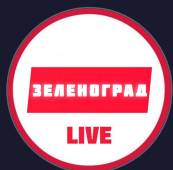


— PROMTPRESS PUBLIC REPORT

Channel audit

Зеленоград LIVE



@zelenogradj

🔥 Always Fresh News and a bit of humor ! For collaboration, write here: @YanaPod98

SUBSCRIBERS

64 930

+52650 per month

ERR (% SEE POSTS)

8.0%

per day 7.4%

REACH/POST

5.2K

Ad reach 4.8K/24h

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5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number tells for which period it was calculated.

SUBSCRIBERS 64 930 —	SUBSCRIBER REACH 7.95% avg % subs see post	VIEWS/POST 5.2K median 4.3K · 28 days	POSTS/WK 9.0 Period
TREND 7D +43.6% vs previous week	REACTS/POST 32.7 total 1 209 react., 72 rep., 2 comm.	POST LENGTH 521 chars median 504 · 28 days	POSTS ANALYZED 37 28 days
AD REACH 4.8K 24h avg	CHURN / MONTH +52650 Last month	QUOTES 10 citation index · 16 channels mentioned all time	CHANNEL AGE 4 years 6 months created 02.02.2022

AI EDITOR SUMMARY

Channel «Зеленоград LIVE» – 64 930 subs. Avg views per post 5.2K people (8% from subs), low reach – expand audience. Publishes 9 posts per week (~1 per day) – regular. Week of Aug 10–16 reach up +43.6% by week Aug 3–9 – positive trend.

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 37 posts over 28 days.
- 02 Dominant format – Photo (20/37 posts).
- 03 Average post length – 521 chars (median 504).
- 04 Peak audience activity – Monday, 11:00 MSK.
- 05 Top posts get 5 times More views than weakest (13K avg top vs 2.6K worst) – among 37 posts/ 28 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 19.08 · 07:10 PHOTO Gas at only 28% of Russia's gas stations, Izvestia reports In recent days, drivers have faced the second wave of the fuel crisis. At...	VIEWS. 18 207 REPOSTS 7	REACTS. 20 ER 28.0%
Nº2 17.08 · 08:39 PHOTO At Yunosti Square, a scooter rider hit a child at high speed Another accident occurred at Yunosti Square – a rental scooter...	VIEWS. 12 495 REPOSTS 3	REACTS. 19 ER 19.2%
Nº3 18.08 · 09:15 VIDEO A man causes a scene at a Moscow-area store checkout over a price mismatch. Worst of all, he...	VIEWS. 8 421 REPOSTS 2	REACTS. 20 ER 13.0%

Nº4 15.08 · 14:00 VIDEO In Zelenograd, a warehouse is blazing right by a grocery store on Leningradskoye Highway A huge column of black smoke rose into the sky. Fire...	VIEWS. 7 596 REPOSTS 6	REACTS. 20 ER 11.7%
Nº5 17.08 · 11:11 PHOTO Why does a person with a disability suddenly stop needing help after turning 18? The 'New People' party proposed to change this. If a person...	VIEWS. 7 512 REPOSTS —	REACTS. 19 ER 11.6%

