

— PROMTPRESS PUBLIC REPORT

Channel audit

Tyumen Saratov

Samara

Ulyanovsk

Irkutsk Barnaul

Makhachkala

Tolyatti

Chelyabinsk

Volgograd

Rostov Perm

Voronezh

Krasnodar

Novgorod

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number tells for what period it was calculated.

 SUBS 46 085 —	 SUBSCRIBER REACH 0.02% avg % of subscribers see post	 VIEWS/POST 7 median 7 · —	 POSTS/WK 1.0 for the period
 TREND 7D — no data for period	 REACTS/POST — MTPROTO only	 POST LENGTH 71 chars. median 71 · —	 POSTS ANALYZED 1 —
 AD REACH 1 avg per 24h	 CHURN/MONTH +42050 past month	 CITATIONS 0 citation index · 1 channels mentioned all time	 CHANNEL AGE 6 months 22 days created 01.02.2026

EDITOR'S AI SUMMARY

Channel «Tyumen Saratov Samara Ulyanovsk Irkutsk Barnaul Makhachkala Tolyatti Chelyabinsk Volgograd Rostov Perm Voronezh Krasnodar Novgorod» — 46 085 subscribers. Each post gets on average 7 people (0% from subscribers), reach is low — worth expanding the audience. Publishes 1 posts per week (~0 per day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 1 posts per —.
- 02 Dominant format — **Photos** (1/1 posts).
- 03 Average post length — **71** characters (median 71).
- 04 Peak audience activity — **Thu, 09:00 MSK**.
- 05 Strongest posts get **0 times** more views than the weakest (2 avg for top vs 7 for worst) — among 1 posts per —. Worth analyzing what the top have in common — topic, format, timing.

TOP-1 POSTS

Nº1 20.08 · 06:13 PHOTOS BEST TELEGRAM CATALOG ⚡🚀👉👉👉 Add the site to your tab bar 🤩⚡	VIEWS	REACTS
	7	—
	REPOSTS	ER
	—	0.0%

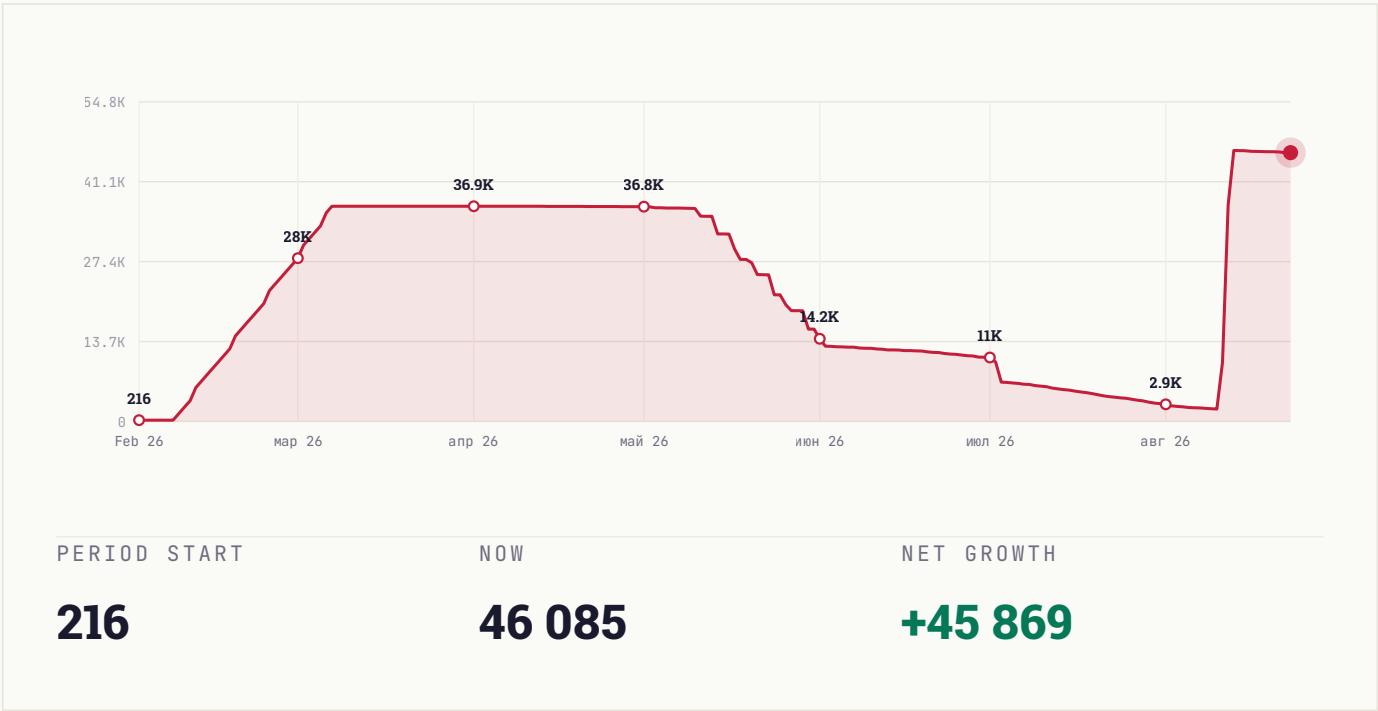
WORST 1

↓ 20.08 · 06:13 PHOTOS BEST TELEGRAM CATALOG ⚡🚀👉👉👉 Add the site to your tab bar 🤩⚡	VIEWS	REACTS
	7	—
	REPOSTS	ER
	—	0.0%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

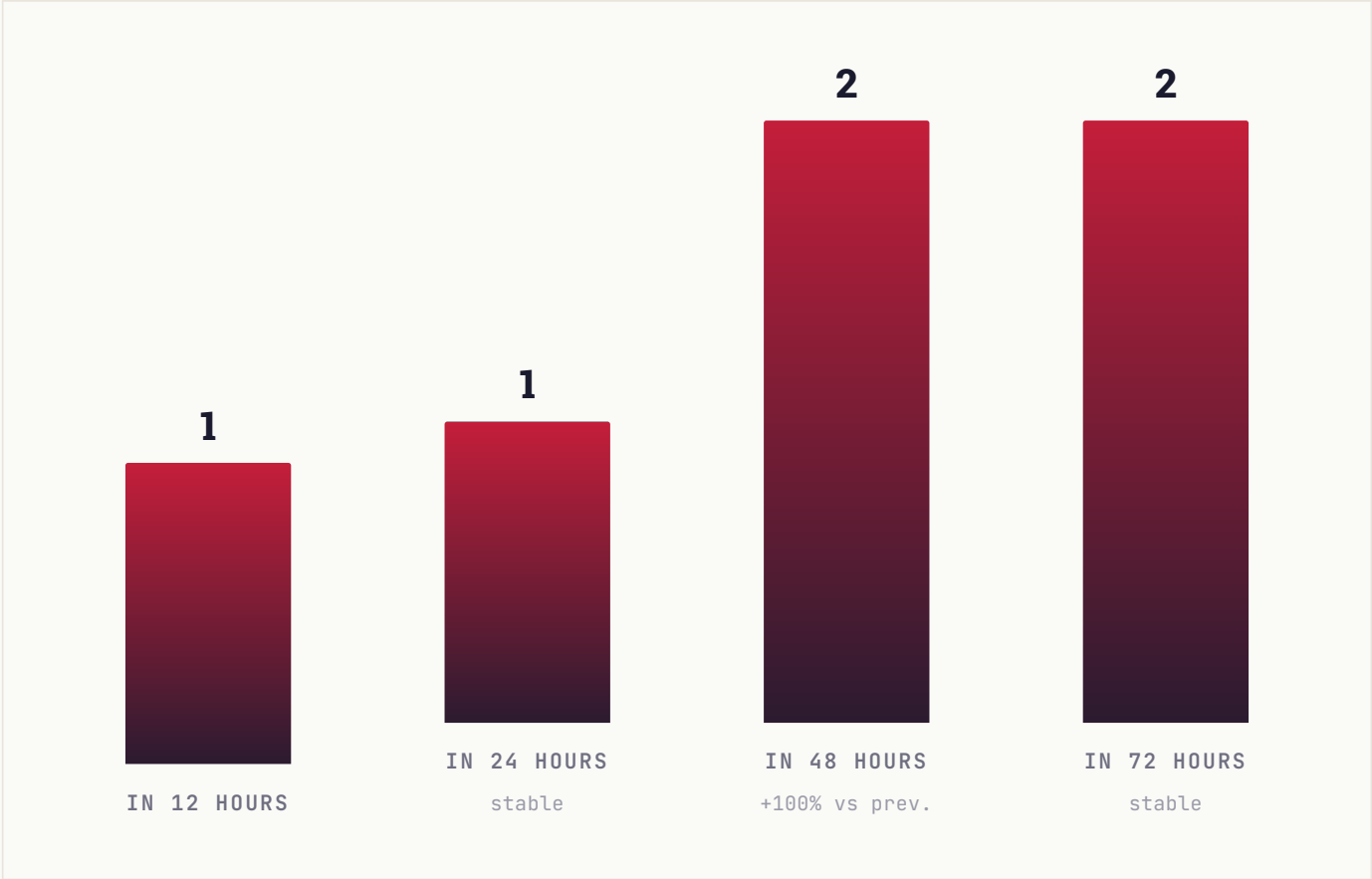
Subscriber growth chart over the year. On key months, exact subscriber counts are shown. See in which months the channel grew, and in which subscribers left.



