

— PROMTPRESS PUBLIC REPORT

Channel audit

Diary of Academician Pavlov | Self- Development



@academicpavlov

Author's blog by a publicist, doctor of philosophy, and just a good person. No fluff, only the most interesting.\n\nFor all questions: @Investstrateg\n\nAd managers: @bogaglaz\n\nRKN:...

SUBSCRIBERS

119 093

ERR (% WHO SEE
POSTS)

REACH/POST

6K

-2574 this month

6.0%

daily 3.1%

ad reach 3.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 119 093 —	SUBSCRIBER REACH 5.06% avg % of subs see post	VIEWS/POST 6K median 6.2K · 29 days	POSTS/WEEK 25.8 for period
7D TREND -3.0% vs previous week	REACTIONS/POST 180.1 total 19,816 reactions, 7,889 reposts, 0 comments	POST LENGTH 816 chars median 881 · 29 days	POSTS ANALYZED 110 29 days
AD REACH 3.6K 24h avg	CHURN / MONTH -2574 last month	QUOTE RATE 979 citation index · 1,197 channels mentioned all time	CHANNEL AGE 3 years 8 months created 18.10.2022

AI EDITOR SUMMARY

Channel «Diary of Academician Pavlov | Self-Development» — 119 093 subs. Each post averages 6K people (5% from subs), reach is low — consider expanding audience. Publishes 26 posts per week (~4/day) — active publishing. For the week Jun 29 – Jul 5, reach stable (-3.0% vs week 22–28 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 110 posts over 29 days.
- 02 Dominant format — Photo (110/110 posts).
- 03 Avg post length — 816 chars (median 881).
- 04 Peak audience activity — Thursday, 22:00 MSK.
- 05 Top posts get 2x more views than the weakest (7.7K avg for top vs 4.6K for worst) — among 110 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 12:30 PHOTO 15 annoying life laws\n\n1. The other line always moves faster. (Ettore's observation)\n\n2. When you need to knock on wood —...		VIEWS 7 753	REACTIONS 227
		REPOSTS 206	ER 6.5%
Nº2 12.06 · 10:05 PHOTO I'm so old I remember last century For example, I remember when butter was healthy. They put it in hot porridge, spread it...		VIEWS 7 745	REACTIONS 353
		REPOSTS 151	ER 6.5%
Nº3 15.06 · 12:30 PHOTO Have you ever noticed that no old people annoy us as much as our own? Because all old people are...		VIEWS 7 523	REACTIONS 332
		REPOSTS 284	ER 6.3%

Nº4

15.06 • 16:30

PHOTO

Kindergarten teacher helps a boy put on boots. Boots are tight. When she finally gets the second boot on...

VIEWS

7 501

REPOSTS

118

REACTIONS

268

ER

6.3%

Nº5

18.06 • 19:15

PHOTO

All stages of growing up: Age 7: Yay! Finally going to the dacha with grandma! 14: Parents and their garden beds are annoying! 20: Seems...

VIEWS

7 471

REPOSTS

135

REACTIONS

325

ER

6.3%

WORST 3

↓ 06.07 • 14:17 PHOTO

#subscriberquestion\n\nWhy do they say "bury your talent in the ground"? \n\nOriginally, "talent" was the largest weight and monetary unit...

VIEWS

4 773

REPOSTS

13

REACTIONS

70

ER

4.0%

↓ 08.07 • 06:30 PHOTO

#subscriberquestion\n\nWhy are some chicken eggs white and others brown? \n\nEgg color is an inherited trait, just like feather color...

VIEWS

4 745

REPOSTS

30

REACTIONS

91

ER

4.0%

↓ 09.07 • 06:30 PHOTO

#subscriberquestion\n\nWhy do pigs love to wallow in mud? \n\nPigs have no sweat glands, they can't sweat even on the hottest days...