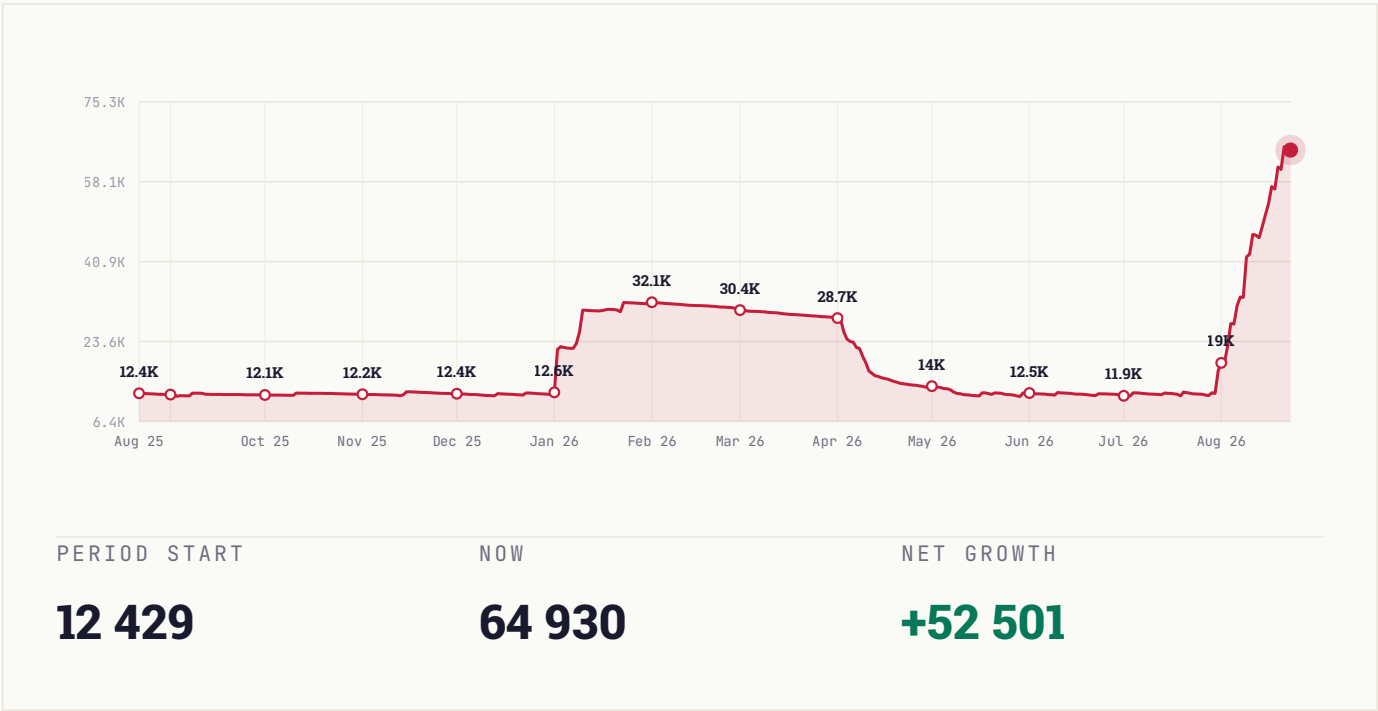
WORST 3

↓ 08.08 · 10:30 VIDEO In Zelenograd, a fire in building 924 left a 56-year-old man injured. The incident occurred on August 5. According to data...	VIEWS. 2 832 REPOSTS 1	REACTS. 12 ER 4.4%
↓ 31.07 · 13:27 VIDEO A bottle of shit exploded at a pickup point. A woman was unpacking her order when an explosion went off - the bottle of manure burst, and her...	VIEWS. 2 670 REPOSTS 1	REACTS. 21 ER 4.1%
↓ 18.08 · 06:56 PHOTO E-scooter rentals to be tied to Gosuslugi By September 30, 2026, e-scooter operators must implement mandatory authorization...	VIEWS. 2 222 REPOSTS —	REACTS. 20 ER 3.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

