

PUBLIC REPORT PROMTPRESS

Channel audit

ALEKÓ



@aleko_n17

For all inquiries: @aleko_n ■ Editor-in-chief «EDITORIAL OPINION* may not coincide» ■ SHOW «ALEKÓ IN MY BAG» VK Video MAX: https://max.ru/aleko_n17 Notice №4781521947 in RKN

SUBSCRIBERS

105 588

-1747 per month

ERR (% SEE POSTS)

43.0%

per day 25.5%

REACH/POST

48K

ad reach 26.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 105 588 —	 SUBS REACH 45.46% avg % of subs see post	 VIEWS/POST 48K median 47.6K · 28 days	 POSTS/WEEK 13.0 over period
 7D TREND -13.0% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 329 chars median 270 · 28 days	 POSTS ANALYZED 53 28 days
 AD REACH 26.9K 24h avg	 CHURN / MONTH -1747 last month	 CITATION RATE 857 citation index · 1,721 channels mentioned ever	 CHANNEL AGE 4 yrs 4 mo created 25.02.2022

AI EDITOR SUMMARY

Channel «A L E K Ó» — 105 588 subs. Each post is viewed on average by 48K people (45% from subs), this is broad reach for a channel of this size. Publishes 13 posts per week (~2 per day) — regular schedule. For the week of June 22–28, reach dropped by -13.0% to week 15–21 Jun — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 53 posts over 28 days.
- 02 Dominant format — Video (27/53 posts).
- 03 Avg post length — 329 chars (median 270).
- 04 Peak audience activity — Tuesday, 08:00 MSK.
- 05 Top posts get 3x more views than the weakest (1 16.8K avg for top vs 37.5K for worst) — among 53 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1

09.06 · 05:55

VIDEO

#TEFI 2026. Tina Kandelaki

VIEWS	REACTIONS
207 691	—
REPOSTS	ER
40	196.7%

Nº2

11.06 · 08:00

TEXT

⚡

Eteri Tutberidze — the heroine of the new episode of «ALEKÓ In My Bag» First interview in a long time with a person who almost never communicates with...

VIEWS	REACTIONS
81 109	—
REPOSTS	ER
480	76.8%

Nº3

04.07 · 15:24

PHOTO

First photo of Taylor Swift in her couture Dior wedding dress by Jonathan Anderson leaked online...

VIEWS	REACTIONS
61 673	—
REPOSTS	ER
80	58.4%

Nº4 13.06 · 08:03 PHOTO Kanye West after concert in Georgia:	VIEWS 58 227 REPOSTS 504	REACTIONS — ER 55.1%
Nº5 24.06 · 10:09 TEXT Attention! Job opening! Friends, for a new project I'm looking for journalist-correspondents and a managing editor. If you've long dreamed of working with me...	VIEWS 51 558 REPOSTS 413	REACTIONS — ER 48.8%

