

PUBLIC REPORT BY PROMTPRESS

Channel audit

Easy living with Aida Prodom



@aidaprodom

- writing how to make chores less tiring I'm on VK vk.ru/aidaprodom
I'm on MAX max.ru/aidaprodom PR <http://t.me/Nelli11> RKN: <https://clck.ru/3EzkAc>

SUBSCRIBERS

297 971

+3527 per month

ERR (% SEE POSTS)

14.0%

in 24 hours 7.3%

REACH/POST

38.6K

ad reach 21.6K/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.

 SUBSCRIBERS 297 971 —	 SUBSCRIBER REACH 12.96% avg % of subs see post	 VIEWS/POST 38.6K median 40.8K · 28 days	 POSTS/WEEK 17.9 for period
 7D TREND -0.0% vs previous week	 REACTIONS/POST 1222.6 total 90 476 reactions, 16 171 reposts, 5 369 comments	 POST LENGTH 447 chars. median 376 · 28 days	 POSTS ANALYZED 74 28 days
 AD REACH 21.6K 24h avg	 CHURN / MONTH +3527 last month	 CITATION RATE 27 citation index · 150 channels mentioned all time	 CHANNEL AGE 4 years 6 months created 10.12.2021

AI EDITOR SUMMARY

Channel «Easy living with Aida Prodom» — 297 971 subs. Each post averages 38.6K people (13% of subs), reach is low — consider expanding audience. Publishes 18 posts per week (~3/day) — regular schedule. Week of Jun 8–14 reach stable (-0.0% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 74 posts in 28 days.
- 02 Dominant format — Text (32/74 posts).
- 03 Avg post length — 447 chars (median 376).
- 04 Audience peak — Thu, 22:00 MSK.
- 05 Top posts get 2x more views than the weakest (51.7K avg for top vs 31.9K for worst) — among 74 posts over 28 days. Worth analyzing what the top has in common — topic, format, time.

TOP 5 POSTS

Nº1 04.06 · 19:18 VIDEO THANK YOU to everyone who came to meet me at the book festival on Red Square today! You are INCREDIBLE!!! warm, tender...	VIEWS 53 283 REP. 15	REACTIONS 985 ER 17.9%
Nº2 25.05 · 13:25 TEXT a selection of channel posts about a clean kitchen ☑how & what to wash glossy kitchen ☑how & what to wash matte kitchen & soft touch ☑how & what...	VIEWS 51 180 REP. 1 109	REACTIONS 1 176 ER 17.2%
Nº3 13.06 · 12:38 VIDEO I popped into the Family store and filmed a bit for you, but my husband dragged me away from the laundry detergent aisle saying "you...	VIEWS 50 750 REP. 60	REACTIONS 1 318 ER 17.0%

Nº4 09.06 • 12:35 VIDEO step 1 - slightly damp paper towel picked up grease from everywhere step 2 - scrubby sponge plus 1 drop of dish soap...	VIEWS 49 521 REACTIONS 1 508 REP. 164 ER 16.6%
Nº5 27.05 • 06:38 VIDEO how to easily clean burnt residue on waffle iron and grill plates, especially non-removable ones here's that tip about paper towels and water that...	VIEWS 47 780 REACTIONS 831 REP. 434 ER 16.0%

