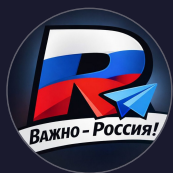


PUBLIC PROMTPRESS REPORT

Channel audit

Важно - Russia!



@vazhno_rus

Gathering the essentials in one place: Russia news you can read in minutes. Short posts, clear points, only substance. ✉
Collaborations / ads - @lehabus

SUBS

50 428

+44747 per month

ERR (% SEE POSTS)

13.0%

for a day 8.5%

REACH/POST

5.7K

Ad reach 4.3K/24h

— CONTENTS · 2026

What's inside

01 Channel snapshot

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09 Strategy

5 priority actions

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 50 428 —	 SUBSCRIBER REACH 11.35% Avg % of subs see post	 VIEWS/POST 5.7K median 4.8K · 8 days	 POSTS/WK 18.9 for the period
 TREND 7D — no data for the period	 REACTS/POST 109.0 total 2 398 react., 3 240 rep., 0 comm.	 POST LENGTH 393 chars median 356 · 8 days	 POSTS ANALYZED 22 8 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH +44747 last month	 QUOTABILITY 82 citation index · 889 channels mentioned all time	 CHANNEL AGE 6 months 30 days created 24.01.2026

AI EDITOR SUMMARY

Channel «Важно - Russia!» – 50 428 subs. Each post on avg is viewed by 5.7K people (11% of subs), reach low – expand audience. Publishes 19 posts per week (~3 per day) – regular mode.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **22** posts in 8 days.
- 02 Dominant format – **Photo** (12/22 posts).
- 03 Average post length – **393** characters (median 356).
- 04 Peak audience activity – **Fri, 20:00 MSK**.
- 05 Strongest posts gather **3 times** more views than the weakest (12.5K on average for the top vs 4.4K for the worst) – among 22 posts over 8 days. Worth analyzing what’s common for the top – topic, format, posting time.

TOP 5 POSTS

Nº1 14.08 · 17:05 PHOTO ! Izhevsk woman dies in boat capsizing in Dagestan: skipper had no license The tragedy occurred on the afternoon of August 12. In the river...	VIEWS 26 527 REPOSTS 1 237	REACTS 169 ER 52.6%
Nº2 14.08 · 19:08 VIDEO Scooter rider knocks down two girls while filming video in Krasnodar Krasnodar women were dancing to music and recording a clip for social media when in...	VIEWS 5 711 REPOSTS 94	REACTS 159 ER 11.3%
Nº3 16.08 · 19:26 VIDEO ! Pilaf dreams could land a Krasnoyarsk man five years in prison Under cover of night, a previously convicted gourmet thief decided to steal...	VIEWS 5 404 REPOSTS 94	REACTS 102 ER 10.7%

Nº4

16.08 · 21:19

PHOTO

🍊

Orange juice named healthiest drink for humans — research. Just 500 ml of fresh-squeezed juice a day can positively...

VIEWS

5 383

REPOSTS

88

REACTS

69

ER

10.7%

Nº5

14.08 · 16:56

PHOTO

A schoolboy from Khabarovsk destroyed an IMAX screen worth 26 million rubles by spitting a bubble tea ball at it. The teen didn't like 'Odyssey'...

VIEWS

5 325

REPOSTS

120

REACTS

129

ER

10.6%

|

BOTTOM 3

↓

19.08 · 12:33

VIDEO

In Bashkiria, a Mercedes driver rammed six cars and then fled the scene Before that, he clipped an oncoming Priora. One...

VIEWS

4 677

REPOSTS

72

REACTS

109

ER

9.3%

↓

17.08 · 11:20

PHOTO

!

Man violated traffic rules in wife's Infiniti and lost her car worth 2 million rubles — Moscow prosecutor's office. He had previously been prosecuted for...

VIEWS

4 561

REPOSTS

119

REACTS

158

ER

9.0%

↓

19.08 · 14:48

VIDEO

A girl nearly died from a weighted blanket A blogger had struggled with poor sleep her whole life: took melatonin, saw doctors, and eventually...

