

PUBLIC REPORT BY PROMTPRESS

Channel audit

Dmitry | Mr.BLHN



@blhn_feed

instagram.com/mr.blhn  @bblhn

SUBSCRIBERS

14 889

+8451 per month

ERR (% SEE POSTS)

115.0%

daily 24.9%

REACH/POST

18.3K

ad reach 3.6K/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 covers.

 SUBSCRIBERS 14 889 —	 SUBSCRIBER REACH 122.66% avg % subs see post	 VIEWS/POST 18.3K median 15K · 12 days	 POSTS/WK 19.7 for period
 7D TREND +107.0% vs previous (week ongoing)	 REACTIONS/POST 174.7 total 6,116 reactions, 2,170 reposts, 1,914 comments	 POST LENGTH 173 chars median 87 · 12 days	 POSTS ANALYZED 35 12 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH +8451 last month	 CITATION RATE 5 citation index · 4 channels mentioned all time	 CHANNEL AGE 4 years 11 months created 29.07.2021

AI EDITOR SUMMARY

Channel «Dmitry | Mr.BLHN» — 14 889 subs. Avg post views 18.3K people (123% of subs), wide reach for its size. Publishes 20 posts/week (~3/day) — steady. Week Jun 29–Jul 5 reach up +107.0% Week 22–28 Jun — positive trend.

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 **35** posts in 12 days.
- 02 Dominant format – **Photo** (15/35 posts).
- 03 Avg post length – **173** chars (median 87).
- 04 Peak audience activity – **Tuesday**, 22:00 MSK.
- 05 Top posts get **5x** more views than the weakest (42.8K avg for top vs 7.8K for worst) – among 35 posts in 12 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 30.06 · 19:09 PHOTO Lying low in Novocheboksarsk	VIEWS 43 863 REPOSTS 173	REACTIONS 556 ER 294.6%
Nº2 30.06 · 19:42 TEXT Comments under posts are absolutely cursed 🤡	VIEWS 42 461 REPOSTS 61	REACTIONS 277 ER 285.2%
Nº3 26.06 · 10:39 PHOTO It's a meme, I love it	VIEWS 42 029 REPOSTS 74	REACTIONS 539 ER 282.3%

Nº4 25.06 • 23:28 TEXT May dudes Over these two years I haven't spoken about my psycho-emotional state at all I always try to smooth things over and not...	VIEWS 40 112 REPOSTS 1 556 REACTIONS 1 279 ER 269.4%
Nº5 26.06 • 10:37 PHOTO What a mess, doggie 🐶	VIEWS 39 605 REPOSTS 132 REACTIONS 455 ER 266.0%