|

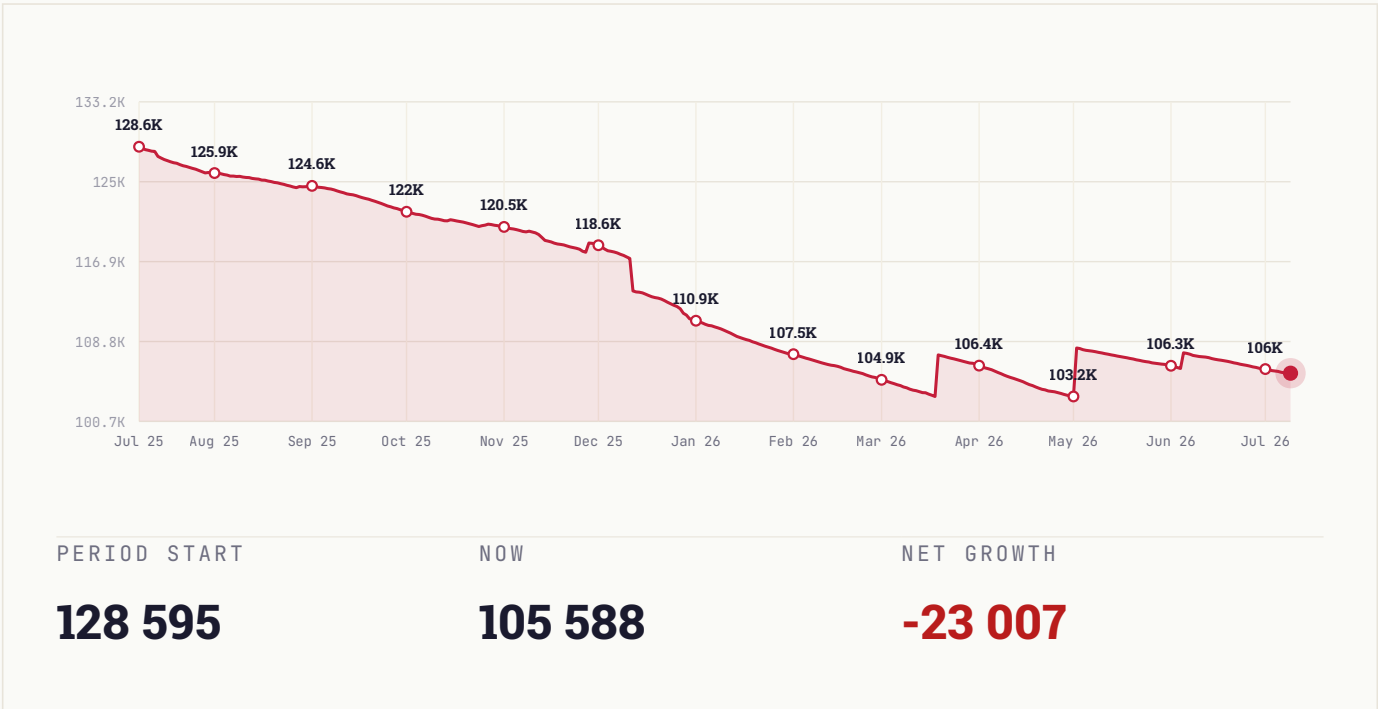
WORST 3

↓ 11.06 · 16:16 VIDEO Eteri Tutberidze commented on her words about Plushenko as a coach. Dmitry Borisov once interviewed Tutberidze...	VIEWS 38 227 REPOSTS 6	REACTIONS — ER 36.2%
↓ 01.07 · 11:04 PHOTO Days left until the main summer wedding – Taylor Swift & Travis Kelce. The event spans two days: July 2 – private dinner...	VIEWS 37 506 REPOSTS 21	REACTIONS — ER 35.5%
↓ 02.07 · 13:25 VIDEO Scrolled through Aleko's stories five times to get a good look at the very beautiful Dilara. And who better to give today's #lookoftheday to. Stunning...	VIEWS 36 905 REPOSTS 13	REACTIONS — ER 35.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