VIEWS

4 252

REPOSTS

16

REACTIONS

97

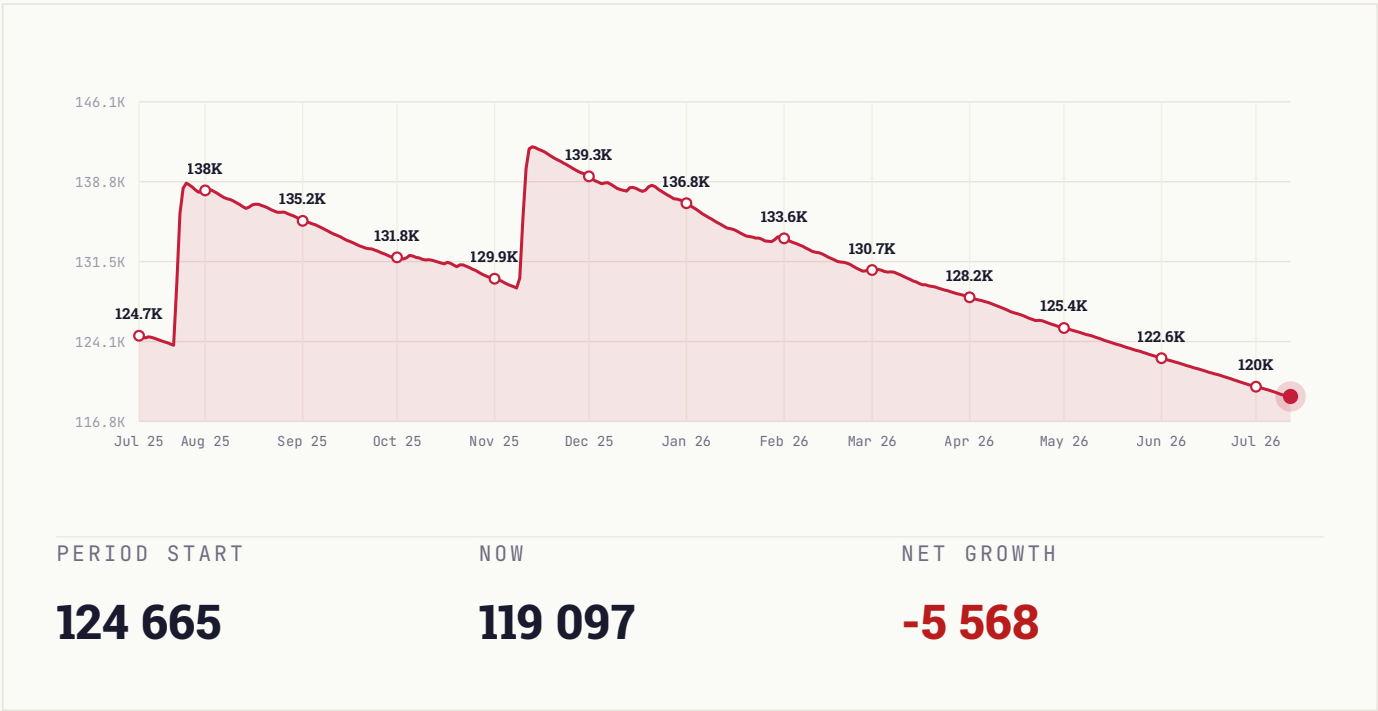
ER

3.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

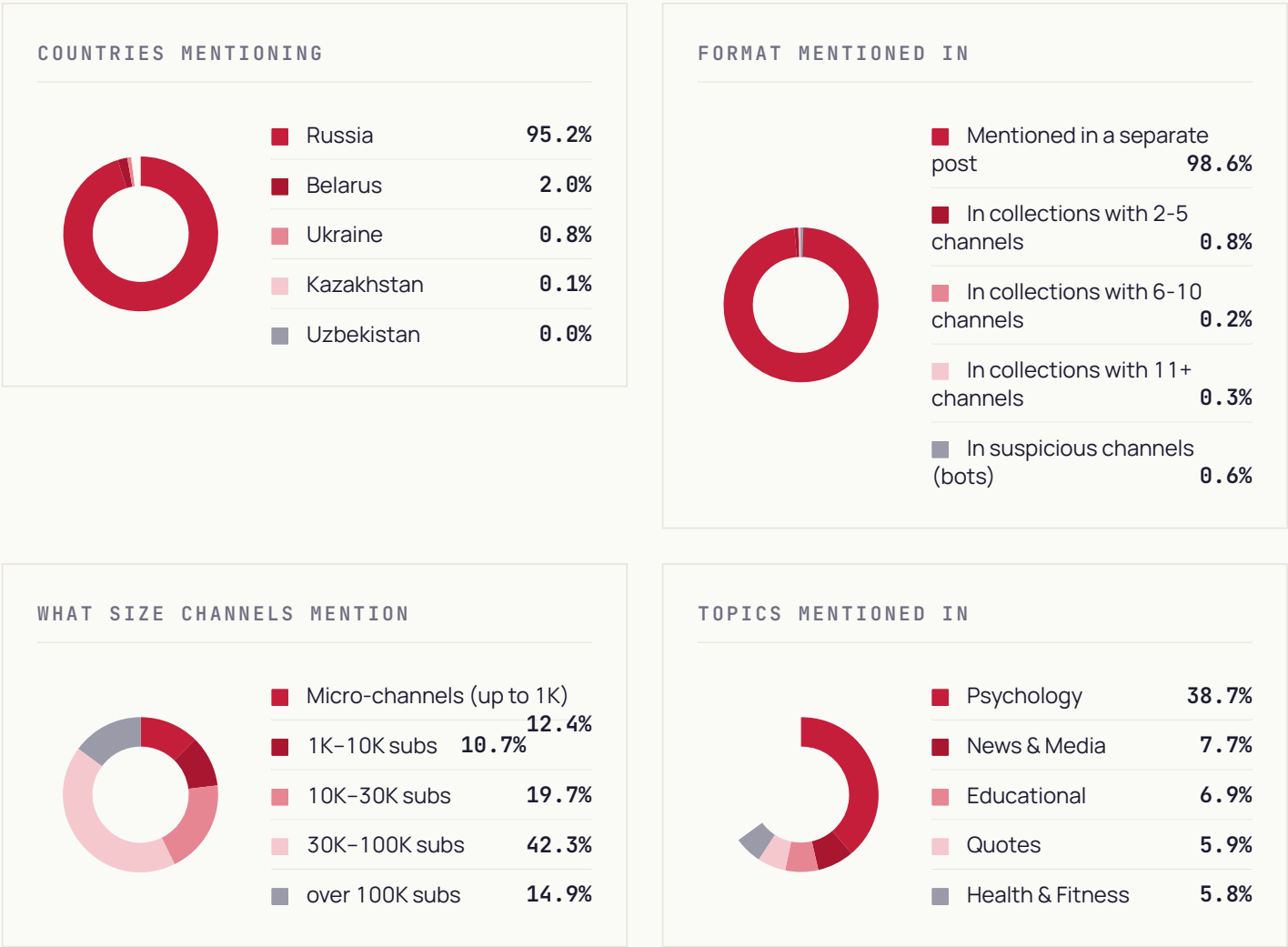
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