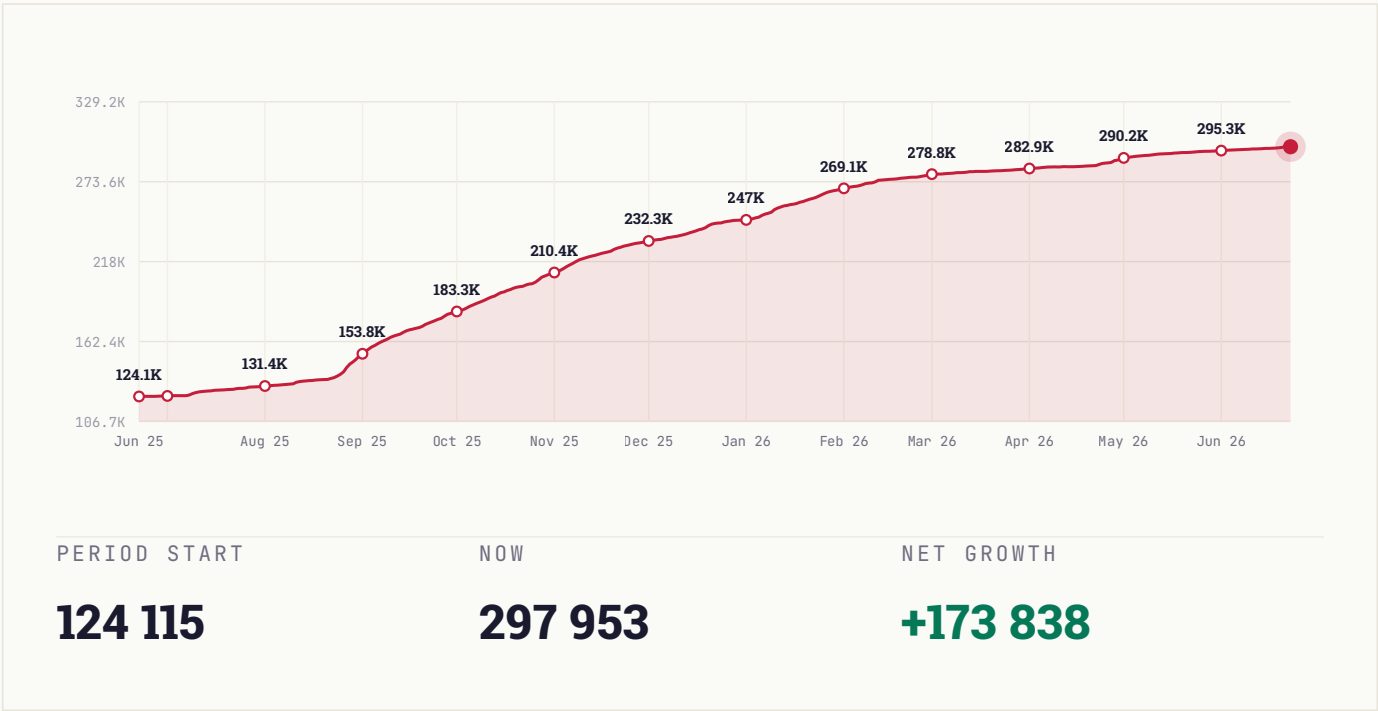
WORST 3

↓ 19.06 • 13:16 PHOTO I ask my husband the same question ☹️	VIEWS 34 014 REACTIONS 1 527 REP. 180 ER 11.4%
↓ 20.06 • 09:20 PHOTO happened to see that the price of our Minute cream set for myself dropped on Ozon, here 2 jars of 150 ml each...	VIEWS 31 325 REACTIONS 532 REP. 27 ER 10.5%
↓ 20.06 • 14:17 PHOTO the easiest way to get clean copper, brass, and bronze fixtures is to wipe them daily with a soft cloth, you can keep a small...	VIEWS 30 439 REACTIONS 965 REP. 204 ER 10.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

