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	118	27	8 725
November 2025	77	23	1 801
October 2025	112	27	1 996
September 2025	136	44	1 805
August 2025	121	34	2 056
July 2025	113	36	3 170
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS	
677	6	19 553	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Economy» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

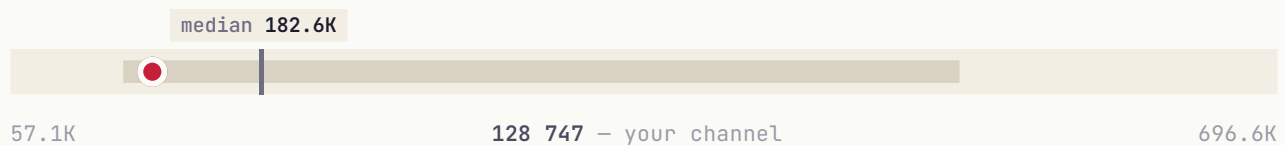
#73 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

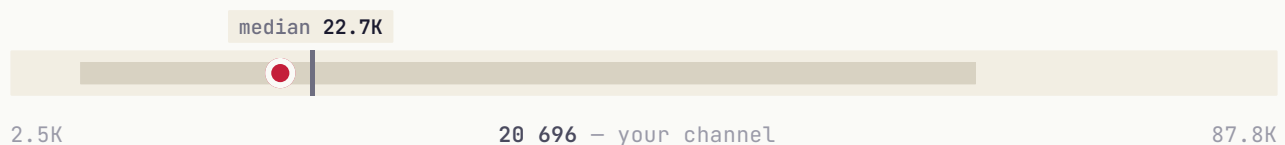
SUBSCRIBERS

29% worse than median



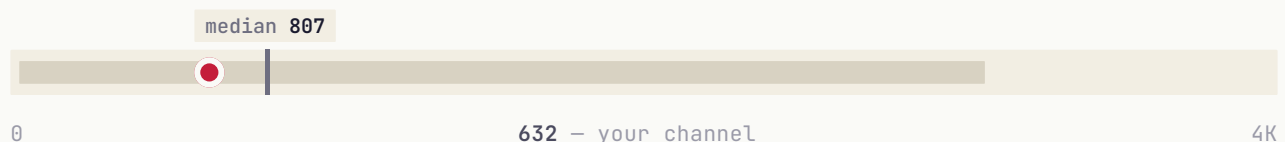
AVG REACH / POST

9% worse than median



CITATION INDEX

22% worse than median



— 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

Top post of the week — on Tuesday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend reaching 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). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

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

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using 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
----	------------------------	---
