

PUBLIC REPORT PROMTPRESS

Channel audit

SURROUNDING SITUATION



@alexasuka

Ads here @kotskaya_agency add: @prkulikolesya RKN: <https://gosuslugi.ru/snet/6797528cb0db9a5cd34068cf>

SUBSCRIBERS

383 780

-17 per month

ERR (% SEE POSTS)

21.0%

in 24h **20.3%**

REACH/POST

79.5K

ad reach **78.2K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Blogs» category

09 Strategy

5 priority actions

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 383 780 —	 SUBSCRIBER REACH 20.73% avg % subs see post	 VIEWS/POST 79.5K median 76.6K · 29 days	 POSTS/WEEK 49.4 for period
 7D TREND +12.9% vs previous week	 REACTIONS/POST 2320.5 total 475K reactions, 13.9K reposts, 7.6K comments	 POST LENGTH 318 chars median 192 · 29 days	 POSTS ANALYZED 205 29 days
 AD REACH 78.2K 24h avg	 CHURN / MONTH -17 last month	 CITATION RATE 19 citation index · 131 channels mentioned ever	 CHANNEL AGE 4 years 7 months created 28.10.2021

AI EDITOR SUMMARY

Channel «SITUATION SUR» — 383 780 subs. Each post avg views 79.5K people (21% of subs), avg reach — room to grow. Publishes 49 posts/week (~7/day) — active posting. Week 8–14 Jun reach up +12.9% Week 1–7 Jun — positive trend.

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 **205** posts in 29 days.
- 02 Dominant format — **Photo** (102/205 posts).
- 03 Avg post length — **318** chars (median 192).
- 04 Peak audience activity — **Sunday**, 20:00 MSK.
- 05 Top posts get **2x** more views than the weakest (125.8K avg for top vs 63.6K for worst) — among 205 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 12:27 VIDEO this is what we were supposed to accept AGAIN today☹ such mistakes were hard to spot when we visited before. so...	VIEWS 130 061 REPOSTS 1 492	REACTIONS 5 107 ER 33.9%
Nº2 14.06 · 13:25 TEXT we're going to ekb tomorrow. our lease ends on the 15th and we won't pay another 100k for rent. already fed up and...	VIEWS 124 993 REPOSTS 79	REACTIONS 3 746 ER 32.6%
Nº3 14.06 · 10:36 PHOTO that reply killed me... really A BIG DIFFERENCE If you didn't get it, the estimate is 2,761,125, but we transferred 3,749,542. If you subtract all...	VIEWS 122 358 REPOSTS 256	REACTIONS 2 869 ER 31.9%

Nº4 14.06 • 16:16 VIDEO check this convo with the foreman time 21:15 - no estimate)) he wrote «tallying receipts»	VIEWS 120 299 REPOSTS 197 REACTIONS 2 351 ER 31.3%
Nº5 14.06 • 19:46 PHOTO judging by all receipts and transfers -2,900,000 approx. that's work materials about 800,000 also we bought floor separately -350k tiles -300k...	VIEWS 119 265 REPOSTS 345 REACTIONS 3 493 ER 31.1%

WORST 3

↓ 09.06 • 07:10 PHOTO ☒ someone asked me my answer: cheating, drug addiction/ alcoholism, physical violence cheating – cringe. break up and do what you want. but you...	VIEWS 64 138 REPOSTS 78 REACTIONS 1 381 ER 16.7%
↓ 09.06 • 07:35 VIDEO (captionless post – video)	VIEWS 63 761 REPOSTS 21 REACTIONS 1 519 ER 16.6%
↓ 09.06 • 07:06 TEXT ☒ someone asked me my answer: terrible question☹ I generally prefer to pretend I never had that experience... The reason was that we...	VIEWS 63 046 REPOSTS 76 REACTIONS 1 521 ER 16.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

