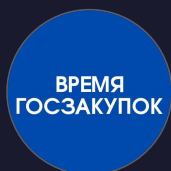


PUBLIC REPORT BY PROMTPRESS

Channel audit

Time of government procurement



@zakupki_time

🏆 Top channel on state economy 🇷🇺 Twice winner of Russia's Ministry of Finance award 📧 Send news: @vgznewsbot 👉 Ads & partnership: @vgz_red ☕ Donate: <https://pay.cloudtips.ru/p/77cbb541>

SUBSCRIBERS	ERR (% WHO SEE POSTS)	REACH/POST
24 290 17.07.2026 +135 per month	17.0% in 24 hours 12.0%	3.7K ad reach 2.9K /24h

TPS: // PROMTPRESS.COM/AUDIT/ZAKUPKI_TIME

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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 was calculated for.

 SUBSCRIBERS 24 290 —	 SUBS REACH 15.41% avg % of subs see post	 VIEWS/POST 3.7K median 3.3K · 23 days	 POSTS/DAY 39.8 ~279 per week
 7D TREND -14.2% vs prev week	 REACTIONS/POST 64.0 total 59,352 reactions, 24,990 reposts, 10,213 comments	 POST LENGTH 338 chars median 225 · 23 days	 POSTS ANALYZED 927 23 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH +135 over the last month	 CITATION RATE 917 citation index · 3,225 channels mentioned all time	 CHANNEL AGE 6 years 6 months created Dec 23, 2019

AI EDITOR SUMMARY

Channel «Time of government procurement» — 24 290 subs. Each post gets avg 3.7K people (15% of subs), this is avg reach — room to grow. Publishes 279 posts per week (~40/day) — very active. For week Jul 6–12, reach dropped -14.2% by week Jun 29 – Jul 5 — 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 **927** posts over 23 days.
- 02 Dominant format – **Text** (529/927 posts).
- 03 Avg post length – **338** chars (median 225).
- 04 Peak audience activity – **Saturday**, 08:00 MSK.
- 05 Strongest posts get **18x** more views than the weakest (42K avg for top vs 2.4K for worst) – among 927 posts over 23 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 03:24 TEXT In the Arbitration Court of Volgograd region, risks of damage and loss of court cases are noted due to storage in archives...	VIEWS 62 646 REPOSTS 198	REACTIONS 38 ER 257.9%
Nº2 04.07 · 05:23 TEXT Residents of remote areas of Irkutsk region will be allowed to fill gasoline into canisters with a certificate from local authorities...	VIEWS 32 581 REPOSTS 272	REACTIONS 132 ER 134.1%
Nº3 24.06 · 17:36 TEXT Rosimushchestvo expects to bring at least 300 billion rubles to the budget in 2026 from privatization of federal property – agency head...	VIEWS 30 922 REPOSTS 100	REACTIONS 60 ER 127.3%

Nº4 02.07 · 07:33 TEXT Nationalized in 2024, Serov Ferroalloy Plant in Sverdlovsk Oblast sent over 1K employees on leave – EAN.	VIEWS 29 260 REPOSTS 145	REACTIONS 64 ER 120.5%
Nº5 25.06 · 16:45 VIDEO Act in three persons: Governor of Samara region: — Telegram banned in Samara, we have Mah-experts Deputy Minister of Construction: — I'm so tired...	VIEWS 26 128 REPOSTS 387	REACTIONS 133 ER 107.6%

WORST 3

↓ 06.07 · 07:45 TEXT Yes, it's easier to find a Siberian shaman now than a worker in the Urals. Unless you dress up an actor, but that also costs money. #readers_say	VIEWS 2 481 REPOSTS 7	REACTIONS 54 ER 10.2%
↓ 14.07 · 10:54 TEXT FAS Russia proposed several chains to limit prices and markups on school supplies – the agency.	VIEWS 2 469 REPOSTS 4	REACTIONS 33 ER 10.2%
↓ 06.07 · 08:30 TEXT A collection of 'gas station life' stories started by colleagues @zakupki_time, and I'll add a few words Half a century ago, a wonderful...	VIEWS 2 226 REPOSTS 24	REACTIONS 32 ER 9.2%

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 and loss.