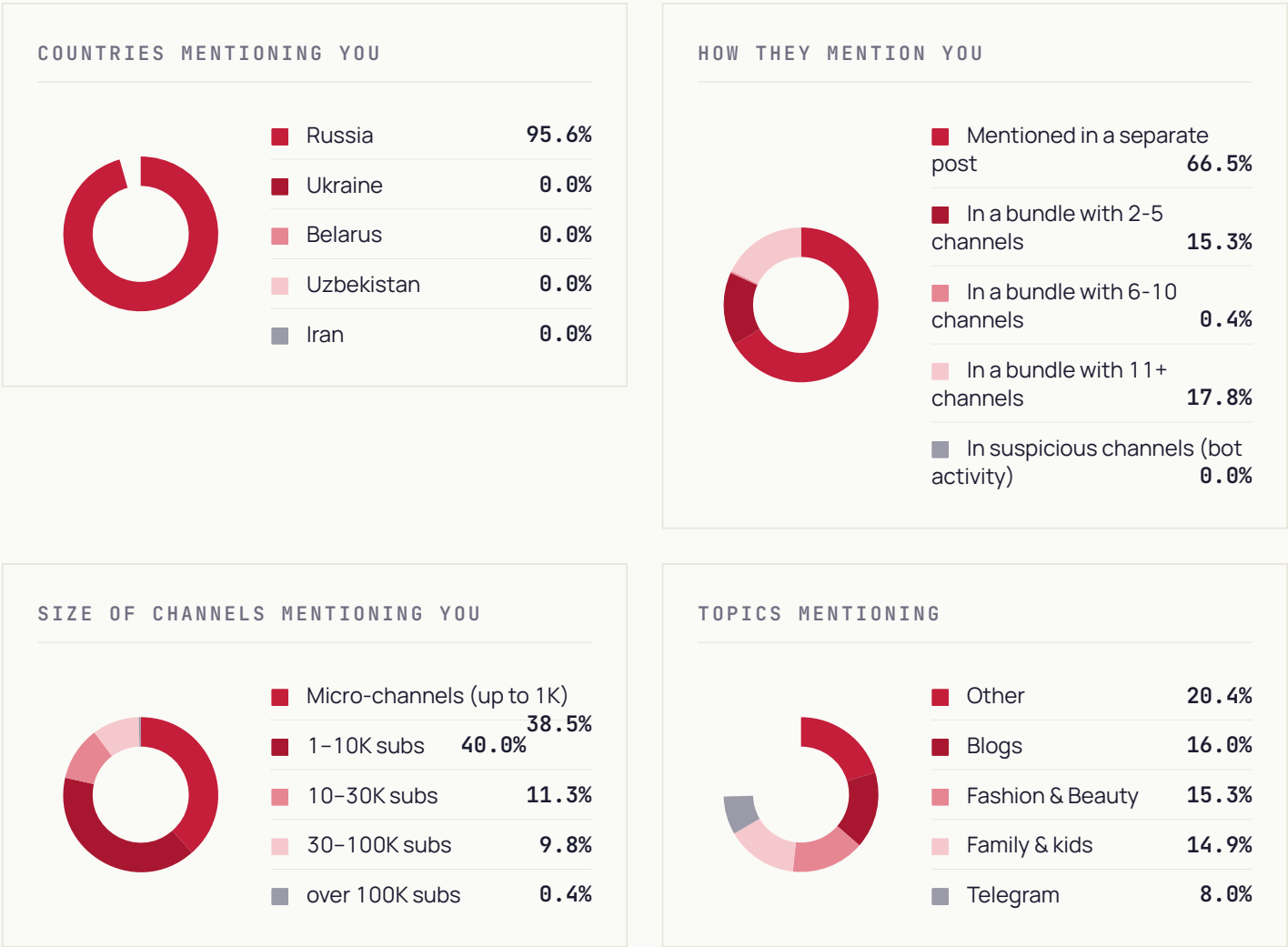
Subscriber growth chart for the year. Key months show exact subscriber count. You can see which months the channel gained subs and which months it lost them.



