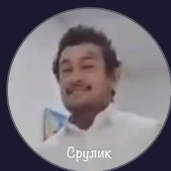


PUBLIC REPORT BY PROMTPRESS

# Channel audit

## MORGENSHTERN



@alisherhateu

SUBSCRIBERS

**640 490**

-9283 per month

ERR (% SEE POSTS)

**62.0%**

last day 20.5%

REACH/POST

**386.3K**

ad reach 131.5K/24h

---

**— CONTENTS · 2026**

# What's inside the report

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**02 Content analysis**

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**03 Subscriber dynamics**

Yearly chart · growth

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**09 Strategy**

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                           |                                                                                                                                                                                                         |                                                                                                                                                                                                    |                                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>640 490</div><div>—</div></div>         | <div><div> SUBS REACH</div><div>60.31%</div><div>avg % subs see post</div></div>                                       | <div><div> VIEWS/POST</div><div>386.3K</div><div>median 438.2K · 23 days</div></div>                              | <div><div> POSTS/WEEK</div><div>1.2</div><div>for the period</div></div>                     |
| <div><div> 7D TREND</div><div>—</div><div>no data for period</div></div> | <div><div> REACTIONS/POST</div><div>9024.2</div><div>total 36,097 reactions, 5,518 reposts, 9,629 comments</div></div> | <div><div> POST LENGTH</div><div>164 chars</div><div>median 200 · 23 days</div></div>                             | <div><div> POSTS ANALYZED</div><div>4</div><div>23 days</div></div>                          |
| <div><div> AD REACH</div><div>131.5K</div><div>24h avg</div></div>     | <div><div> CHURN / MONTH</div><div>-9283</div><div>last month</div></div>                                            | <div><div> CITATION RATE</div><div>419</div><div>citation index · 2,962 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>4 years 3 months</div><div>created 11.03.2022</div></div> |

AI EDITOR SUMMARY

Channel «MORGENSHTERN» — 640 490 subs. Each post averages 386.3K people (60% of subs), wide reach for a channel this size. Publishes 1 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts over 23 days.
- 02 Dominant format – Photo (2/4 posts).
- 03 Avg post length – 164 chars (median 200).
- 04 Audience peak – Thursday, 18:00 MSK.
- 05 Top posts get 1x more views than the weakest (462.2K avg top vs 345K worst) – among 4 posts in 23 days. Analyze commonalities: topic, format, timing.

TOP 4 POSTS

|                                                                                                                                                                                                             |                                                                         |                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <div><div>Nº1</div><div>11.06 · 15:42</div><div>VIDEO</div></div> <div>Long observed this type. Through horrors, he always smiles. I couldn't understand WHY??! Went and asked. Answer...</div>             | <div>VIEWS</div> <div>510 026</div> <div>REPOSTS</div> <div>677</div>   | <div>REACTIONS</div> <div>9 179</div> <div>ER</div> <div>79.6%</div>  |
| <div><div>Nº2</div><div>07.06 · 16:48</div><div>PHOTO</div></div> <div>heard the news? so it happened, you really wanted it, and it's here. new venue in Varna, even bigger, tickets on sale again...</div> | <div>VIEWS</div> <div>454 084</div> <div>REPOSTS</div> <div>932</div>   | <div>REACTIONS</div> <div>6 805</div> <div>ER</div> <div>70.9%</div>  |
| <div><div>Nº3</div><div>15.06 · 19:06</div><div>TEXT</div></div> <div>Yulia's BD</div>                                                                                                                      | <div>VIEWS</div> <div>422 404</div> <div>REPOSTS</div> <div>2 939</div> | <div>REACTIONS</div> <div>16 526</div> <div>ER</div> <div>66.0%</div> |

Nº4

30.06 · 16:58

PHOTO

⚠️ ATTENTION Israel Yehuda blessed this channel with a 20% discount. Last chance to grab WT'25 collection merch. Get any merch...

