

— PUBLIC REPORT PROMTPRESS

# Channel audit

## Kiko the English Lady from EGE LAND



@anglichanka\_el  
15,000+ students in 10 years, every 3rd scores 80+. Scored 100 on the English Unified State Exam twice 🔥 Sign up for English exam prep with promo code «ARTICLE»...

| SUBSCRIBERS                                      | ERR (% SEE POSTS)                                                               | REACH/POST                   |
|--------------------------------------------------|---------------------------------------------------------------------------------|------------------------------|
| 60 518                                           | 22.0%                                                                           | 12.7K                        |
| <div>-9461 per month</div> <div>15.07.2026</div> | <div>last day 9.4%</div> <div>HTTPS://PROMTPRESS.COM/AUDIT/ANGLICHANKA_EL</div> | <div>ad reach 5.8K/24h</div> |

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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.

|                                                                                                                                                 |                                                                                                                                                                                                 |                                                                                                                                                                                           |                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>60 518</div> <div>—</div>         | <div> SUBSCRIBER REACH</div> <div>20.91%</div> <div>avg % subs see post</div>                                  | <div> VIEWS/POST</div> <div>12.7K</div> <div>median 12.4K · 29 days</div>                                | <div> POSTS/WK</div> <div>29.9</div> <div>for period</div>                          |
| <div> 7D TREND</div> <div>-29.8%</div> <div>vs prev week</div> | <div> REACTIONS/POST</div> <div>446.6</div> <div>total 55,827 reactions, 16,793 reposts, 14,392 comments</div> | <div> POST LENGTH</div> <div>312 chars.</div> <div>median 204 · 29 days</div>                            | <div> POSTS ANALYZED</div> <div>125</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>5.8K</div> <div>24h avg</div>      | <div> CHURN / MONTH</div> <div>-9461</div> <div>last month</div>                                             | <div> CITATION RATE</div> <div>505</div> <div>citation index · 3,977 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>4 years 4 months</div> <div>created 04.03.2022</div> |

AI EDITOR SUMMARY

Channel «Kiko the English Lady from EGELAND» — 60 518 subs. Each post avg views 12.7K people (21% of subs), avg reach — room to grow. Publishes 30 posts/week (~4/day) — active posting. For week Jun 29–Jul 5 reach dropped -29.8% by week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 125 posts over 29 days.
- 02 Dominant format – Photo (53/125 posts).
- 03 Avg post length – 312 chars (median 204).
- 04 Audience peak activity – Wednesday, 13:00 MSK.
- 05 Top posts get 4x more views than the weakest (26.5K avg for top vs 5.9K for worst) – among 125 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                                                                                                |                                                                        |                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>16.06 · 11:18</div><div>TEXT</div></div> <div>EVERYTHING YOU NEED FOR THE SPEAKING PART here are the essential files and materials for a perfect 20/20 speaking section. ❤️all vocabulary for the Unified State Exam ❤️leak...</div>                                                                                                   | <div>VIEWS</div> <div>27 240</div> <div>REPOSTS</div> <div>3 231</div> | <div>REACTIONS</div> <div>329</div> <div>ER</div> <div>45.0%</div> |
| <div><div>Nº2</div><div>15.06 · 13:03</div><div>TEXT</div></div> <div>!!!!!! IN ONE HOUR AT 5:00 PM MSK WE MEET TO DISCUSS EVERYTHING THAT WAS ON THE ENGLISH EXAM. WE'LL REVIEW ALL TASKS I'LL BE WAITING FOR YOU HERE: youtube...</div>                                                                                                                      | <div>VIEWS</div> <div>26 639</div> <div>REPOSTS</div> <div>202</div>   | <div>REACTIONS</div> <div>234</div> <div>ER</div> <div>44.0%</div> |
| <div><div>Nº3</div><div>16.06 · 06:48</div><div>PHOTO</div></div> <div> QUESTIONS ABOUT RUSSIA IN THE SPEAKING PART  here's a breakdown of task 3, where they ask about Russian...</div> | <div>VIEWS</div> <div>25 562</div> <div>REPOSTS</div> <div>2 758</div> | <div>REACTIONS</div> <div>797</div> <div>ER</div> <div>42.2%</div> |

|                                                                                                                                                                               |                         |                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|---------------------------|
| <b>Nº4</b> 17.06 • 10:50 <b>TEXT</b><br><b>HOW TO PREPARE FOR THE SPEAKING PART 24 HOURS BEFORE THE EXAM!?</b> Task 1 – practice reading with AI using this prompt: I want... | VIEWS<br><b>24 630</b>  | REACTIONS<br><b>376</b>   |
|                                                                                                                                                                               | REPOSTS<br><b>1 776</b> | ER<br><b>40.7%</b>        |
| <b>Nº5</b> 17.06 • 17:23 <b>VIDEO</b><br>take English to get into uni <b>✗</b> take English to have fun <b>✓</b><br>what was your exam like?? waiting for real stories...     | VIEWS<br><b>23 678</b>  | REACTIONS<br><b>1 002</b> |
|                                                                                                                                                                               | REPOSTS<br><b>108</b>   | ER<br><b>39.1%</b>        |