VIEWS

4 095

REPOSTS

103

REACTS

113

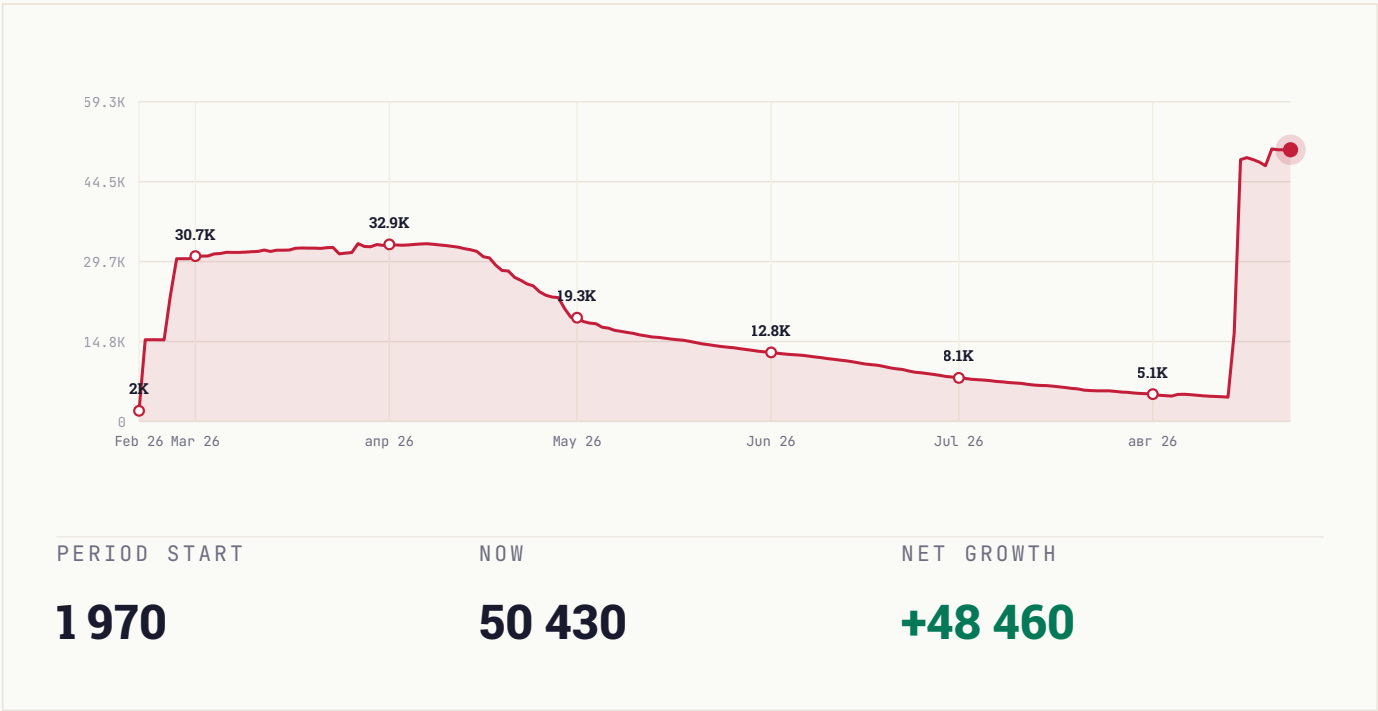
ER

8.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

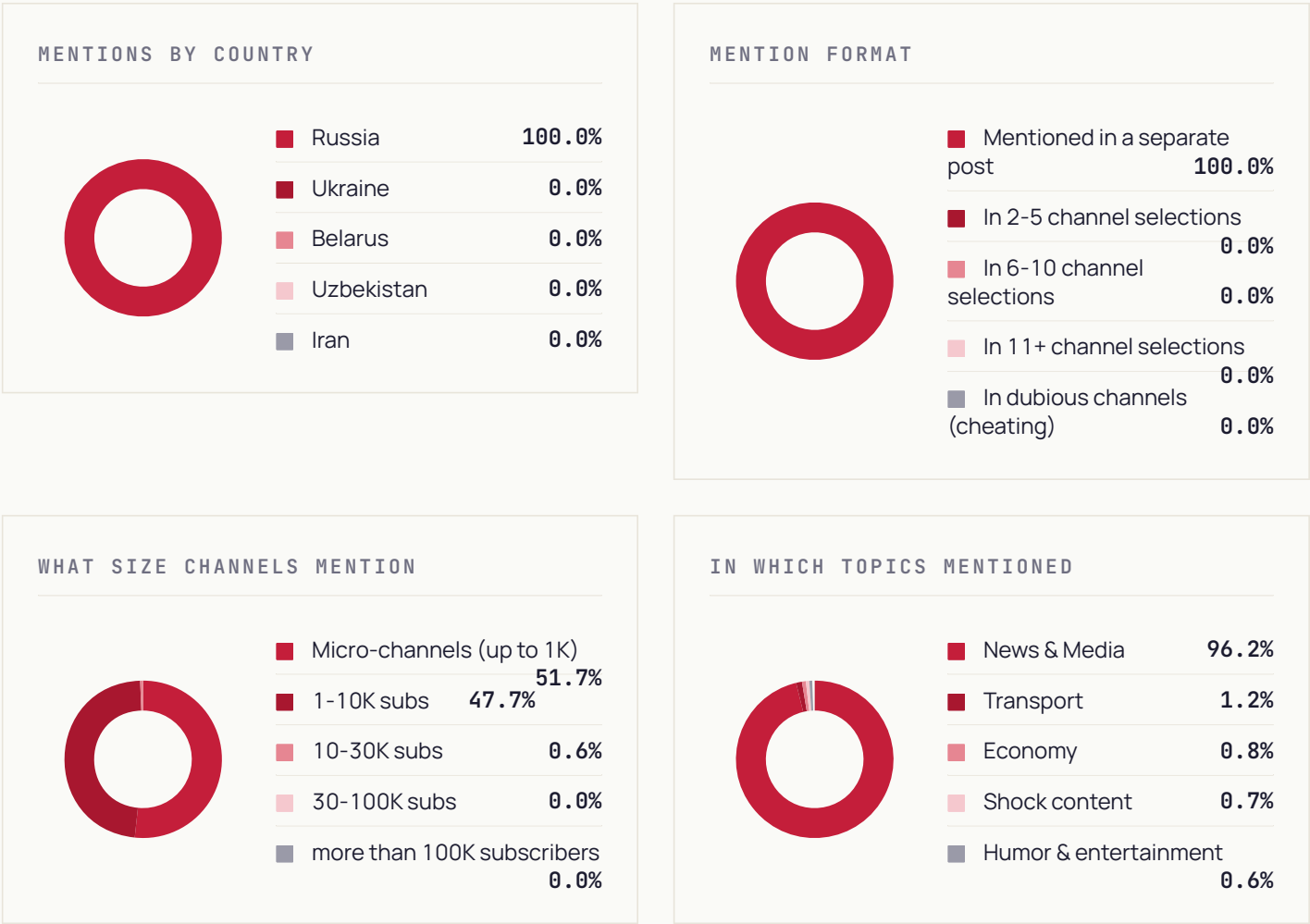
Subscriber growth chart for the year. On key months, exact subscriber counts shown. Shows which months the channel gained and lost subscribers.



