

PUBLIC REPORT PROMTPRESS

# Channel audit

## MADS



@badmads

Modern youth media ⚡ GOSSIP & NEWS about all media stars!  
Collab: @kirilldollar Invite a friend - <https://t.me/badmads> RKN:  
<https://clck.ru/3G3Kii>

SUBSCRIBERS

**307 839**

-8287 per month

ERR (% SEE POSTS)

**11.0%**

per day 7.7%

REACH/POST

**33.9K**

ad reach 23.8K/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><div> SUBSCRIBERS</div><div>307 839</div><div>—</div></div>           | <div><div> SUBS REACH</div><div>11.0%</div><div>avg % of subs see post</div></div>                                      | <div><div> VIEWS/POST</div><div>33.9K</div><div>median 34.5K · 29 days</div></div>                              | <div><div> POSTS/DAY</div><div>7.6</div><div>~53 per week</div></div>                        |
| <div><div> 7D TREND</div><div>-5.4%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>600.3</div><div>total 133,864 reactions, 18,950 reposts, 1,028 comments</div></div> | <div><div> POST LENGTH</div><div>175 chars</div><div>median 108 · 29 days</div></div>                           | <div><div> POSTS ANALYZED</div><div>223</div><div>29 days</div></div>                        |
| <div><div> AD REACH</div><div>23.8K</div><div>24h avg</div></div>        | <div><div> CHURN / MONTH</div><div>-8287</div><div>over the last month</div></div>                                    | <div><div> CITATION RATE</div><div>4 234</div><div>citation index · 5,071 channels mentioned ever</div></div> | <div><div> CHANNEL AGE</div><div>5 years 4 months</div><div>created 20.02.2021</div></div> |

AI EDITOR SUMMARY

Channel «MADS» — 307 839 subs. Each post averages 33.9K people (11% of subs), reach is low — consider expanding audience. Publishes 53 posts per week (~8/day) — active posting. For week Jun 29 – Jul 5 reach dropped by -5.4% by week 22–28 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **223** posts over 29 days.
- 02 Dominant format — **Video** (151/223 posts).
- 03 Avg post length — **175** chars (median 108).
- 04 Peak audience activity — **Monday**, 12:00 MSK.
- 05 Top posts get **2×** more views than the weakest (43.2K avg for top vs 28.2K for worst) — among 223 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1

22.06 · 09:00

VIDEO

⚡ Yuechka and Mokrivsky broke up after 6 years ❤️ The couple announced it on their channels. MADS B TG | MADS B MAX

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 44 085  | 656       |
| REPOSTS | ER        |
| 229     | 14.3%     |

Nº2

22.06 · 06:31

PHOTO

⚡ Dasha Doshik dropped “deSHIK” and returned to old alias  
🔥 MADS B TG | MADS B MAX

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 42 842  | 1 001     |
| REPOSTS | ER        |
| 37      | 13.9%     |

Nº3

21.06 · 08:39

PHOTO

⚡ Today is Karina Karambeybi's birthday, she turned 24 🎂  
MADS B TG | MADS B MAX

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 42 752  | 1 047     |
| REPOSTS | ER        |
| 46      | 13.9%     |

|                                                                                                                                                                              |                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 21.06 • 18:28 VIDEO<br><b>⚡ Evelon took another jab at Kokoshka's appearance 🤔</b><br><b>MADS B TG   MADS B MAX</b>                                               | <div>VIEWS</div> <b>41 663</b><br><div>REPOSTS</div> <b>67</b><br><div>REACTIONS</div> <b>623</b><br><div>ER</div> <b>13.5%</b> |
| <b>Nº5</b> 20.06 • 18:47 PHOTO<br><b>⚡ Dzhigan and Oksana Samoilova's daughter keeps experimenting with her look 🤔 Now Ariela is a blonde. MADS B TG   MADS B MAX</b>        | <div>VIEWS</div> <b>41 093</b><br><div>REPOSTS</div> <b>64</b><br><div>REACTIONS</div> <b>752</b><br><div>ER</div> <b>13.3%</b> |
| <b>WORST 3</b>                                                                                                                                                               |                                                                                                                                 |
| ↓ 30.06 • 11:03 VIDEO<br><b>VTB returns 10% cashback in rubles on everything for new customers. In summer, you want to do as much as possible: go on vacation, update...</b> | <div>VIEWS</div> <b>28 467</b><br><div>REPOSTS</div> <b>10</b><br><div>REACTIONS</div> <b>139</b><br><div>ER</div> <b>9.2%</b>  |
| ↓ 30.06 • 14:03 PHOTO<br><b>⚡ Milana Khametova got her diploma ❤️ MADS B TG   MADS B MAX</b>                                                                                 | <div>VIEWS</div> <b>28 182</b><br><div>REPOSTS</div> <b>93</b><br><div>REACTIONS</div> <b>665</b><br><div>ER</div> <b>9.2%</b>  |
| ↓ 30.06 • 12:04 VIDEO<br><b>⚡ "Time for a change!": Artyom Shilovets starts losing weight and getting fit 💪 MADS B TG   MADS B MAX</b>                                       | <div>VIEWS</div> <b>27 883</b><br><div>REPOSTS</div> <b>19</b><br><div>REACTIONS</div> <b>391</b><br><div>ER</div> <b>9.1%</b>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