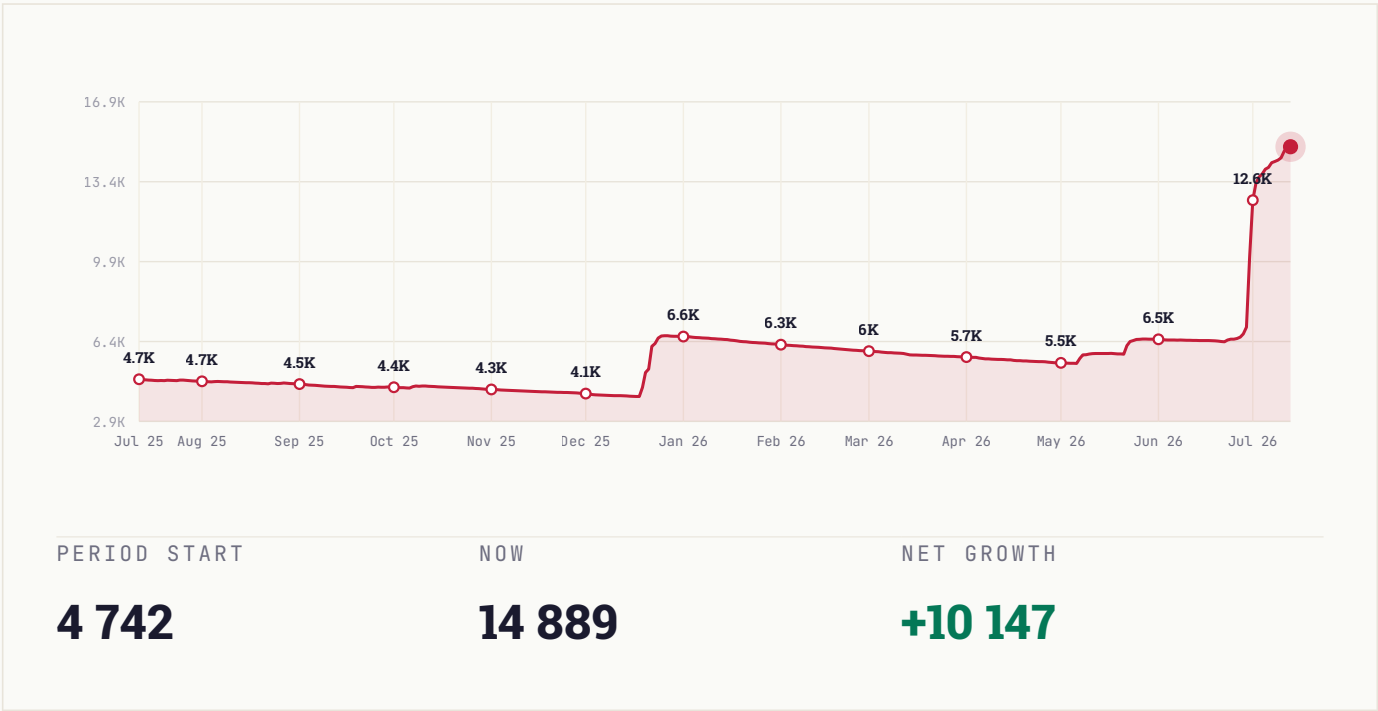
WORST 3

↓ 21.06 • 18:12 TEXT A friend just sent me a video message... He's Jewish, lives in Israel What's going on there?	VIEWS 7 956 REPOSTS 3 REACTIONS 23 ER 53.4%
↓ 20.06 • 15:43 PHOTO Warning! Drop! https://youtu.be/IMdrsyTwKSE?si=zlgjJhv8PPCWPzp3	VIEWS 7 918 REPOSTS 39 REACTIONS 68 ER 53.2%
↓ 18.06 • 09:33 TEXT Hi, can you advise which service to get an eSIM that works in Russia?	VIEWS 7 503 REPOSTS 4 REACTIONS 27 ER 50.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