SECTION 04 · MENTIONS

Who mentions the channel and how

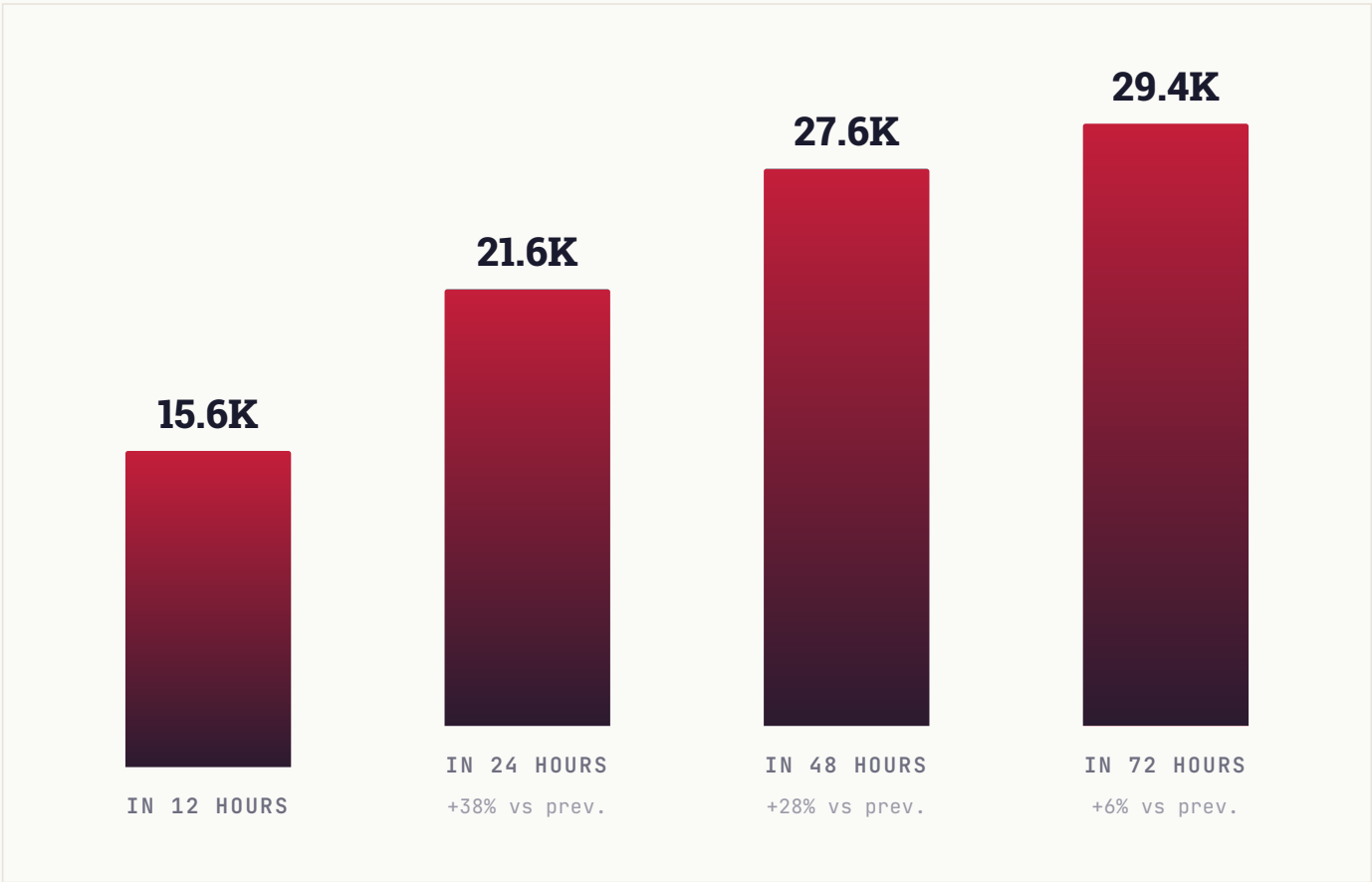
Citation index **27** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **150** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an 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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
AZ Alexander Zubarev	1.4M
EX Exile	1.3M
B Booster	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ bronze lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
LB Easy living with Aida Prodom YOU	298K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#97 of 100). Niche median — 424.7K subs. First growth KPI — reach the median. Leader: Dima Maslennikov (2.2M).

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** such mentions were **58**, they brought **122 506** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	2	2	14 877
November 2025	26	24	22 353
October 2025	5	5	27 060
Sep 2025	13	10	30 246
August 2025	4	3	21 365
July 2025	8	5	6 605
TOTAL MENTIONS	58	MONTHS OF DATA	6
		SUBS ATTRACTED	122 506

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Blogs» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#97

/100

POSITION IN NICHE

Channel in the bottom half of the ranking

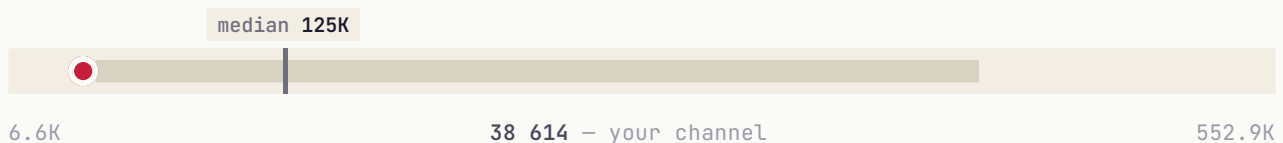
SUBSCRIBERS

30% below median



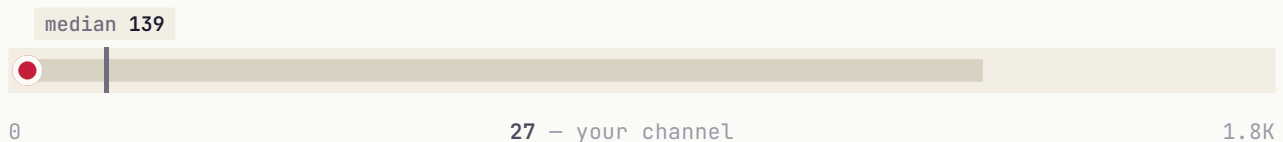
AVG REACH / POST

69% below median



CITATION INDEX

81% below median



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

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

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

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