

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## War on Fakes



@warfakes

Debunking fakes since 2022. Submit a fake:

@WarFakesMessage\_Bot Ads: @wsfads\_bot MAX channel: <https://max.ru/warfakes>

SUBSCRIBERS

**408 182**

-1395 per month

ERR (% SEE POSTS)

**25.0%**

per day **11.9%**

REACH/POST

**92.9K**

ad reach **48.9K**/24h

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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.

|                                                                                                                                                     |                                                                                                                                                                                           |                                                                                                                                                                                          |                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>408 182</div> <div>—</div>            | <div> SUBS REACH</div> <div>22.75%</div> <div>avg % of subs see post</div>                               | <div> VIEWS/POST</div> <div>92.9K</div> <div>median 72.2K · 29 days</div>                               | <div> POSTS/WK</div> <div>34.1</div> <div>for the period</div>                      |
| <div> TREND 7D</div> <div>+51.9%</div> <div>vs previous week</div> | <div> REACT./POST</div> <div>665.1</div> <div>total 96,433 reactions, 23,951 reposts, 143 comments</div> | <div> POST LENGTH</div> <div>841 chars</div> <div>median 999 · 29 days</div>                            | <div> POSTS ANALYZED</div> <div>145</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>48.9K</div> <div>24h avg</div>         | <div> CHURN / MONTH</div> <div>-1395</div> <div>last month</div>                                       | <div> CITATION RATE</div> <div>6 045</div> <div>citation index · 11,950 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>4 years 4 months</div> <div>created 24.02.2022</div> |

AI EDITOR SUMMARY

Channel «War on Fakes» — 408 182 subs. Each post avg views 92.9K people (23% from subs), this is avg reach — room to grow. Publishes 34 posts per week (~5/day) — active posting. Week Jun 15–21 reach grew +51.9% by week Jun 8–14 — positive trend.

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 TOP POSTS SHARE

- 01 Analysis based on 145 posts over 29 days.
- 02 Dominant format – Photo (108/145 posts).
- 03 Avg post length – 841 chars (median 999).
- 04 Peak audience activity – Friday, 12:00 MSK.
- 05 Top posts get 13x more views than the weakest (525.5K avg top vs 40K worst) – among 145 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                             |                                                                      |                                                                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------|
| <div><div>Nº1</div><div>19.06 · 09:23</div><div>PHOTO</div></div> <div>Fake: In Penza, military enlistment officers raid men. People are beaten and forced to sign a contract for the SMO. Reports say...</div>                             | <div>VIEWS</div> <div>942 112</div> <div>REP.</div> <div>5 037</div> | <div>REACTIONS</div> <div>906</div> <div>ER</div> <div>230.8%</div>  |
| <div><div>Nº2</div><div>13.06 · 13:40</div><div>PHOTO</div></div> <div>Fake: Gas ran out in Moscow. Several Telegram channels report this. Truth: Fakers stir panic based on a photo...</div>                                               | <div>VIEWS</div> <div>322 790</div> <div>REP.</div> <div>725</div>   | <div>REACTIONS</div> <div>1 252</div> <div>ER</div> <div>79.1%</div> |
| <div><div>Nº3</div><div>21.06 · 18:45</div><div>PHOTO</div></div> <div>CIPSO in social networks stirs panic among residents of Crimea and Sevastopol. We compiled a selection of recent fakes: Fake: On June 21, Crimea introduces...</div> | <div>VIEWS</div> <div>311 692</div> <div>REP.</div> <div>1 651</div> | <div>REACTIONS</div> <div>1 338</div> <div>ER</div> <div>76.4%</div> |

|                                                                                                                                                                                                                                                                    |                                                                    |                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------------------|
| <div><div>Nº4</div><div>08.06 · 06:12</div><div>PHOTO</div></div> <div>At the peak of OGE and USE, we checked schemes selling exam answers. We figured out who sells them and whether they can...</div>                                                            | <div>VIEWS</div> <div>309 562</div> <div>REP.</div> <div>698</div> | <div>REACTIONS</div> <div>2 187</div> <div>ER</div> <div>75.8%</div> |
| <div><div>Nº5</div><div>02.06 · 16:05</div><div>PHOTO</div></div> <div>Retribution: what Ukrainian military-industrial complex facilities were hit by Russian Armed Forces These strikes were a response to terrorist attacks against civilian objects in...</div> | <div>VIEWS</div> <div>309 134</div> <div>REP.</div> <div>816</div> | <div>REACTIONS</div> <div>1 258</div> <div>ER</div> <div>75.7%</div> |