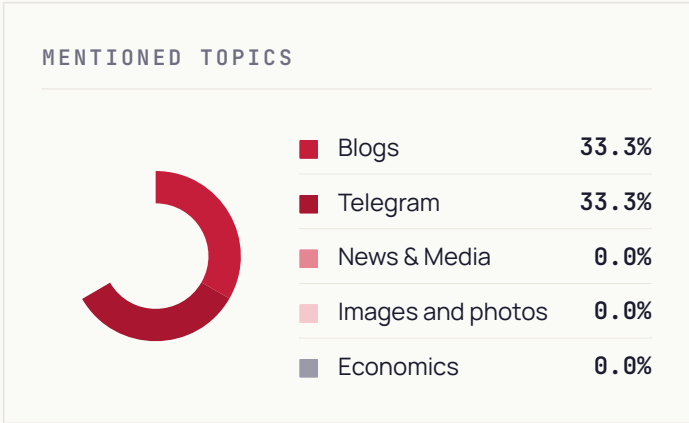
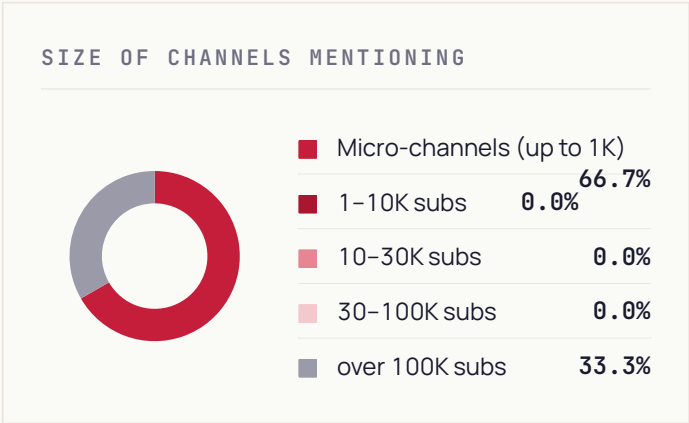
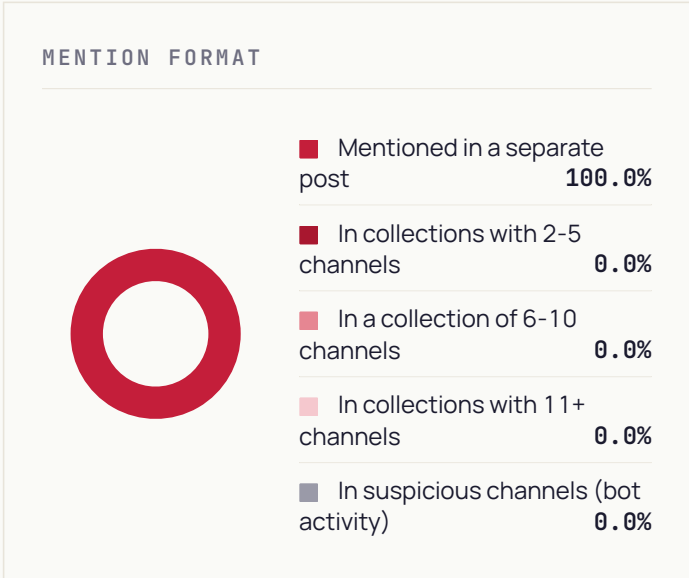
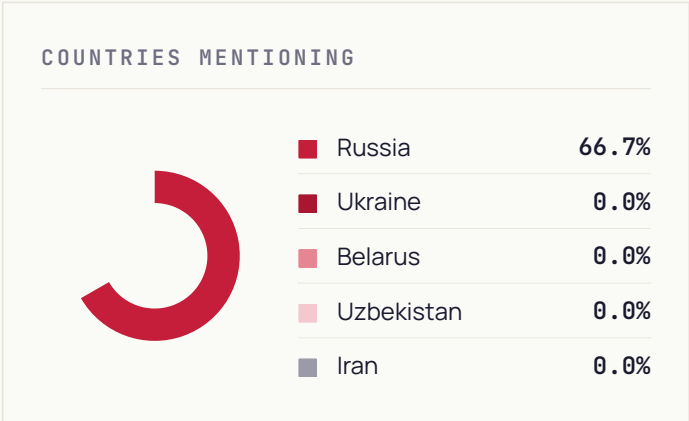
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

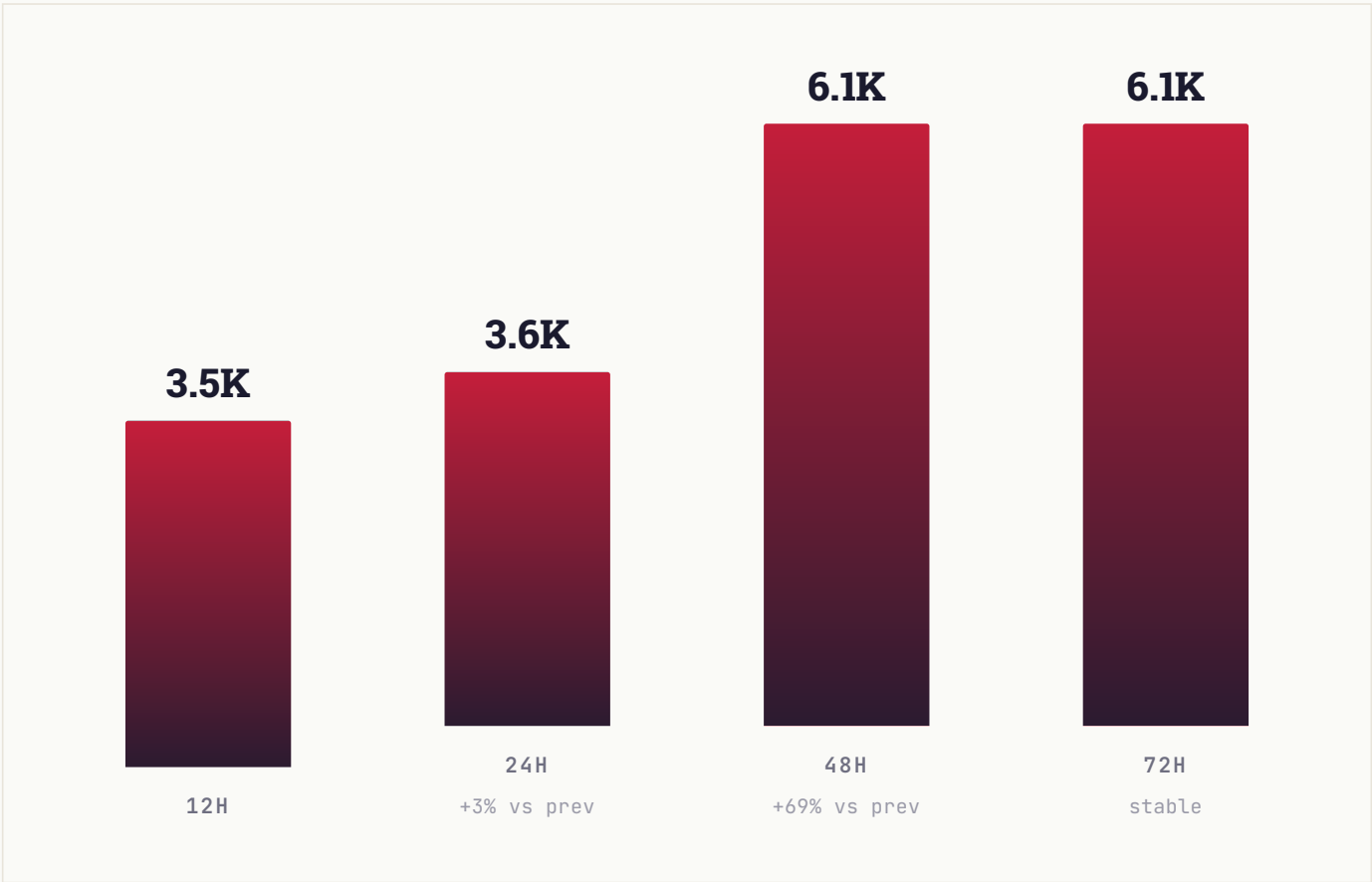
Citation index 5 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time channel mentions 4 different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
AE After Effects Templates	181K
DG Designer Gang 🖐	147.4K
SZ STL Zone / 3D models / Free STL	136K
Avg Sexy font. Cyrillic	134.7K
WTF What font is that?	130.5K
SΦ STL files 3D models for 3D printing	129.2K
WTH What is Photoshop?	108.1K
FD Figma Design	107.3K
F3 Free 3DSky	104.8K
P Photoshop Design	103.8K
D Dmitry Mr.BLHN YOU	14.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — After Effects Templates (181K), top-99 median: 53.6K. First goal — enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **1**, they brought **2 892** new subs.

