

PUBLIC REPORT BY PROMTPRESS

Channel audit

WarGonzo



@wargonzo

Statement for Roskomnadzor registration N 4808654394 dated
11.11.2024 Subjective view on war and weapons. Ads & feedback
@pegov_bot

SUBS

756 917

-4572 per month

ERR (% SEE POSTS)

5.0%

per day 3.8%

REACH/POST

37.1K

ad reach 28.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Sub dynamics

Yearly chart · growth

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Niche comparison

Rank in «News & Media»

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 756 917 —	 SUB REACH 4.9% avg % subs see post	 VIEWS/POST 37.1K median 35.4K · 29 days	 POSTS/DAY 9.9 ~69 per week
 7D TREND -5.4% vs prev week	 REACTS/POST 341.1 total 100,969 reactions, 11,920 reposts, 0 comments	 POST LENGTH 821 chars median 999 · 29 days	 POSTS ANALYZED 296 29 days
 AD REACH 28.9K 24h avg	 CHURN / MONTH -4572 last month	 CITATION RATE 6 244 citation index · 13,611 channels mentioned ever	 CHANNEL AGE 9 years 1 day created 07.06.2017

AI EDITOR SUMMARY

Channel «WarGonzo» — 756 917 subs. Each post averages 37.1K people (5% from subs), reach is low — expand audience. Publishes 69 posts/week (~10/day) — active posting. Week 25–31 May reach dropped -5.4% by week 18–24 May — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **296** posts over 29 days.
- 02 Dominant format – **Photo** (124/296 posts).
- 03 Avg post length – **821** chars (median 999).
- 04 Audience peak – **Monday**, 22:00 MSK.
- 05 Top posts get **5x** more views than the weakest (110.9K avg for top vs 22.8K for worst) – among 296 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.05 · 19:10 TEXT In "big Russia" May 9 is celebrated for three days because of how weekends fall this year. In Donbas it's different: May 11 saw...	VIEWS 157 928 REPOSTS 25	REACTS 349 ER 20.9%
Nº2 17.05 · 17:02 TEXT «Не токмо городов, но и самого малого места не отдадим» 340 years ago - May 16, 1686 - the Russian State concluded the so-called...	VIEWS 102 319 REPOSTS 180	REACTS 273 ER 13.5%
Nº3 24.05 · 06:29 VIDEO Kyiv hit by massive missile-drone strike Overnight, a massive combined strike was launched on enemy targets...	VIEWS 72 349 REPOSTS 109	REACTS 747 ER 9.6%

Nº4 12.05 · 05:08 PHOTO ✂Frontline summary for morning 12.05.26✂ Zaporozhye front Fighting continues near Stepnogorsk in the Kamensk direction. (Fig. 1.1) On...	VIEWS 61 756 REPOSTS 58	REACTS 313 ER 8.2%
Nº5 28.05 · 05:08 PHOTO ✂Frontline summary for morning 28.05.26✂ Zaporozhye front Heavy fighting continues in the Kamensk direction. Russian forces hold positions in...	VIEWS 60 769 REPOSTS 63	REACTS 322 ER 8.0%

