

PUBLIC REPORT BY PROMTPRESS

Channel audit

Teach with heart



@anna_tochka_znaniy

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 @anna_tochka_znaniy_bot Registration in the RKN registry:
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SUBSCRIBERS

52 089

-551 per month

ERR (% WHO SEE
POSTS)

6.0%

daily 2.0%

REACH/POST

2.6K

ad reach 1.1K/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's calculated for.

 SUBSCRIBERS 52 089 —	 SUBS REACH 4.91% avg % subs see post	 VIEWS/POST 2.6K median 2.6K · 26 days	 POSTS/WEEK 5.5 over period
 7D TREND -16.8% vs previous week	 REACTIONS/POST 33.0 only 693 reactions, 268 reposts, 144 comments	 POST LENGTH 576 chars median 528 · 26 days	 POSTS ANALYZED 21 26 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -551 last month	 QUOTE RATE 602 citation index · 1,076 channels mentioned ever	 CHANNEL AGE 2 years 9 months created Sep 25, 2023

AI EDITOR SUMMARY

Channel «Teach with Heart» — 52 089 subs. Each post averages 2.6K people (5% of subs), reach is low — should expand audience. Publishes 6 posts per week (~1/day) — rare posts. For week Jun 29 – Jul 5, reach dropped -16.8% to week Jun 22–28 — worth analyzing reasons.

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 21 posts over 26 days.
- 02 Dominant format — Photo (12/21 posts).
- 03 Avg post length — 576 chars (median 528).
- 04 Peak audience activity — Wednesday, 20:00 MSK.
- 05 Top posts get 2x more views than the weakest (4K avg top vs 2.2K worst) — among 21 posts over 26 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 17:36 TEXT I suggest playing a word puzzle that trains attention, logic and expands vocabulary 🧑 Comment below...	VIEWS 4 384 REPOSTS 6	REACTIONS 33 ER 8.4%
Nº2 19.06 · 09:51 VIDEO Ever wondered: «подпись» or «роспись»? 🖋 Friends, many of us, when going on vacation, leave autographs in...	VIEWS 4 254 REPOSTS 10	REACTIONS 70 ER 8.2%
Nº3 23.06 · 14:05 PHOTO 🎓 Getting ready for graduation at «Tochka Znaniy»! Very soon our kids who finished 9th and 11th grades will have an online graduation. Behind...	VIEWS 3 371 REPOSTS 1	REACTIONS 18 ER 6.5%

Nº4 28.06 • 14:06 PHOTO  June is almost over, and now our real vacation begins. The dance club is on break, school is over...	VIEWS 3 065 REPOSTS 1 REACTIONS 39 ER 5.9%
Nº5 26.06 • 13:51 VIDEO Verbs we most often make mistakes in 🤔 «Lyezhte», «yezdyu», «lazayet» — admit it, you've heard this from kids, or maybe even from...	VIEWS 2 908 REPOSTS 58 REACTIONS 85 ER 5.6%