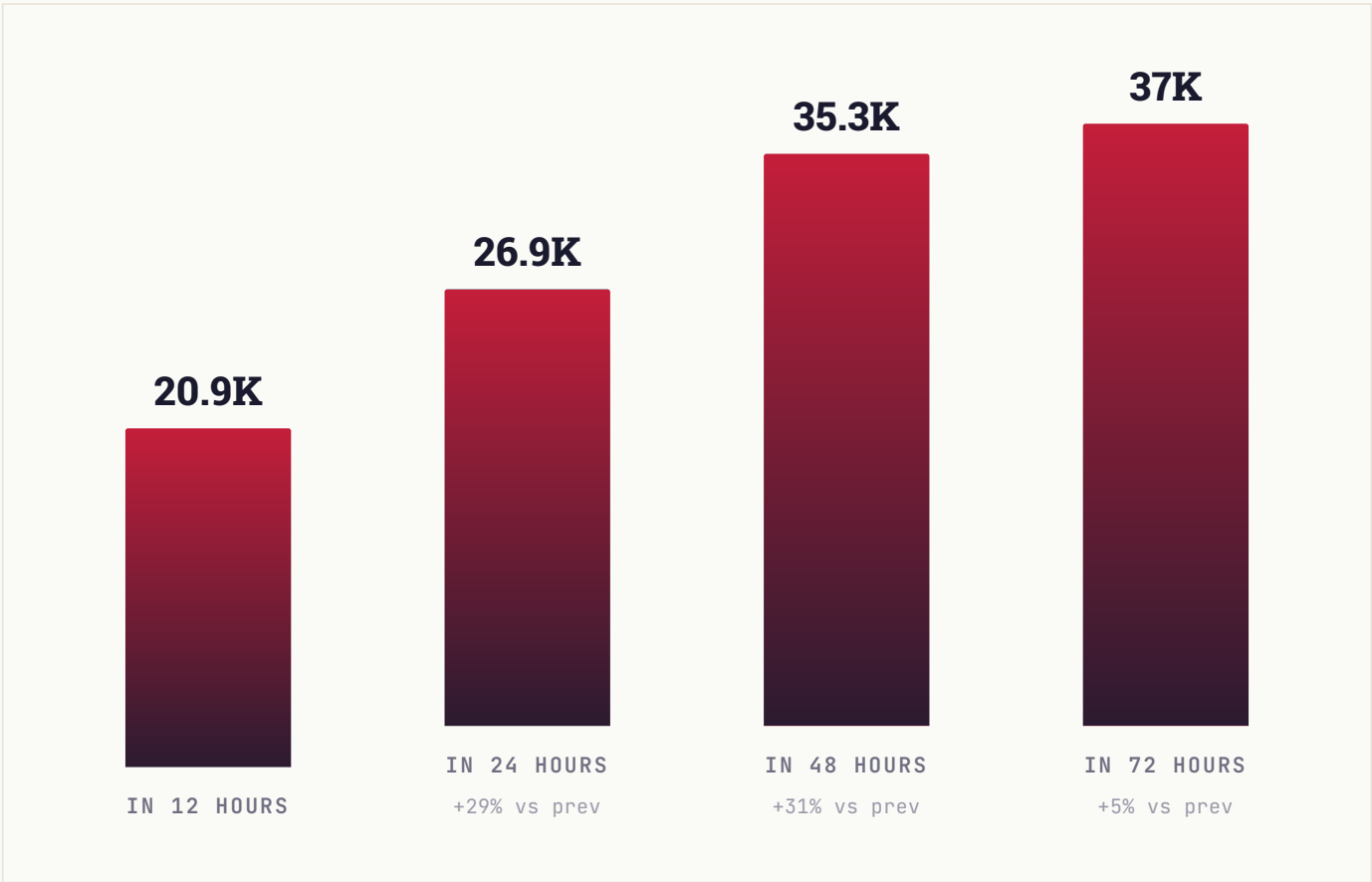
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON finds	393.5K
AL A L E K Ó YOU	105.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Zolotoe Yabloko (1.1M), median top-96: 171K. First goal — enter top-96 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we log posts in other channels that mention yours. Over the last **6 months** such mentions were **145**, they brought **1 563** new subs.

