

PROMTPRESS PUBLIC REPORT

Channel audit

Galiano's Daily



@budnigalliano

Channel about fashion, sustainability and tech from ex IBO Deutsche Bank and PR Levi's Russia. ! I don't reply to requests without links, don't promote personal channels or buyers. Contact @helenbugl RKN...

SUBSCRIBERS

28 127

-113 per month

ERR (% SEE POSTS)

13.0%

per day 6.9%

REACH/POST

3.6K

ad reach 1.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top-5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Economics» category

09 Strategy

5 priority actions

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 28 127 —	 SUBSCRIBER REACH 12.82% avg % subs see post	 VIEWS/POST 3.6K median 3.2K · 29 days	 POSTS/WEEK 12.6 over period
 7D TREND +13.6% vs prev week	 REACTIONS/POST 90.9 total 4,907 reactions, 1,912 reposts, 102 comments	 POST LENGTH 503 chars median 464 · 29 days	 POSTS ANALYZED 54 29 days
 AD REACH 1.9K 24h avg	 CHURN / MONTH -113 last month	 CITATION RATE 572 citation index · 1,152 channels mentioned all time	 CHANNEL AGE 5 years 10 months created 28.08.2020

AI EDITOR SUMMARY

Channel «Galiano's Daily» — 28 127 subs. Each post averages 3.6K people (13% of subs), reach is low — consider expanding audience. Publishes 13 posts per week (~2/day) — consistent schedule. For week of June 22–28, reach grew by +13.6% by week of June 15–21 — positive trend.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **54** posts over 29 days.
- 02 Dominant format – **Photo** (34/54 posts).
- 03 Avg post length – **503** chars (median 464).
- 04 Audience peak activity – **Tuesday, 09:00 MSK**.
- 05 Top posts get **4x** more views than the weakest (10.6K avg for top vs 2.6K for worst) – among 54 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 06:19 PHOTO Avito craftsmen now use AI for sales. While searching for vintage, I found alleged runway Roberto Cavalli tops. With AI they dressed...	VIEWS 19 077 REP. 113	REACTIONS 91 ER 67.8%
Nº2 20.06 · 15:35 VIDEO From slow investigations and heartfelt dialogues to experiments and summer festivals – in a joint digest with Art_Volunteer...	VIEWS 6 606 REP. 60	REACTIONS 49 ER 23.5%
Nº3 29.06 · 10:15 PHOTO I've already written about lotus silk or spider silk. But there's another unique fabric called sea silk or byssus. Weaving...	VIEWS 6 192 REP. 105	REACTIONS 120 ER 22.0%

Nº4 17.06 · 09:29 PHOTO Cool summer bags! Save this! Roseanna Sensi Studio Svyazat Befree Nannacay Idol Lime MC2 Saint Barth Zara Cos #collections	VIEWS 4 993 REP. 27	REACTIONS 65 ER 17.8%
Nº5 09.06 · 10:15 PHOTO Befree had a scarf-bag that can be worn inside out. And I immediately remembered last year's scarf handles and...	VIEWS 4 816 REP. 41	REACTIONS 91 ER 17.1%

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WORST 3

↓ 04.07 · 14:39 TEXT Unpopular opinion: shopping in Seoul is a real challenge. Brands are gorgeous, stores and pop-ups are incredibly beautiful. But what the...	VIEWS 2 624 REP. 21	REACTIONS 87 ER 9.3%
↓ 05.07 · 17:26 VIDEO In 2013 Louis Vuitton developed a robot-car that tests every item. Named Louise. The robot makes thousands of moves...	VIEWS 2 571 REP. 18	REACTIONS 67 ER 9.1%
↓ 29.06 · 13:02 PHOTO Since a colleague mentioned precious fabrics worn by pharaohs, let me show an amazing find from the Egyptian Museum in Turin. By the way,...	VIEWS 2 464 REP. 23	REACTIONS 74 ER 8.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

