

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ksenia Borodina



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For all inquiries/ads: @monson_com - Evgenia Registered in the
RKN registry: <https://gosuslugi.ru/snet/6798794b58ab2221b0ee1527>

SUBSCRIBERS

942 921

-13010 per month

ERR (% SEE POSTS)

11.0%

per day 6.4%

REACH/POST

97.7K

ad reach 60K/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's calculated for.

 SUBSCRIBERS 942 921 —	 SUBSCRIBER REACH 10.36% avg % subs see post	 VIEWS/POST 97.7K median 99.6K · 29 days	 POSTS/WEEK 30.5 for period
 7D TREND -13.3% vs previous week	 REACTIONS/POST 1165.0 total 151,448 reactions, 12,638 reposts, 4,268 comments	 POST LENGTH 282 chars median 215 · 29 days	 POSTS ANALYZED 130 29 days
 AD REACH 60K 24h avg	 CHURN / MONTH -13010 last month	 CITATION RATE 249 citation index · 975 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «Ksenia Borodina» – 942 921 subs. Each post avg views 97.7K people (10% from subs), reach is low – need to expand audience. Publishes 30 posts per week (~4/day) – active publishing. For week 22–28 Jun reach dropped -13.3% to week 15–21 Jun – worth analyzing reasons.

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 **130** posts in 29 days.
- 02 Dominant format – **Video** (70/130 posts).
- 03 Avg post length – **282** chars (median 215).
- 04 Audience peak – **Wed**, 09:00 MSK.
- 05 Top posts get **2x** more views than the weakest (138.7K avg top vs 76.8K worst) – among 130 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 13:01 TEXT While some men invent new ways to hide income to avoid child support, Argentine authorities before the championship...	VIEWS 167 804 REPOSTS 675	REACTIONS 1 906 ER 17.8%
Nº2 14.06 · 17:52 PHOTO 35-year-old Emily Ratajkowski in a new interview candidly talked about how she felt after the divorce, left alone with a little...	VIEWS 125 076 REPOSTS 46	REACTIONS 1 020 ER 13.3%
Nº3 15.06 · 13:40 PHOTO Ece İrtem, who won everyone's heart with her character in 'Cranberry Sherbet', passed away this morning due to a heart...	VIEWS 123 242 REPOSTS 705	REACTIONS 3 159 ER 13.1%

Nº4

10.06 · 06:40

VIDEO

My love! My Marusya! My first child! Today you turned 17 🥺 I can't believe I'm the mom of a 17-year-old girl like...

VIEWS

123 051

REPOSTS

136

REACTIONS

8 199

ER

13.0%

Nº5

15.06 · 11:41

VIDEO

When the meme got out of control. Jason Derulo came to Russia and played the viral Silver Night by AI. Kanye couldn't, but...

VIEWS

122 967

REPOSTS

124

REACTIONS

1 048

ER

13.0%

WORST 3

↓

02.07 · 09:15

VIDEO

Full tank is now a privilege? 😊 We take everything with a great sense of humor, otherwise no way!

VIEWS

76 962

REPOSTS

43

REACTIONS

793

ER

8.2%

↓

01.07 · 18:04

PHOTO

Girls, if you believe beauty signs, July's money manicure is yellow French 🧡 They say it can attract luck and new...

VIEWS

76 866

REPOSTS

228

REACTIONS

626

ER

8.2%

↓

02.07 · 07:47

VIDEO

Messi earned \$15M in seconds for a Spider-Man teaser. The football legend appeared for a moment and got paid...

