

PROMTPRESS PUBLIC REPORT

Channel audit

URA.RU



@uranews

Top political and social news. Send news — @uranewsbot
Partnership — @ura_progress_bot Site: <https://ura.news>
6740714934

SUBSCRIBERS

223 827

-1774 per month

ERR (% SEE POSTS)

17.0%

last day **6.0%**

REACH/POST

36K

ad reach **13.5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 223 827 —	 SUBS REACH 16.1% avg % subs see post	 VIEWS/POST 36K median 14.2K · 29 days	 POSTS/DAY 21.7 ~152 per week
 7D TREND -12.5% vs previous week	 REACTIONS/POST 131.3 total 84,266 reactions, 95,290 reposts, 0 comments	 POST LENGTH 680 chars median 660 · 29 days	 POSTS ANALYZED 642 29 days
 AD REACH 13.5K 24h avg	 CHURN / MONTH -1774 last month	 CITATION RATE 7 864 citation index · 16,577 channels mentioned all time	 CHANNEL AGE 9 years 4 months created Feb 19, 2017

AI EDITOR SUMMARY

Channel "URA.RU" — 223 827 subs. Each post averages 36K people (16% of subs), avg reach — room to grow. Publishes 152 posts/week (~22/day) — very active. Week Jun 29–Jul 5 reach dropped -12.5% by week Jun 22–28 — worth analyzing why.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **642** posts over 29 days.
- 02 Dominant format – **Photo** (501/642 posts).
- 03 Avg post length – **680** chars (median 660).
- 04 Peak audience activity – **Sunday, 09:00 MSK**.
- 05 Top posts drive **48x** more views than the weakest (528.3K avg for top vs 11.1K for worst) – among 642 posts over 29 days. Worth analyzing what the top shares – topic, format, timing.

TOP 5 POSTS

Nº1 28.06 · 06:05 PHOTO Applicants warned about dangerous college admission scam Scammers fake university communities to steal accounts...	VIEWS 574 197 REPOSTS 2 324	REACTIONS 69 ER 256.5%
Nº2 05.07 · 12:29 PHOTO Sucked in gasoline – heart failed: why the "old-school" fuel siphon method is harmful Due to rising prices and fuel availability issues in Russia...	VIEWS 509 825 REPOSTS 2 256	REACTIONS 115 ER 227.8%
Nº3 18.06 · 09:28 PHOTO KhMAO resident had erroneous debt of nearly a trillion rubles written off after URA.RU publication "After the story appeared in the public domain..."	VIEWS 500 879 REPOSTS 2 486	REACTIONS 129 ER 223.8%

Nº4

30.06 · 06:39

VIDEO

Shootout at a resort near Chelyabinsk A conflict between several groups erupted on the evening of June 28 at a...

VIEWS

490 461

REACTIONS

104

REPOSTS

967

ER

219.1%

Nº5

16.06 · 10:21

VIDEO

Man who beat child in Uk tus sentenced Chkalovsky District Court of Yekaterinburg sentenced 38-year-old Yakov Shusharin to 4 years...

