

PUBLIC PROMTPRESS REPORT

Channel audit

Anya Ishchuk



@anyaischukkkk

Inst: <https://www.instagram.com/anyaischuk/> Tik-Tok: <https://www.tiktok.com/@anyaischuk> KISY 📺 - <https://kisycosmetic.su/>
 Ads: Managed by @pr_dimanya / @LadaFadina
 pr.dimanya@gmail.com Second -...

SUBSCRIBERS

623 332

-14968 per month

ERR (% SEE POSTS)

23.0%

per day 12.2%

REACH/POST

140.2K

ad reach 76.3K/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

Year chart · growth

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Blogs» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 623 332 —	 SUBS REACH 22.5% avg % subs see post	 VIEWS/POST 140.2K median 137.8K · 28 days	 POSTS/WEEK 10.0 over period
 7D TREND -7.9% vs previous week	 REACTIONS/POST 4471.8 total 178,871 reactions, 2,715 reposts, 1,074 comments	 POST LENGTH 202 chars median 85 · 28 days	 POSTS ANALYZED 40 28 days
 AD REACH 76.3K 24h avg	 CHURN / MONTH -14968 last month	 CITATION RATE 48 citation index · 361 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «Anya Ishchuk» – 623 332 subs. Each post avg views 140.2K people (22% of subs), this is avg reach – room to grow. Publishes 10 posts per week (~1/day) – regular schedule. For week 22–28 Jun reach dropped -7.9% to week 15–21 Jun – 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 40 posts over 28 days.
- 02 Dominant format — Photo (21/40 posts).
- 03 Avg post length — 202 chars (median 85).
- 04 Audience peak activity — Thu, 22:00 MSK.
- 05 Top posts get 2x more views than the weakest (186.2K avg top vs 119.8K worst) — among 40 posts over 28 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 19:02 VIDEO Our evening🌟Weekend with kids ahead😊	VIEWS 190 018 REPOSTS 41	REACTIONS 4 590 ER 30.5%
Nº2 08.06 · 15:12 PHOTO 💖New episode of the show «Крути» featuring us is out now! Go watch and share your thoughts!❤️📱...	VIEWS 185 545 REPOSTS 127	REACTIONS 2 102 ER 29.8%
Nº3 13.06 · 17:32 VIDEO (video post without caption)	VIEWS 183 057 REPOSTS 121	REACTIONS 4 997 ER 29.4%

Nº4 06.06 · 07:27 PHOTO The house we live in now is driving me crazy🤪 This is the main reason we want to move ASAP😓 It's falling apart...	VIEWS 181 990 REPOSTS 69	REACTIONS 4 888 ER 29.2%
Nº5 11.06 · 12:53 PHOTO Girls, saw a super cute news😓 In June JOONIES turns 7, and for the birthday the brand has a surprise for all guests. S...	VIEWS 167 373 REPOSTS 41	REACTIONS 1 679 ER 26.9%

|

WORST 3

↓ 26.06 · 10:58 PHOTO Hold me💔	VIEWS 121 935 REPOSTS 56	REACTIONS 6 100 ER 19.6%
↓ 26.06 · 15:51 VIDEO (video post without caption)	VIEWS 118 809 REPOSTS 56	REACTIONS 4 717 ER 19.1%
↓ 26.06 · 11:19 VIDEO (video post without caption)	VIEWS 118 524 REPOSTS 81	REACTIONS 5 117 ER 19.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