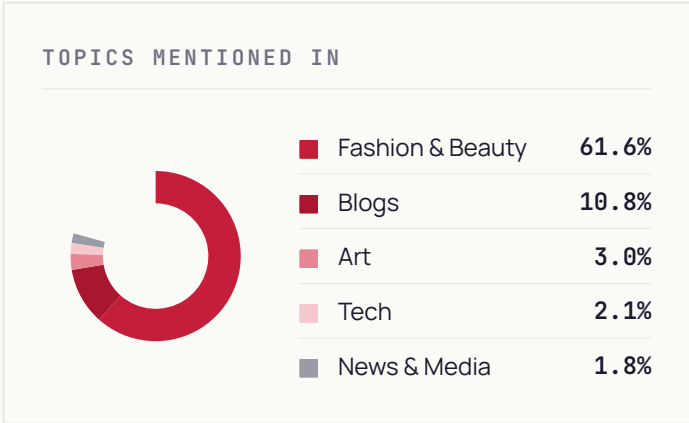
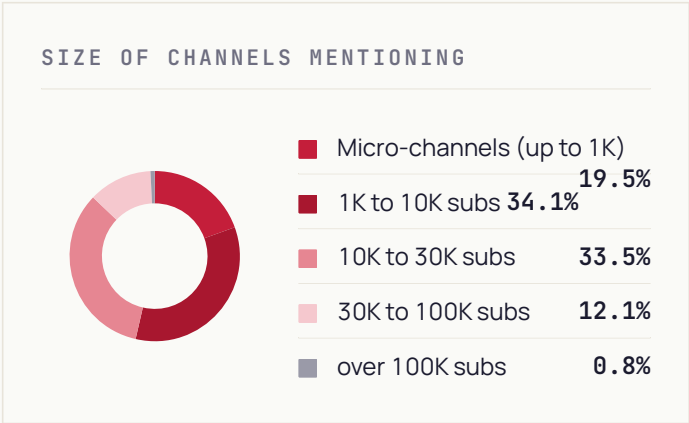
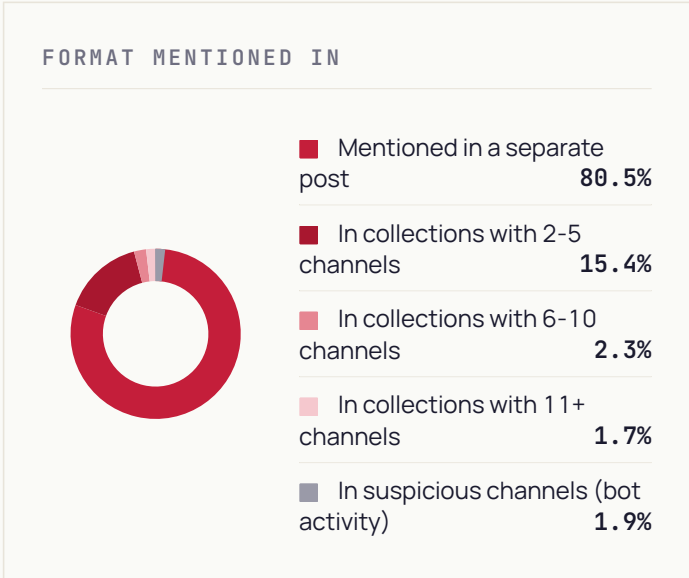
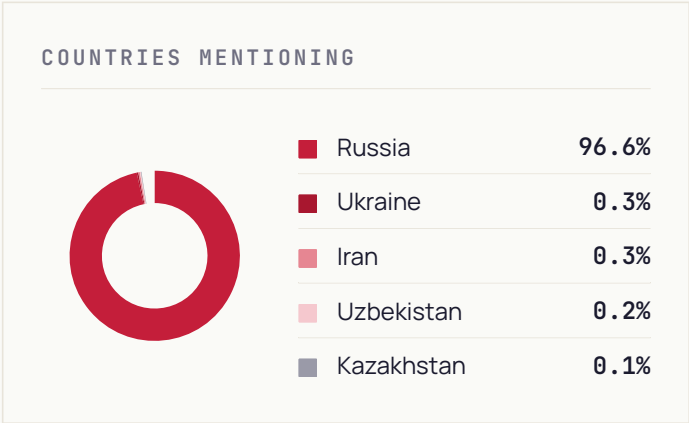
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel & how

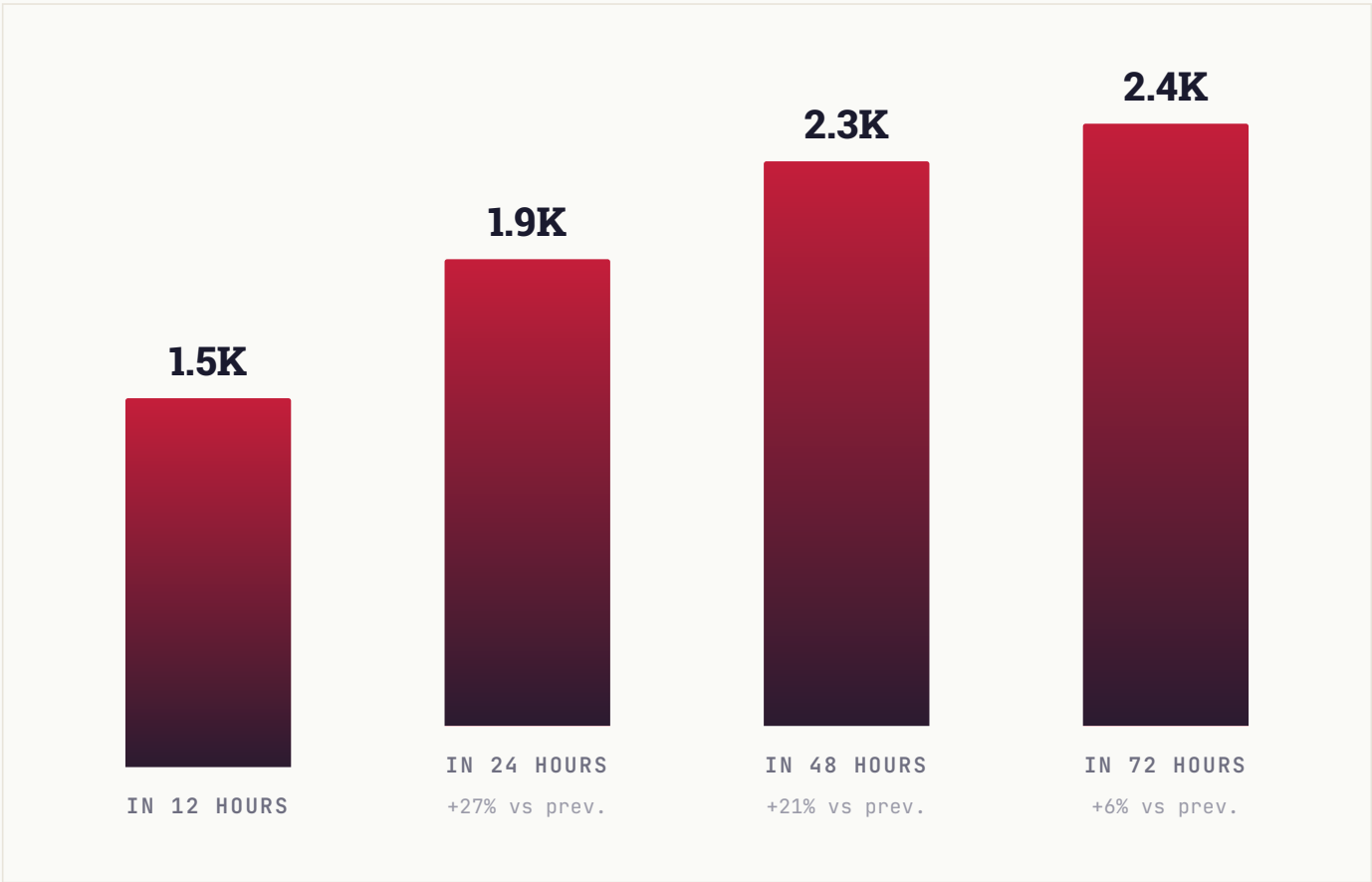
Citation index **572** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 152** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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 peers.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.3M
ER Topor. Economy.	1.2M
RE Russian economy	1M
AL Alfa-Bank	1M
BB Ruthless Bankster	991.1K
MU Multiplier	759.6K
AL Alfa-Investments	728.8K
Sat Sber	712.3K
BC More than economy	602.6K
OG Olga Gogaladze	586.5K
BG Galiano's Daily YOU	28.1K

COMPARATIVE INSIGHT

Channel is still outside top 99 of niche — early growth stage. Niche leader — The Economist (1.3M), top-99 median: 178.2K. First goal: enter top-99 via systematic traffic & content 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 were **78**, they brought **1 160** new subs.

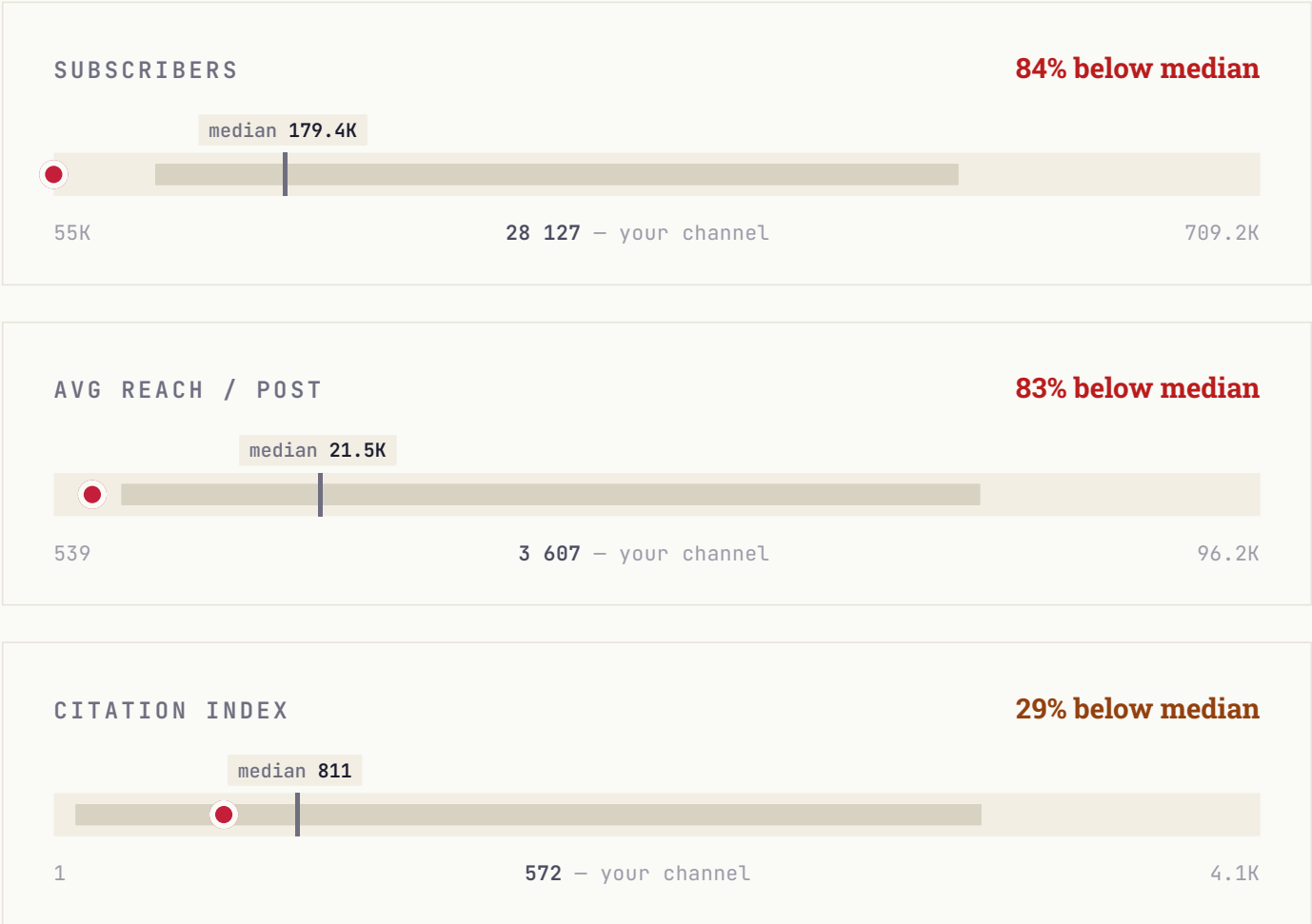
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	11	11	602
December 2025	8	8	18
Nov 2025	14	13	100
Oct 2025	14	12	169
September 2025	13	13	159
August 2025	18	15	112

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
78	6	1 160

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Economy» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01 Top post of the week — on Tuesday

Audience is most active on this day at 09:00 MSK.

IMPACT

**Best time for
important
posts**

02 Systematic traffic buying

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

IMPACT

**+1000-3000
subs**

03 Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

IMPACT

+5-15% ER

04 Cross-promo with nearby channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

IMPACT

**Growth from
relevant
audience**

05 Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further? Run ads with 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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