VIEWS

480 680

REACTIONS

188

REPOSTS

2 074

ER

214.8%

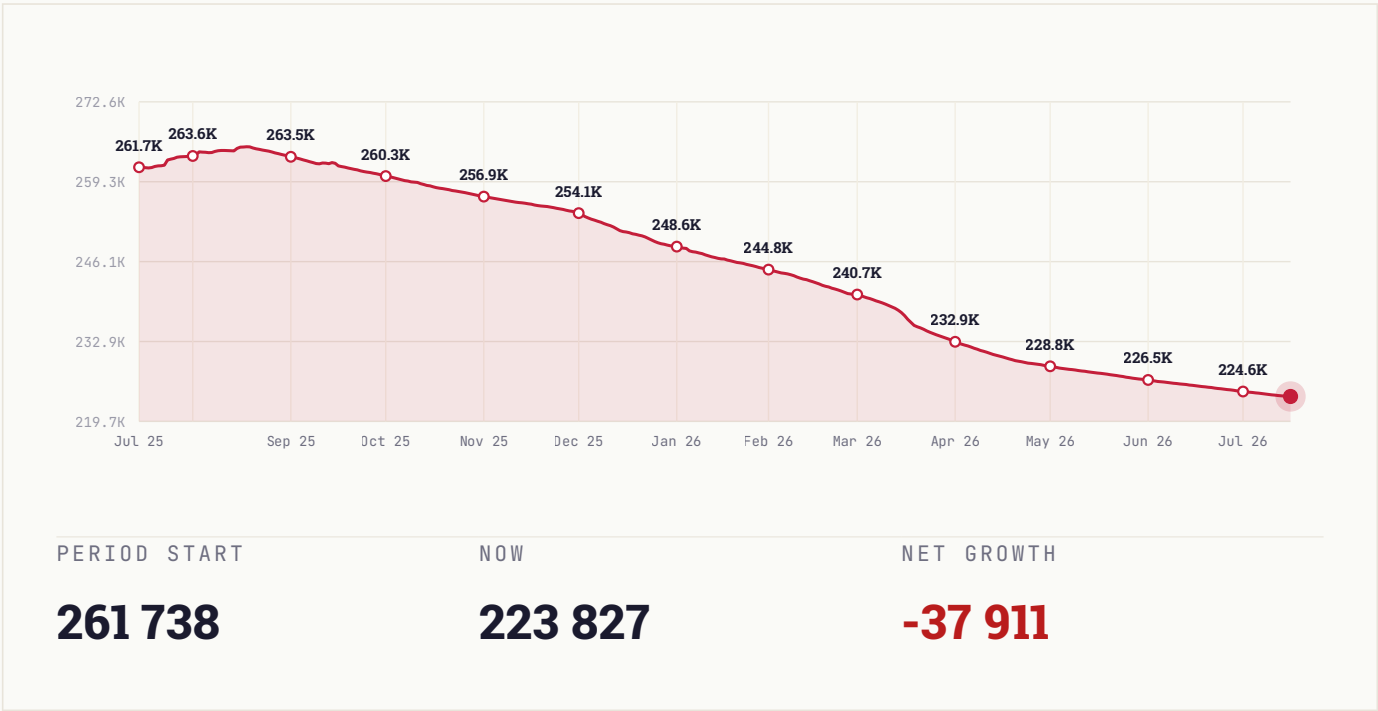
WORST 3

↓ 08.07 · 13:46 VIDEO Prostokvashino gardens flooded near Verkhnyaya Pyshma Locals came up with the unusual name for the gardening community near Yekaterinburg's satellite city...	VIEWS 11 158 REACTIONS 71 REPOSTS 25 ER 5.0%
↓ 08.07 · 14:29 PHOTO How to store gasoline without burning your car Fuel shelf life per GOST is one year, but in practice it starts losing its...	VIEWS 11 158 REACTIONS 81 REPOSTS 46 ER 5.0%
↓ 08.07 · 13:59 PHOTO New Russian record for onshore drilling: In Eastern Siberia, Irkutsk Oil Company (INK) drilled a horizontal well...	VIEWS 11 012 REACTIONS 84 REPOSTS 21 ER 4.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

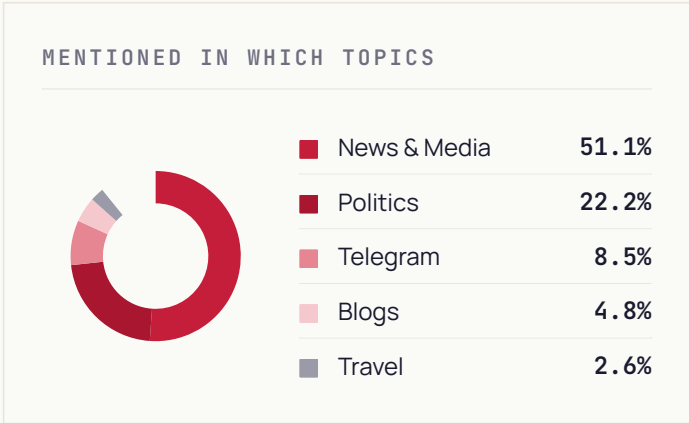
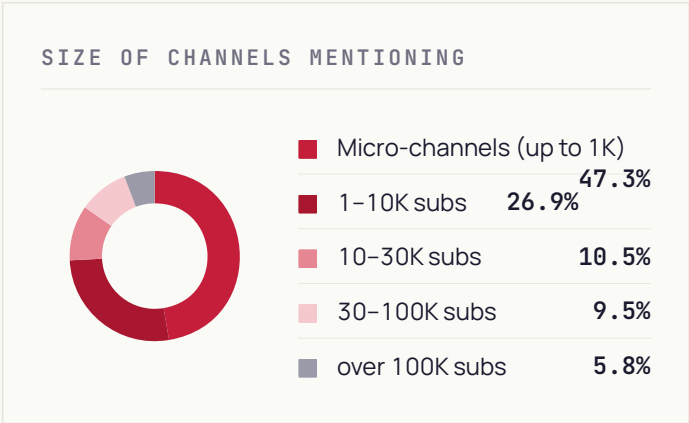
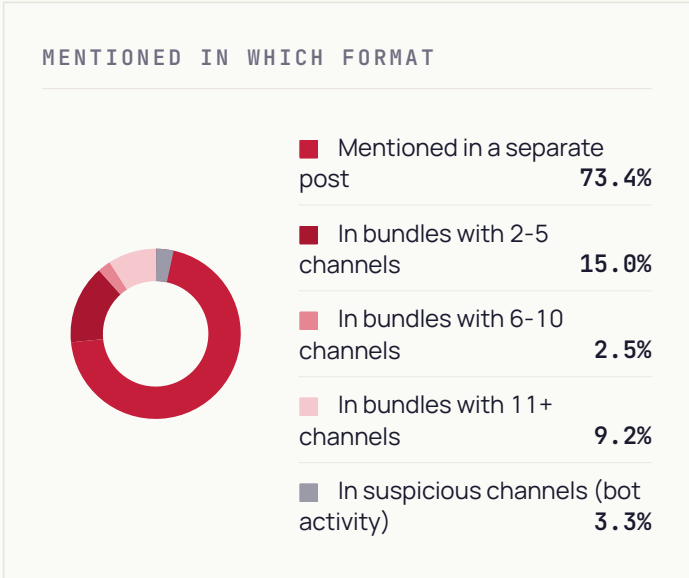
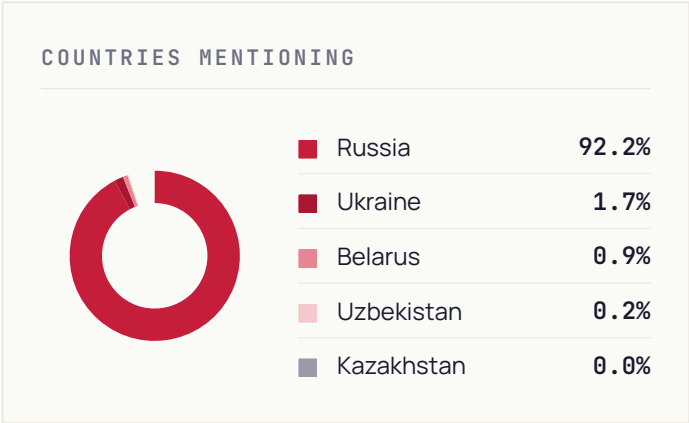
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