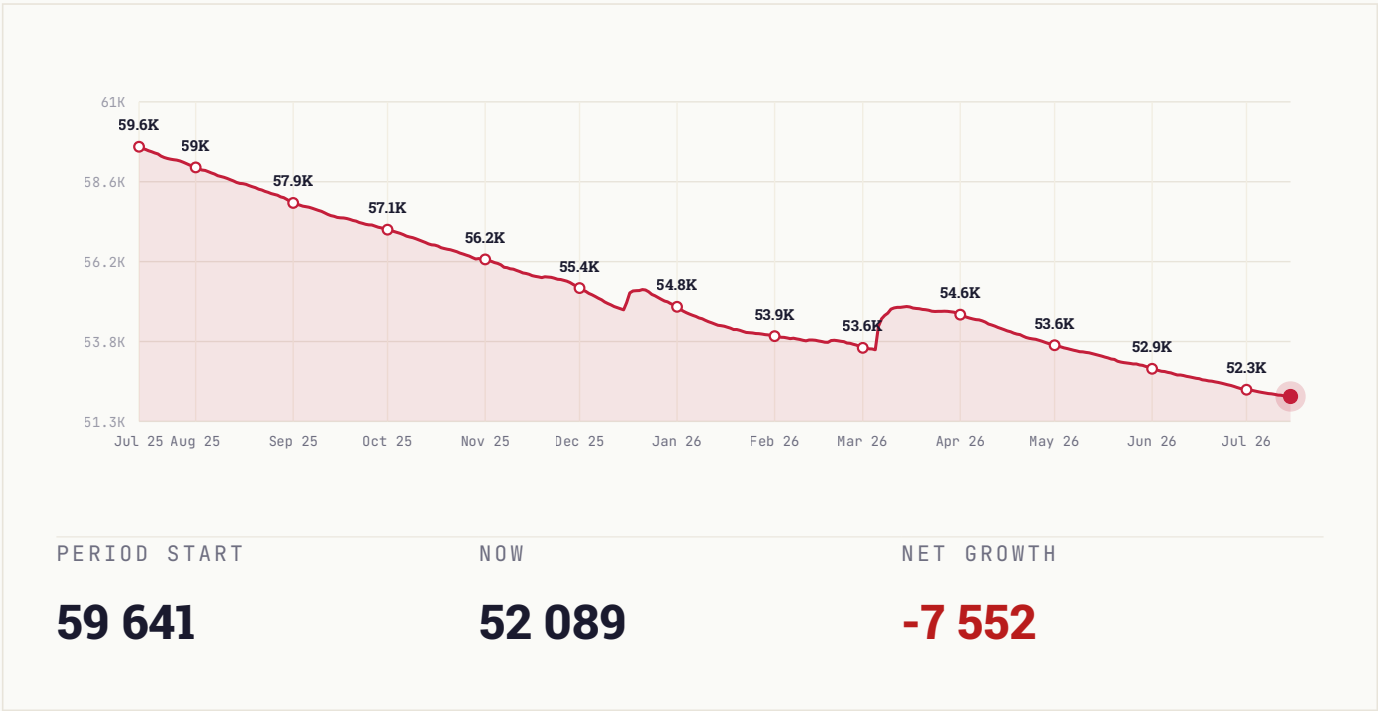
WORST 3

↓ 01.07 • 16:12 TEXT Here's the answer to our chicken puzzle! ➡ Most common knee-jerk answer: 12. But correct: 48! Let's break down the logic...	VIEWS 2 265 REPOSTS 7 REACTIONS 34 ER 4.3%
↓ 05.07 • 13:43 PHOTO How to spend summer productively and not lose all knowledge? ☀️ You know a common and very frustrating situation? A first-grader over vacation...	VIEWS 2 197 REPOSTS 7 REACTIONS 27 ER 4.2%
↓ 04.07 • 14:26 PHOTO Kids' parties are the best 🎉 Always fun, tasty, and heartfelt! 🍒 ✨	VIEWS 2 080 REPOSTS 1 REACTIONS 34 ER 4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