VIEWS

158 632

REPOSTS

970

REACTIONS

3 587

ER

24.8%

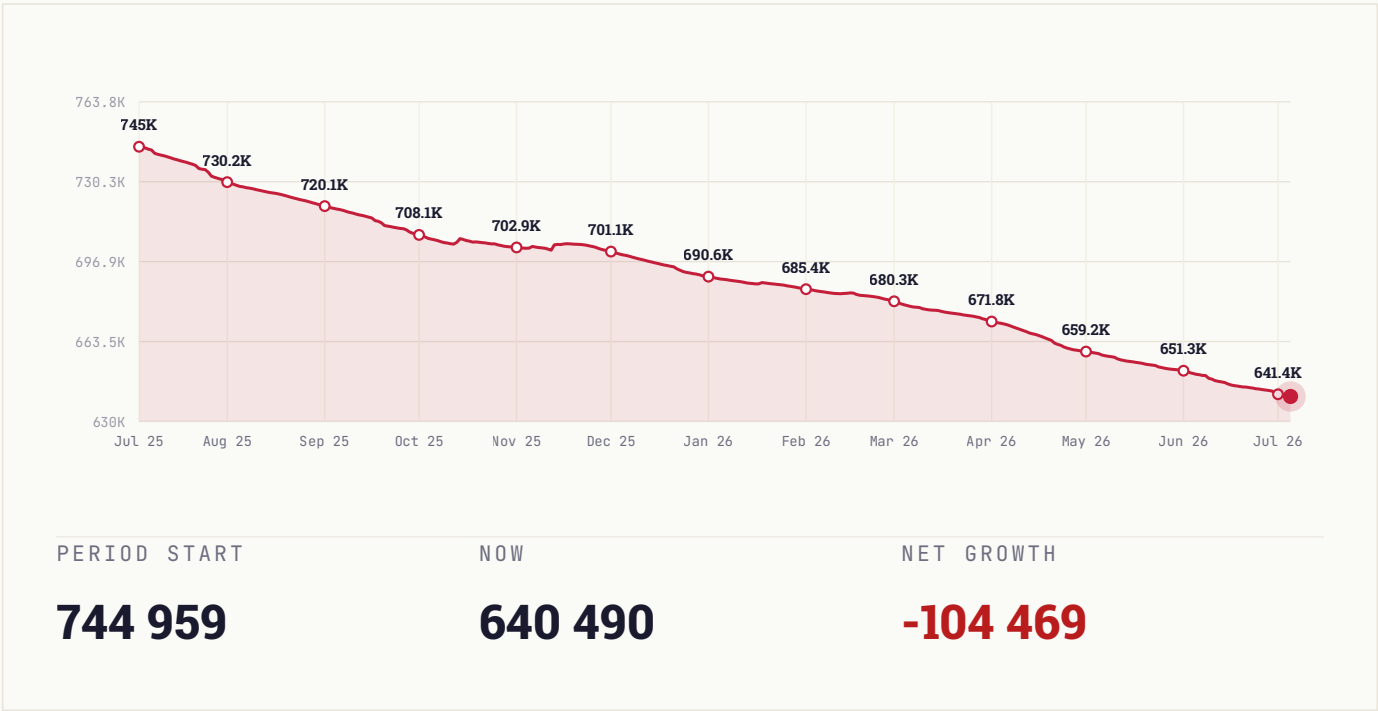
WORST 3

|                                                                                                                                                                                                     |                                                                         |                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <div>↓</div> <div>07.06 · 16:48</div> <div>PHOTO</div> <div>heard the news? so it happened, you really wanted it, and it's here. new venue in Varna, even bigger, tickets on sale again...</div>    | <div>VIEWS</div> <div>454 084</div> <div>REPOSTS</div> <div>932</div>   | <div>REACTIONS</div> <div>6 805</div> <div>ER</div> <div>70.9%</div>  |
| <div>↓</div> <div>15.06 · 19:06</div> <div>TEXT</div> <div>Yulia's BD</div>                                                                                                                         | <div>VIEWS</div> <div>422 404</div> <div>REPOSTS</div> <div>2 939</div> | <div>REACTIONS</div> <div>16 526</div> <div>ER</div> <div>66.0%</div> |
| <div>↓</div> <div>30.06 · 16:58</div> <div>PHOTO</div> <div>⚠️ ATTENTION Israel Yehuda blessed this channel with a 20% discount. Last chance to grab WT'25 collection merch. Get any merch...</div> | <div>VIEWS</div> <div>158 632</div> <div>REPOSTS</div> <div>970</div>   | <div>REACTIONS</div> <div>3 587</div> <div>ER</div> <div>24.8%</div>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