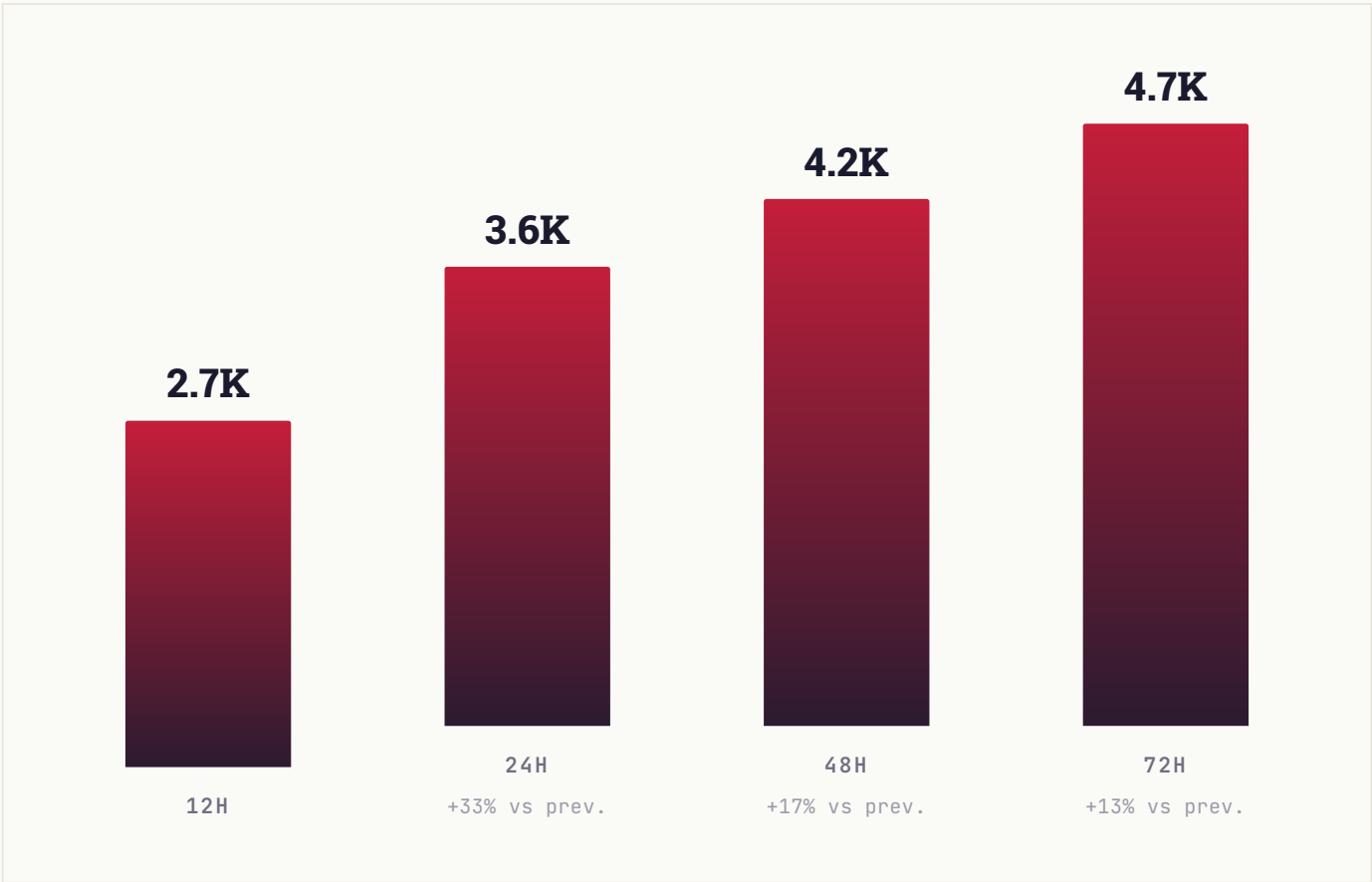
Citation index **979** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All time channel was mentioned **1 197** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B Booster	1.2M
KB Bloody Lady	1.1M
EI EVELONE 192	1.1M
LJ here lives broen	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
YES Diary of Academician Pavlov Self-Development YOU	119.1K

