

PROMTPRESS PUBLIC REPORT

Channel audit

Брекотин



@brekotin_sergey

Sergey Brekotin's channel. Editor of AfterShock.News RuTube:
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SUBSCRIBERS

51 571

-538 per month

ERR (% SEE POSTS)

11.0%

per day 7.4%

REACH/POST

5.8K

ad reach 3.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 51 571 —	 SUBSCRIBER REACH 11.19% avg % subs see post	 VIEWS/POST 5.8K median 4.7K · 29 days	 POSTS/DAY 11.0 ~77 per week
 7D TREND -3.2% vs previous week	 REACTIONS/POST 133.2 only 43,940 reactions, 5,481 reposts, 0 comments	 POST LENGTH 819 chars median 946 · 29 days	 POSTS ANALYZED 330 29 days
 AD REACH 3.8K 24h avg	 CHURN / MONTH -538 last month	 CITATION RATE 934 citation index · 2,158 channels mentioned it ever	 CHANNEL AGE 5 years 5 months created 10.02.2021

AI EDITOR SUMMARY

Channel «Brekotin» — 51 571 subs. Each post averages 5.8K people (11% from subs), reach is low — consider expanding audience. Publishes 77 posts per week (~11/day) — very active posting. For the week Jun 29 – Jul 5, reach stable (-3.2% vs week 22–28 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **330** posts over 29 days.
- 02 Dominant format — **Photo** (240/330 posts).
- 03 Avg post length — **819** chars (median 946).
- 04 Peak audience activity — **Tuesday**, 11:00 MSK.
- 05 Top posts get **30x** more views than the weakest (123.2K avg for top vs 4.1K for worst) — among 330 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 07:01 VIDEO Left a boy - returned a man At 19 he ended up at the front. Survived losing comrades, got wounded in the neck, and after the second wound...	VIEWS 141 874 REPOSTS 134	REACTIONS 178 ER 275.1%
Nº2 23.06 · 08:01 VIDEO Returning home. Movement is life. After returning from the front, life changes forever. But true strength shows not only in...	VIEWS 116 769 REPOSTS 60	REACTIONS 95 ER 226.4%
Nº3 29.06 · 08:01 TEXT Nebius - чужой Интеллект BREKOTИН https://rutube.ru/video/4ba61b8aa720652d8b900d25f83c42d3/ Я много пишу про дата центры последнее...	VIEWS 110 826 REPOSTS 59	REACTIONS 48 ER 214.9%

Nº4 02.07 • 09:23 PHOTO Good news: Russian LNG tanker 'Marshal Vasilevsky' spotted in the Baltic with heavy machine guns and fortified positions on...	VIEWS 10 309 REPOSTS 45 REACTIONS 231 ER 20.0%
Nº5 20.06 • 11:03 PHOTO Russia gets Elbrus processors again. Per CNews, MCST resumed shipments of Elbrus-2C3 and Elbrus-16C. Production...	VIEWS 5 783 REPOSTS 29 REACTIONS 184 ER 11.2%

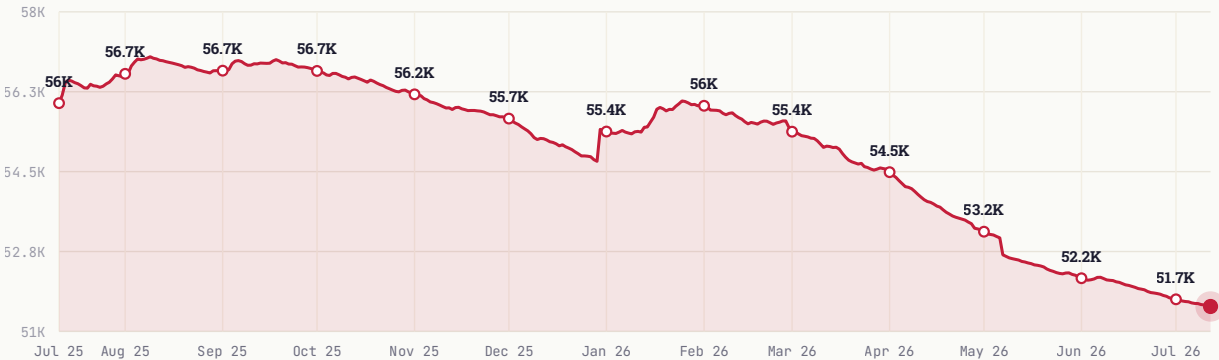
WORST 3

↓ 09.07 • 06:59 VIDEO Russia's first accounting conveyor MAKO! Enterprise-grade, affordable for small & medium businesses. MAKO specialists can not...	VIEWS 4 152 REPOSTS 2 REACTIONS 30 ER 8.1%
↓ 09.07 • 06:02 PHOTO Western media unanimously reported that Russia started jamming Starlink. We wrote about it in mid-June. It's about the Volna system...	VIEWS 4 096 REPOSTS 18 REACTIONS 151 ER 7.9%
↓ 09.07 • 09:02 TEXT Comments clearly show how we'll surrender to the Germans: Hitler kaput First kick them out of Russia, this...	VIEWS 4 087 REPOSTS 3 REACTIONS 116 ER 7.9%

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.

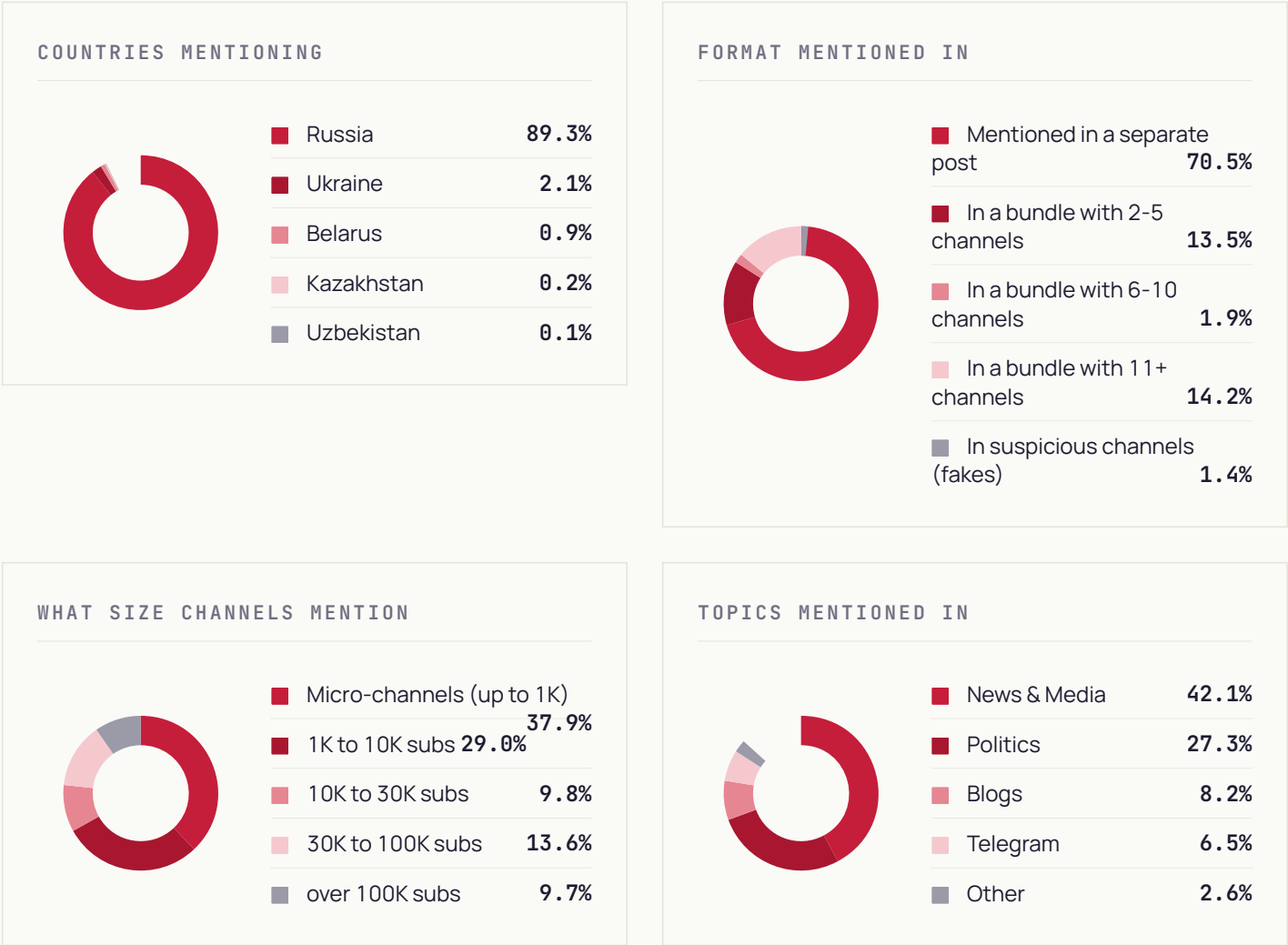


START OF PERIOD	NOW	NET GROWTH
56 016	51 572	-4 444

SECTION 04 · MENTIONS

Who mentions the channel & how

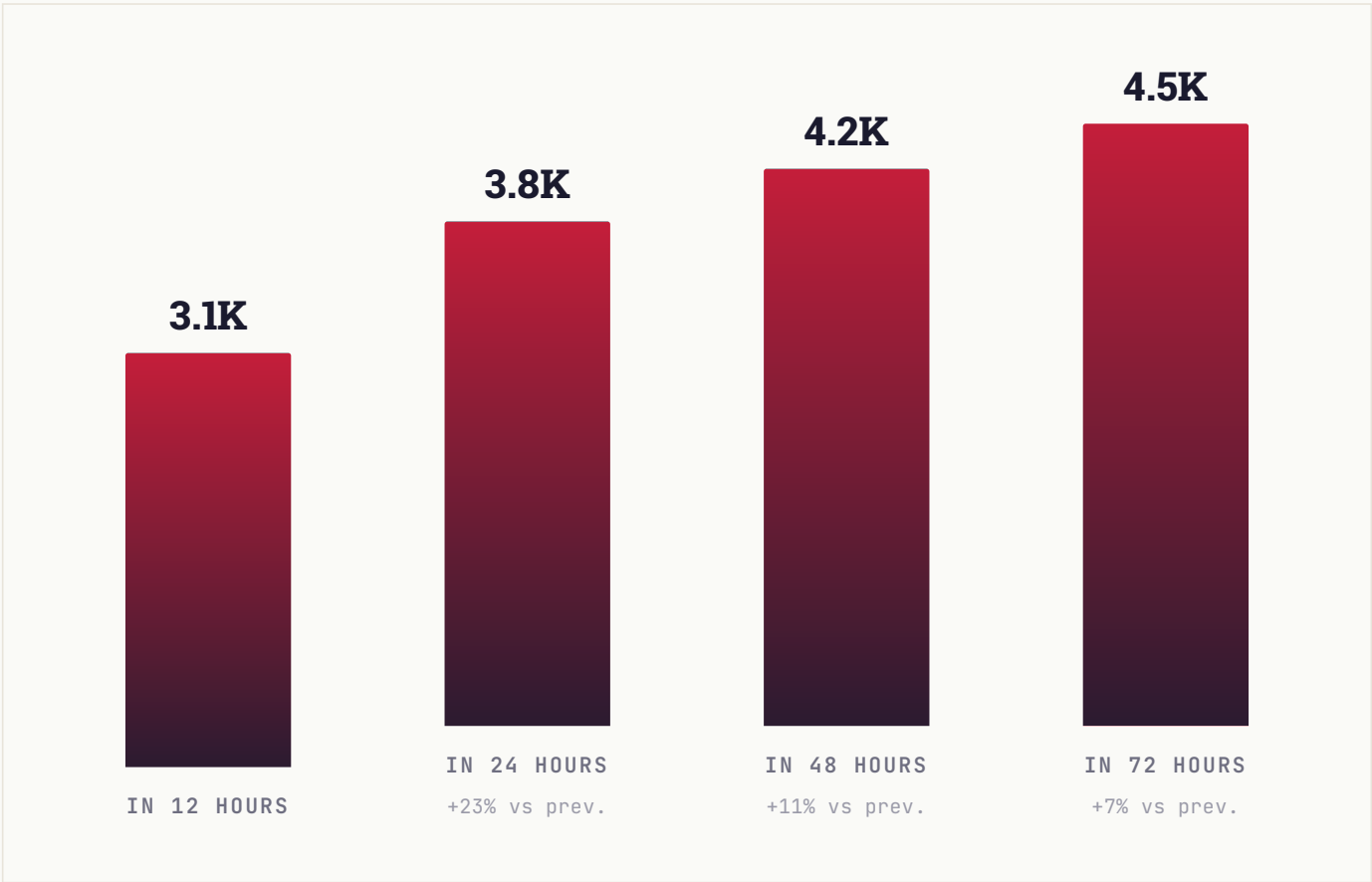
Citation index **934** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **2 158** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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 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
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ here lives брoен	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
BR Брекoтин YOU	51.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **854**, they brought **2 777** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	151	84	902	
December 2025	114	60	747	
November 2025	109	49	53	
October 2025	132	78	171	
September 2025	158	101	385	
August 2025	190	97	519	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
854	6	2 777

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 • STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off as done & revisit this report in a month.

01

Top post of the week — Tuesday
 Audience is most active on this day at 11:00 MSK.

EFFECT
Best window for important posts

02

Increase share of video posts
 Video in Telegram holds audience longer & is better perceived by the algorithm. Recommend increasing share to 15-25%.

EFFECT
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.

EFFECT
+1000-3000 subs

04

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic = easy growth point.

EFFECT
+5-15% ER

05

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

EFFECT
Growth from relevant audience

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

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