SECTION 04 · CITATIONS

Who and how mentions the channel

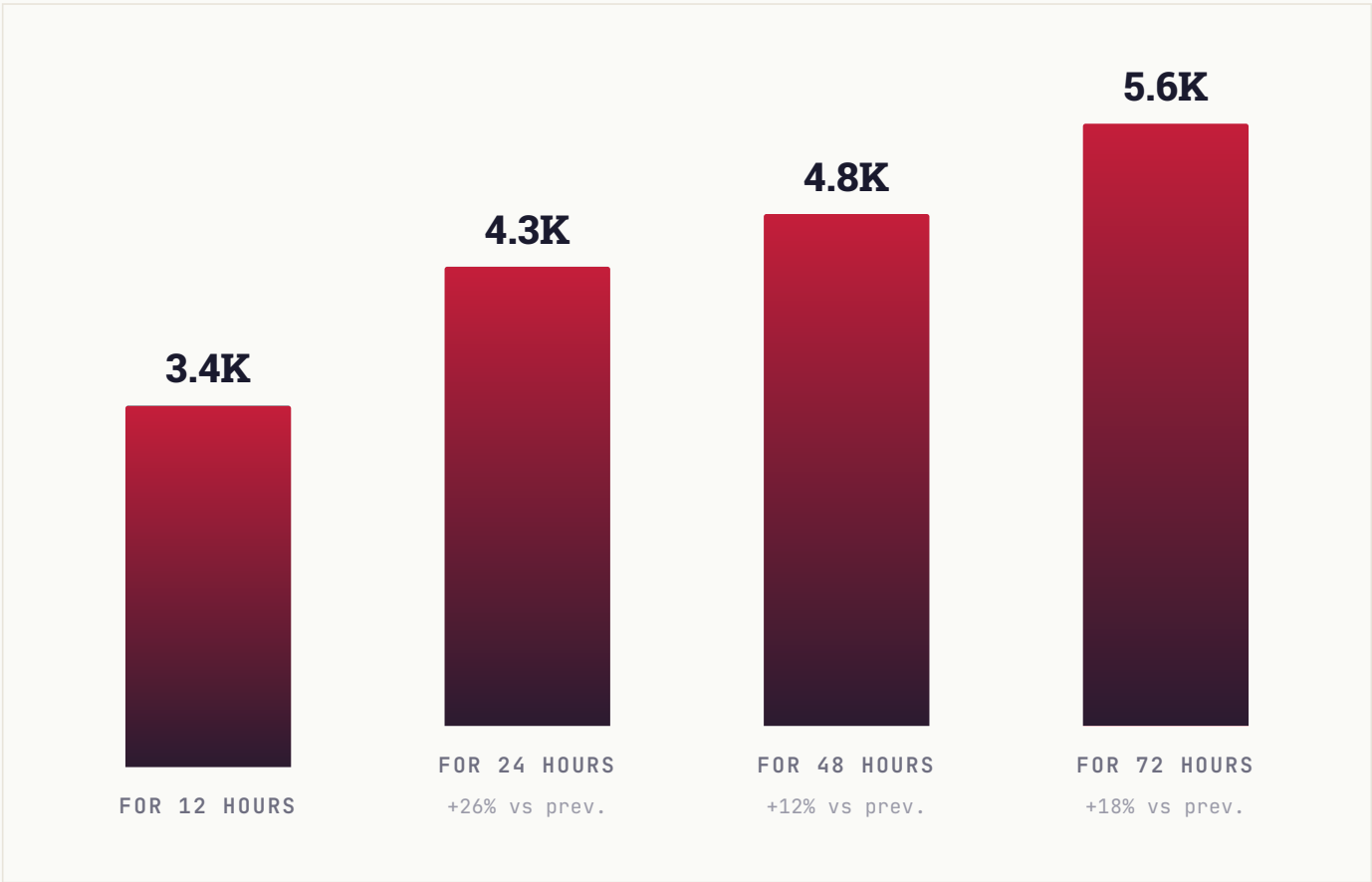
Citation index **82** — channel popularity rating based on mentions. Counts not only their count, but also mentioner weight: a post from channel with 100 k subs "weighs" more than from channel with 1 k. All time channel mentions **889** different channels.



SECTION 05 · AD POTENTIAL

How long posts generate reach

Average reach of an ad post over time from publication. Helps estimate how long the placement makes sense to live.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — you can see what place it takes among neighbors in the niche.

CHANNEL	SUBS
M• Москвач • Новости Москвы	4.3M
TL Топор Live	4.1M
Live Live • News	4M
M- Москва - это интересно	3.3M
FM First Moscow	3.2M
MA Mash	3.1M
RIA RIA Novosti	3M
HM Новости Москвы	2.7M
MC Москва сегодня	2.7M
MR Media Russia not Moscow	2.6M
In- Важно - Russia! YOU	50.4K

COMPARATIVE SUMMARY

Channel so far outside the niche's top-99 — early growth stage. Niche leader — **Москвач • Новости Москвы** (4.3M), median top-99: 776.9K. First goal — enter top-99 via systematic work with traffic and content.

SECTION 07 · MENTIONS DYNAMICS

How often the channel is mentioned

Monthly, we track posts in other channels that mention your channel. Over the last **2 months** Such mentions were **1 804**, they brought **28 264** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS GAINED	
February 2026	1 804	605	28 264	
January 2026	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
1 804	2	28 264

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off as checklist and return to this report in a month.

01

Main post of the week — Friday

Audience most active on this day at 20:00 MSK

EFFECT

**Best window
for an
important post**

02

System traffic purchase

Three formats for your media: **Inhouse** (premium channels), **Native** (natural integrations), **Premium** (target audience). PromptPress matches sources to your niche.

EFFECT

**+1000-3000
subs**

03

Test polls and interactive formats

Posts with polls/reactions typically add +5-15% to ER.
One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with similar channels

Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs yield relevant growth.

EFFECT

**Relevant
audience
growth**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — an organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done? **PromptPress?**

This audit — we can do it in a few minutes based on public data. If you want to go further — run ads through us and close 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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