

PROMTPRESS PUBLIC REPORT

Channel audit

Вся Москва



@vsyamsk

All Moscow – in one place. Latest news, events and key moments of city life. No fluff – only what truly matters. Follow what's happening in the capital. Collaboration:...

SUBSCRIBERS

67 485

+36717 per month

ERR (% SEE POSTS)

62.0%

per day 46.9%

REACH/POST

37.4K

ad reach 21.8K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Niche Comparison

Position in 'News & Media' category

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 67 485 —	 SUBSCRIBER REACH 55.46% avg % of subs see post	 VIEWS/POST 37.4K median 39.6K · 25 days	 POSTS/WK 11.2 for the period
 7D TREND — no data for period	 REACTIONS/POST 228.5 only 9,368 reactions, 1,989 reposts, 0 comments	 POST LENGTH 237 chars median 218 · 25 days	 POSTS ANALYZED 41 25 days
 AD REACH 21.8K 24h avg	 CHURN / MONTH +36717 last month	 CITATION RATE 87 citation index · 1,796 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 16.02.2023

AI EDITOR SUMMARY

Channel «All Moscow» — 67 485 subs. Each post averages 37.4K people (55% from subs), wide reach for a channel this size. Publishes 11 posts per week (~2/day) — regular schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 41 posts in 25 days.
- 02 Dominant format – Photo (26/41 posts).
- 03 Avg post length – 237 chars (median 218).
- 04 Audience peak activity – Friday, 21:00 MSK.
- 05 Top posts get 1x more views than the weakest (49.9K avg top vs 36.8K worst) – among 41 posts in 25 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 18:39 PHOTO ⚡ Unofficial Telegram client «Telegraph» will shut down on July 1, – app developers announced Earlier the app was removed...	VIEWS 58 145 REPOSTS 228	REACTIONS 78 ER 86.2%
Nº2 15.07 · 22:41 TEXT ⚽ Argentina reached the final, beating England in the last minutes 2:1. @vsyamsk	VIEWS 46 529 REPOSTS 33	REACTIONS 267 ER 68.9%
Nº3 16.07 · 13:31 PHOTO 🇲🇳 Montenegro may introduce visas for Russians as early as October 1. Local outlet DAN reports, but no official confirmation yet...	VIEWS 45 098 REPOSTS 42	REACTIONS 232 ER 66.8%

Nº4

16.07 · 20:12

VIDEO

😊

Briefly about financial literacy in Moscow. @vsyamsk

VIEWS

43 035

REACTIONS

471

REPOSTS

121

ER

63.8%

Nº5

16.07 · 12:20

VIDEO

🐱

Cat dispute in «Prigorod Lesnoye» residential complex. A man took his pet for a walk, but the cat got scared and tried to hide in...