|

WORST 3

|                                                                                                                                                                                                                                                                |                                                                  |                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>↓</div><div>12.06 · 16:59</div><div>VIDEO</div></div> <div><div>🔗🔗🔗🔗🔗🔗</div><div>"Miscalculated. I walk fast": Three seconds saved Colonel Pinchuk's life Doctor of Political Science, first minister...</div></div>                                 | <div>VIEWS</div> <div>51 283</div> <div>REP.</div> <div>26</div> | <div>REACTIONS</div> <div>494</div> <div>ER</div> <div>12.6%</div> |
| <div><div>↓</div><div>14.06 · 00:05</div><div>VIDEO</div></div> <div>Donbass and Novorossiya have become a living symbol of the unity of the peoples of Russia. The whole country, shoulder to shoulder, helps the historical regions to unlock their...</div> | <div>VIEWS</div> <div>50 547</div> <div>REP.</div> <div>25</div> | <div>REACTIONS</div> <div>474</div> <div>ER</div> <div>12.4%</div> |
| <div><div>↓</div><div>11.06 · 17:10</div><div>VIDEO</div></div> <div>Looks like Ukrainian military users of Brave 1 in Kharkiv don't really trust Fedorov's words</div>                                                                                        | <div>VIEWS</div> <div>18 255</div> <div>REP.</div> <div>24</div> | <div>REACTIONS</div> <div>175</div> <div>ER</div> <div>4.5%</div>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