COMPARATIVE INSIGHT

No channel yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal — enter top-100 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **236**, they brought **15 572** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	15	15	444
December 2025	46	39	972
Nov 2025	94	90	12 953
Oct 2025	25	24	669
September 2025	21	17	0
August 2025	35	33	534

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
236	6	15 572

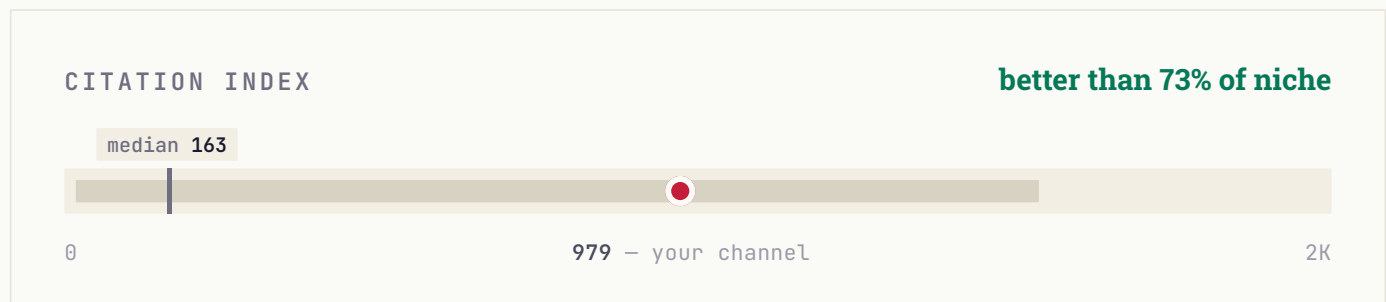
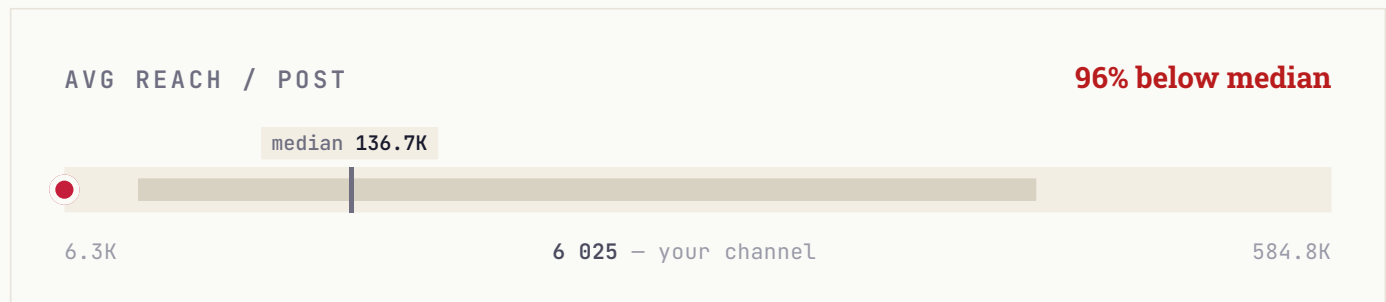
Where the channel stands in its league

SUBSCRIBERS

75% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 174.1K, 119 093, and 1.3M. A light beige bar represents the range from 174.1K to 1.3M. A darker beige bar is positioned within this range, starting at 119 093 and ending at the median value of 483.2K. A vertical blue line marks the median at 483.2K. A red dot is located at the start of the light beige bar, corresponding to 174.1K. The text 'median 483.2K' is displayed above the vertical line. The text '75% below median' is shown in red at the top right.

Value	Label
174.1K	Start of range
119 093	Your channel
483.2K	Median
1.3M	End of range



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and come back in a month.

- 01

Top post of the week — on Thursday

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

EFFECT

Best time for an important post
- 02

Increase video posts share

Video in Telegram holds audience longer and is algorithm-friendly. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 5.06% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.4pp ER
- 04

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
- 05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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

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