VIEWS

76 595

REPOSTS

434

REACTIONS

721

ER

8.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

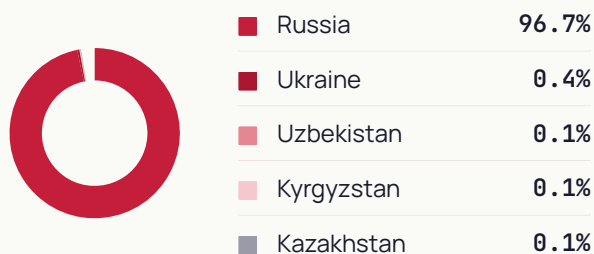


— SECTION 04 · MENTIONS

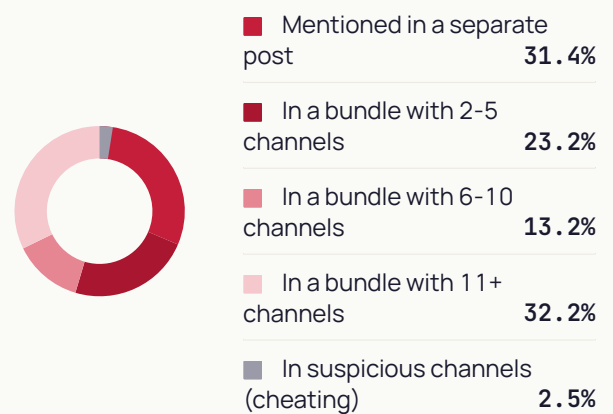
Who mentions the channel & how

Citation index **249** — 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 channel. All time channel was mentioned **975** different channels.