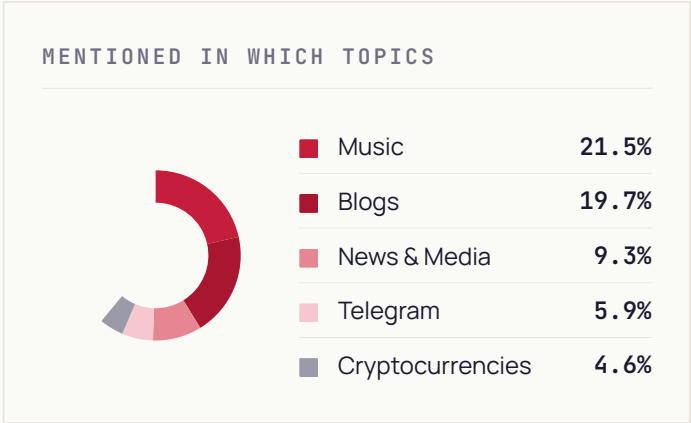
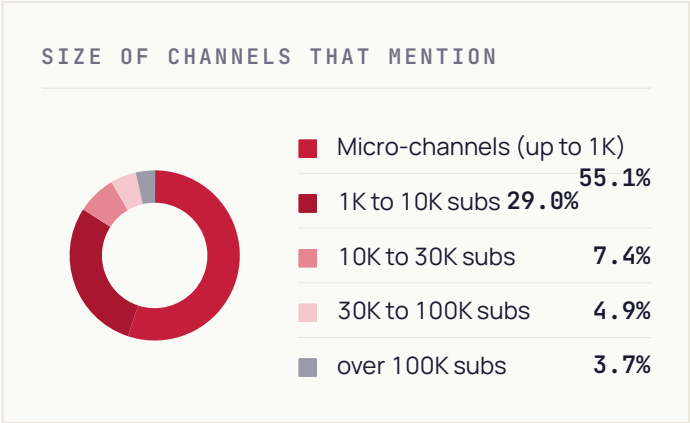
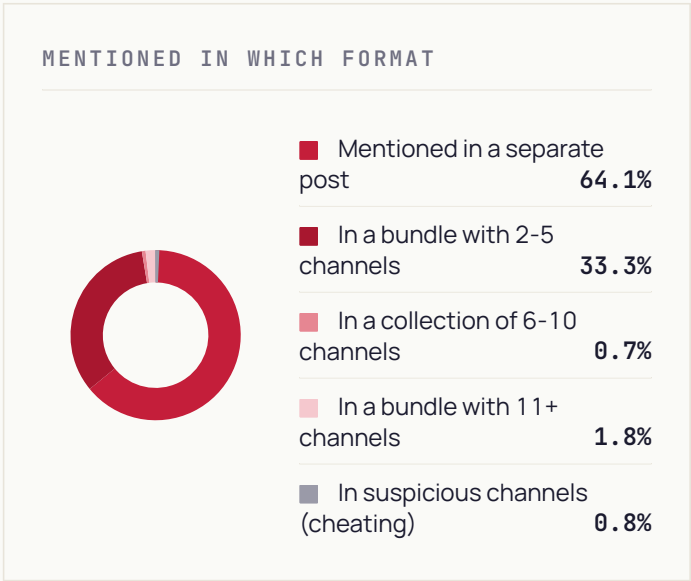
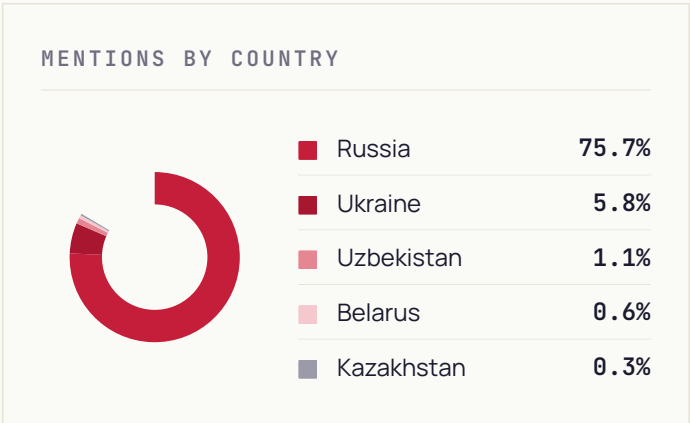
Yearly subscriber growth chart. Key months show exact subscriber count. Shows growth and loss months.