**WORST 3**

|                                                                                                                                                                           |                       |                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------|
| ↓ 10.07 • 13:44 <b>VIDEO</b><br>now sadly tanning in Maldives. then I'll go watch the beautiful sunset in tears. plan: eat chef's dinner and burst into tears. such is... | VIEWS<br><b>6 037</b> | REACTIONS<br><b>311</b> |
|                                                                                                                                                                           | REPOSTS<br><b>33</b>  | ER<br><b>10.0%</b>      |
| ↓ 10.07 • 08:11 <b>TEXT</b><br><b>BREAKING NEWS</b><br>I adore buckwheat with salt, take the sushi and pizza but leave this dish for...                                   | VIEWS<br><b>6 014</b> | REACTIONS<br><b>350</b> |
|                                                                                                                                                                           | REPOSTS<br><b>6</b>   | ER<br><b>9.9%</b>       |
| ↓ 10.07 • 14:55 <b>TEXT</b><br>which bloggers/artists do you follow? we want to make something cool for you))                                                             | VIEWS<br><b>5 613</b> | REACTIONS<br><b>118</b> |
|                                                                                                                                                                           | REPOSTS<br><b>3</b>   | ER<br><b>9.3%</b>       |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth and decline.

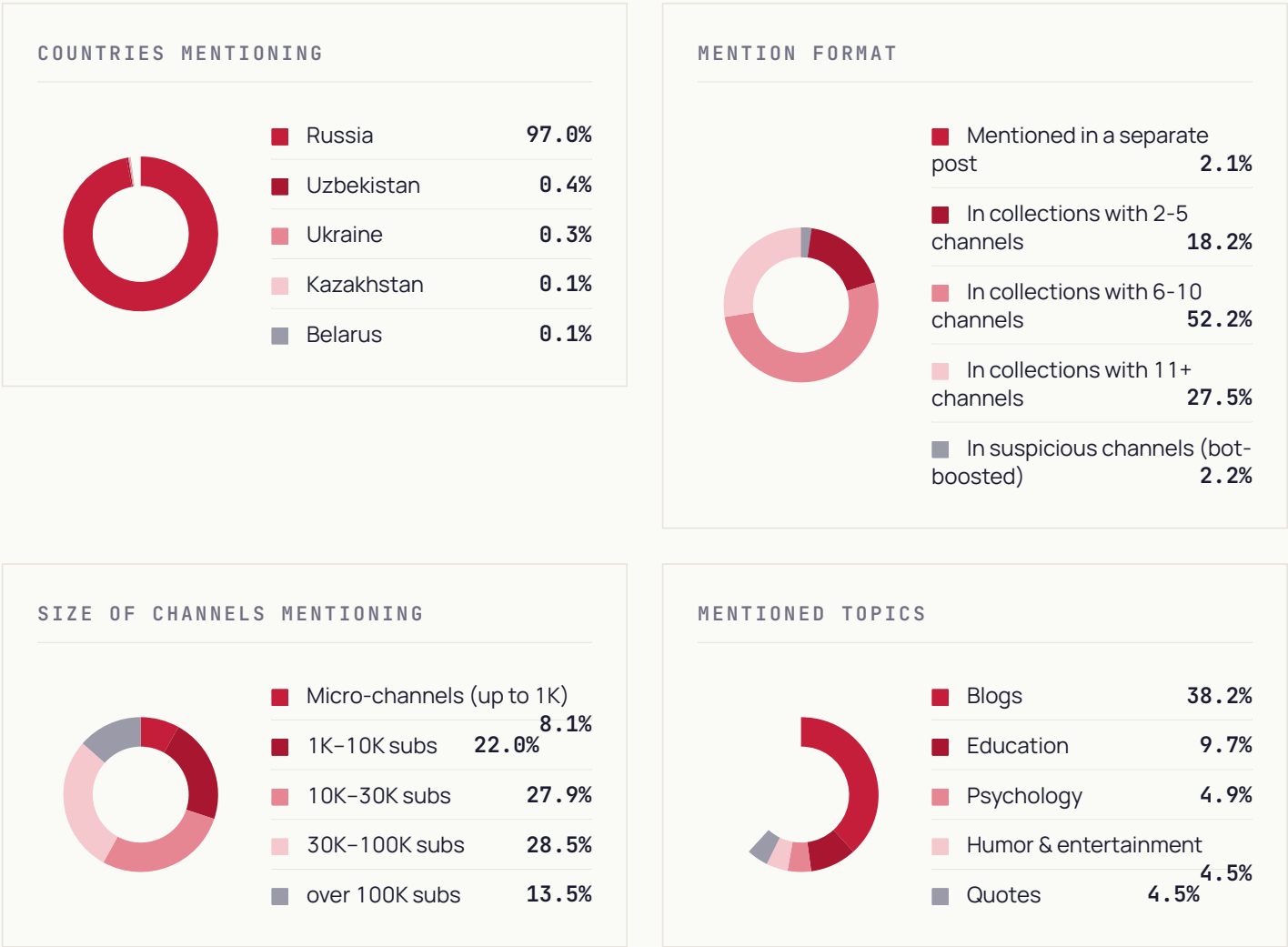


| PERIOD START | NOW    | NET GROWTH |
|--------------|--------|------------|
| 44 992       | 60 521 | +15 529    |

SECTION 04 · CITATIONS

# Who mentions the channel and how

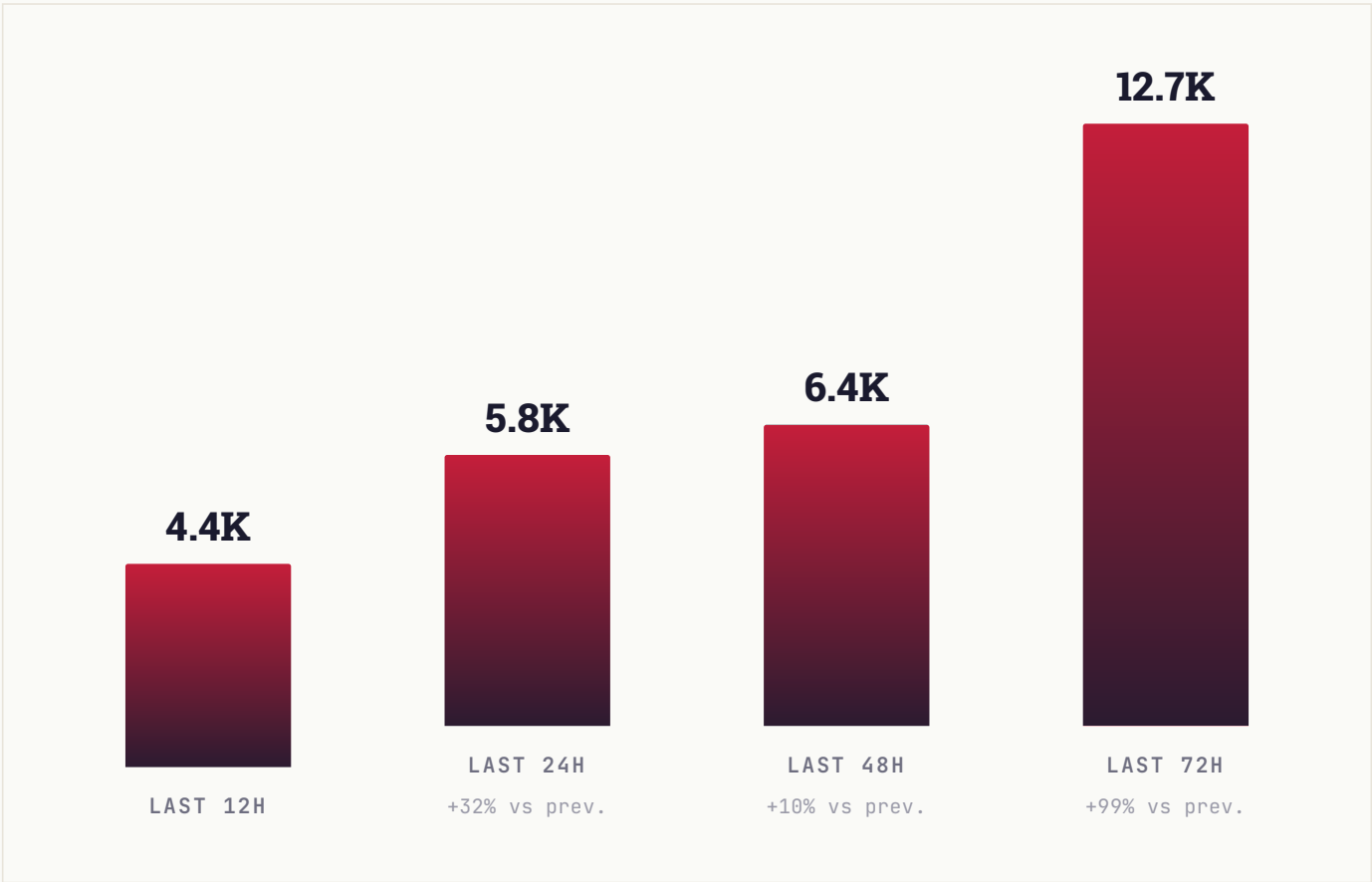
Citation index **505** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **3 977** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