|

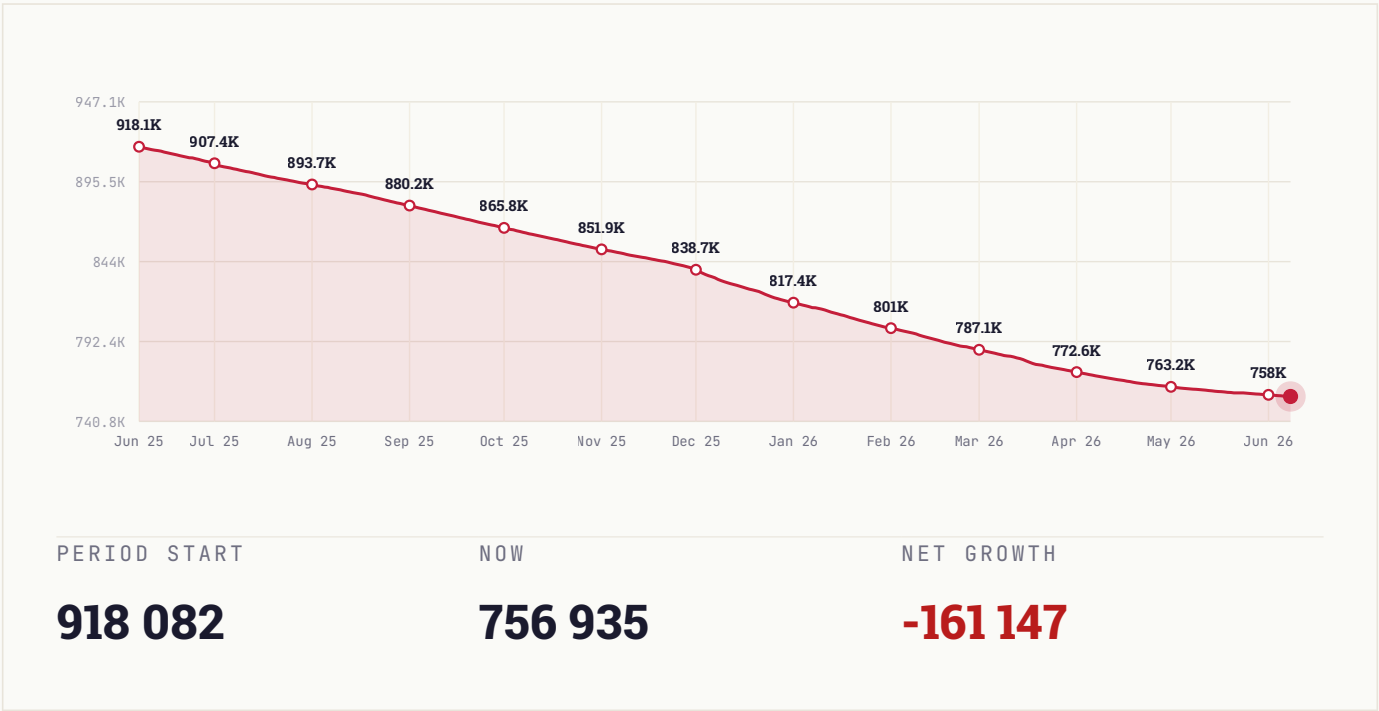
WORST 3

↓ 05.06 · 15:31 VIDEO On this day three years ago Roman "Vorobey" Vorobyov tragically died – commander of the first assault company of the "Somalia" battalion, hero of the DPR and...	VIEWS 25 631 REPOSTS 19	REACTS 515 ER 3.4%
↓ 15.05 · 17:09 TEXT ☒Western media and politicians denied US biolabs in Ukraine for years. RT first found that US military...	VIEWS 22 132 REPOSTS 11	REACTS 145 ER 2.9%
↓ 09.05 · 06:02 VIDEO Ukraine's Parliament through Gerbera's lens	VIEWS 20 749 REPOSTS 35	REACTS 605 ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

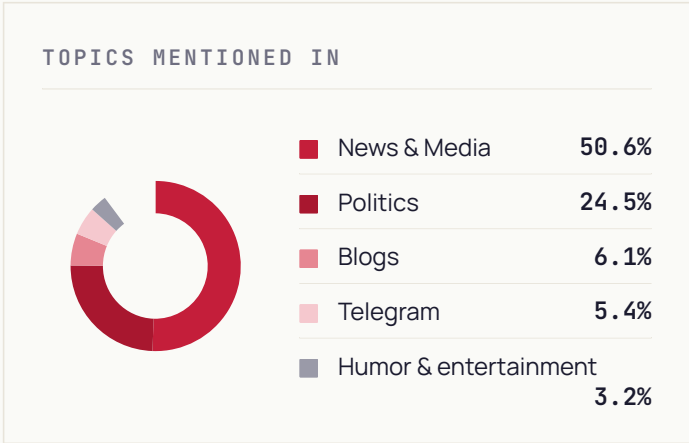
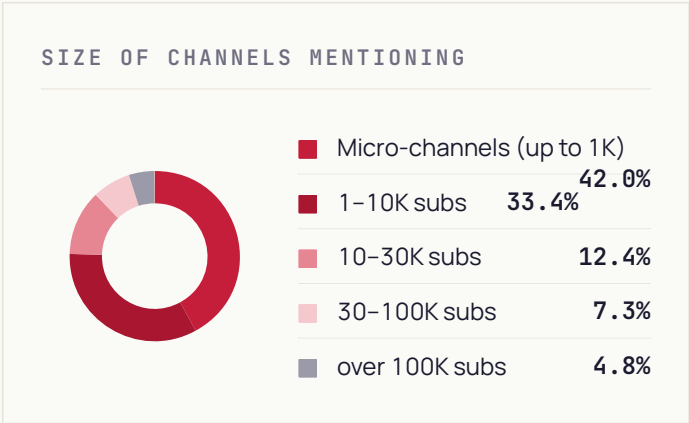
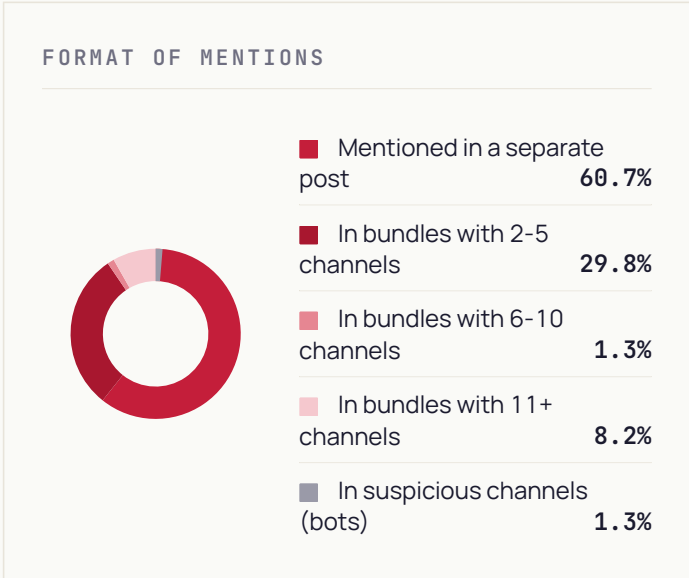
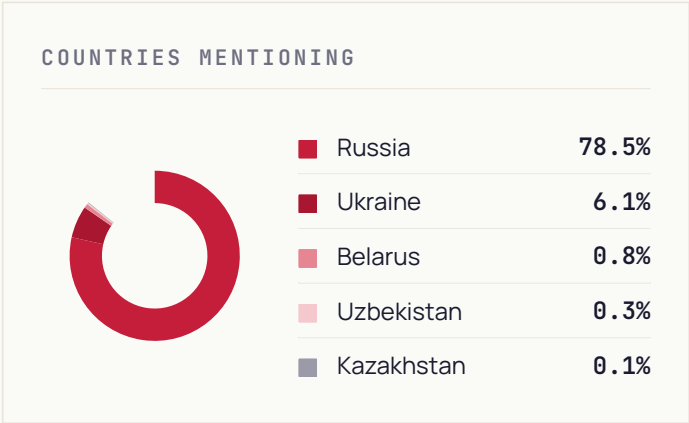
Sub growth chart over the year. Key months show exact sub count. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