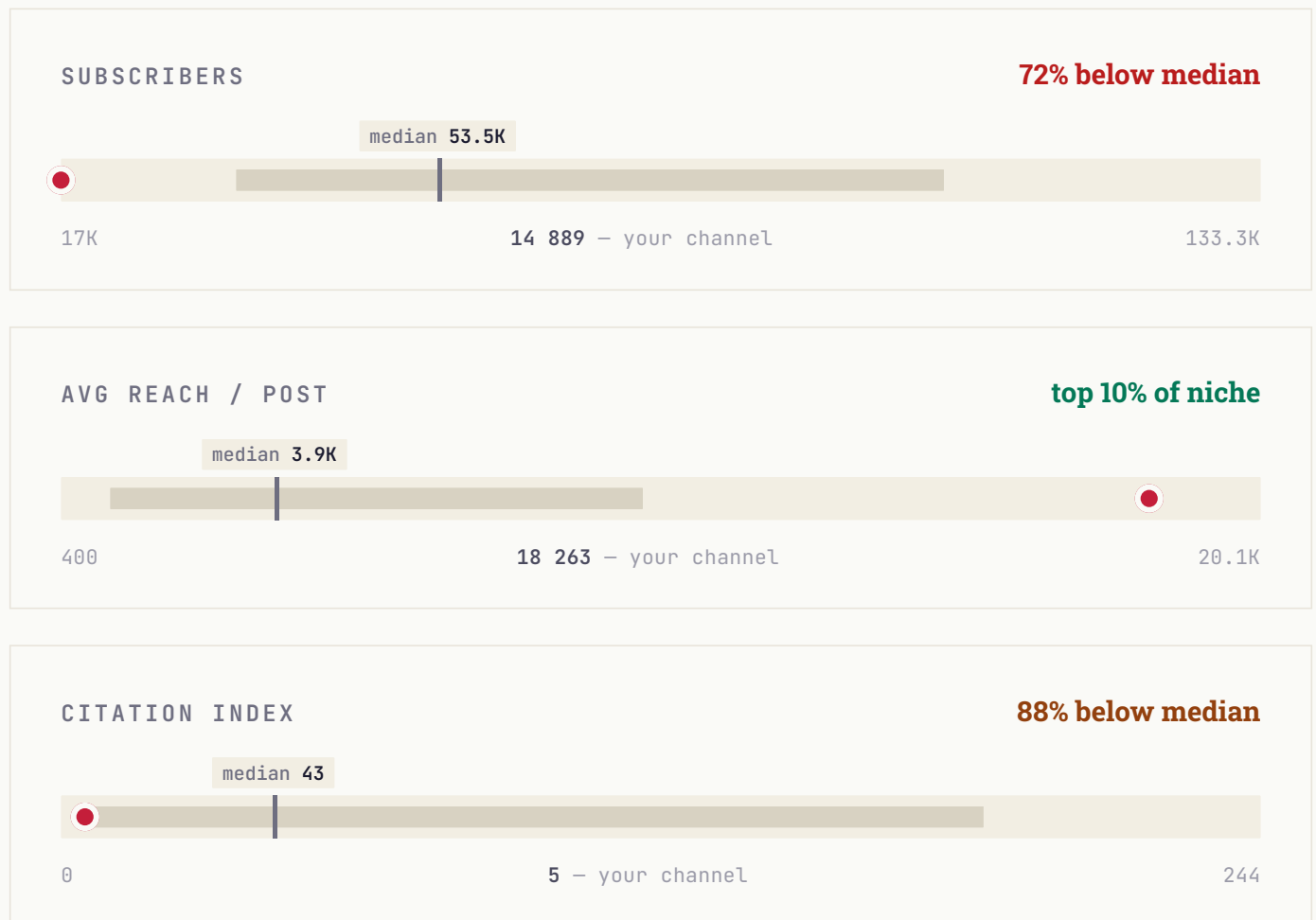
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	0
December 2025	1	1	2 648
Nov 2025	0	0	0
Oct 2025	0	0	102
Sep 2025	0	0	72
August 2025	0	0	70

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1	6	2 892

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Design» (Russia) and compared your channel.
Gray band = 80% niche range (p10-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 in a month.

- 01

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

EFFECT
Best window for an important post
- 02

System traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 weekly poll on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Cross-post with same-segment channels once a quarter. 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 is what we can do in a few minutes based on public data. Want to go further — run ads through us and hit your growth plan in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