SECTION 04 · MENTIONS

# Who and how mentions the channel

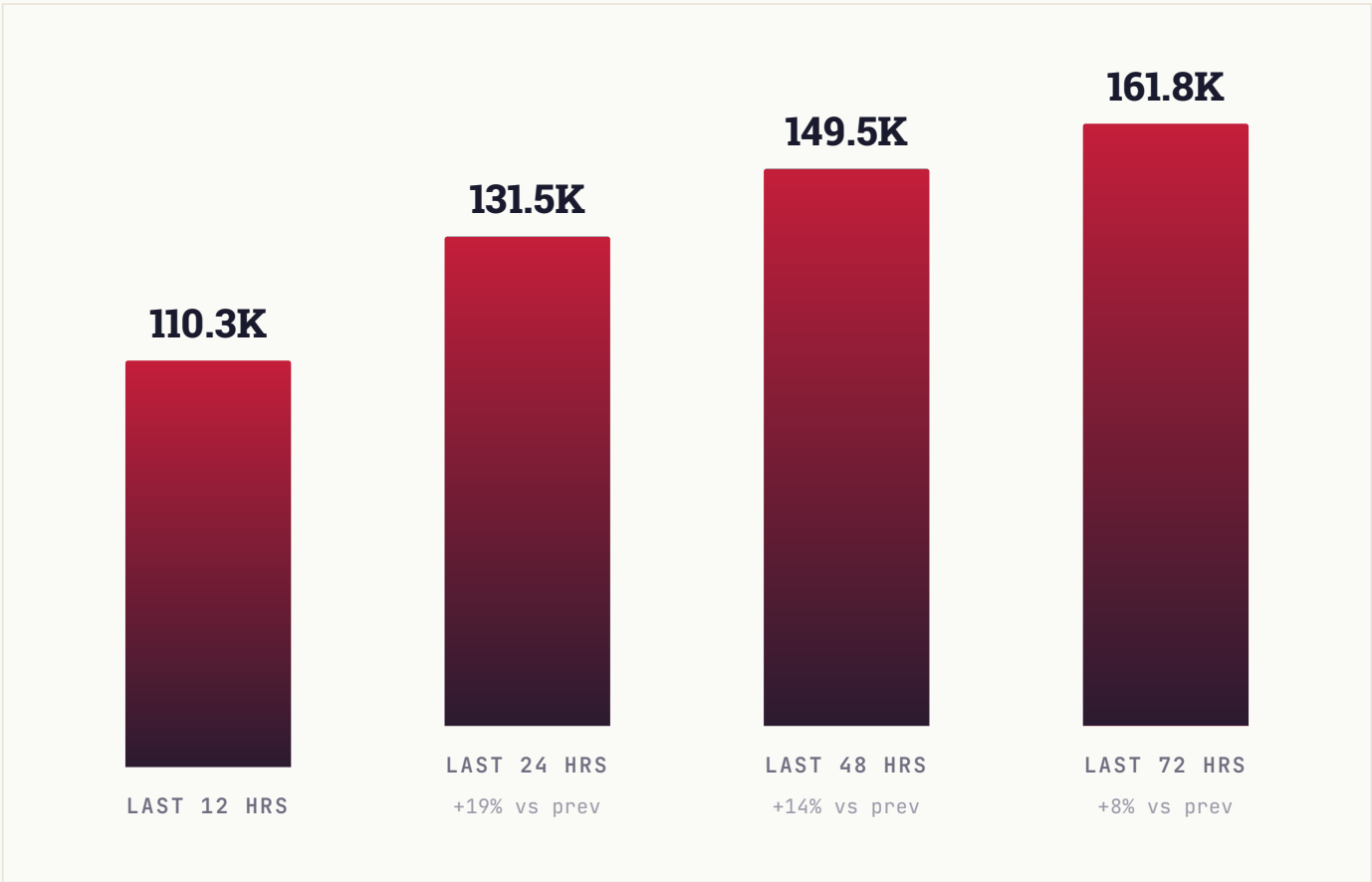
Citation index **419** — channel popularity score based on mentions. Considers both mention count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 962** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see your niche rank.

| CHANNEL                                              | SUBSCRIBERS |
|------------------------------------------------------|-------------|
| <div>DM</div> <div>Dima Maslennikov</div>            | 2.2M        |
| <div>LI</div> <div>LITVIN</div>                      | 1.6M        |
| <div>EX</div> <div>Exile</div>                       | 1.4M        |
| <div>AZ</div> <div>Alexander Zubarev</div>           | 1.3M        |
| <div>B🍄</div> <div>Booster 🍄</div>                   | 1.2M        |
| <div>E1</div> <div>EVELONE 192</div>                 | 1.2M        |
| <div>KB</div> <div>Bloody Lady</div>                 | 1.1M        |
| <div>Z</div> <div>broen lives here</div>             | 1.1M        |
| <div>PA</div> <div>PARADEYEVICH</div>                | 1M          |
| <div>NOT</div> <div>NEVZOROV</div>                   | 1M          |
| <div>MO</div> <div>MORGENSHTERN <div>YOU</div></div> | 640.5K      |

COMPARATIVE SUMMARY

Channel intop half of niche (#29 of 100). Niche leader — Dima Maslennikov (2.2M), median subs 426.9K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **101**, they brought **6 366** new subs.

| PERIOD         | MENTIONS       | CHANNELS | BROUGHT SUBS                 |
|----------------|----------------|----------|------------------------------|
| January 2026   | 7              | 7        | 552 <div><div></div></div>   |
| December 2025  | 21             | 20       | 0 <div><div></div></div>     |
| November 2025  | 54             | 53       | 3 436 <div><div></div></div> |
| October 2025   | 9              | 8        | 2 378 <div><div></div></div> |
| September 2025 | 6              | 4        | 0 <div><div></div></div>     |
| August 2025    | 4              | 4        | 0 <div><div></div></div>     |
|                |                |          |                              |
| TOTAL MENTIONS | MONTHS OF DATA |          | ACQUIRED SUBS                |
| 101            | 6              |          | 6 366                        |

## SECTION 08 • NICHE COMPARISON

# Where the channel ranks in its league

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

# #29 /100

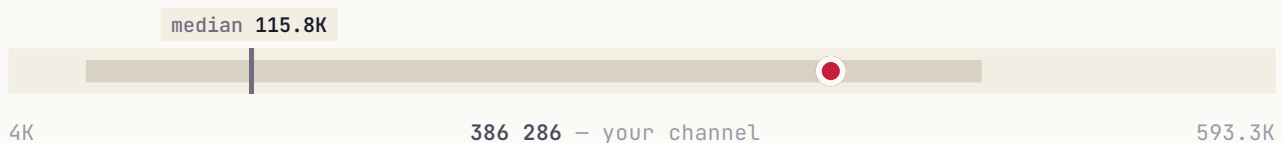
RANK IN NICHE

## Channel in top half of ranking

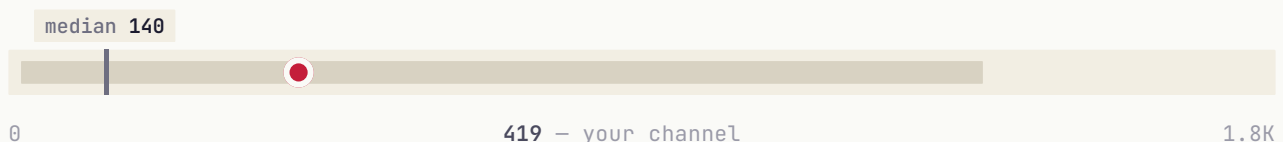
### SUBSCRIBERS

**better than 65% of niche**


### AVG REACH / POST

**better than 81% of niche**


### CITATION INDEX

**better than 58% of niche**


— SECTION 09 · STRATEGY

# What to do right now

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

- |           |                                                                                                                                                                                                                       |                                                 |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| <b>01</b> | <b>Increase posting frequency</b><br>Now 1.2 posts/wk. Active channels avg 7-10.<br>Consistency is key to retention.                                                                                                  | EFFECT<br><b>Consistency beats volume</b>       |
| <b>02</b> | <b>Best post day is Thursday</b><br>Audience is most active on this day at 18:00 MSK.                                                                                                                                 | EFFECT<br><b>Best window for important post</b> |
| <b>03</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress finds sources for your niche. | EFFECT<br><b>+1000-3000 subs</b>                |
| <b>04</b> | <b>Test polls &amp; interactive formats</b><br>Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic is an easy win.                                                                | EFFECT<br><b>+5-15% ER</b>                      |
| <b>05</b> | <b>Cross-promo with neighboring channels</b><br>Cross-post with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily.                                                                    | EFFECT<br><b>Growth from relevant audience</b>  |

★ WHAT'S NEXT

# Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth target in a month.

---

01

## Launch Telegram ad

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

---

02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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