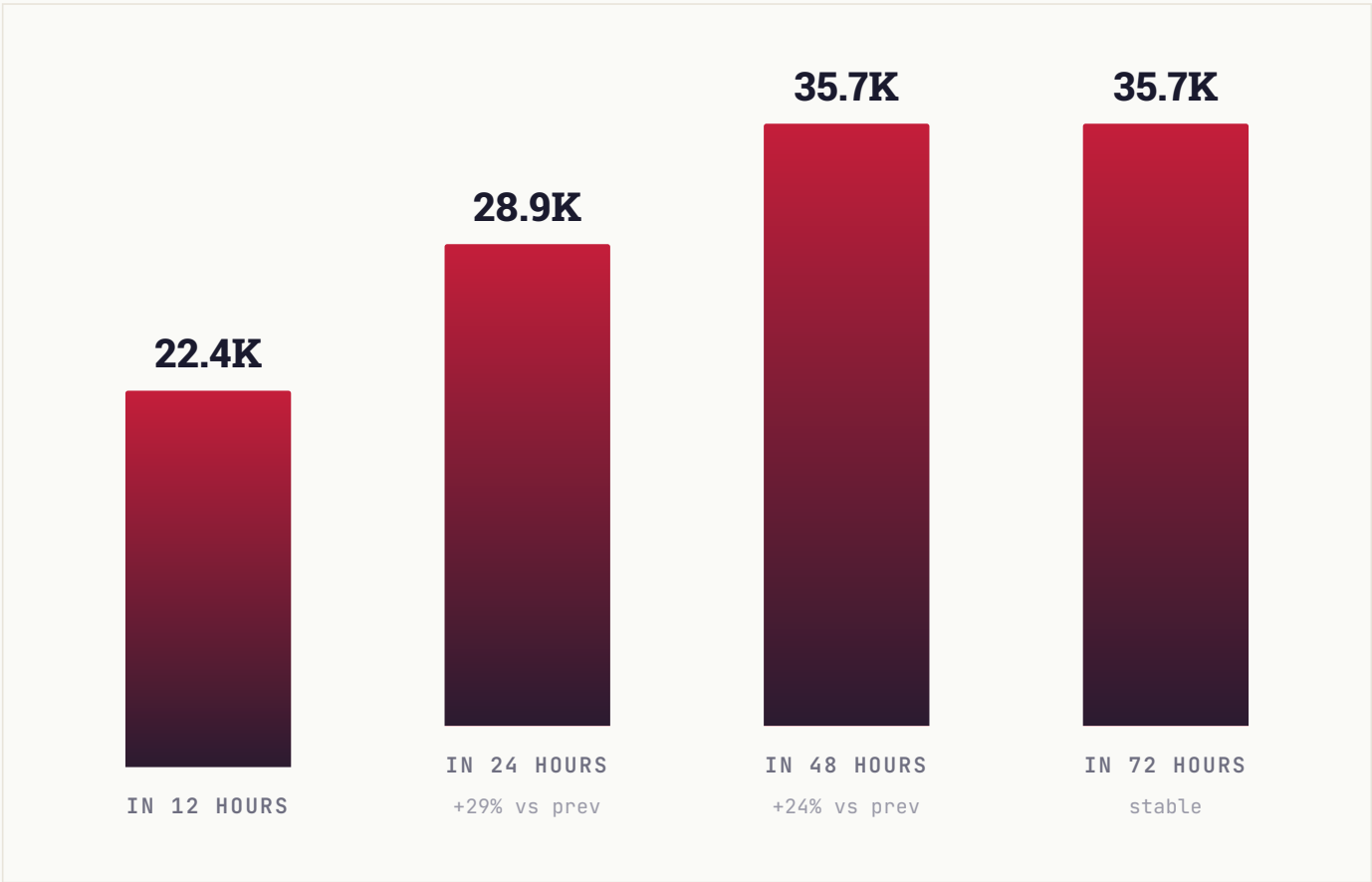
Citation index **6 244** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **13 611** different channels.