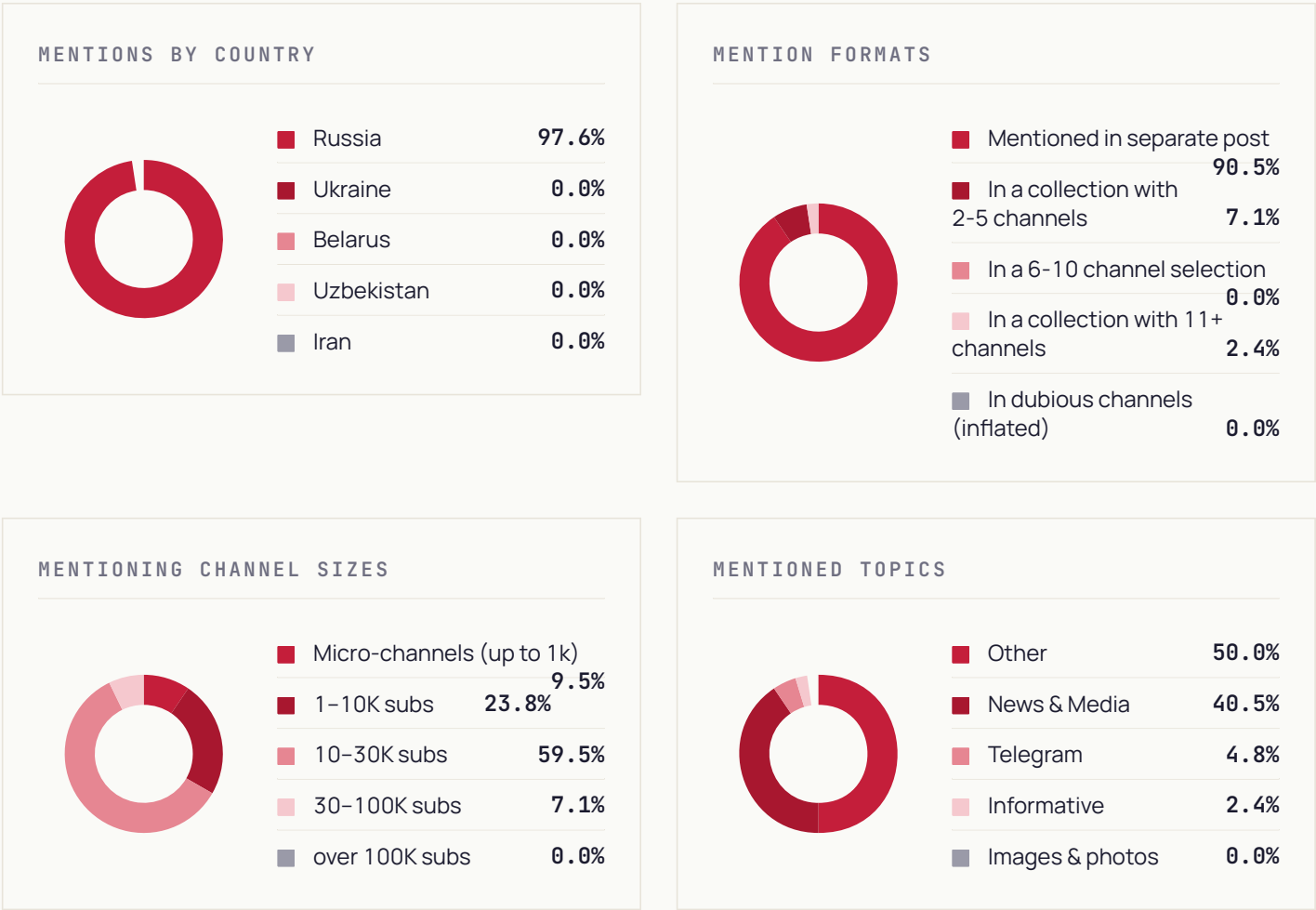
Sub growth chart for the year. Key months show exact subs. See which months gained and which months lost.



SECTION 04 · CITATIONS

Who and how the channel is mentioned

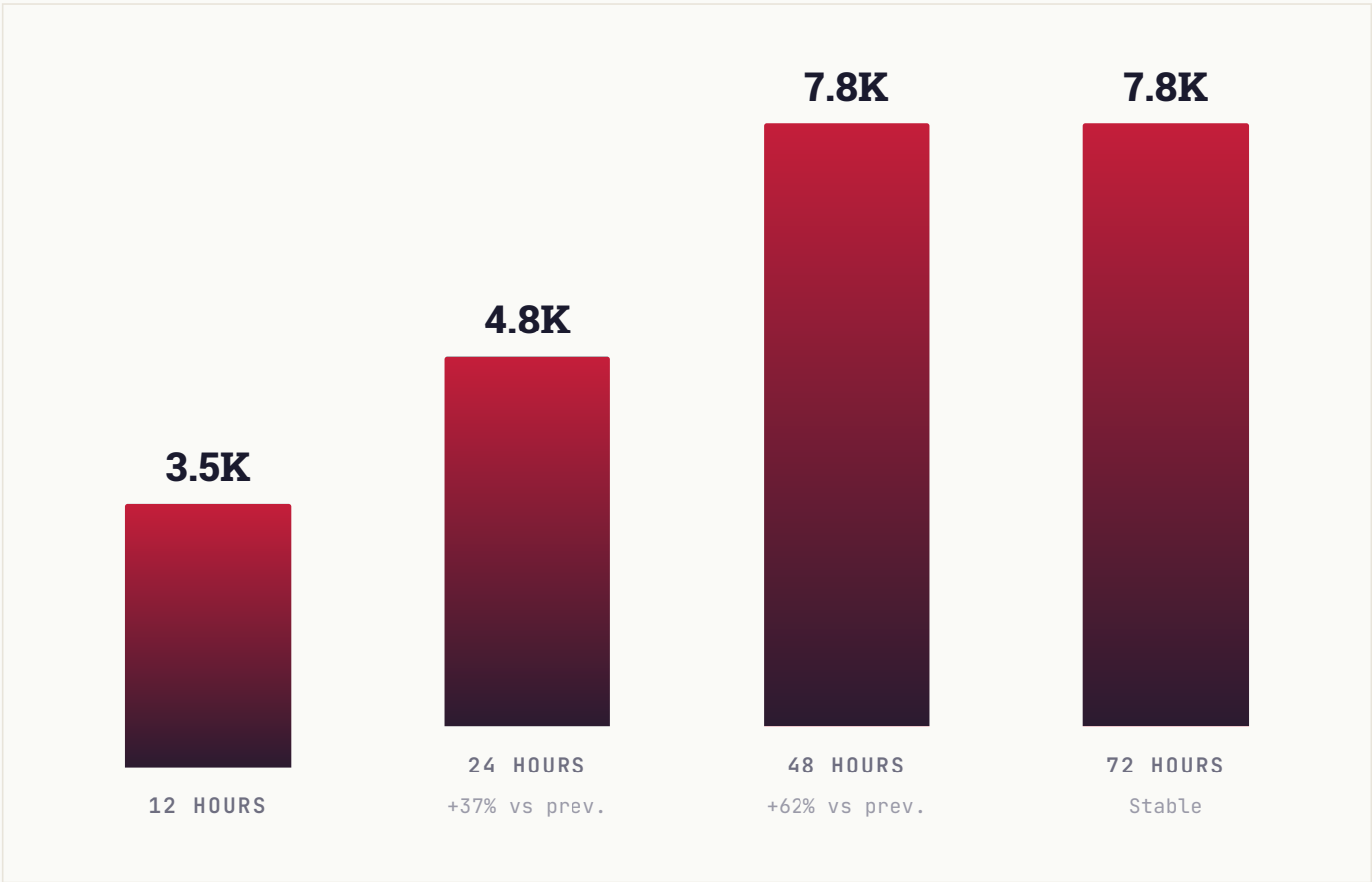
Citation index **10** – channel popularity rating based on mentions. Takes into account not only their count, but also mentioner weight: a post from channel with 100 k subs weighs more than from channel with 1 k. For all time, the channel has been mentioned **16** various channels.



SECTION 05 · ADVERTISING POTENTIAL

How long a post generates reach

Average reach of an ad post by time from publication. Helps estimate how long a placement makes sense to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 Closest channels by topic and audience. Highlighted your channel — see its place among niche peers.

CHANNEL	SUBSCRIBERS
М• Москвач • Moscow News	4.3M
TL Topor Live	4.1M
ПЭ Прямой Эфир • News	4M
М- Moscow is interesting	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
РН РИА Новости	3M
MN Moscow News	2.7M
МС Moscow Today	2.7M
Avg Media Russia not Moscow	2.6M
3L Зеленоград LIVE YOU	64.9K

COMPARATIVE CONCLUSION

Channel so far outside top-99 niche — early growth stage. Niche leader — **Москвач • Moscow News** (4.3M), median top-99: 776.9K. First goal — to enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we log posts in other channels that mention your channel. For the last **6 months** Such mentions: **3**, they brought **24 567** new subs.

PERIOD	MENTIONS	CHANNELS	SUBSCRIBERS ACQUIRED
February 2026	0	0	0
January 2026	1	1	21 394
December 2025	1	1	930
Ноябрь 2025	0	0	864
Октябрь 2025	1	1	492
September 2025	0	0	887

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
3	6	24 567

SECTION 08 · NICHE COMPARISON

Where the channel is in its league

Took top-100 channels in «News & Media» (Russia) and looked at how the channel appears against their background. The gray band — the range into which 80% of niche channels fall (from p10 to p90). The black vertical — the median. The red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — Monday
 Audience most active on this day at 11:00 MSK.

IMPACT
Best window for a key post
- 02

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects sources for the niche.

IMPACT
+1000-3000 subs
- 03

Test polls and interactive formats
 Posts with polls/reactions usually give +5-15% to ER. One poll a week on a 'hot' topic is an easy growth point.

IMPACT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

IMPACT
Relevant audience growth
- 05

Update channel description for Telegram search
 Telegram search matches descriptions. Add 3-5 niche keywords — an organic traffic source.

IMPACT
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 — launch ads through us and close your growth plan in a month.

01 **Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