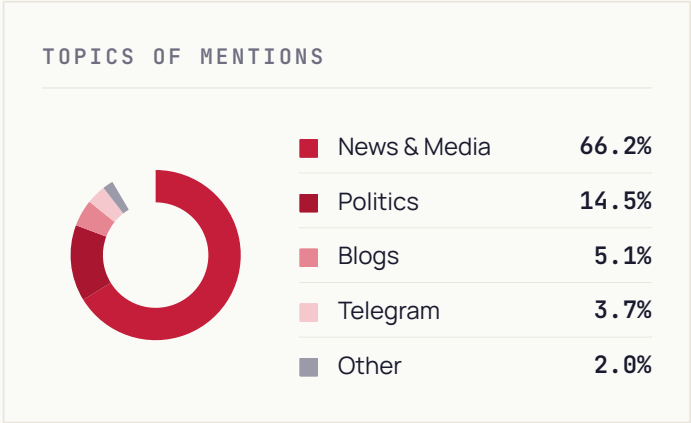
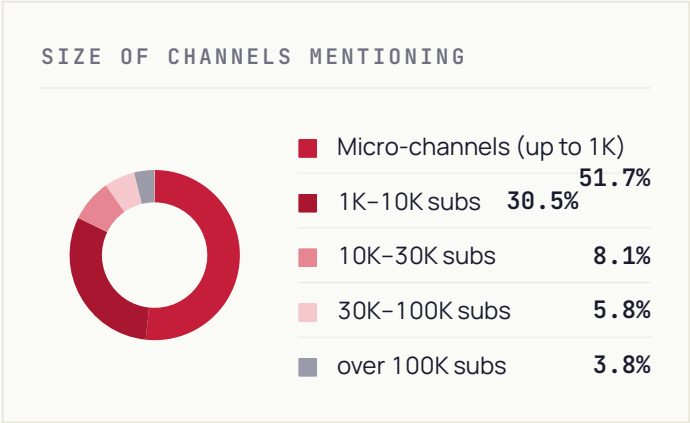
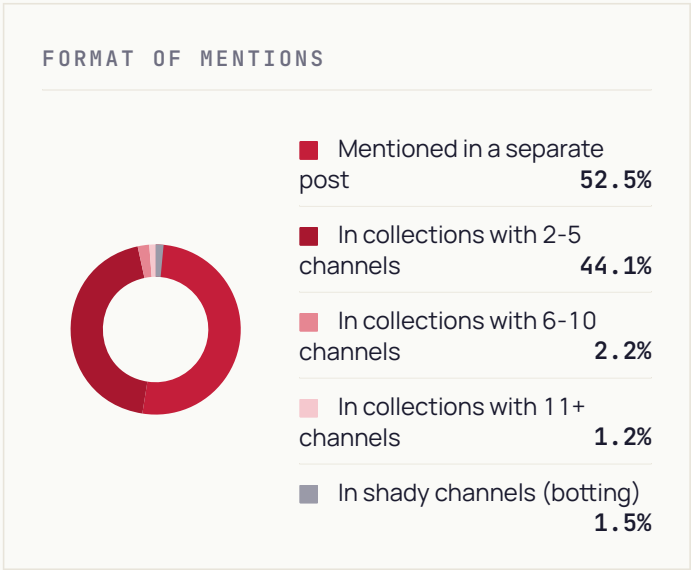
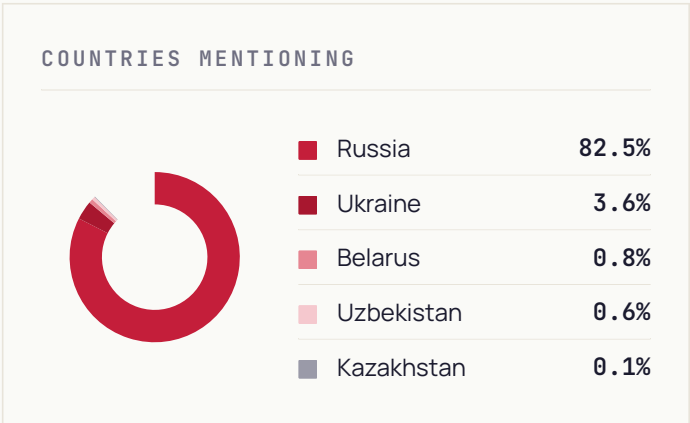
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