PERIOD START

17 983

NOW

24 290

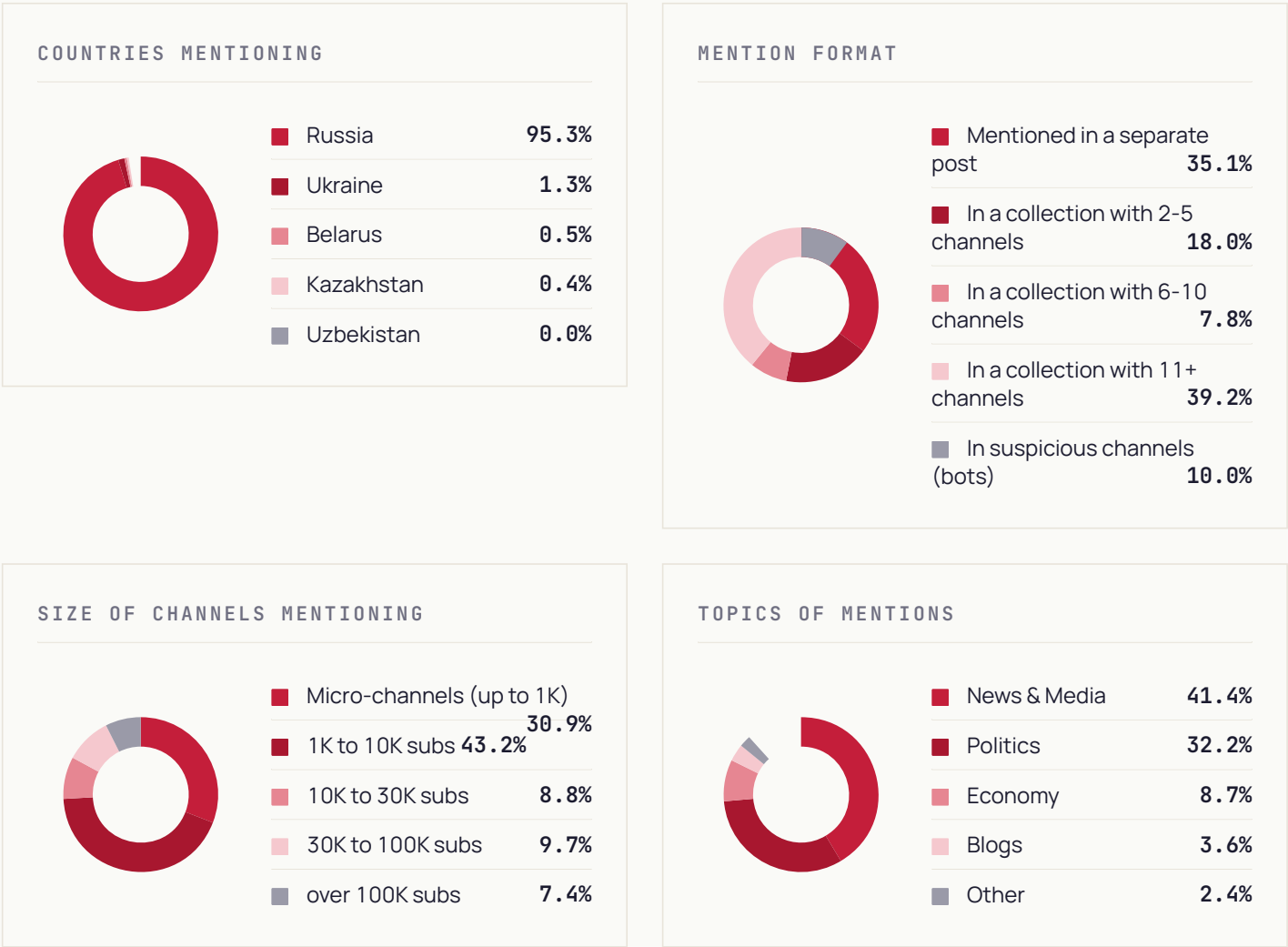
NET GROWTH

+6 307

SECTION 04 · MENTIONS

Who and how mentions the channel

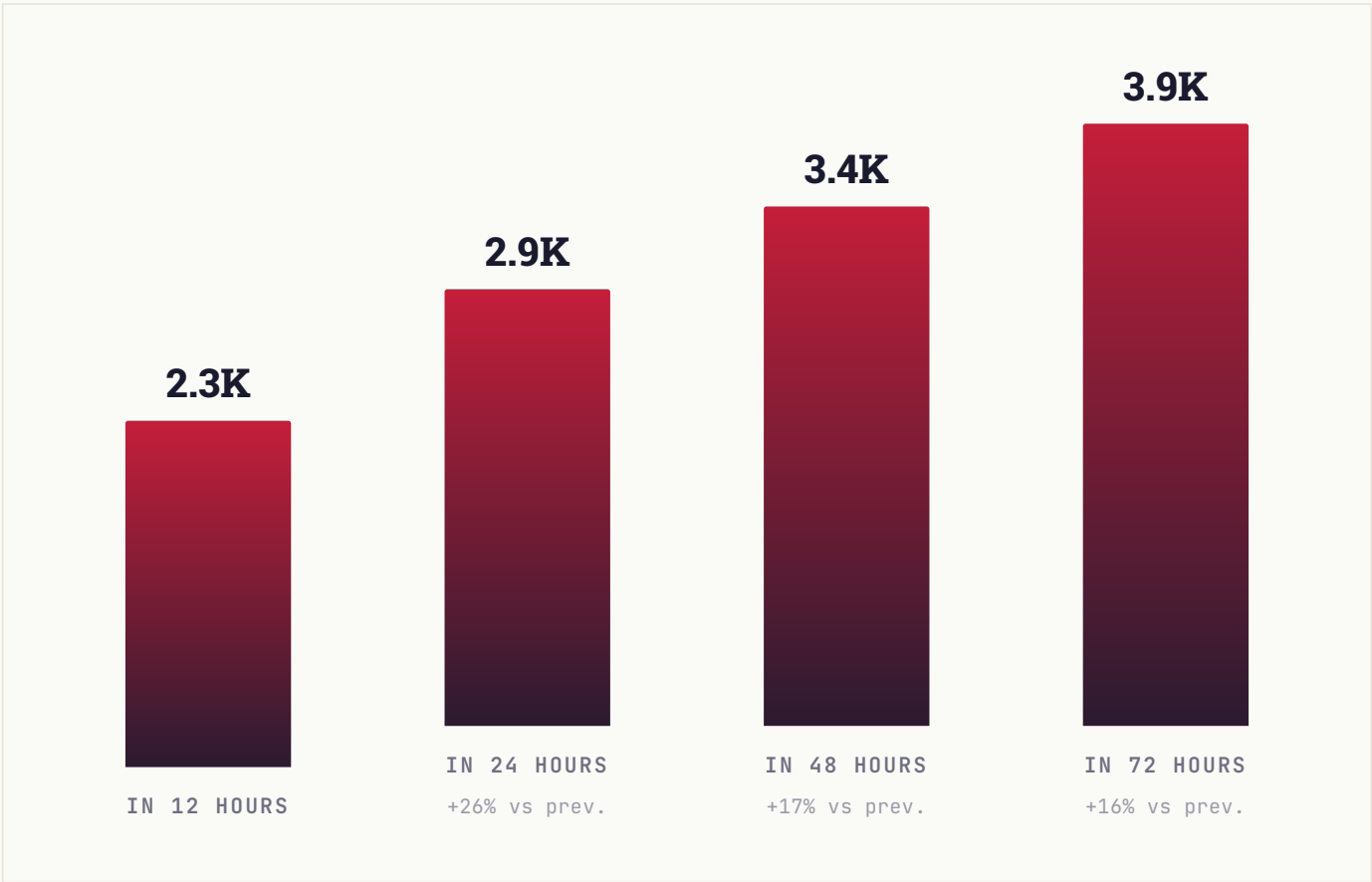
Citation index **917** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **3 225** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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. Highlighted your channel — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
آقای تحلیلگر	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخبار فوری قیمت دلار طلا حمله امریکا	3.6M
Sharif شریف	2.8M
Trade Watcher	2.6M
قیمت لحظه ای دلار طلا خودرو	2M
KING EL GOLD 🏆	1.8M
The Economist	1.3M
Topor. Economy.	1.2M
QUBTAN EL GOLD	1.1M
VG Time of government procurement YOU	24.3K

COMPARATIVE CONCLUSION

Channel is not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 350.2K. First goal: enter top-98 via systematic traffic & content work.

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** such mentions were **2 487**, they brought **4 531** new subs.