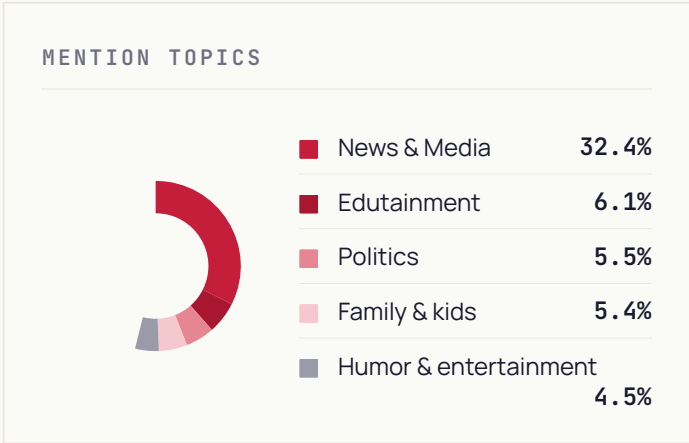
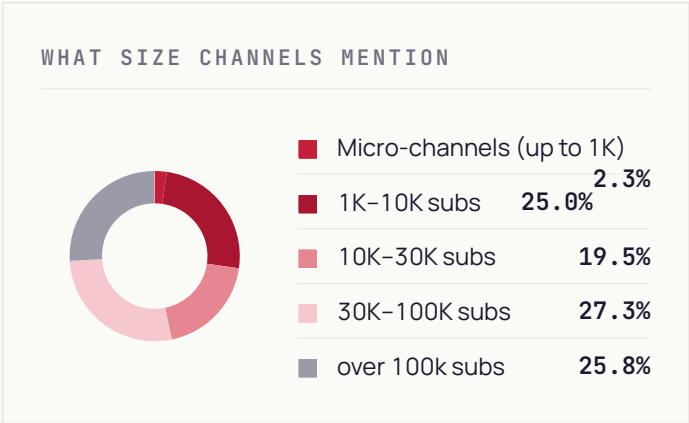
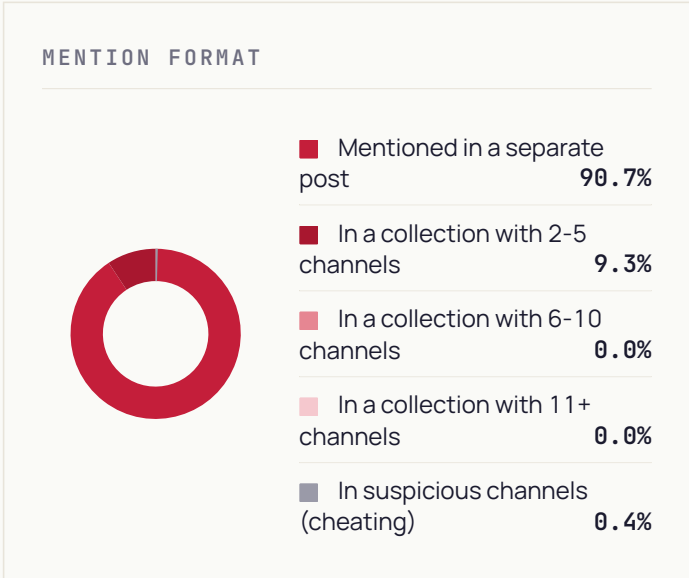
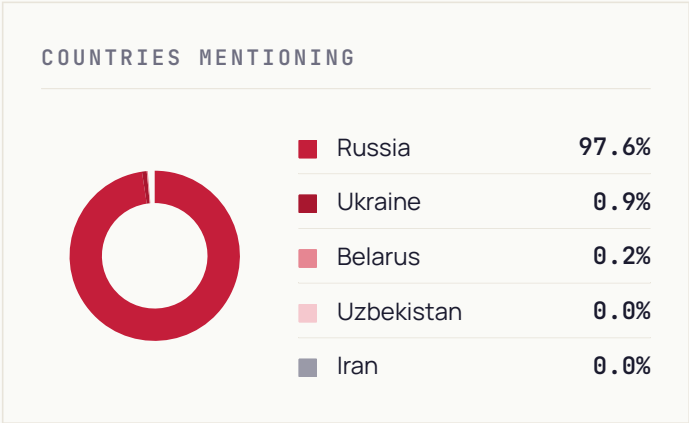
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