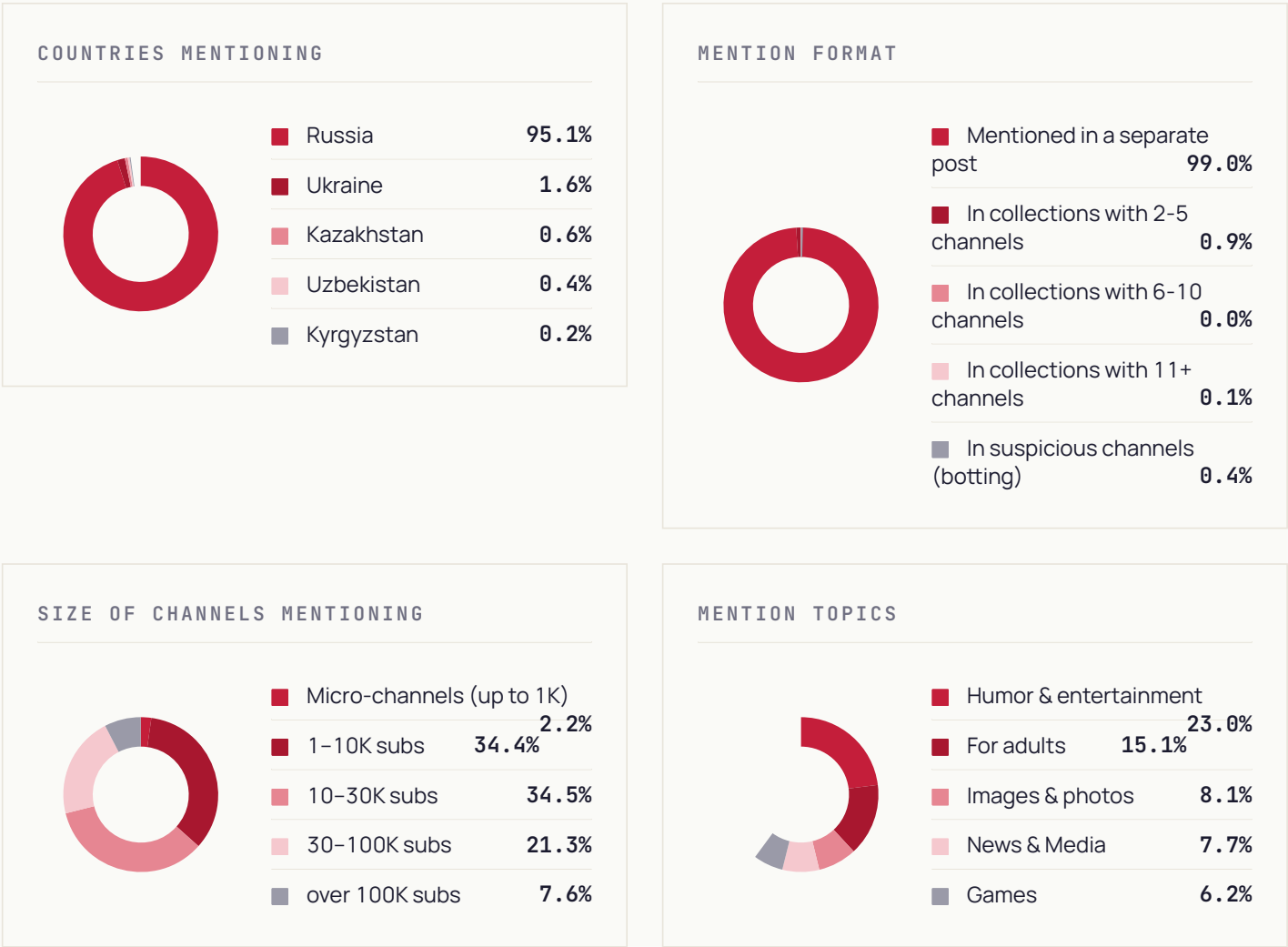
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