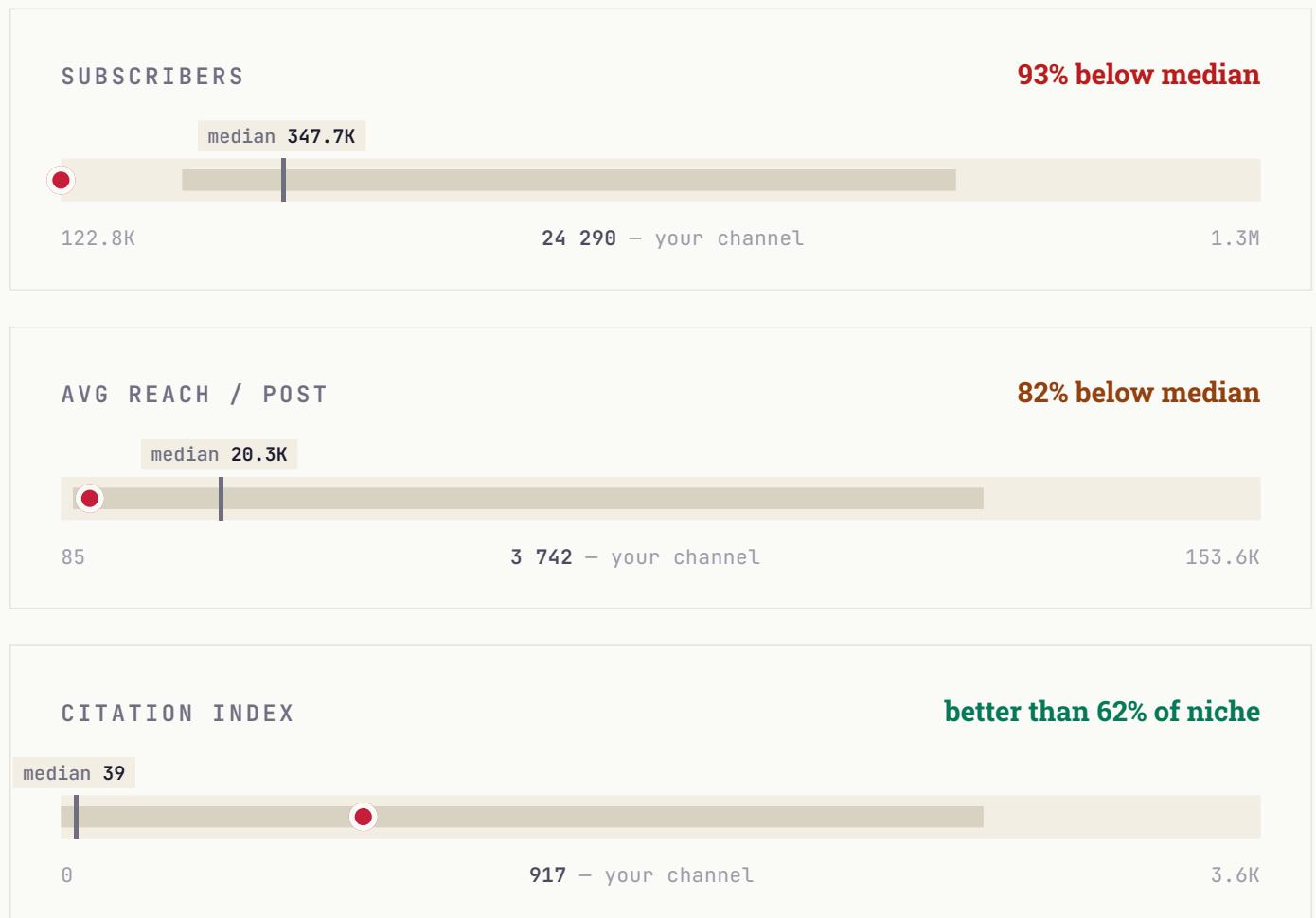
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	657	236	672	
December 2025	223	114	724	
November 2025	385	211	886	
October 2025	292	139	536	
September 2025	356	149	597	
August 2025	574	223	1 116	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2 487	6	4 531

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «**Economy**» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black line = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to Do Right Now

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

01**Main post of the week — on Saturday**

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase video post share**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better****03****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****04****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**05****Cross-promo with neighboring channels**

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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