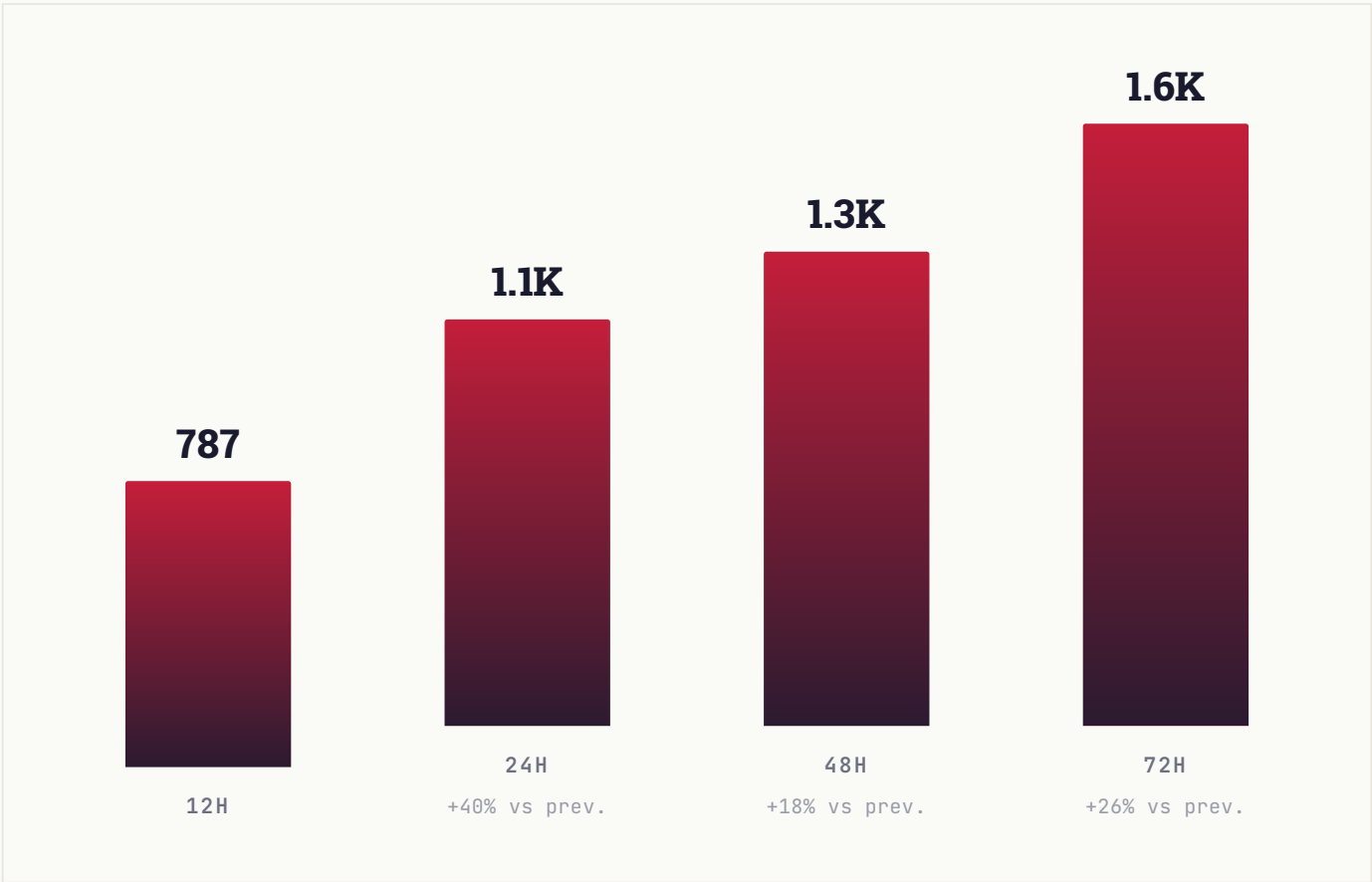
Citation index **602** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 076** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
Thu Danir on call Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umskul Territory of Russian Language	297.1K
EH Excel Hacks Бухгалтерия и Аналитика	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
US Teach with heart YOU	52.1K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal — enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

