

PUBLIC PROMTPRESS REPORT

# Channel audit

## AW



@artem\_wolff

Artem Wolf № 5587881019 ■ Social media, YouTube - t.me/artem\_wolff/2377 ■ Channel chat - @artemwolfchat Complaints about stores and suggestions in chat. Advertising, collaboration (off-topic = ban) -...

SUBSCRIBERS

**302 829**

+2102 per month

ERR (% SEE POSTS)

**42.0%**

in 24 hrs **15.0%**

REACH/POST

**127.9K**

ad reach **45.1K/24h**

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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>302 829</div> <div>—</div>         | <div> SUBSCRIBER REACH</div> <div>42.23%</div> <div>avg % subs see post</div>                             | <div> VIEWS/POST</div> <div>127.9K</div> <div>median 127.3K · 1.0 day</div>                       | <div> POSTS/WEEK</div> <div>10.7</div> <div>over period</div>                      |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>8241.0</div> <div>total 24,723 reactions, 797 reposts, 316 comments</div> | <div> POST LENGTH</div> <div>647 chars</div> <div>median 647 · 1.0 day</div>                      | <div> POSTS ANALYZED</div> <div>3</div> <div>1.0 day</div>                         |
| <div> AD REACH</div> <div>45.1K</div> <div>24h avg</div>      | <div> CHURN / MONTH</div> <div>+2102</div> <div>last month</div>                                        | <div> CITATION RATE</div> <div>22</div> <div>citation index · 169 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>6 years 16 days</div> <div>created 07.06.2020</div> |

AI EDITOR SUMMARY

Channel «AW» — 302 829 subs. Each post averages 127.9K people (42% of subs), wide reach for a channel this size. Publishes 11 posts per week (~2/day) — regular schedule.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts in 1.0 day.
- 02 Dominant format – Video (1/3 of posts).
- 03 Avg post length – 647 chars (median 647).
- 04 Peak audience activity – Friday, 19:00 MSK.
- 05 Top posts get 1x more views than the weakest (127.9K avg for top vs 127.9K for worst) – among 3 posts over 1.0 day. Analyze what top posts share: topic, format, timing.

TOP 3 POSTS

|                                                                                                                                                                                                      |                                                                       |                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------|
| <div><div>Nº1</div><div>29.05 · 16:35</div><div>VIDEO</div></div> <div>(post without caption – video)</div>                                                                                          | <div>VIEWS</div> <div>133 274</div> <div>REPOSTS</div> <div>516</div> | <div>REACTIONS</div> <div>20 559</div> <div>ER</div> <div>44.0%</div> |
| <div><div>Nº2</div><div>29.05 · 17:24</div><div>TEXT</div></div> <div>⌘ Major WolfPN Service Update ⌘ We've completely revamped our infrastructure and system ⌘ The service is faster and...</div>   | <div>VIEWS</div> <div>127 305</div> <div>REPOSTS</div> <div>117</div> | <div>REACTIONS</div> <div>1 023</div> <div>ER</div> <div>42.0%</div>  |
| <div><div>Nº3</div><div>31.05 · 15:28</div><div>PHOTO</div></div> <div>An era is gone. Good riddance. Now there's a Dixy store. Even though it's Dixy, it's still better than what was here...</div> | <div>VIEWS</div> <div>123 064</div> <div>REPOSTS</div> <div>164</div> | <div>REACTIONS</div> <div>3 141</div> <div>ER</div> <div>40.6%</div>  |

