

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Boris Martsinkevich



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SUBSCRIBERS

17 412

+51 per month

ERR (% SEE POSTS)

135.0%

per day 15.8%

REACH/POST

24.1K

ad reach 2.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 17 412 —	 SUBS REACH 138.66% avg % subs see post	 VIEWS/POST 24.1K median 6.6K · 26 days	 POSTS/WEEK 9.6 over period
 7D TREND -37.3% vs previous week	 REACTIONS/POST 116.6 only 4,199 reactions, 1,783 reposts, 0 comments	 POST LENGTH 891 chars median 999 · 26 days	 POSTS ANALYZED 36 26 days
 AD REACH 2.7K 24h avg	 CHURN / MONTH +51 over the last month	 CITATION RATE 107 citation index · 482 channels mentioned ever	 CHANNEL AGE 3 years 5 days created 16.07.2023

AI EDITOR SUMMARY

Channel "Boris Martsinkevich" — 17 412 subs. Avg views per post: 24.1K people (139% of subs), wide reach for a channel this size. Publishes 10 posts/week (~1/day) — steady. Week Jul 6–12 reach dropped -37.3% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **36** posts in 26 days.
- 02 Dominant format – **Text** (22/36 posts).
- 03 Avg post length – **891** chars (median 999).
- 04 Peak audience activity – **Tuesday**, 16:00 MSK.
- 05 Top posts get **18x** more views than the weakest (71.6K avg for top vs 4K for worst) – among 36 posts over 26 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 23.06 · 16:13 TEXT Golfech NPP in France fully shut down due to abnormal heat To grasp the situation in all its glory - list of French NPPs...	VIEWS	REACTIONS
	77 991	144
	REPOSTS	ER
	126	447.9%
Nº2 23.06 · 13:57 VIDEO Perfect storm: What will happen to oil prices? Trump, Middle East & Hormuz Strait The global economy is on the brink of a new...	VIEWS	REACTIONS
	73 222	85
	REPOSTS	ER
	46	420.5%
Nº3 27.06 · 08:18 VIDEO China's secret plan: Why coal beats «green» energy? The whole world believes China's energy is fully switching to...	VIEWS	REACTIONS
	63 602	106
	REPOSTS	ER
	73	365.3%

Nº4

26.06 · 18:27

TEXT

June 26 - birthday of nuclear energy, congratulations to all! On June 26, 1954, 72 years ago in Obninsk...

VIEWS

57 059

REPOSTS

71

REACTIONS

222

ER

327.7%

Nº5

25.06 · 15:46

VIDEO

Fuel crisis: why Russia is short of gasoline? Logistics collapse and hidden refinery issues Boris Martsinkevich breaks down the real...

VIEWS

53 861

REPOSTS

167

REACTIONS

131

ER

309.3%

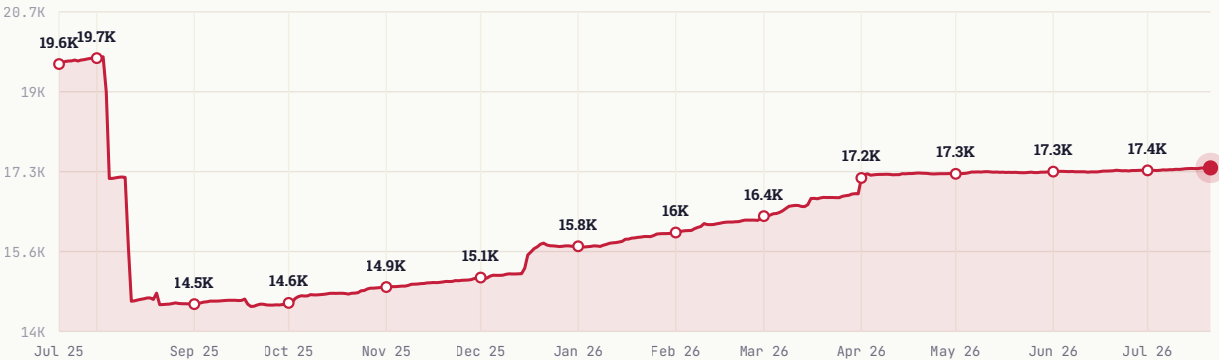
WORST 3

↓ 14.07 · 16:06 TEXT Again forced to cover the fuel crisis. Reminder: average summer consumption of motor fuels in Russia is about three...	VIEWS 4 367 REPOSTS 44 REACTIONS 168 ER 25.1%
↓ 17.07 · 15:41 VIDEO Gas shock: France starts burning last gas reserves Boris Martsinkevich details why the gas crisis in Europe is escalating...	VIEWS 3 817 REPOSTS 24 REACTIONS 88 ER 21.9%
↓ 16.07 · 08:24 TEXT French grid operators RTE and Enedis impose restrictions on the development of solar and wind power plants in France... To...	VIEWS 3 677 REPOSTS 11 REACTIONS 80 ER 21.1%

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.