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



SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                                                               | SUBSCRIBERS |
|---------------------------------------------------------------------------------------|-------------|
| MA Mathematician Andrey                                                               | 1M          |
| FROM ANSWERS                                                                          | 578.2K      |
| FROM ANSWERS                                                                          | 365.9K      |
| OT OTVETI                                                                             | 452.3K      |
| DN Danir on call   Math OGE 2026   UmSchool                                           | 340.7K      |
| NG Nastya Glasnaya   Russian Language OGE 2026 UmSkul   Territory of Russian Language | 297.1K      |
| EH Excel Hacks   Accounting & Analytics                                               | 285.6K      |
| SP SPISAL                                                                             | 280K        |
| DM Dark Mate   ANSWERS                                                                | 254.8K      |
| MO Moscow Education                                                                   | 233K        |
| KA Kiko the English Lady from EGELAND                                                 | YOU 60.5K   |

COMPARATIVE CONCLUSION

Channel inbottom half of niche top-100 (#81 of 99). Niche median — 78.8K subs. First growth KPI — reach median. Leader: Mathematician Andrey (1M).

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **210**, they brought **17 330** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS          |
|---------------|----------|----------|------------------------------|
| Jan 2026      | 1        | 1        | 780 <div><div></div></div>   |
| December 2025 | 11       | 5        | 483 <div><div></div></div>   |
| November 2025 | 9        | 6        | 1 675 <div><div></div></div> |
| October 2025  | 7        | 5        | 2 207 <div><div></div></div> |
| Sep 2025      | 77       | 74       | 7 716 <div><div></div></div> |
| August 2025   | 105      | 93       | 4 469 <div><div></div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS IN DATA | ATTRACTED SUBSCRIBERS |
| 210            | 6              | 17 330                |

## SECTION 08 • NICHE COMPARISON

# Where the channel stands in its league

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

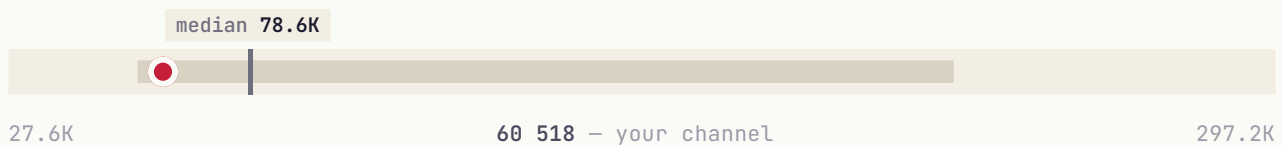
# #81/100

POSITION IN NICHE

## Channel in the bottom half of the ranking

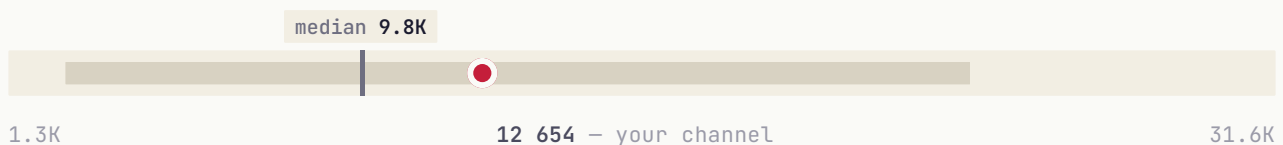
### SUBSCRIBERS

23% below median



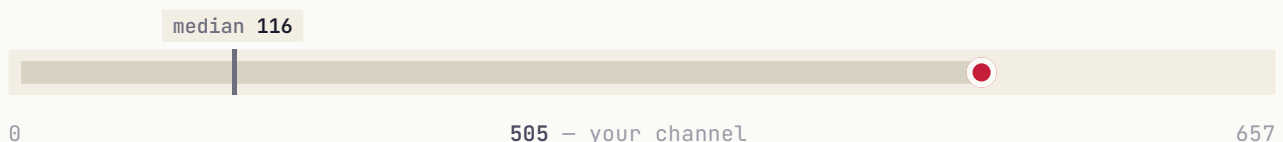
### AVG REACH / POST

better than 57% of niche



### CITATION INDEX

better than 89% of niche



## — 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 Wednesday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window  
for an  
important post**

**02**

## System 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 through us & hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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