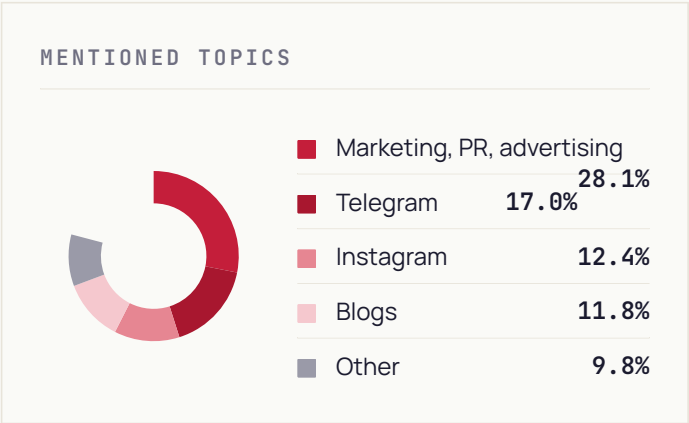
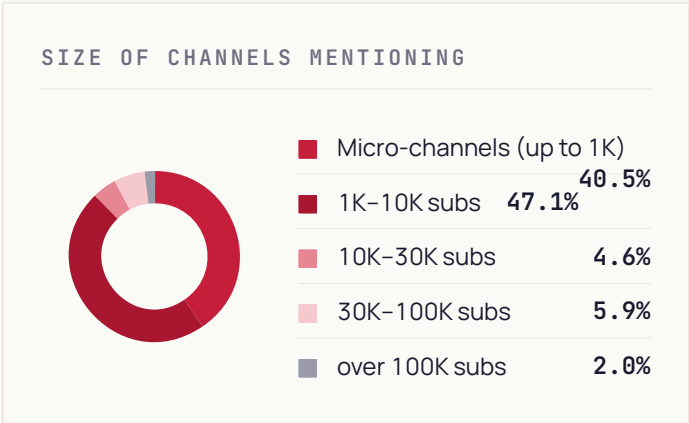
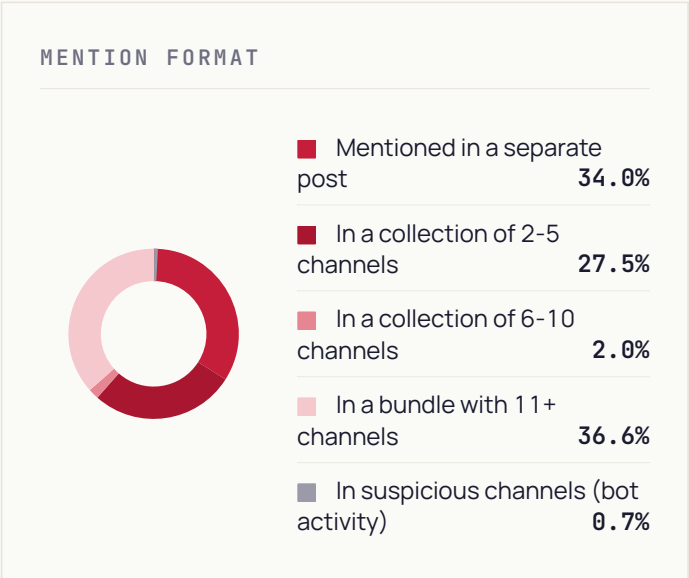
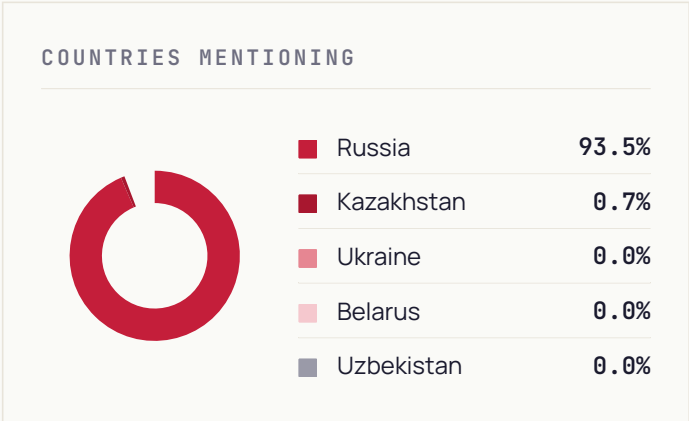
Yearly subscriber growth chart. Key months show exact subscriber count. Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

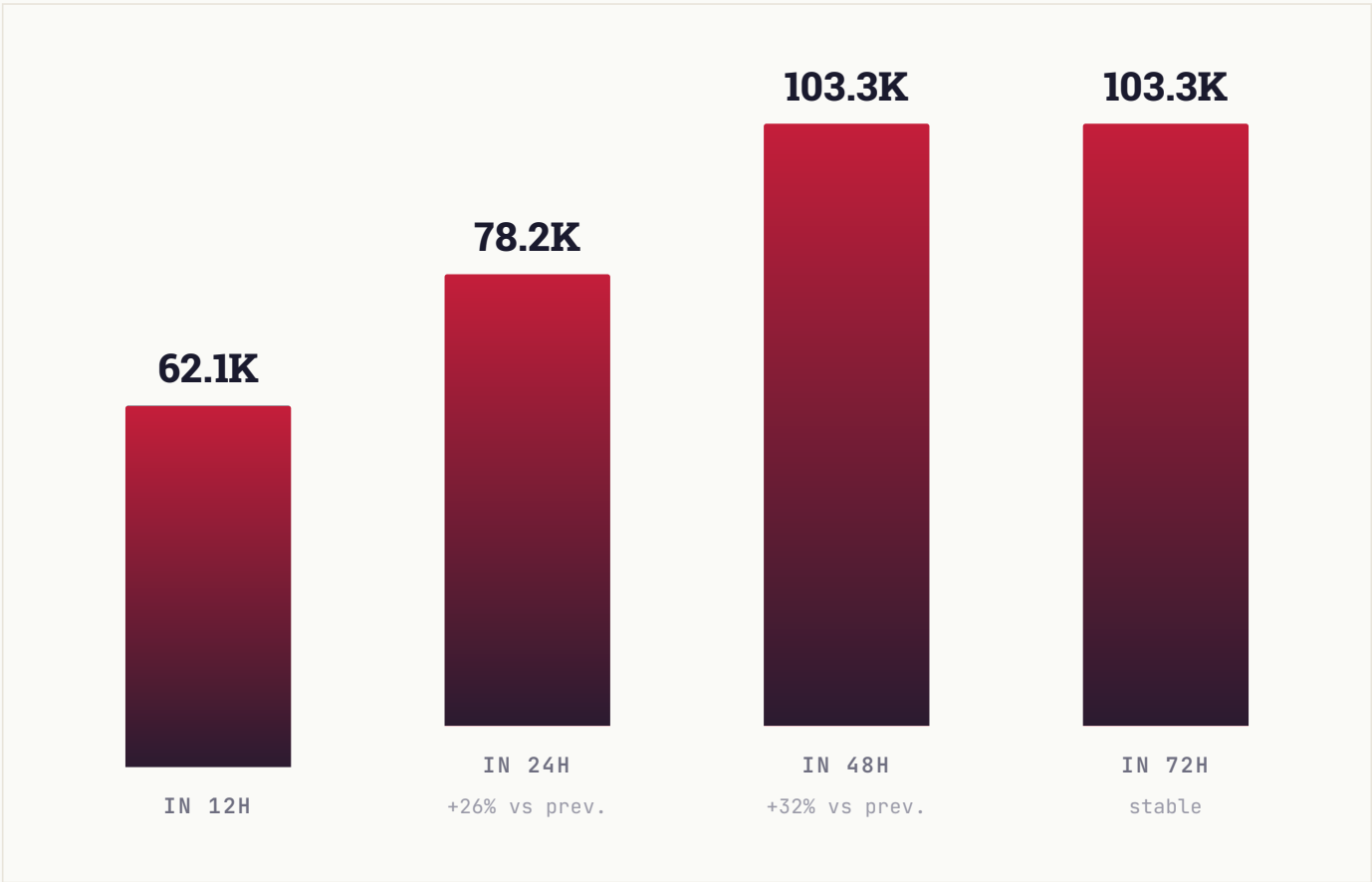
Citation index **19** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **131** different channels.



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 closest channels by topic and audience. Your channel is highlighted — see where you stand 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 here lives broen	1.1M
PA PARADEEVICH	1M
NOT NEVZOROV	1M
SS SURROUNDING SITUATION YOU	383.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#63 of 100). Niche median — 424.7K subs. First growth KPI — reach median. Leader: Dima Maslennikov (2.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **91**, they brought **155 800** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	7	3	38 445
November 2025	25	22	28 078
October 2025	25	3	7 777
September 2025	10	6	18 467
August 2025	12	10	16 121
July 2025	12	7	46 912
TOTAL MENTIONS			91
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			155 800

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Blogs» (Russia) and compared your channel.

Gray band — range of 80% niche channels (p10 to p90). Black vertical — median.

Red dot — your channel.

#63 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

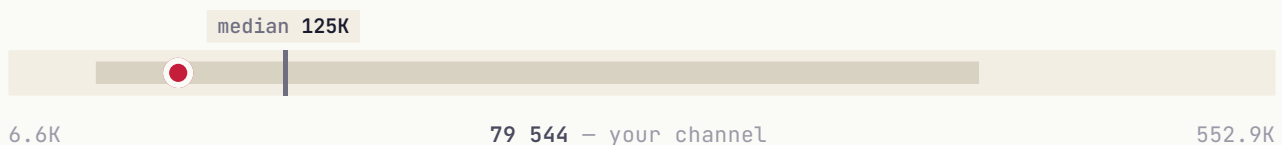
SUBSCRIBERS

10% below median



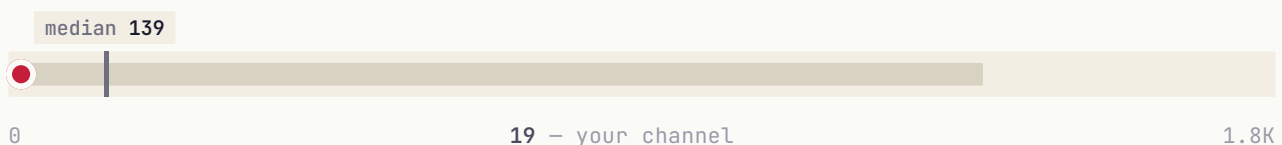
AVG REACH / POST

worse than median by 36%



CITATION INDEX

worse than median by 86%



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

On this day at 20:00 MSK audience is most active.

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 — easy growth point.

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