PERIOD START

19 612

NOW

17 413

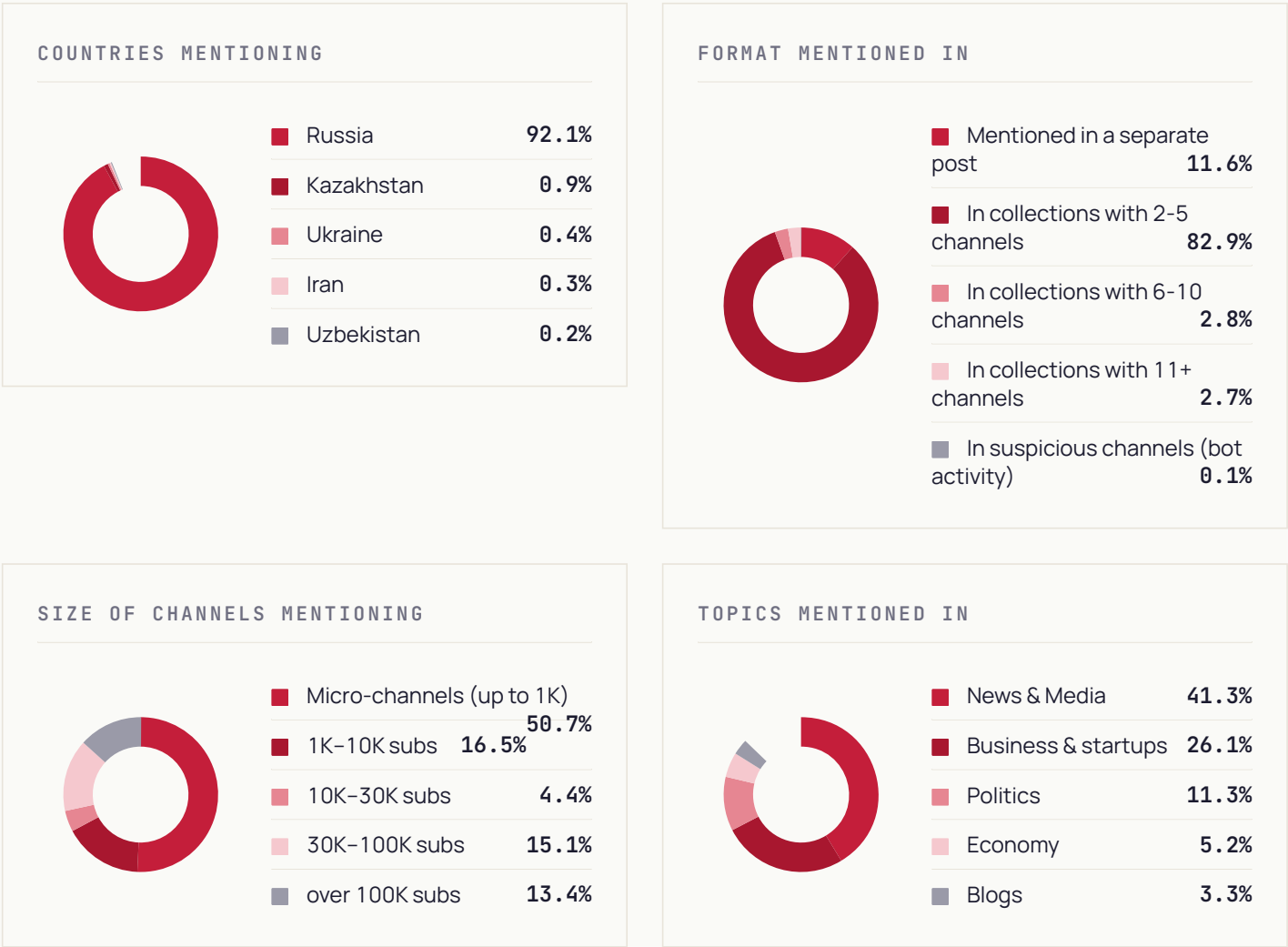
NET GROWTH

-2 199

SECTION 04 · CITATIONS

Who & how mentions the channel

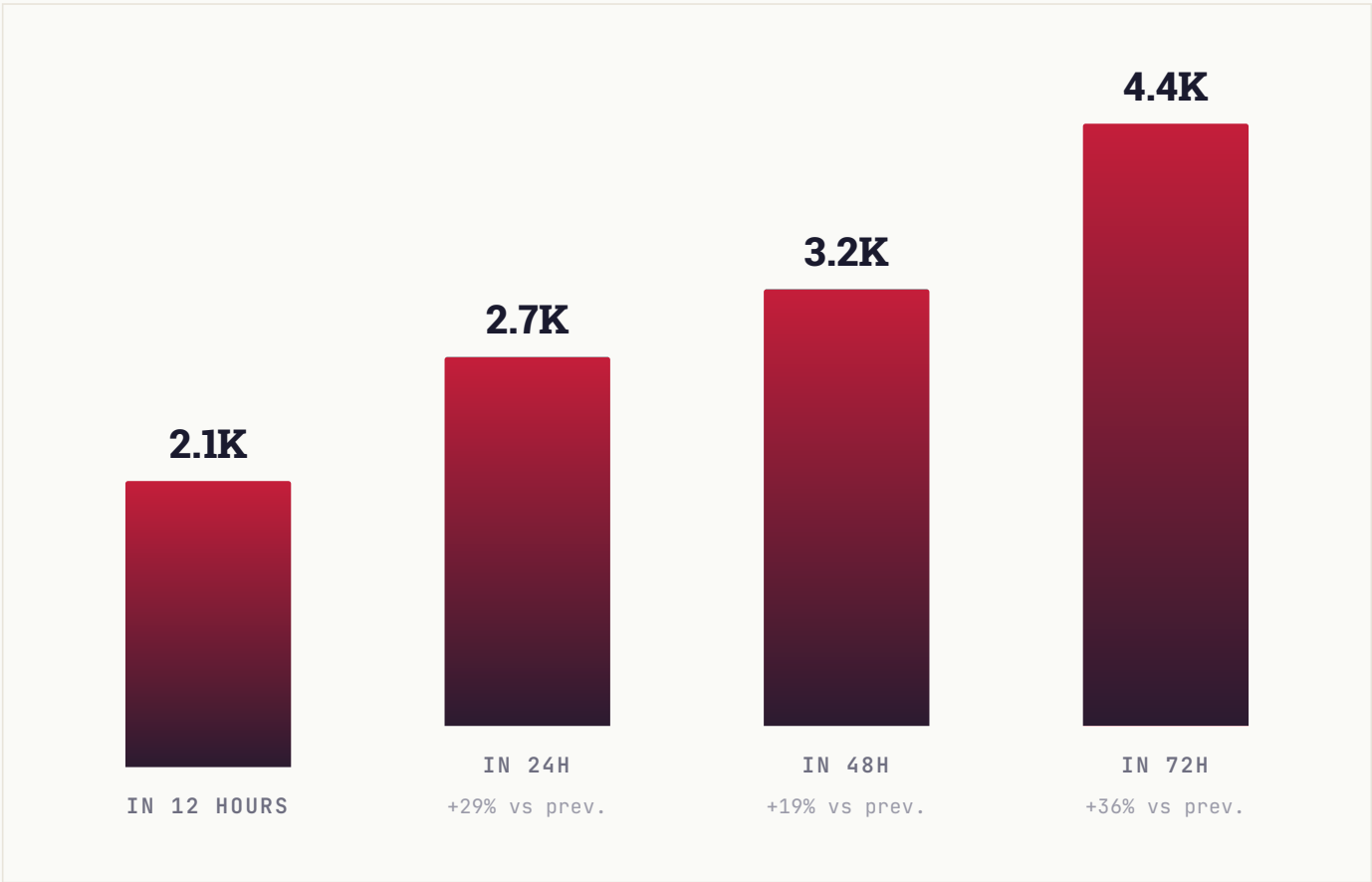
Citation index **107** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **482** different channels.



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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
آقای تحلیلگر	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخبار فوری خبر فوری جنگ امریکا بندر عباس	3.7M
Sharif شریف	2.8M
Trade Watcher	2.5M
قیمت لحظه ای دلار طلا خودرو	2M
KING EL GOLD 🏆	1.8M
The Economist	1.3M
Axe. Economy.	1.2M
QUBTAN EL GOLD	1.1M
BM Boris Martsinkevich YOU	17.4K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 349.1K. First goal: break into top-98 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions: **456**, they brought **2 165** new subs.

