

PROMTPRESS PUBLIC REPORT

Channel audit

Asafiev Stas



@asafevstas

For ads: reklama@asafev.ru Buy merch: <https://kutezh.net/> <https://market.yandex.ru/store-merch-stasa-asafeva?businessId=84407784> Questions/suggestions:...

SUBS

237 388

-1299 per month

ERR (% SEE POSTS)

48.0%

per day 20.2%

REACH/POST

111.6K

ad reach 48.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 237 388 —	 SUBS REACH 47.03% avg % of subs see post	 VIEWS/POST 111.6K median 114.1K · 29 days	 POSTS/WEEK 11.0 over period
 7D TREND -8.9% vs previous week	 REACTS/POST 2912.2 133,961 reactions total, 14,394 reposts, 6,091 comments	 POST LENGTH 316 chars median 186 · 29 days	 POSTS ANALYZED 46 29 days
 AD REACH 48.1K 24h avg	 CHURN / MONTH -1299 last month	 CITATION RATE 141 citation index · 832 channels mentioned all time	 CHANNEL AGE 5 years 10 months created 16.08.2020

AI EDITOR SUMMARY

Channel «Asafiev Stas» – 237 388 subs. Each post gets on avg 111.6K people (47% from subs), this is wide reach for a channel of this size. Publishes 11 posts per week (~2 per day) – regular schedule. For the week of June 22–28, reach dropped by -8.9% by week of June 15–21 – worth analyzing causes.

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 46 posts over 29 days.
- 02 Dominant format — Photo (25/46 posts).
- 03 Avg post length — 316 chars (median 186).
- 04 Peak audience activity — Wednesday, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (155.5K avg for top vs 88.7K for worst) — across 46 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 18:20 VIDEO Current horror on M11	VIEWS 180 357 REPOSTS 1 686	REACTS 4 009 ER 76.0%
Nº2 07.06 · 09:41 PHOTO News straight to lunch! While I was on my traditional birthday trip (which didn't go as planned, but more in the episode...	VIEWS 143 686 REPOSTS 67	REACTS 1 323 ER 60.5%
Nº3 12.06 · 07:30 PHOTO Happy Russia Day, my dears! Hope this greeting loads for you))	VIEWS 142 368 REPOSTS 529	REACTS 5 367 ER 60.0%

Nº4

17.06 • 10:36

PHOTO

And the news came out steadily as usual. This time we discuss how Lisyanka became unwanted. Here during my...

VIEWS

142 167

REACTS

1 266

REPOSTS

74

ER

59.9%

Nº5

12.06 • 07:57

TEXT

And yesterday I rode a ratata. Fucking awesome!

VIEWS

133 911

REACTS

2 046

REPOSTS

4

ER

56.4%

WORST 3



26.06 • 10:31

VIDEO

I brought you a cat

VIEWS

94 797

REACTS

2 894

REPOSTS

616

ER

39.9%



26.06 • 10:32

TEXT

Even my cat runs on diesel, and you keep saying 'hybrid, hybrid...'

VIEWS

90 671

REACTS

2 210

REPOSTS

85

ER

38.2%



03.07 • 12:26

PHOTO

Remember my column «Everything you were shy to ask about...»? I explained in plain language without pomposity and...

VIEWS

80 594

REACTS

1 864

REPOSTS

242

ER

34.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

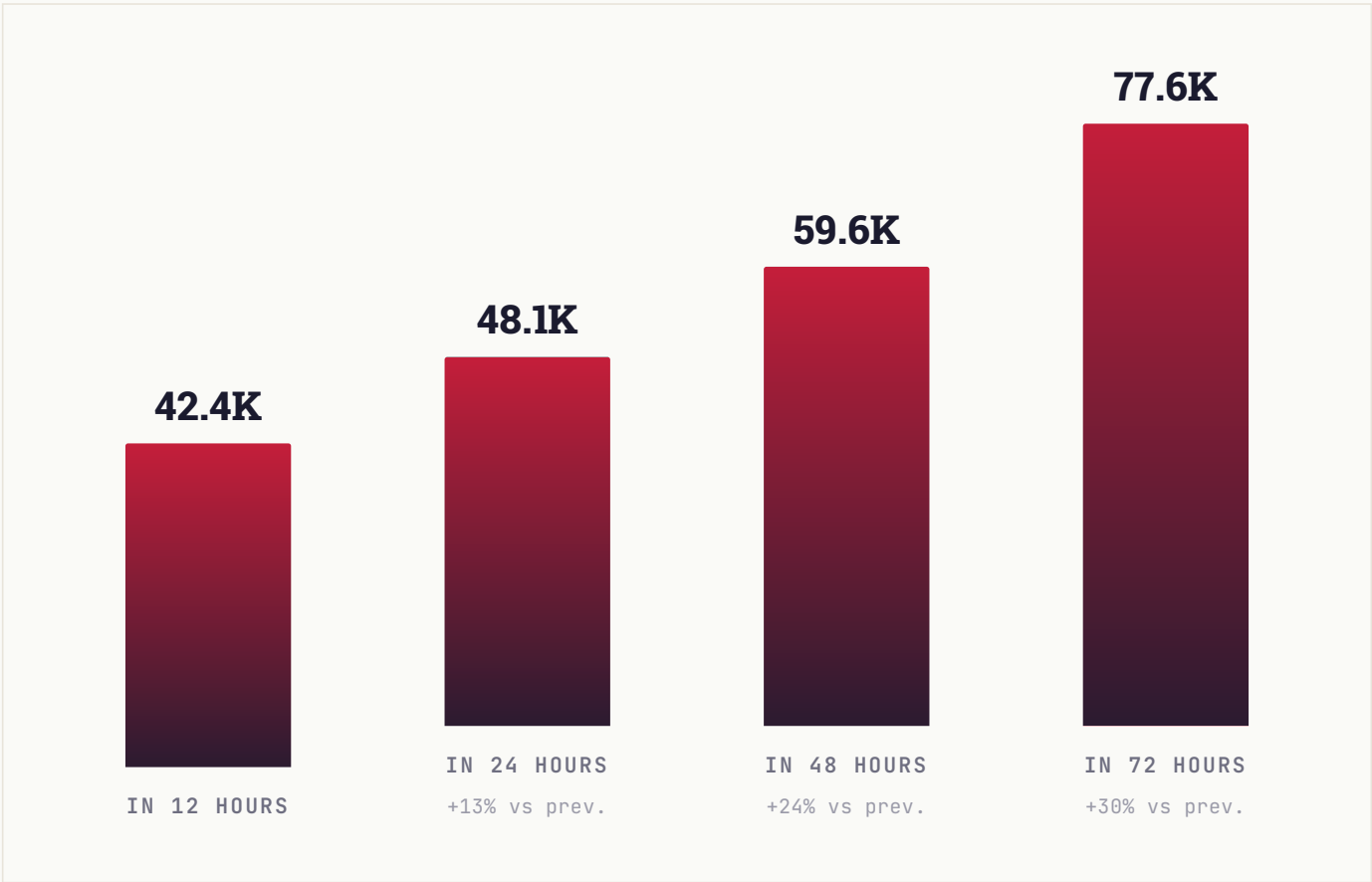
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
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 broen lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
AS Asafiev Stas YOU	237.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 426.9K. First goal — enter top-100 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **115**, they brought **15 054** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	18	11	812
December 2025	9	7	1 683
November 2025	42	39	1 962
October 2025	22	19	2 911
September 2025	11	9	2 079
August 2025	13	9	5 607

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
115	6	15 054

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

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 boost ER +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
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 us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want 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