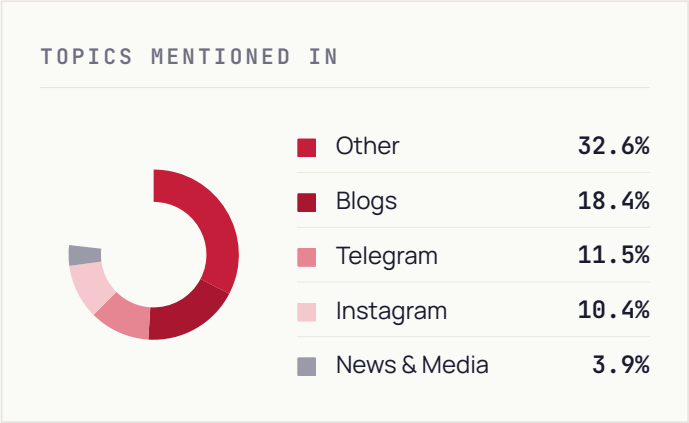
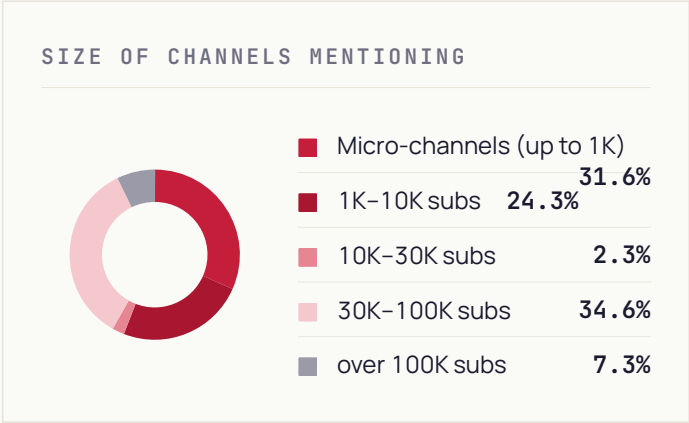
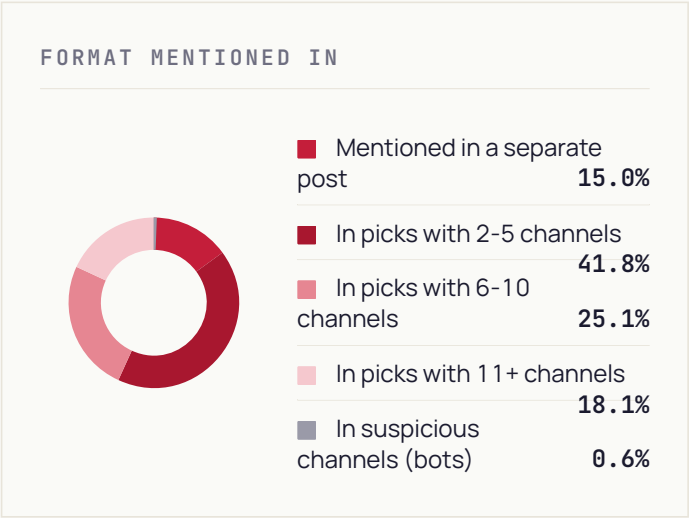
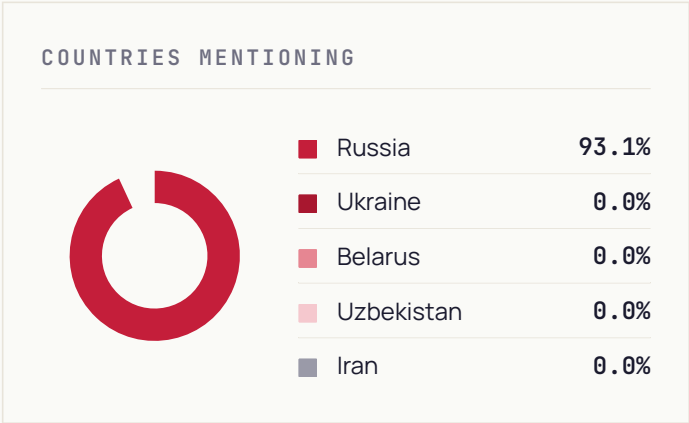
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

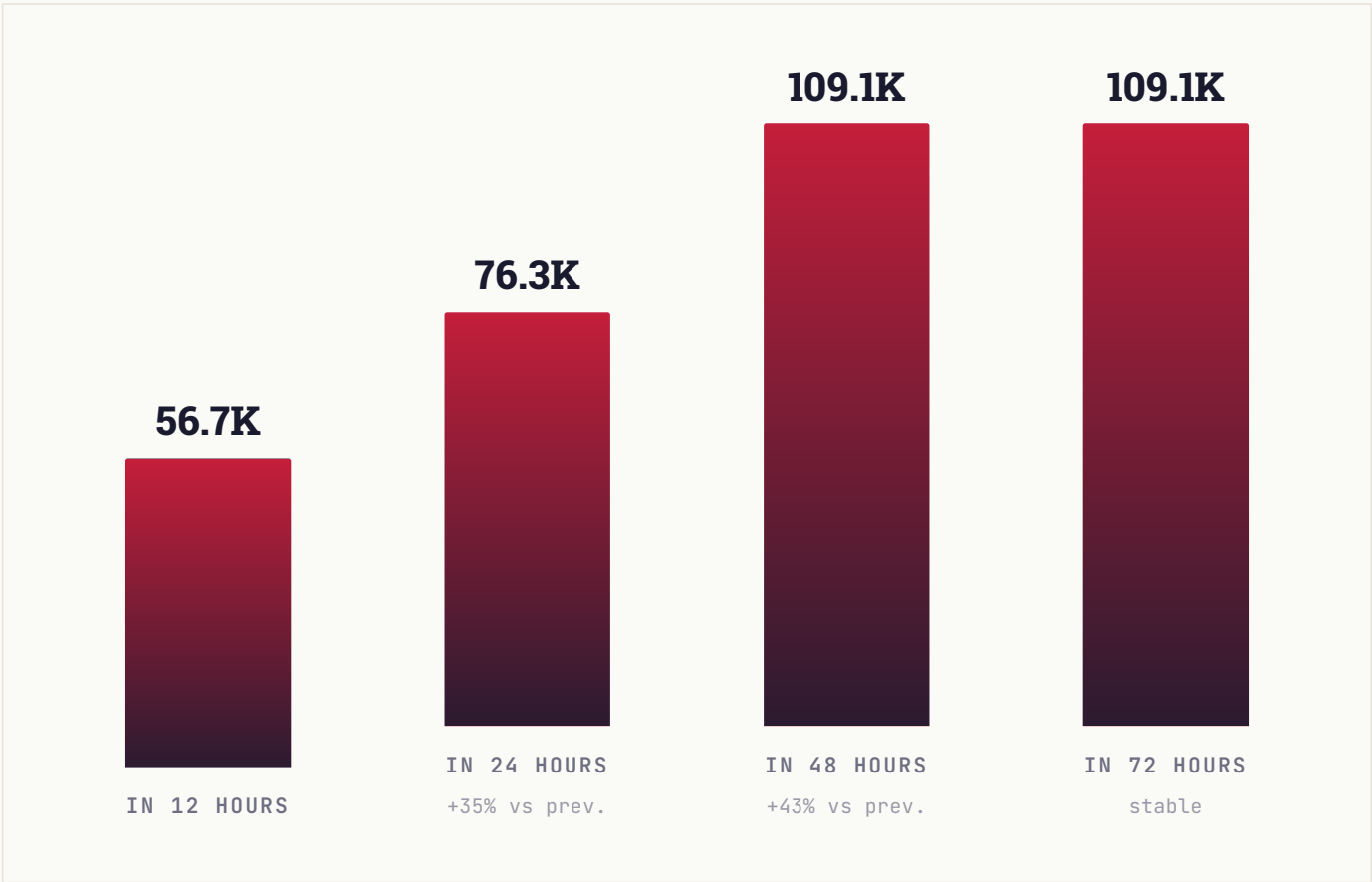
Citation index **48** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **361** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an 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 and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ here lives брoен	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
AI Anya Ishchuk YOU	623.3K

COMPARATIVE INSIGHT

Channel in top half of niche (#30 of 100). Niche leader — Dima Maslennikov (2.2M), median subs 426.9K. Aim for top quartile — realistic 6-12 month horizon.

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 **54**, they brought **223 315** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	13	9	953	
December 2025	21	10	146527	
November 2025	6	5	30318	
October 2025	6	6	38009	
September 2025	1	1	6839	
August 2025	7	6	669	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
54		6	223 315	

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

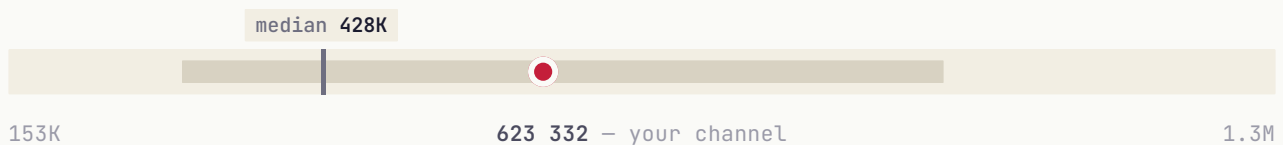
Took top-**100** channels in category "**Blogs**" (Russia) and compared your channel.
Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#30 /100

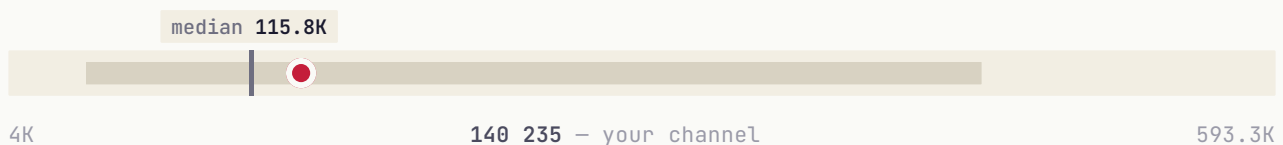
RANK IN NICHE

Channel in top half of ranking

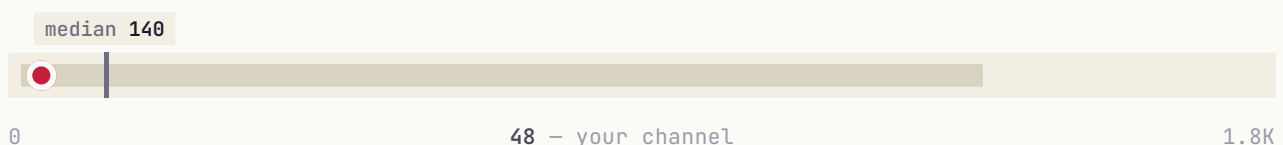
SUBSCRIBERS

better than 64% of niche


AVG REACH / POST

better than 52% of niche


CITATION INDEX

66% worse than median


— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- 01

Main post of the week — on Thursday
 Audience most active on this day at 22:00 MSK.

EFFECT
Best time for important post
- 02

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 lever.

EFFECT
+5-15% ER
- 04

Cross-promo with nearby channels
 Exchange posts quarterly with same-segment channels. 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 — what we can do in a few minutes based on public data. To go further — run ads through 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
----	------------------------	---