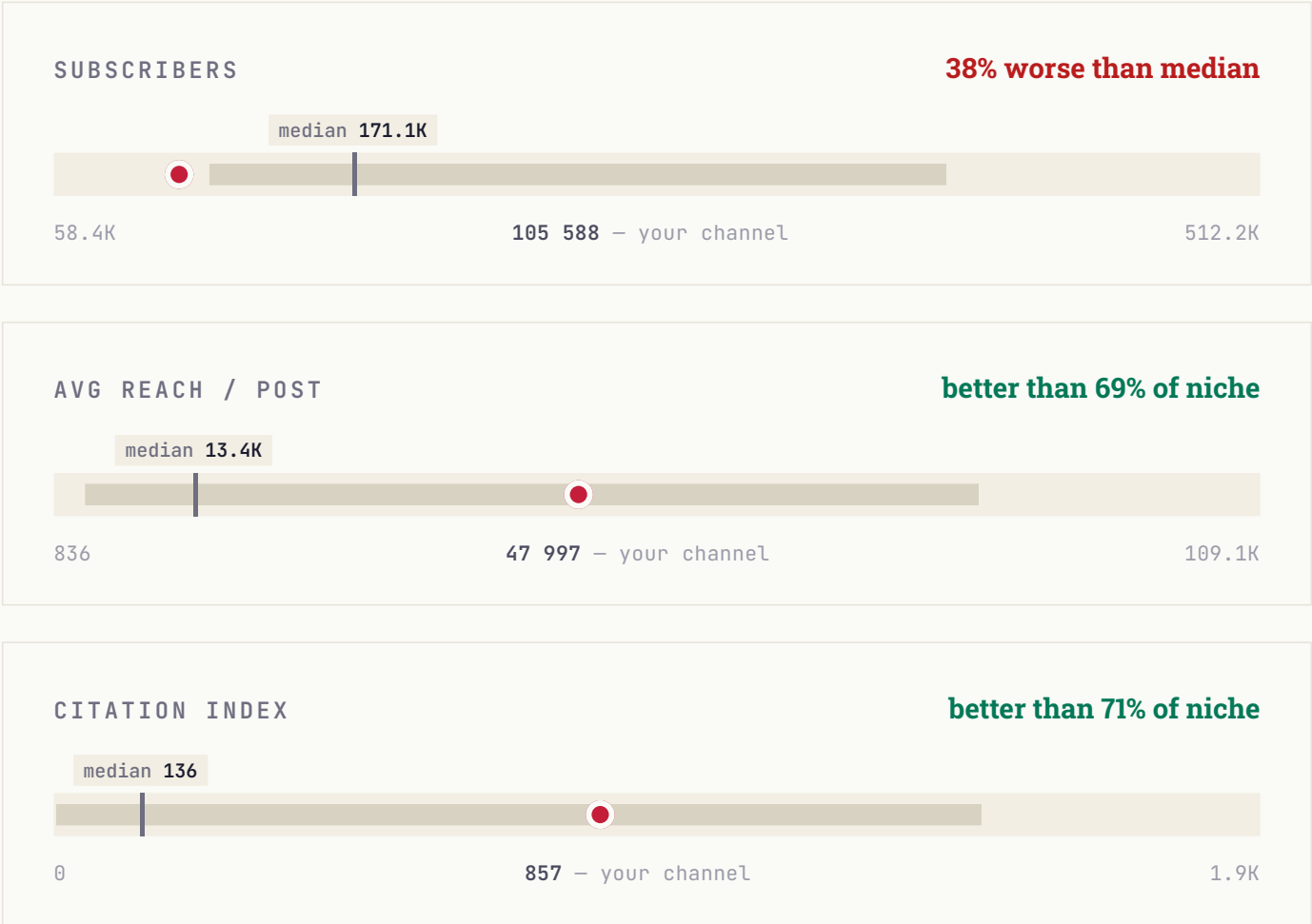
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	13	10	0	
December 2025	24	17	0	
November 2025	8	6	1 007	
October 2025	44	29	341	
September 2025	16	13	66	
August 2025	40	33	149	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
145	6	1 563

SECTION 07 · NICHE COMPARISON

Where channel ranks in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Tuesday
Audience most active on this day at 08:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Systematic traffic buying
3 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 weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Exchange posts with channels in the same segment once a quarter. 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 us to do this **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 ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