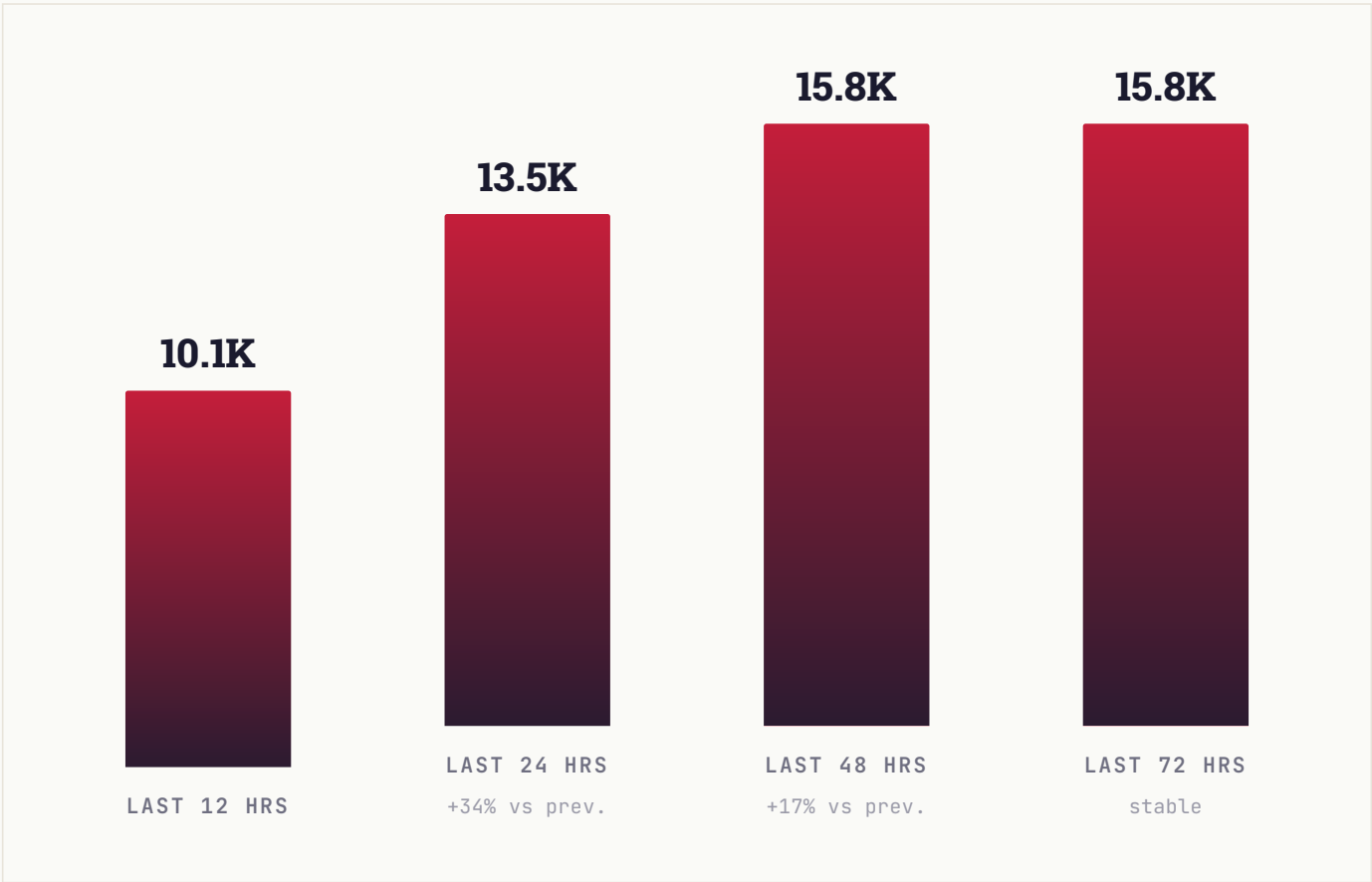
Citation index **7 864** — channel popularity rating based on mentions. Accounts for both quantity and weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **16 577** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge 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 neighbors.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
UR URA.RU YOU	223.8K