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 stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

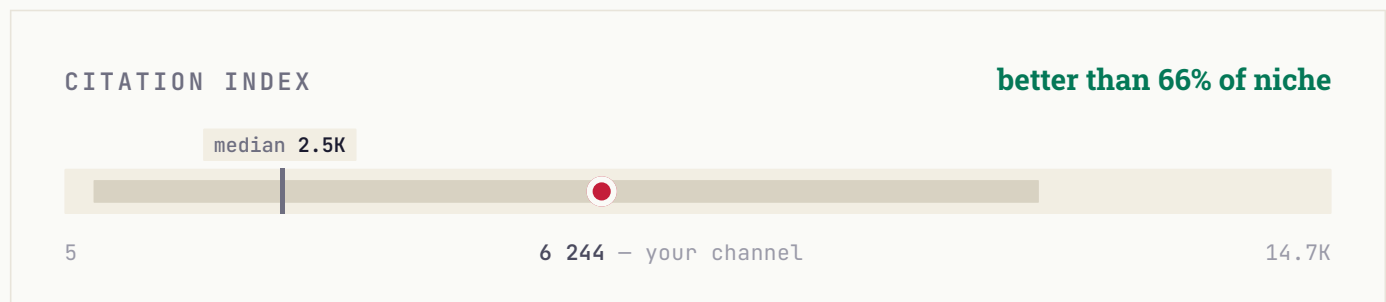
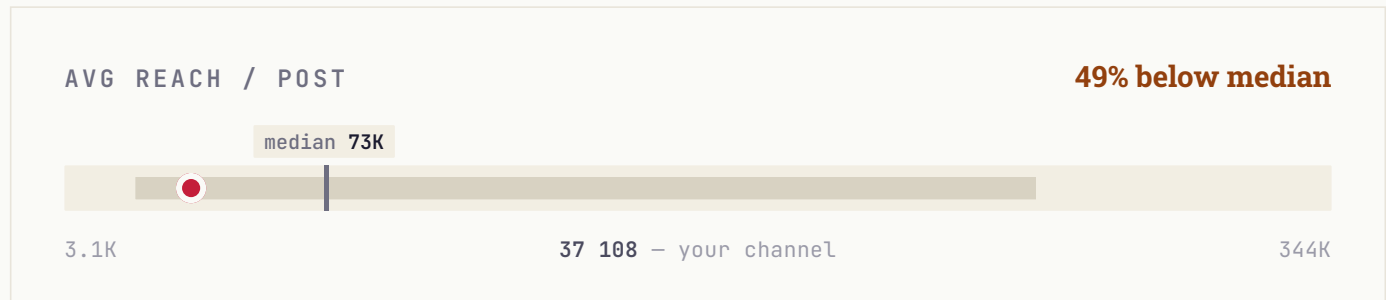
CHANNEL	SUBS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM Perviy Moskovskiy	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
WA WarGonzo YOU	756.9K

COMPARATIVE INSIGHT

Channel in bottom half of top 100 niche (#56 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live • News (4.1M).

Where channel stands in its league

#86 /100 RANK IN NICHE
Channel in bottom half of ranking



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01**Top post of the week — on Monday**

Audience most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 4.9% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.6pp ER**03****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****04****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with same-niche channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Relevant
audience
growth**

★ NEXT STEPS

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