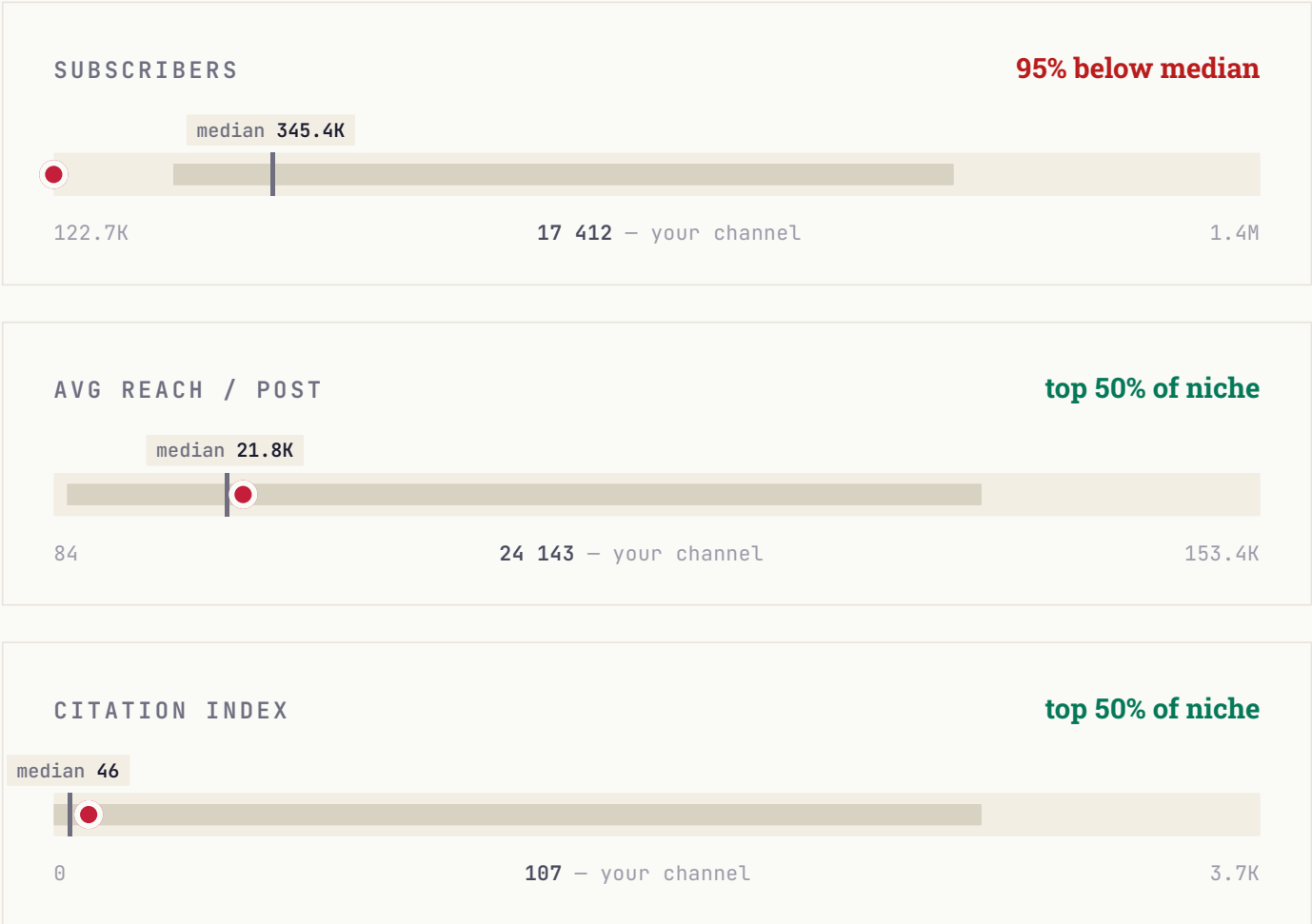
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	57	21	311	
December 2025	100	38	775	
Nov 2025	64	24	198	
Oct 2025	93	33	397	
Sep 2025	68	20	183	
August 2025	74	22	301	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
456	6	2 165

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in «Economy» (Russia) and compared your channel. Gray band = range where 80% of niche channels fall (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 them off and revisit this report in a month.

01

Top post of the week — Tuesday

Audience most active on this day at 16:00 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 typically boost ER by +5-15%. One poll per week on a hot topic is an easy growth lever.

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 — it's a source of organic traffic.

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. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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