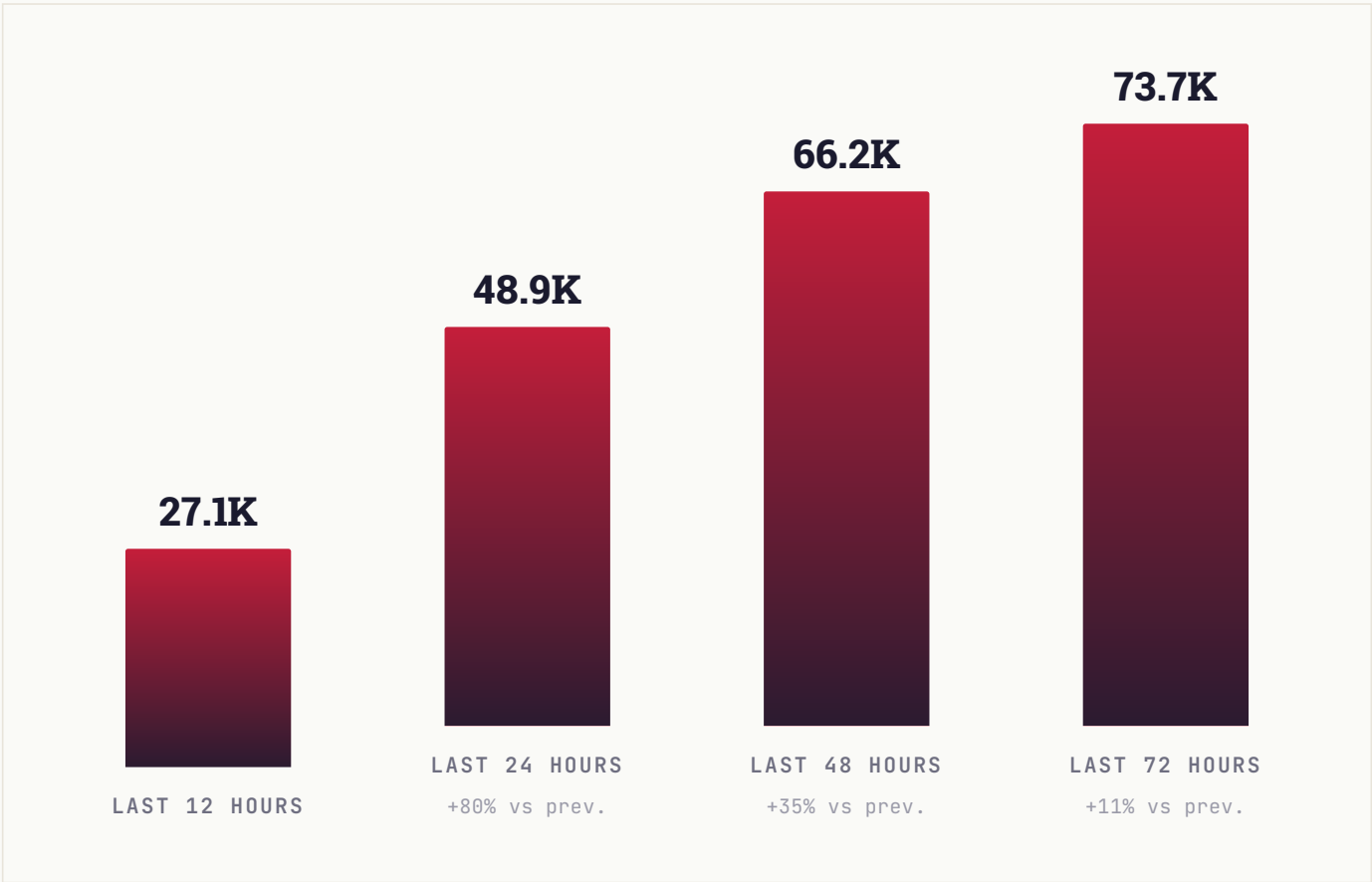
Citation index **6 045** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **11 950** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post by 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 place among niche neighbors.

| CHANNEL                     | SUBSCRIBERS |
|-----------------------------|-------------|
| PE Live Broadcast • News    | 4.2M        |
| TL Topor Live               | 4.1M        |
| M• Moskvach • Moscow News   | 3.8M        |
| M- Moscow is interesting    | 3.4M        |
| PM First Moscow             | 3.2M        |
| MA Mash                     | 3.1M        |
| RN RIA Novosti              | 3M          |
| Wed Media Russia not Moscow | 2.8M        |
| Mon Moscow today            | 2.7M        |
| NM Moscow News              | 2.7M        |
| Sun War on Fakes YOU        | 408.2K      |

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#99 of 99). Niche median — 783.9K subs. First growth KPI — reach median. Leader: Live Broadcast • News (4.2M).

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions count **5 281**, they brought **5 560** new subs.