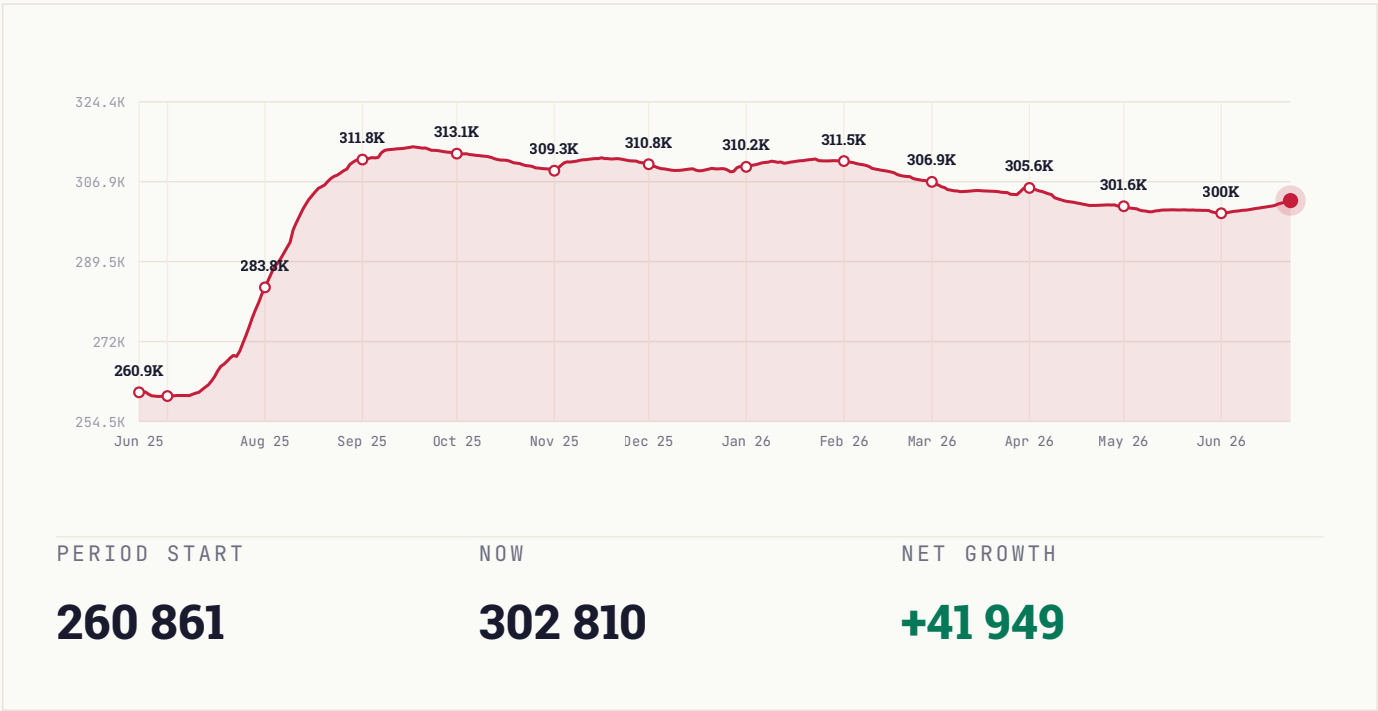
WORST 3

|                                                                                                                                                                                |                                                                       |                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------|
| <div>↓</div> <div>29.05 · 16:35 VIDEO</div> <div>(post without caption – video)</div>                                                                                          | <div>VIEWS</div> <div>133 274</div> <div>REPOSTS</div> <div>516</div> | <div>REACTIONS</div> <div>20 559</div> <div>ER</div> <div>44.0%</div> |
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SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

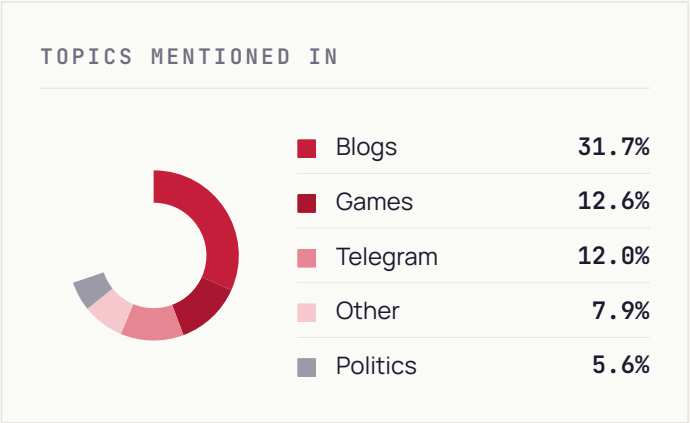
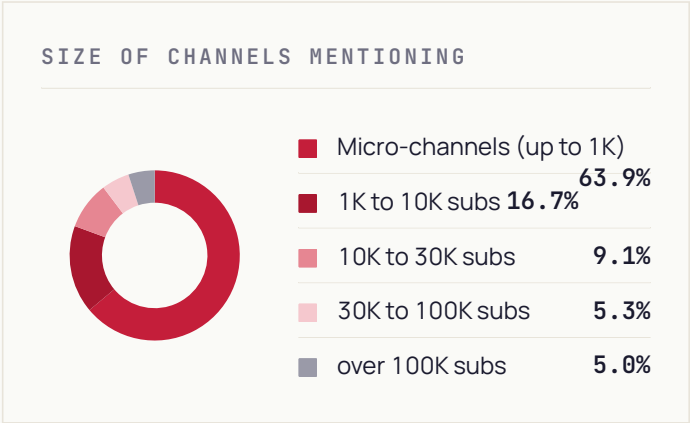
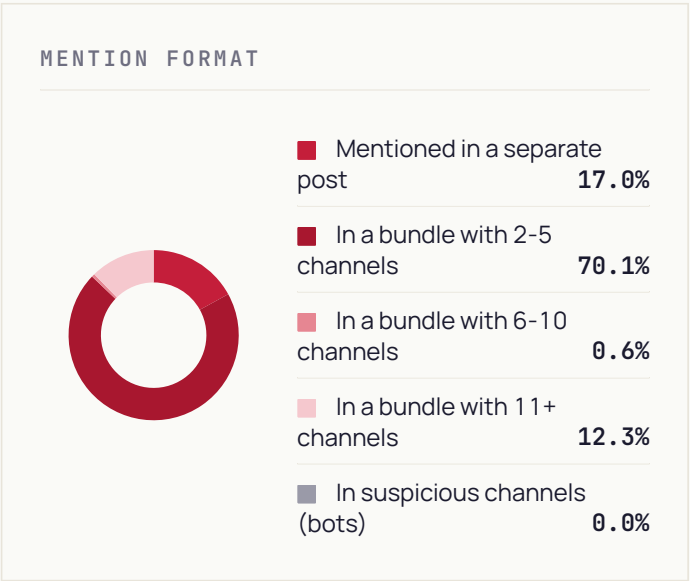
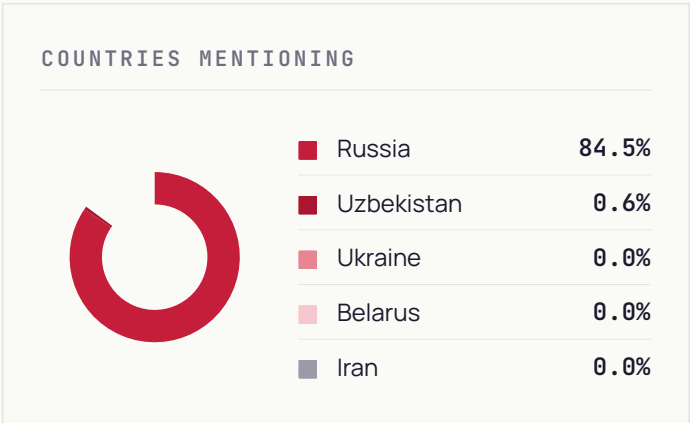
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who and how mentions the channel

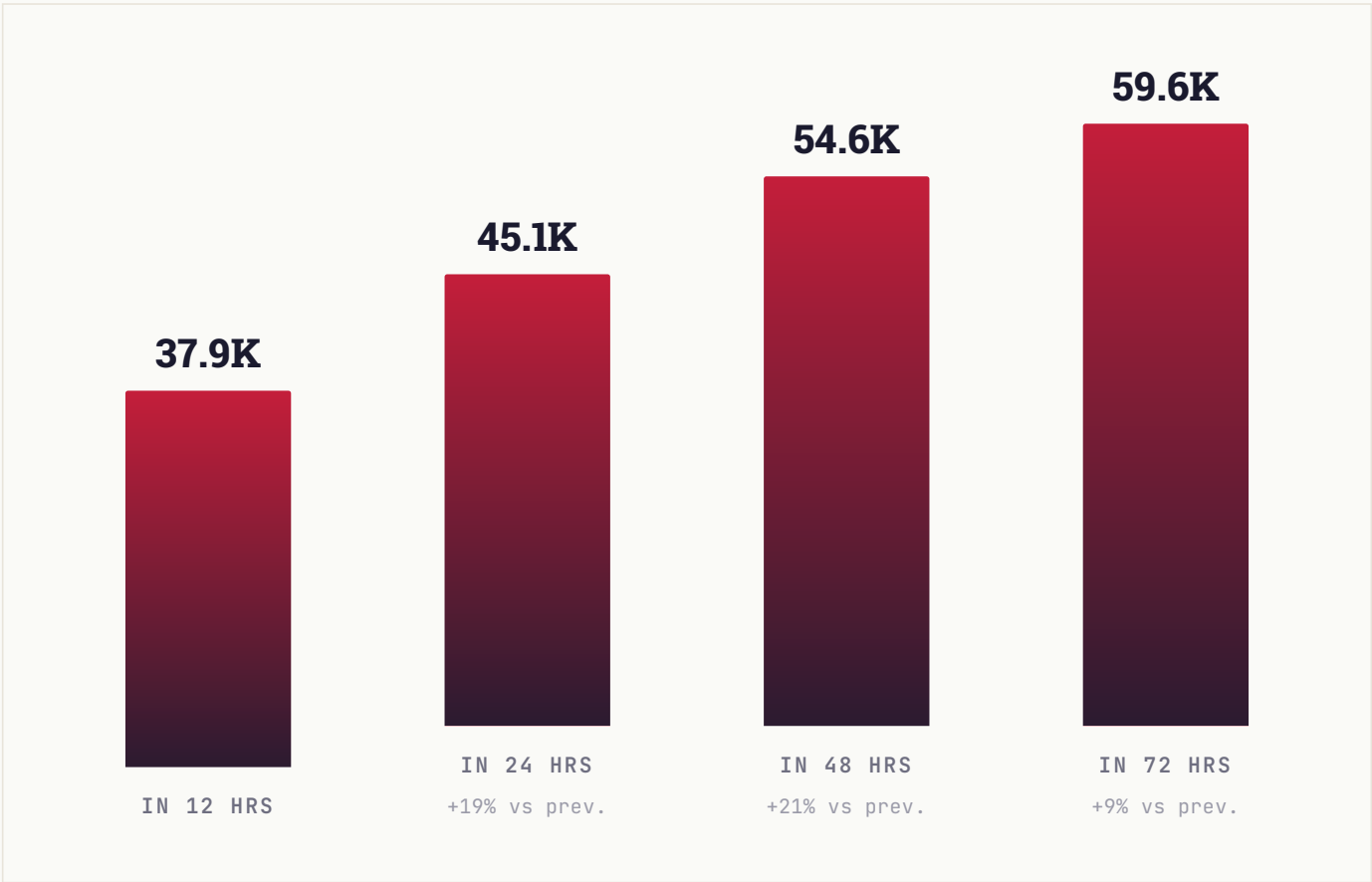
Citation index **22** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **169** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates 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 |
|----------------------------------|-------------|
| <div>DM</div> Dima Maslennikov   | 2.2M        |
| <div>LI</div> LITVIN             | 1.6M        |
| <div>AZ</div> Alexander Zubarev  | 1.4M        |
| <div>EX</div> Exile              | 1.3M        |
| <div>B</div> Booster             | 1.2M        |
| <div>E1</div> EVELONE 192        | 1.2M        |
| <div>KB</div> Bloody Lady        | 1.1M        |
| <div>LJ</div> armored lives here | 1.1M        |
| <div>PA</div> PARADEYEVICH       | 1M          |
| <div>NE</div> NEVZOROV           | 1M          |
| <div>AW</div> AW <div>YOU</div>  | 302.8K      |

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#93 of 100). Niche median — 424.7K subs. First growth KPI — reach the median. Leader: Dima Maslennikov (2.2M).

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 **65**, they brought **60 135** new subs.

| PERIOD                | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS           |
|-----------------------|----------|----------|-------------------------------|
| December 2025         | 4        | 4        | 2 207 <div><div></div></div>  |
| November 2025         | 19       | 17       | 2 948 <div><div></div></div>  |
| October 2025          | 40       | 2        | 30 <div><div></div></div>     |
| Sep 2025              | 0        | 0        | 2 892 <div><div></div></div>  |
| August 2025           | 2        | 2        | 29 479 <div><div></div></div> |
| July 2025             | 0        | 0        | 22 579 <div><div></div></div> |
| TOTAL MENTIONS        |          |          |                               |
| 65                    |          |          |                               |
| MONTHS OF DATA        |          |          |                               |
| 6                     |          |          |                               |
| ATTRACTED SUBSCRIBERS |          |          |                               |
| 60 135                |          |          |                               |

## SECTION 08 • NICHE COMPARISON

# Where the channel ranks in its league

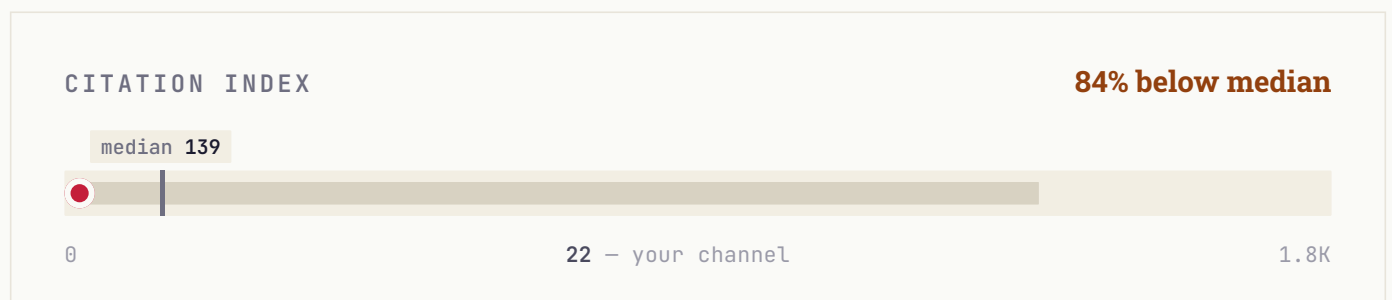
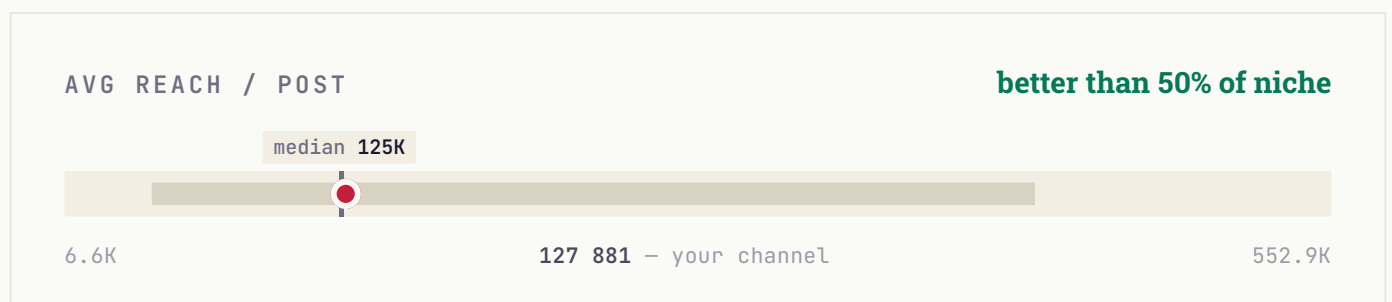
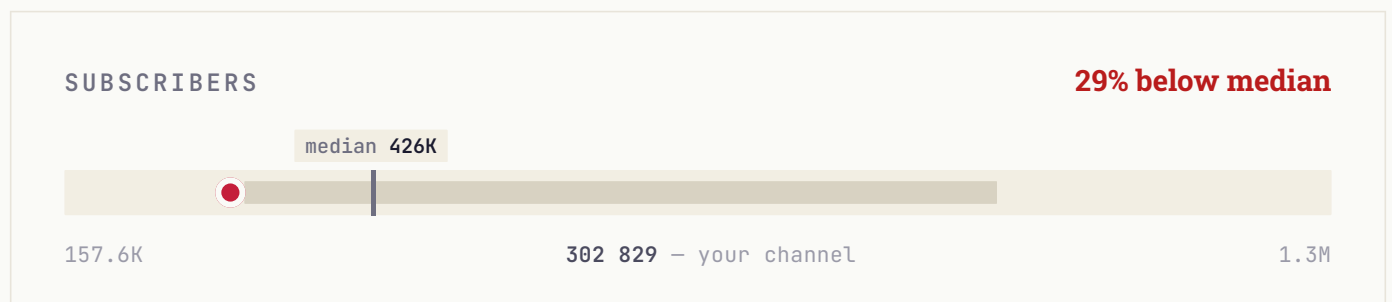
Took top-100 channels in category «Blogs» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#93

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



## — SECTION 09 · STRATEGY

# What to do right now

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

**01****Top post of the week — on Friday**

Audience is most active on this day at 19:00 MSK.

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 give +5-15% to ER.  
One poll per week on a hot topic — easy growth point.

EFFECT

**+5-15% ER****04****Cross-promo with neighboring channels**

Swap 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 — it's a source of organic traffic.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and 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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