SECTION 04 · AD POTENTIAL

How long posts drive reach

Average reach of an ad post by time since publication. Helps gauge how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. We highlighted your channel — see where it ranks among niche peers.

CHANNEL	SUBS
М• Москвач • Новости Москвы	4.3M
TL Топор Live	4.1M
ПЭ Live • News	4M
М- Москва - это интересно	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
РН РИА Новости	3M
НМ Новости Москвы	2.7M
МС Москва сегодня	2.7M
Avg СМИ Россия не Москва	2.6M
ТС Тюмен Saratov Samara Ulyanovsk Irkutsk Barnaul Makhachkala Tolyatti Chelyabinsk Volgograd Rostov Perm Voronezh Krasnodar Novgorod	46.1K

COMPARATIVE CONCLUSION

Channel to date outside top-99 niche — early growth stage. Niche leader — Москвач • Новости Москвы (4.3M), median top-99: 776.9K. First goal — break into top-99 via systematic work with traffic and content.

SECTION 06 · MENTION DYNAMICS

Mention frequency

Every month we track posts in other channels that mention your channel. Over the last **1 months** such mentions **0**, they brought **26 671** new subscribers.

PERIOD	MENTIONS	CHANNELS	SUBS GAINED
Февраль 2026	0	0	26 671



TOTAL MENTIONS	MONTHS OF DATA	SUBS ACQUIRED
0	1	26 671

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and looked at how the channel looks against their background. Gray bar — range in which 80% of niche channels fall (from p10 to p90). Black vertical — median. Red dot — your channel.



SECTION 08 · STRATEGY

What to do now

5 priority actions, sorted by expected impact. Mark as checklist and return to this report in a month.

01**Increase post frequency**

Now 1.0 posts/week. Active channels: 7-10.
Consistency is key to audience retention.

IMPACT

**Consistency
over volume****02****Main post of the week – Thursday**

On this day and at 09:00 MSK the audience is most active.

IMPACT

**Best window
for key posts****03****Increase share of video posts**

Video in Telegram holds audiences longer and the algorithm favors it. Target 15-25% share.

IMPACT

**Video holds
audiences
better****04****ER below niche benchmark – revisit formats**

Current ER 0.02% vs norm 5.5%. Try polls and interactive formats.

IMPACT

+5.5pp ER**05****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for the niche.

IMPACT

**+1000-3000
subs**

★ WHAT'S NEXT

Want us to do this? **PromptPress?**

This audit — we can do it in minutes on public data. Want to go further — run ads with us and hit your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager