

— PUBLIC REPORT PROMTPRESS

Channel audit

БОГЕМА В БЕТОНЕ



@bogemavbetone

✨ Digital gloss from an interior designer: building visual literacy through art, architecture, and design & fashion news ✨...

SUBSCRIBERS

76 005

+27244 per month

ERR (% SEE POSTS)

32.0%

in 24h 9.1%

REACH/POST

30.6K

ad reach 7.1K/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.

 SUBSCRIBERS 76 005 —	 SUBSCRIBER REACH 40.29% avg % subs see post	 VIEWS/POST 30.6K median 28.1K · 28 days	 POSTS/WEEK 7.6 for period
 7D TREND +40.3% vs previous week	 REACTIONS/POST 451.0 total 13,981 reactions, 1,084 reposts, 0 comments	 POST LENGTH 768 chars median 1000 · 28 days	 POSTS ANALYZED 31 28 days
 AD REACH 7.1K 24h avg	 CHURN / MONTH +27244 last month	 CITATION RATE 13 citation index · 137 channels mentioned ever	 CHANNEL AGE 1 year 5 months created 06.02.2025

AI EDITOR SUMMARY

Channel «BOHEMIA IN CONCRETE» — 76 005 subs. Each post avg views 30.6K people (40% of subs), wide reach for a channel this size. Publishes 8 posts/week (~1/day) — regular. Week Jul 6–12 reach up +40.3% to week Jun 29 – Jul 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 31 posts in 28 days.
- 02 Dominant format – Photo (20/31 posts).
- 03 Avg post length – 768 chars (median 1000).
- 04 Audience peak activity – Monday, 19:00 MSK.
- 05 Top posts get 2× more views than the weakest (48.2K avg for top vs 23.3K for worst) – among 31 posts over 28 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 06.07 · 16:17 TEXT We've prepared summer vibes and gifts for you! 🎁🎁🎁 Together with bloggers, we're launching a cash prize giveaway for you! 🎉🏆 Go to...	VIEWS 48 878 REP. 5	REACTIONS 426 ER 64.3%
Nº2 06.07 · 18:01 VIDEO Yuri Grymov's "The Cherry Orchard" made us see the classic in a new light 🍒 Last week we went to the Modern Theater and for the first time in a long time...	VIEWS 48 353 REP. 8	REACTIONS 496 ER 63.6%
Nº3 07.07 · 16:15 PHOTO The art of seeing beauty in trash 🕶️ Last year an exhibition by French artist Eva Jospin opened in Paris. For many years...	VIEWS 47 304 REP. 43	REACTIONS 418 ER 62.2%

Nº4 08.07 · 12:20 PHOTO sOrry 🤔	VIEWS 45 743 REP. 1	REACTIONS 496 ER 60.2%
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Nº5 08.07 · 11:33 PHOTO A dacha in Kenya: look but don't envy 🌞 Today we talk about Naomi Campbell's home - one of the iconic models of the 20th century According to some data...	VIEWS 45 250 REP. 1	REACTIONS 383 ER 59.5%
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WORST 3

↓ 27.06 · 19:02 PHOTO Your humble servant has a birthday today ❤️ Went to Kolomna and got my first tattoo, well why not? I'm at that age when everything...	VIEWS 23 616 REP. 29	REACTIONS 198 ER 31.1%
↓ 24.06 · 19:49 PHOTO Marketing sells not things, but a sense of scarcity👁️ I found this note in my notebook and decided to reflect on it...	VIEWS 23 423 REP. 21	REACTIONS 220 ER 30.8%
↓ 25.06 · 16:57 VIDEO (post without caption – video)	VIEWS 22 832 REP. 83	REACTIONS 213 ER 30.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

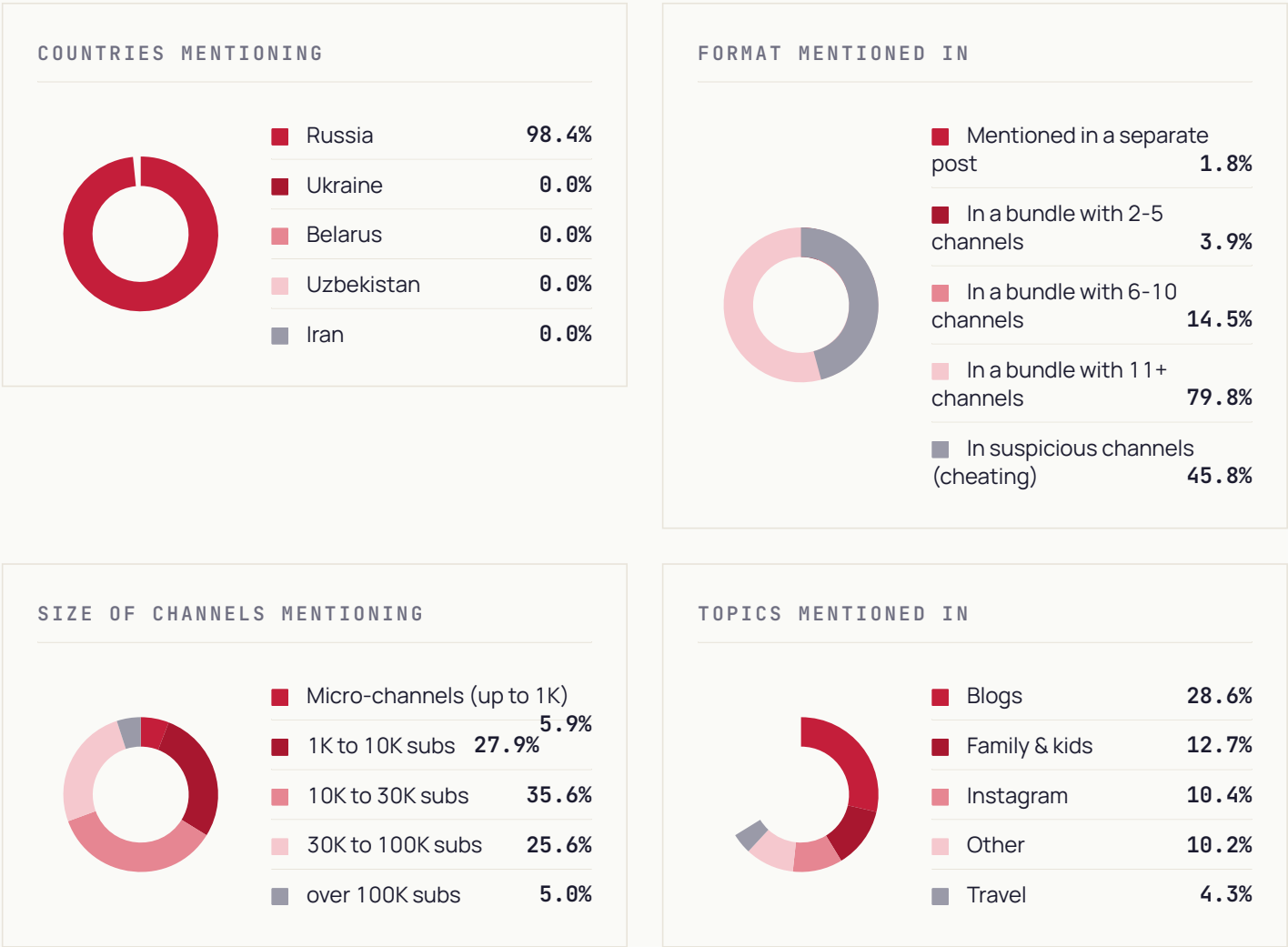
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

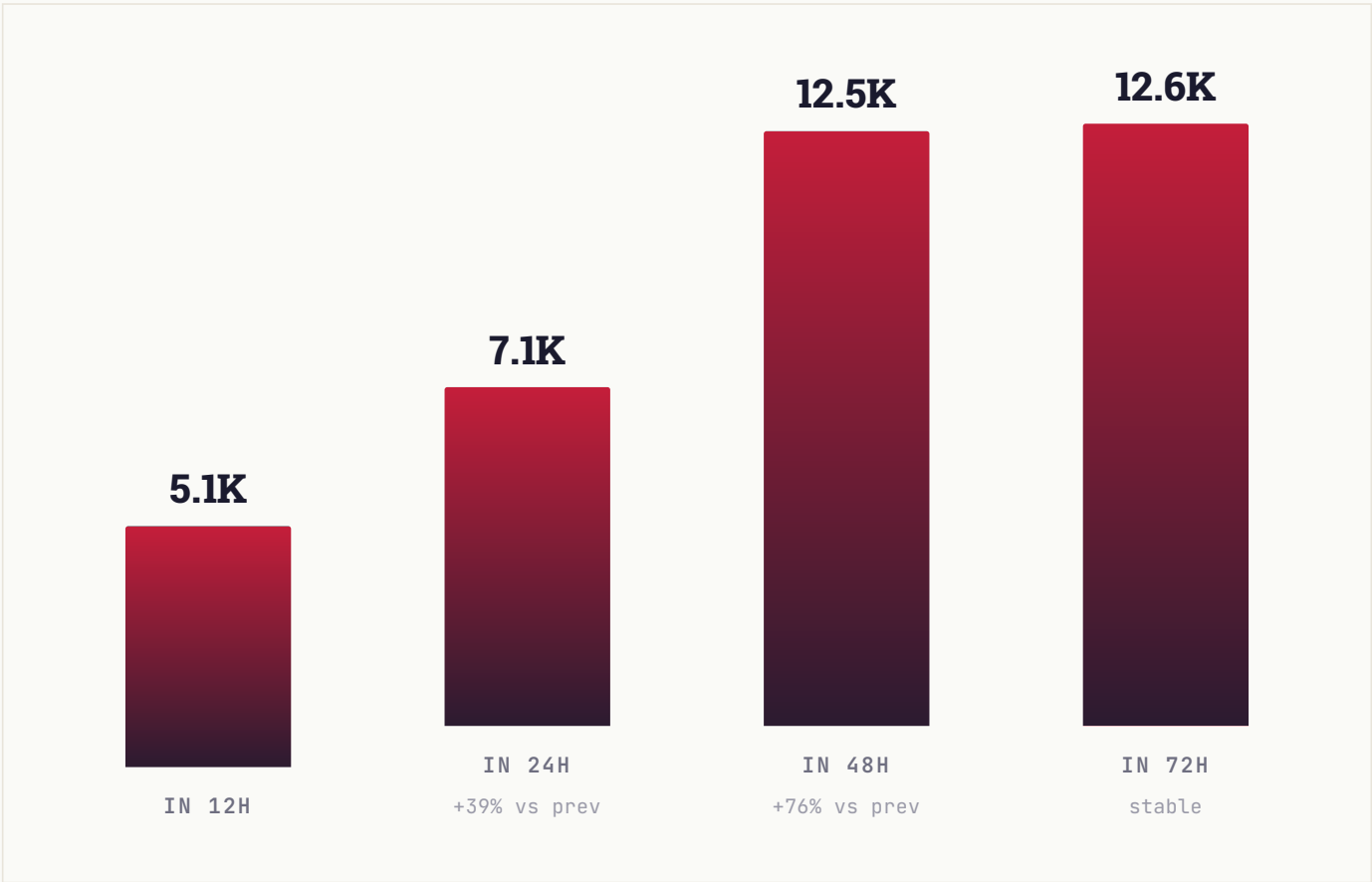
Citation index **13** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel "weighs" more than from a 1K subs one. All time channel was mentioned **137** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
DM	Dima Maslennikov	2.2M
RR	Ranbir Roy (VSG)	2.1M
LI	LITVIN	1.6M
EX	Exile	1.4M
AZ	Alexander Zubarev	1.3M
B🍄	Booster 🍄	1.2M
KB	Bloody Lady	1.2M
E1	EVELONE 192	1.1M
AB	Anastasia Bragina	1.1M
LJ	broen lives here	1.1M
BV	БОГЕМА В БЕТОНЕ YOU	76K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 495.5K. First goal — enter top-100 through systematic work with traffic and content.

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 **146**, they brought **58 739** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	4	3	17 349
December 2025	5	5	13 517
Nov 2025	4	2	7 607
Oct 2025	52	40	7 130
Sep 2025	42	27	5 458
August 2025	39	34	7 678

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
146	6	58 739

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the peer group range, a darker beige bar representing the median, and a vertical line indicating the channel's performance. A red dot on the left of each chart indicates the channel's position relative to the median.

- SUBSCRIBERS:** The channel has 76,005 subscribers, which is 85% below the median of 499.9K. The peer group range is from 175.6K to 1.4M.
- AVG REACH / POST:** The channel has an average reach of 30,622 per post, which is 79% below the median of 147K. The peer group range is from 6K to 533.4K.
- CITATION INDEX:** The channel has a citation index of 13, which is 92% worse than the median of 166. The peer group range is from 0 to 2.1K.

Metric	Channel Value	Median	Comparison	Peer Group Range
SUBSCRIBERS	76 005	499.9K	85% below median	175.6K - 1.4M
AVG REACH / POST	30 622	147K	79% below median	6K - 533.4K
CITATION INDEX	13	166	worse than median by 92%	0 - 2.1K

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Monday
Audience is most active on this day at 19:00 MSK.

EFFECT
Best time 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 — an easy growth point.

EFFECT
+5-15% ER
-
- 04

Cross-promo with neighbor channels
Exchange posts with channels in the same segment 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 looks at descriptions. Add 3-5 keywords from your niche — it's a source of organic traffic.

EFFECT
Organic traffic source
-

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through 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