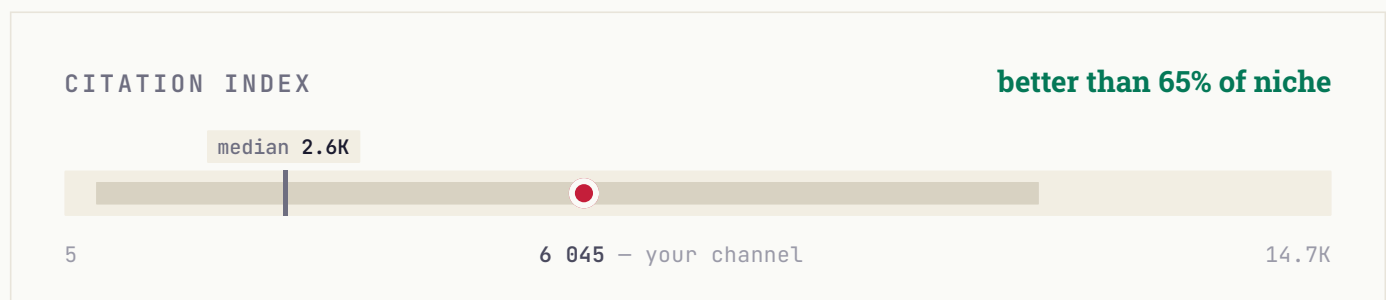
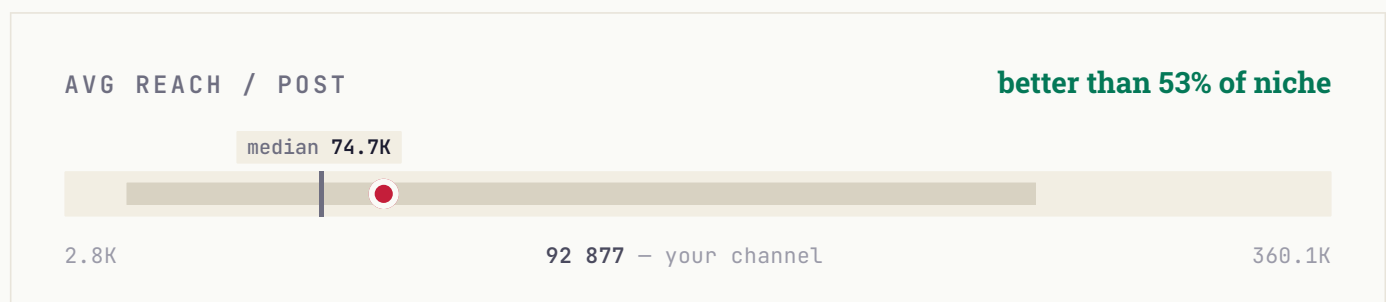
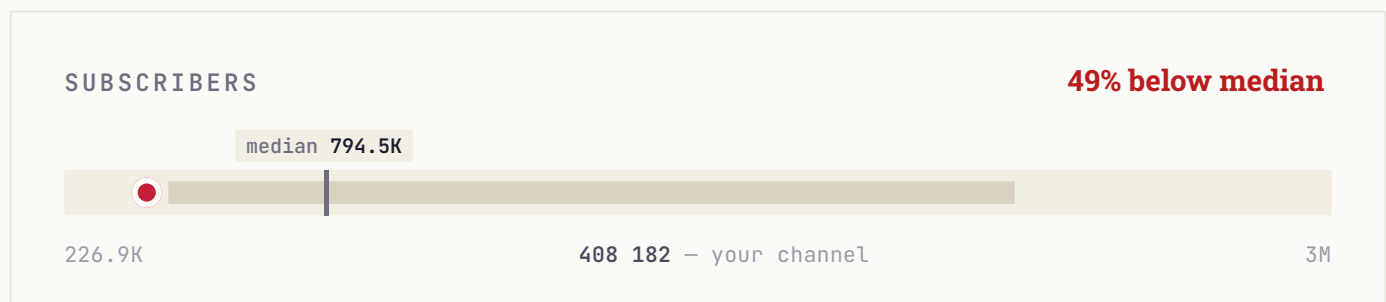
| PERIOD         | MENTIONS       | CHANNELS       | BROUGHT SUBS      |
|----------------|----------------|----------------|-------------------|
| Jan 2026       | 462            | 134            | 4 652 <div></div> |
| December 2025  | 811            | 433            | 440 <div></div>   |
| November 2025  | 934            | 599            | 0 <div></div>     |
| October 2025   | 546            | 238            | 0 <div></div>     |
| Sep 2025       | 1 448          | 733            | 65 <div></div>    |
| August 2025    | 1 080          | 559            | 403 <div></div>   |
|                |                |                |                   |
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |                   |
| 5 281          | 6              | 5 560          |                   |

## Where the channel stands in its league

**#99** /100

POSITION IN NICHE

**Channel in the bottom half of the ranking**



## — 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****Main post of the week — on Friday**

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window  
for an  
important post****02****System traffic buy**

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 — easy growth lever.

EFFECT

**+5-15% ER****04****Cross-promo with neighboring channels**

Exchange 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 — organic traffic source.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is what we can do 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.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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