COMPARATIVE SUMMARY

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **8 717**, they brought **2 075** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	968	309	0	
December 2025	1 200	472	0	
Nov 2025	1 009	375	0	
Oct 2025	1 358	410	0	
September 2025	1 923	500	315	
August 2025	2 259	602	1 760	

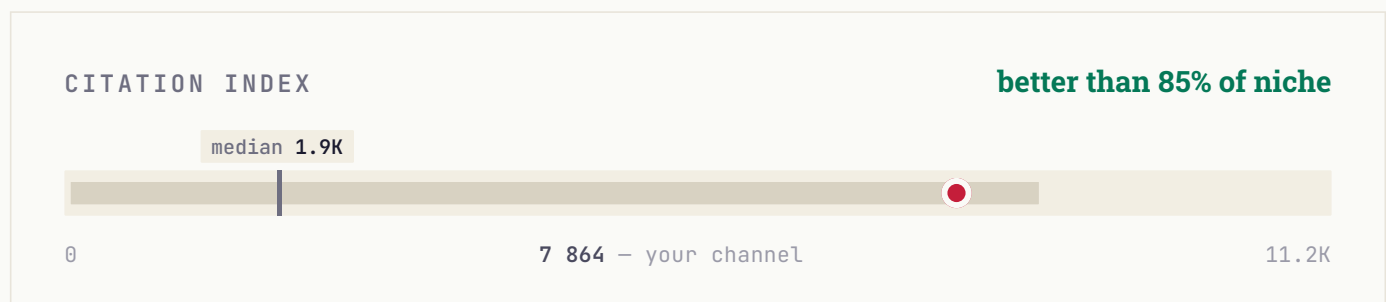
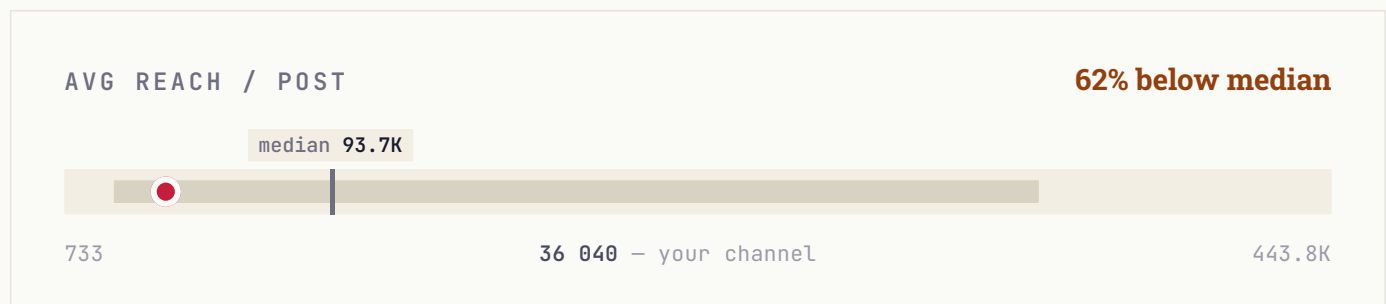
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
8 717	6	2 075

Where channel stands in its league

SUBSCRIBERS **83% below median**

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 1.3M. The channel's count is 223,827, which is 83% below the median. The range from 498.9K to 4.1M is shown as a light beige bar.

Metric	Value
Channel Subscribers	223 827
Median	1.3M
Range (Min-Max)	498.9K - 4.1M



— 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 Sunday

Audience most active on this day at 09:00 MSK.

EFFECT

**Best window
for important
posts**

02

Systematic 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 growth lever.

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 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 — 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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