# Who mentions the channel and how

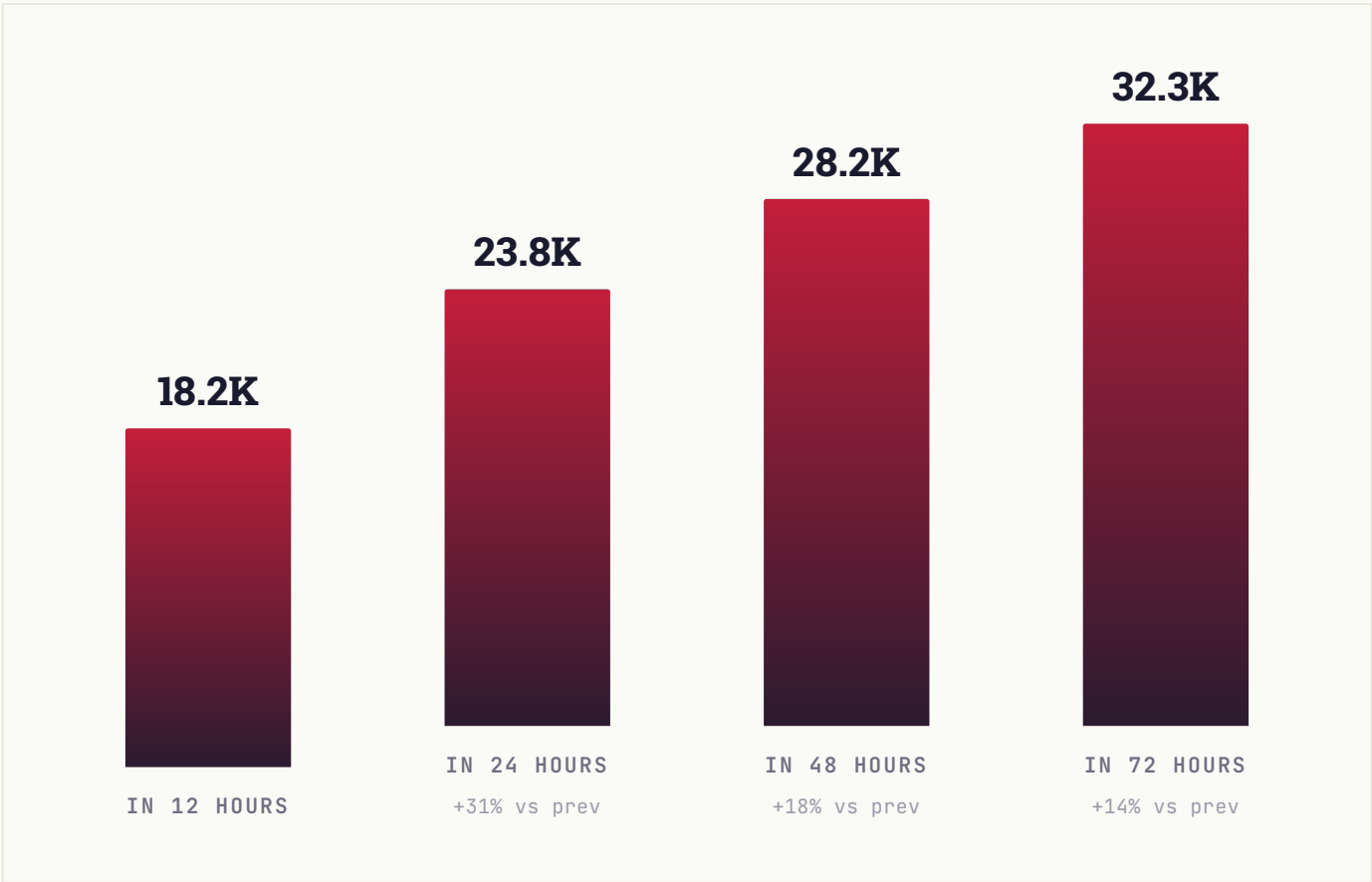
Citation index **4 234** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **5 071** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.





SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                 | SUBSCRIBERS |
|-----------------------------------------|-------------|
| اخبار فوری خبر فوری جنگ امریکا فوری     | 6M          |
| خبر فوری   اخبار فوری   جنگ فوری امریکا | 4.7M        |
| خبر فوری                                | 4.4M        |
| کانال اخبار فوری   خبر فوری             | 4.3M        |
| PE Live • News                          | 4.1M        |
| TL Topor Live                           | 4.1M        |
| M• Moskvach • Moscow News               | 3.8M        |
| M- Moscow is interesting                | 3.4M        |
| PM First Moscow                         | 3.2M        |
| TP Trukha ⚡ Ukraine                     | 3.1M        |
| MA MADS YOU                             | 307.8K      |