COUNTRIES MENTIONING



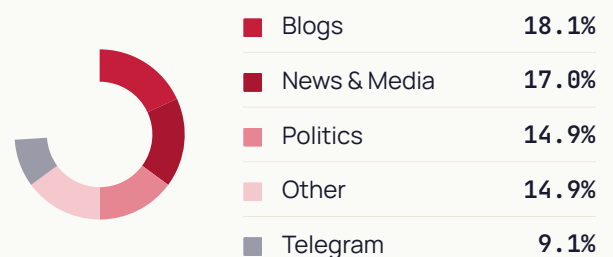
IN WHAT FORMAT MENTIONED



SIZE OF CHANNELS MENTIONING



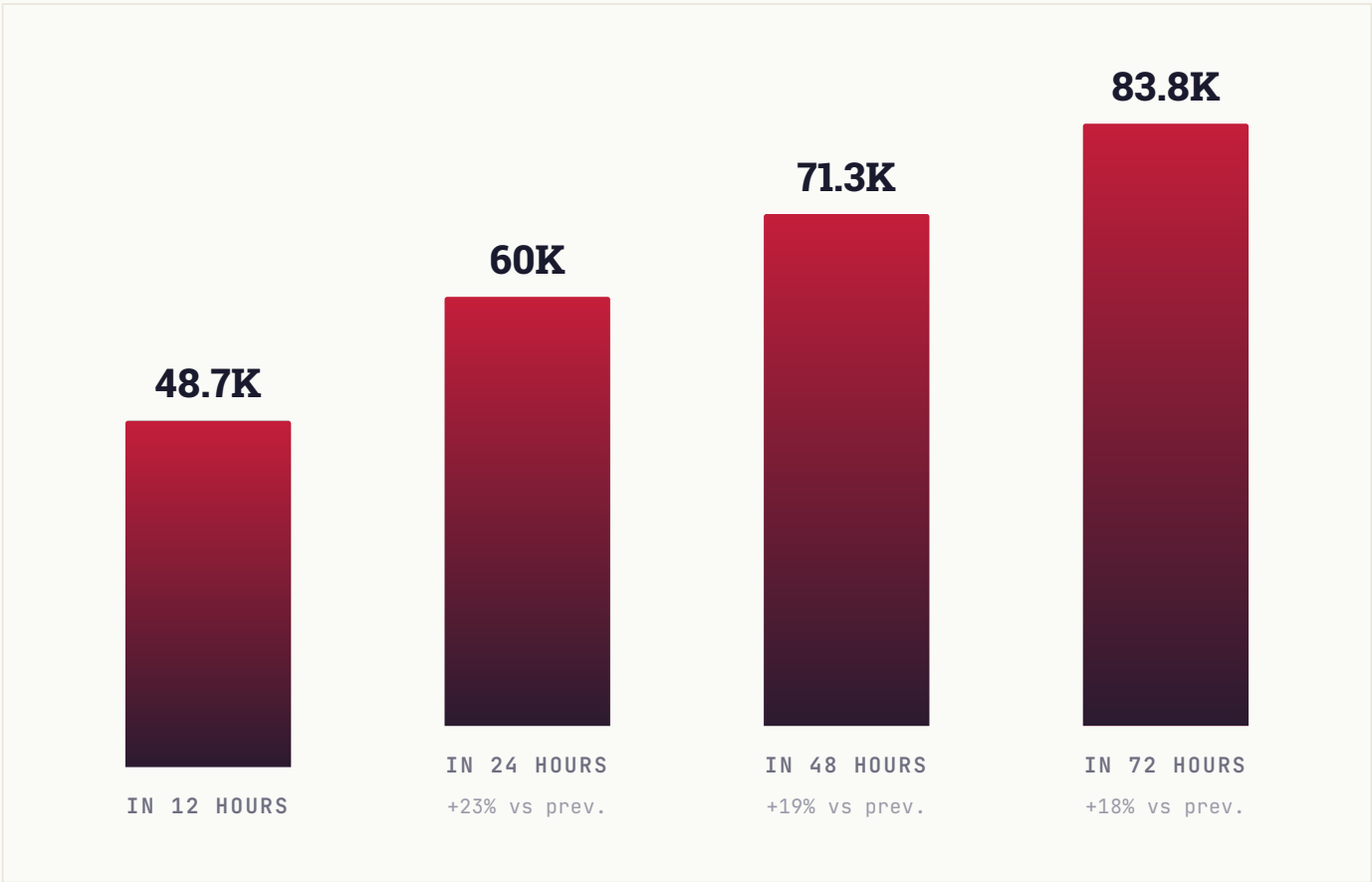
WHICH TOPICS MENTION



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long 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 neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
E1 EVELONE 192	1.2M
QB Bloody Lady	1.1M
LJ here lives broen	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
QB Ksenia Borodina YOU	942.9K

COMPARATIVE INSIGHT

Channel intop quarter of niche (#12 of 100). Leader — Dima Maslennikov (2.2M). Goal for the coming months: enter the niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions **314**, they brought **107 051** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	48	45	7 807
December 2025	74	61	12 282
November 2025	71	63	15 293
October 2025	73	61	39 715
September 2025	13	5	4 348
August 2025	35	27	27 606
TOTAL MENTIONS			314
MONTHS IN DATA			6
ATTRACTED SUBSCRIBERS			107 051

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Blogs» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

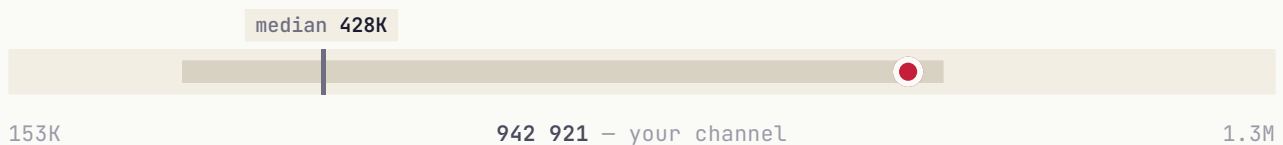
#12 /100

POSITION IN NICHE

Channel in top 12% — strong position

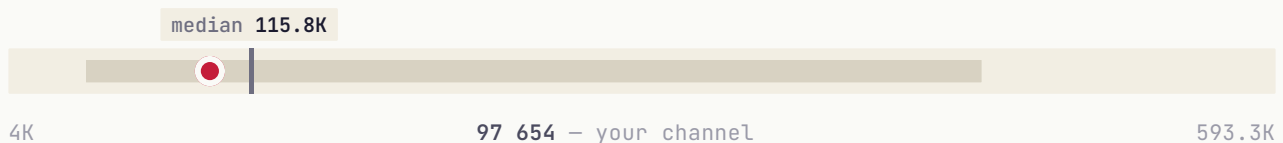
SUBSCRIBERS

better than 87% of niche



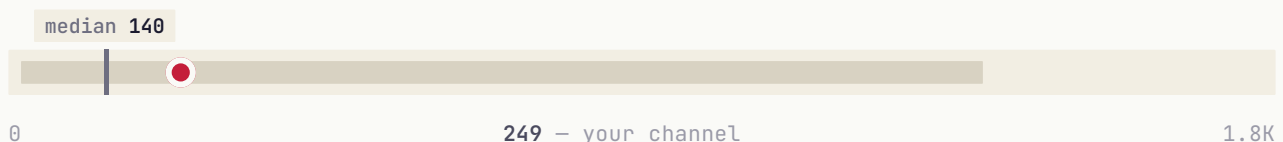
AVG REACH / POST

16% below median



CITATION INDEX

better than 53% of niche



— 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 — on Wednesday**

On this day at 09:00 MSK audience is most active.

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 usually give +5-15% ER. One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Quarterly cross-posts with channels in the same segment. 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 — 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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