VIEWS

42 887

REACTIONS

235

REPOSTS

36

ER

63.6%

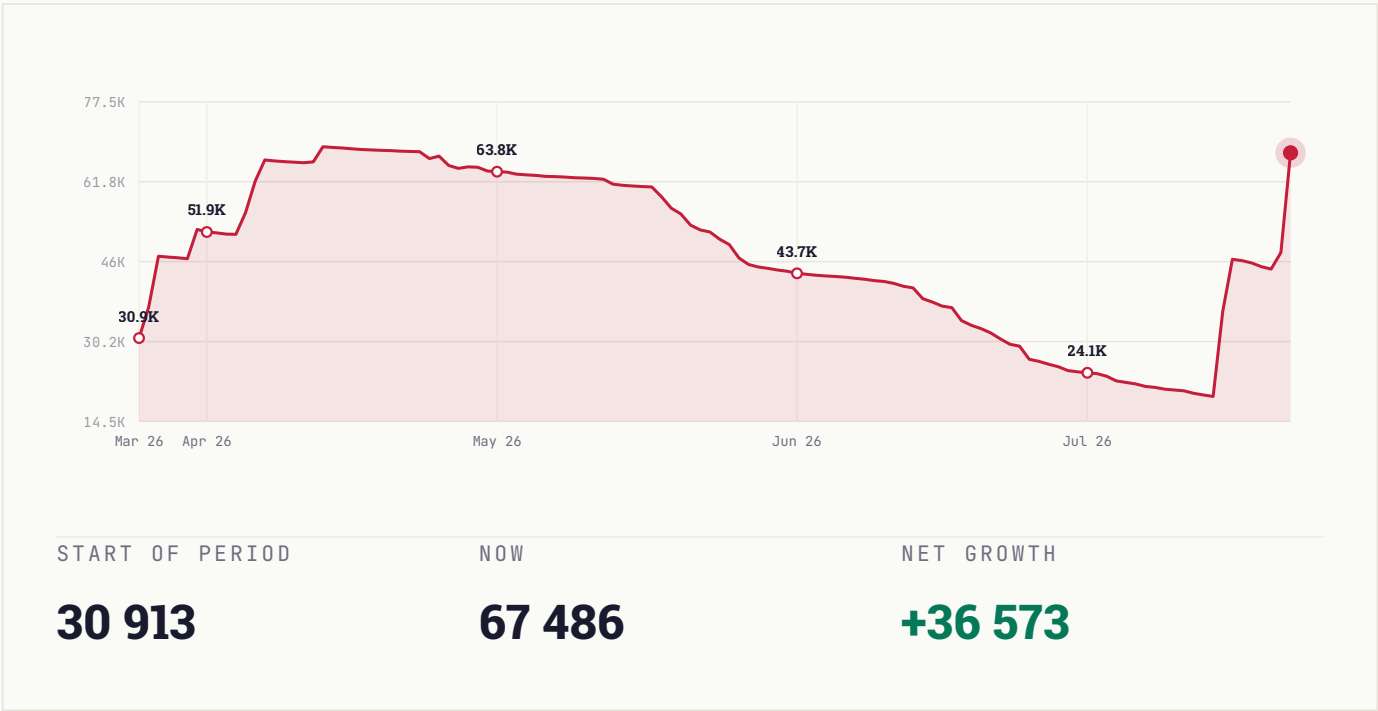
WORST 3

↓ 17.07 · 11:01 PHOTO 🦟 Moscow and Moscow region may face a «mosquito storm». Biologists expect a sharp increase in insect activity in the second half of July. Reason —...	VIEWS 37 314 REACTIONS 230 REPOSTS 37 ER 55.3%
↓ 18.07 · 12:03 PHOTO 🐦 Rare lapwing from Red Book spotted in Moscow. Recognizable by black beak and long expressive crest. Experts...	VIEWS 36 711 REACTIONS 193 REPOSTS 17 ER 54.4%
↓ 15.07 · 15:06 TEXT 🚓 Russian Interior Ministry will cancel fines for parking/ stopping violations if recorded while waiting in line for...	VIEWS 36 384 REACTIONS 179 REPOSTS 36 ER 53.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

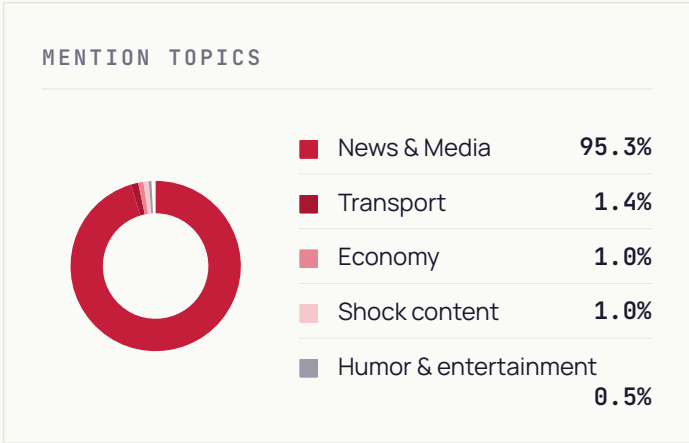
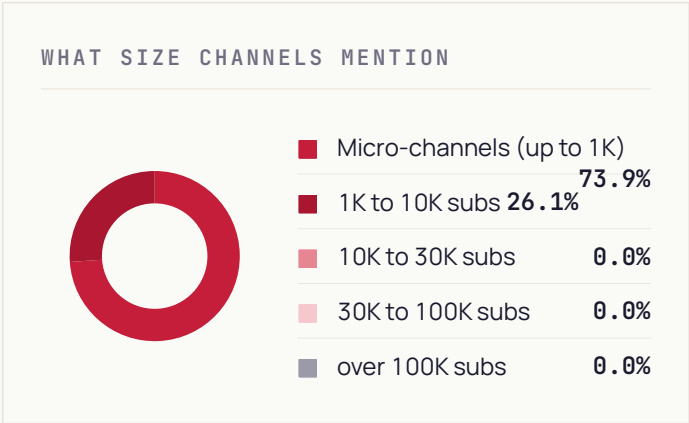
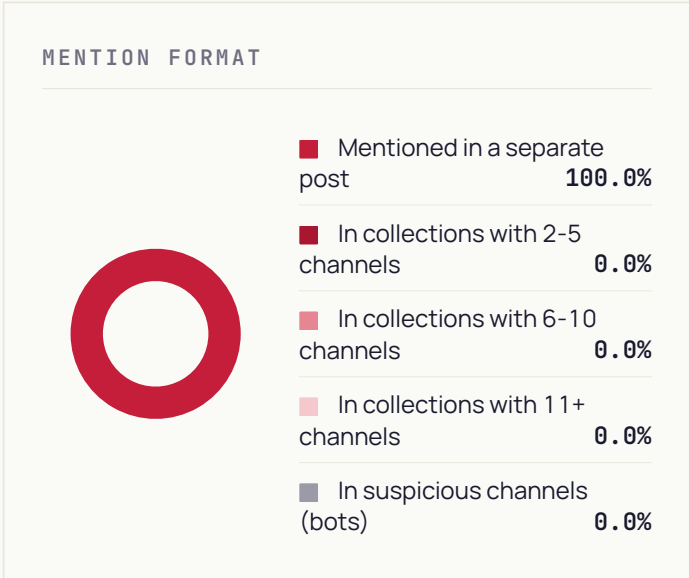
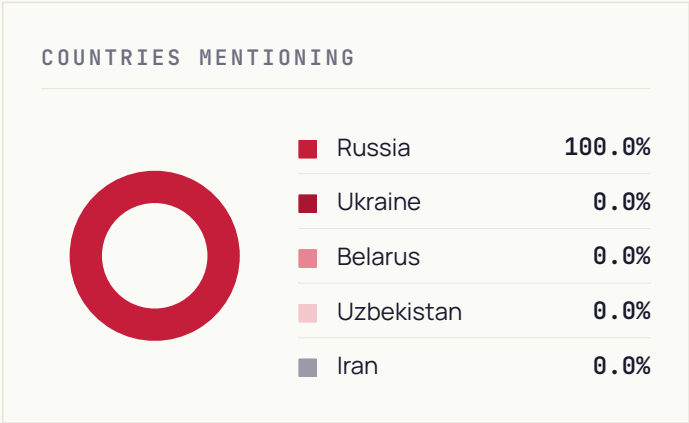
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

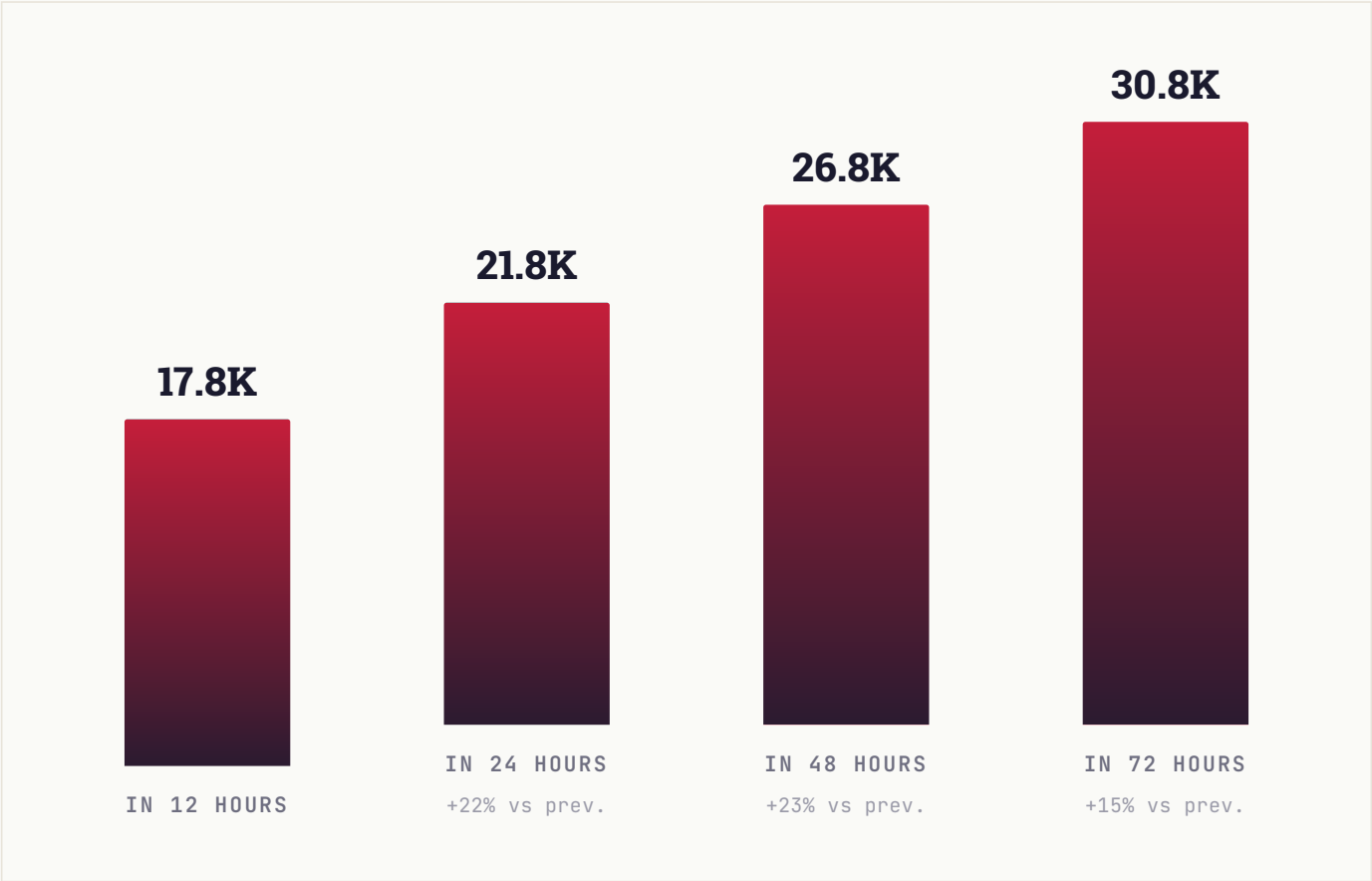
Citation index **87** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **1 796** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should 'live'.



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
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.4M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	5.2M
خ ب خبر فوری	4.3M
ا ج اخبار فوری جنگ	4.3M
PE Live • 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
TR Trash ⚡ Ukraine	3.1M
VM Вся Moskva YOU	67.5K

COMPARATIVE INSIGHT

Channel is not yet outside top-97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6.4M), top-97 median: 1.3M. First goal: enter top-97 through systematic traffic & content work.

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the median, a darker beige bar representing the peer group, and a red dot representing the channel's performance. A vertical line marks the median value.

Metric	Channel Value	Median	Peer Group Range	Performance Status
SUBSCRIBERS	67,485	1.3M	498.2K - 4.1M	95% below median
AVG REACH / POST	37,427	97.8K	723 - 477K	62% below median
CITATION INDEX	87	1.8K	0 - 11.2K	95% below median

SUBSCRIBERS 95% below median

median 1.3M

498.2K 67 485 — your channel 4.1M

AVG REACH / POST 62% below median

median 97.8K

723 37 427 — your channel 477K

CITATION INDEX 95% below median

median 1.8K

0 87 — your channel 11.2K

— SECTION 08 · 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 most active at this day & 21:00 MSK.

EFFECT
Best window for an important post
- 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 weekly poll on a hot topic is an easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Exchange posts with same-segment channels quarterly. 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 is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