COMPARATIVE INSIGHT

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

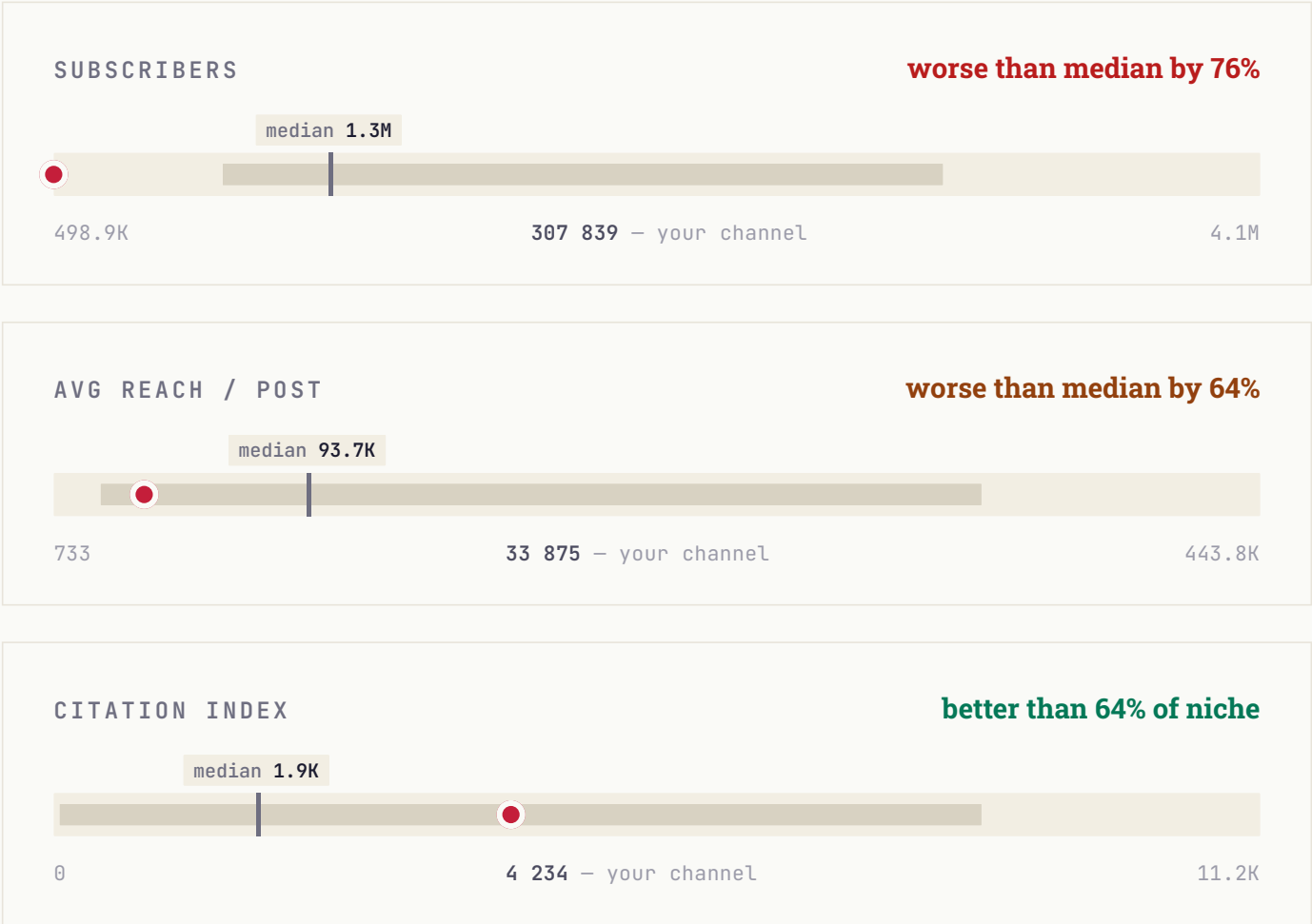
Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **458**, they brought **126 361** new subs.

| PERIOD         | MENTIONS       | CHANNELS       | BROUGHT SUBS                  |
|----------------|----------------|----------------|-------------------------------|
| January 2026   | 64             | 14             | 3 646 <div><div></div></div>  |
| December 2025  | 102            | 16             | 50 214 <div><div></div></div> |
| Nov 2025       | 90             | 37             | 0 <div><div></div></div>      |
| Oct 2025       | 93             | 29             | 36 509 <div><div></div></div> |
| Sep 2025       | 70             | 35             | 31 832 <div><div></div></div> |
| August 2025    | 39             | 11             | 4 160 <div><div></div></div>  |
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |                               |
| 458            | 6              | 126 361        |                               |

SECTION 08 · NICHE COMPARISON

# Where the channel ranks in its league

Top-100 channels in category «News & Media» (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

## Top post of the week — on Monday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window  
for important  
posts**

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 win.

EFFECT

**+5-15% ER**

04

## Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from  
relevant  
audience**

05

## Update channel description for Telegram search

Telegram search uses descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want us to do it PromptPress?

This audit is what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth target in a month.

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|    |                               |                                                                                             |
|----|-------------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch ads in Telegram</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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