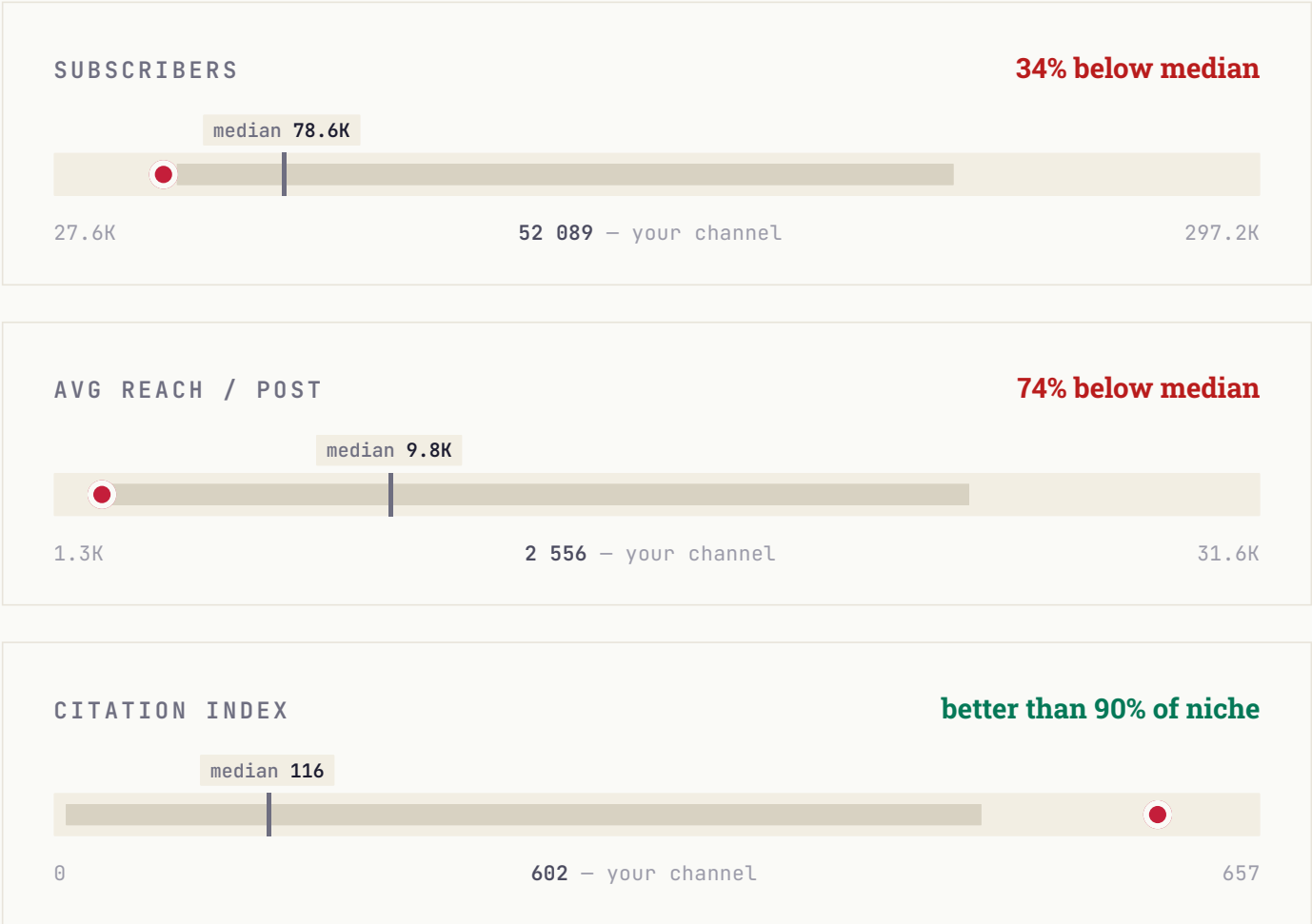
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **3**, they brought **651** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	3
December 2025	1	1	612
November 2025	0	0	25
October 2025	0	0	11
Sep 2025	0	0	0
August 2025	2	1	0
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBS
3	6		651

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Wednesday

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

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.91% vs norm 8.0%. Try polls and interactive formats.

EFFECT

+3.1pp ER

03

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**

04

Test polls and 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

05

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**

★ 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 plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager