

PUBLIC REPORT PROMTPRESS

Channel audit

Mamka Bloggerov



@bloggers_mama

Honored blogger manager Observations, teachings, thoughts aloud
Registered with Roskomnadzor: <https://clck.ru/3FgcsE>
Collaboration @evgeniya_poli

SUBSCRIBERS

20 025

-10 per month

ERR (% SEE POSTS)

15.0%

per day 7.9%

REACH/POST

3.3K

ad reach 1.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 20 025 —	 SUBS REACH 16.66% avg % subs see post	 VIEWS/POST 3.3K median 2.4K · 29 days	 POSTS/WEEK 29.0 for the period
 TREND 7D -66.1% vs previous week	 REACTIONS/POST 44.6 total 5,394 reactions, 2,779 reposts, 125 comments	 POST LENGTH 437 chars median 382 · 29 days	 POSTS ANALYZED 121 29 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -10 last month	 CITATION RATE 539 citation index · 1,023 channels mentioned all time	 CHANNEL AGE 7 years 9 months created 14.09.2018

AI EDITOR SUMMARY

Channel 'Mamka Blogerov' – 20 025 subs. Each post averages 3.3K people (17% from subs), this is average reach – room to grow. Publishes 29 posts per week (~4/day) – active posting. For the week of Jun 29 – Jul 5, reach dropped -66.1% to the week of Jun 22–28 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 121 posts over 29 days.
- 02 Dominant format – Photo (88/121 posts).
- 03 Avg post length – 437 chars (median 382).
- 04 Peak audience activity – Sunday, 21:00 MSK.
- 05 Top posts get 22x more views than the weakest (39.6K avg for top vs 1.8K for worst) – among 121 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.06 · 18:06 TEXT Want to thank Nadya for this interview – Lera needs it now, getting chemo and tons of hate. And I still...	VIEWS 105 098 REPOSTS 137	REACTIONS 85 ER 524.8%
Nº2 16.06 · 14:06 PHOTO Today The Blueprint got all PR and marketing pros up early for a biz breakfast to share wins and...	VIEWS 6 903 REPOSTS 25	REACTIONS 48 ER 34.5%
Nº3 23.06 · 08:40 PHOTO Thank you post to Nastya Poletaeva and the BEZFILTROV team for inviting to the special screening of Sofia Coppola's film «Mark by Sofia» in...	VIEWS 6 879 REPOSTS 16	REACTIONS 29 ER 34.4%

Nº4 27.06 · 10:38 PHOTO Ended a tough work week at Rappoport's new restaurant 'Mashenka'. Yulia Stepanova's amulet in place, bleached dumplings served...	VIEWS 3 703 REPOSTS 13 REACTIONS 27 ER 18.5%
Nº5 17.06 · 14:47 PHOTO Prosecution asks for Sasha Mitroshina 3 years in general regime colony and a fine of 900 thousand rubles Bloggers' Mom in MAX	VIEWS 3 521 REPOSTS 30 REACTIONS 87 ER 17.6%

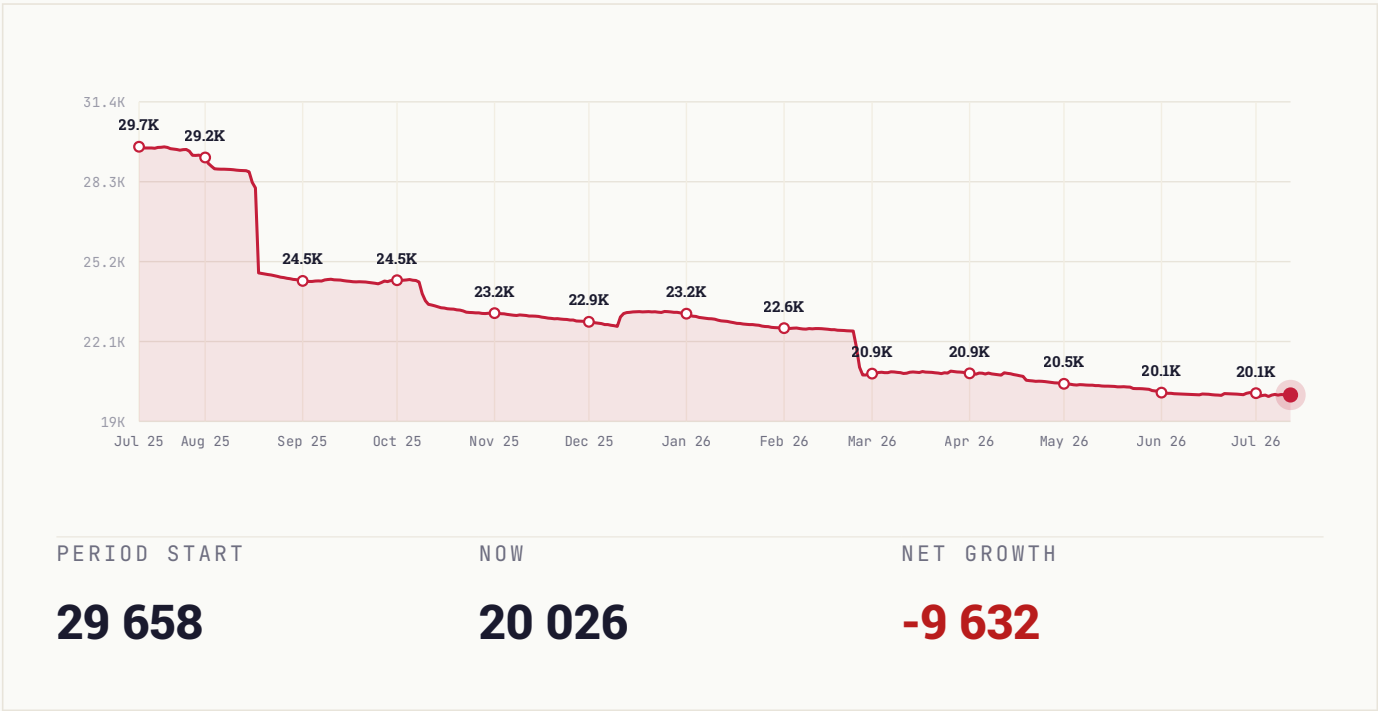
WORST 3

↓ 07.07 · 06:12 PHOTO Mood 😊 Bloggers' Mom in MAX	VIEWS 1 817 REPOSTS 15 REACTIONS 46 ER 9.1%
↓ 08.07 · 13:18 PHOTO Rappoport's restaurant promos always make you smile) Today for Family, Love and Fidelity Day at 'Voskhod' families get this...	VIEWS 1 799 REPOSTS 12 REACTIONS 20 ER 9.0%
↓ 08.07 · 11:12 PHOTO RUTUBE will sell ad integrations with its top bloggers. Strategic partner for the project will be...	VIEWS 1 781 REPOSTS 19 REACTIONS 8 ER 8.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

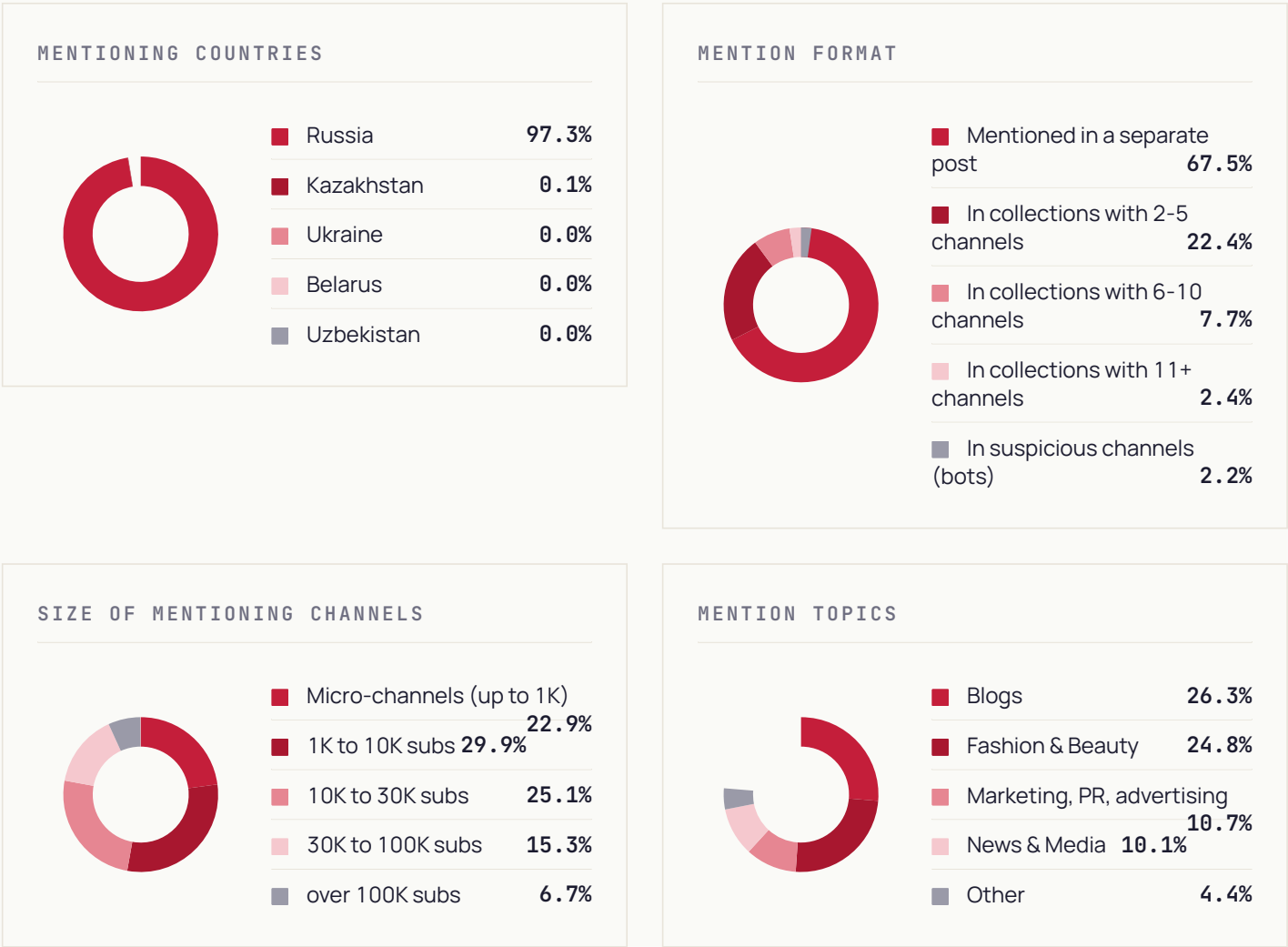
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

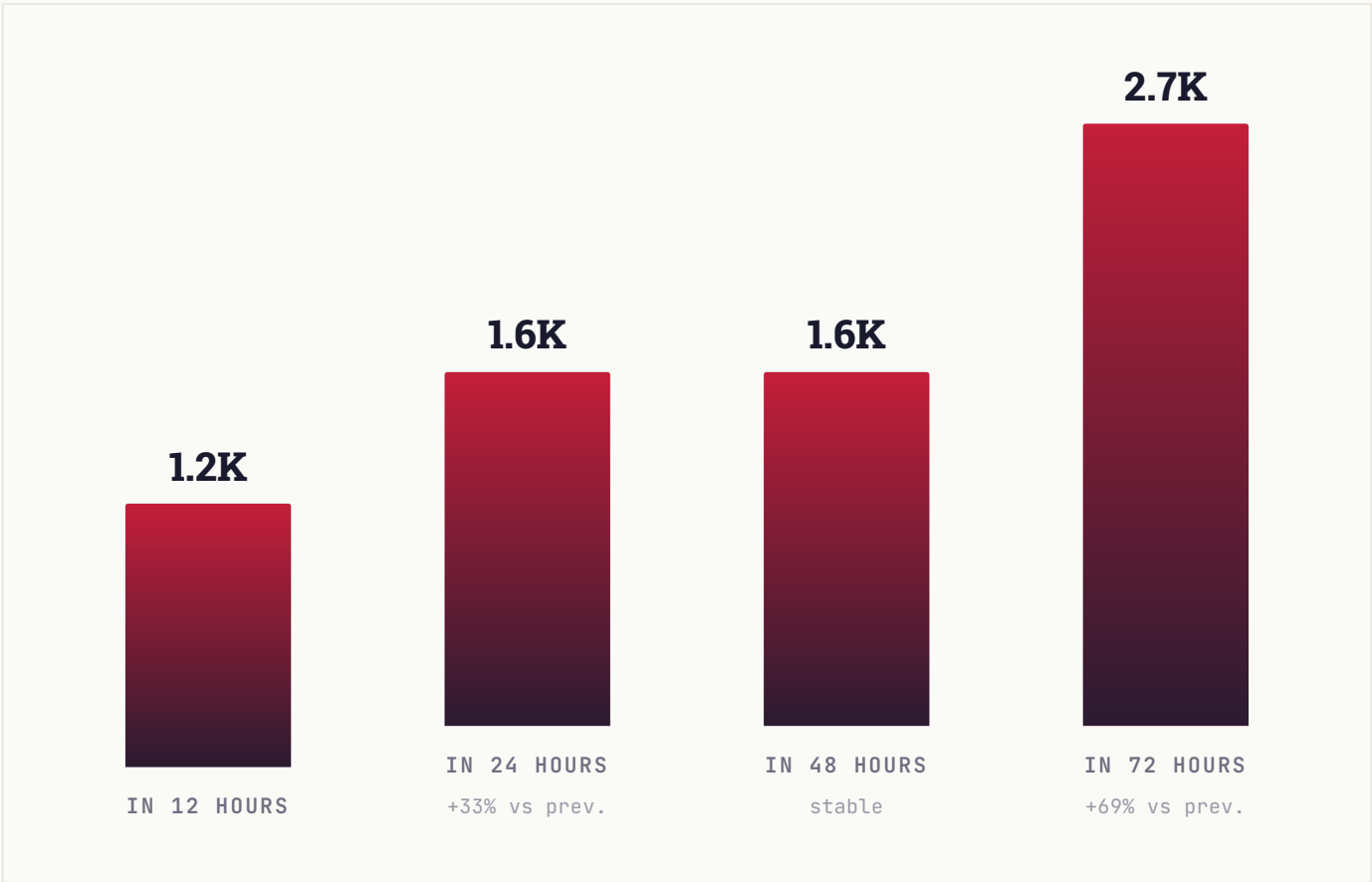
Citation index **539** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 023** different channels.



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 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 peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice Cream	1.7M
OK Okak	1.6M
SE Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
ER Customer is always right	1.1M
TZ Set trends	1M
SV Trending today	1M
TV Trend or leave	990K
MB Mamka Blogerov YOU	20K

COMPARATIVE INSIGHT

Channel yet outside top-99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal — enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **160**, they brought **955** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	9	9	2	
December 2025	57	55	619	
Nov 2025	12	12	26	
Oct 2025	21	20	51	
September 2025	52	47	257	
August 2025	9	9	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
160	6	955

Where the channel stands in its league

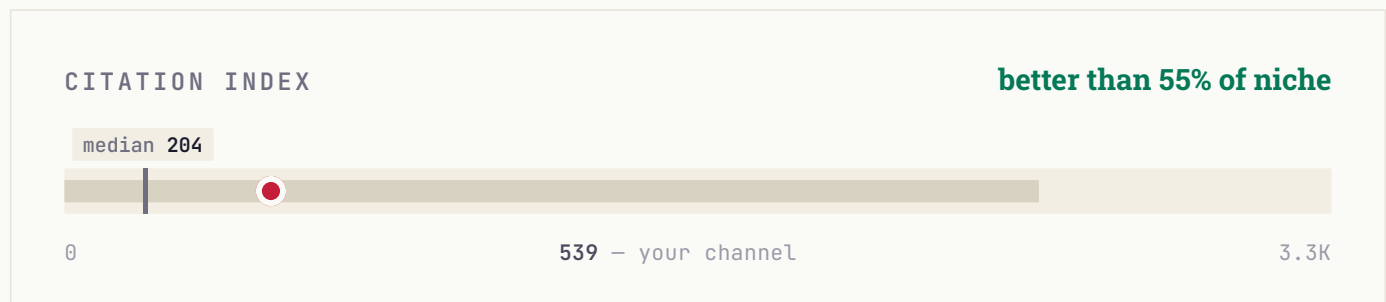
SUBSCRIBERS

worse than median by 86%

median 144.6K

40.9K 20 025 — your channel 1.2M

Metric	Value
Median	144.6K
Your Channel	20,025
Range (Min)	40.9K
Range (Max)	1.2M



— 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

Main post of the week — on Sunday

Audience most active on this day at 21:00 MSK.

IMPACT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

IMPACT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

IMPACT

**+1000-3000
subs**

04

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.

IMPACT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

IMPACT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads through us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager