

PROMTPRESS PUBLIC REPORT

Channel audit

At Bulych's



@bulkin_live

YouTube channel: <https://youtube.com/@BulkinDrive?si=z8mmNO-lynMJDNbY> For collabs 👉 @bato_media Or email: delovoy_bulkin@mail.ru Registry: <https://clck.ru/3G3N8D>

SUBSCRIBERS

939 492

-15447 per month

ERR (% SEE POSTS)

18.0%

Daily 11.7%

REACH/POST

166K

Ad reach 110.4K/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 939 492 —	SUBSCRIBER REACH 17.67% Avg % subs see post	VIEWS/POST 166K Median 168K · 29 days	POSTS/WEEK 35.0 Period
7D TREND +1.4% vs previous week	REACTIONS/POST 4924.2 718,928 reactions, 33,356 reposts, 35,305 comments	POST LENGTH 168 chars Median 65 · 29 days	POSTS ANALYZED 146 29 days
AD REACH 110.4K 24h avg	CHURN / MONTH -15447 Last month	CITATION RATE 140 Citation index · 623 channels mentioned ever	CHANNEL AGE 5 years 5 months Created 24.01.2021

AI EDITOR SUMMARY

Channel «At Bulych's» – 939 492 subs. Each post avg views 166K people (18% from subs), avg reach – room to grow. Publishes 35 posts/week (~5/day) – active posting. Week Jun 22–28 reach Stable (+1.4% vs week Jun 15–21).

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 146 posts in 29 days.
- 02 Dominant format — Photo (77/146 posts).
- 03 Avg post length — 168 chars (median 65).
- 04 Audience peak activity — Sat, 01:00 MSK.
- 05 Top posts get 2x More views than weakest (278.2K avg top vs 126.4K worst) — among 146 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 22:14 PHOTO Finally beer, couldn't find it in the locker room today 🤔 Celebrating the win 🍷	VIEWS 317 907 REPOSTS 271	REACTIONS 8 895 ER 33.8%
Nº2 06.06 · 16:18 VIDEO How auto bloggers play 🙌	VIEWS 294 904 REPOSTS 2 107	REACTIONS 8 905 ER 31.4%
Nº3 24.06 · 11:05 PHOTO 🔥 GTA 6 will officially cost \$80 (about 6000₽), and Ultimate Edition — \$100 (about 7500₽). Exclusive to Ultimate Edition will be available...	VIEWS 221 705 REPOSTS 2 829	REACTIONS 9 562 ER 23.6%

Nº4 07.06 • 16:55 **PHOTO**

Today Löwenbrau celebrates its first birthday 🎉🍷 Happy b-day, Lyova! 🐶

VIEWS
207 170

REACTIONS
7 391

REPOSTS
528

ER
22.1%

Nº5 13.06 • 17:33 **PHOTO**

I'm melting 😓

VIEWS
204 208

REACTIONS
10 336

REPOSTS
388

ER
21.7%

WORST 3

↓ 23.06 • 10:37 **PHOTO**

⚡ The biggest contest on our channel. Together with OTP Bank, we're looking for cars with the highest mileage. We know for sure that you have something to...

VIEWS
128 938

REACTIONS
4 250

REPOSTS
75

ER
13.7%

↓ 01.07 • 13:08 **PHOTO**

Check out the vid? Pure NFS Underground style 😊 Buy or pass? 🤔

VIEWS
127 226

REACTIONS
5 995

REPOSTS
62

ER
13.5%

↓ 08.06 • 15:00 **PHOTO**

Winners of the Tundra and Lexus contest, determined live via randomizer: 1. Toyota Tundra - 7486 2. Lexus GS -...

VIEWS
123 165

REACTIONS
1 503

REPOSTS
19

ER
13.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

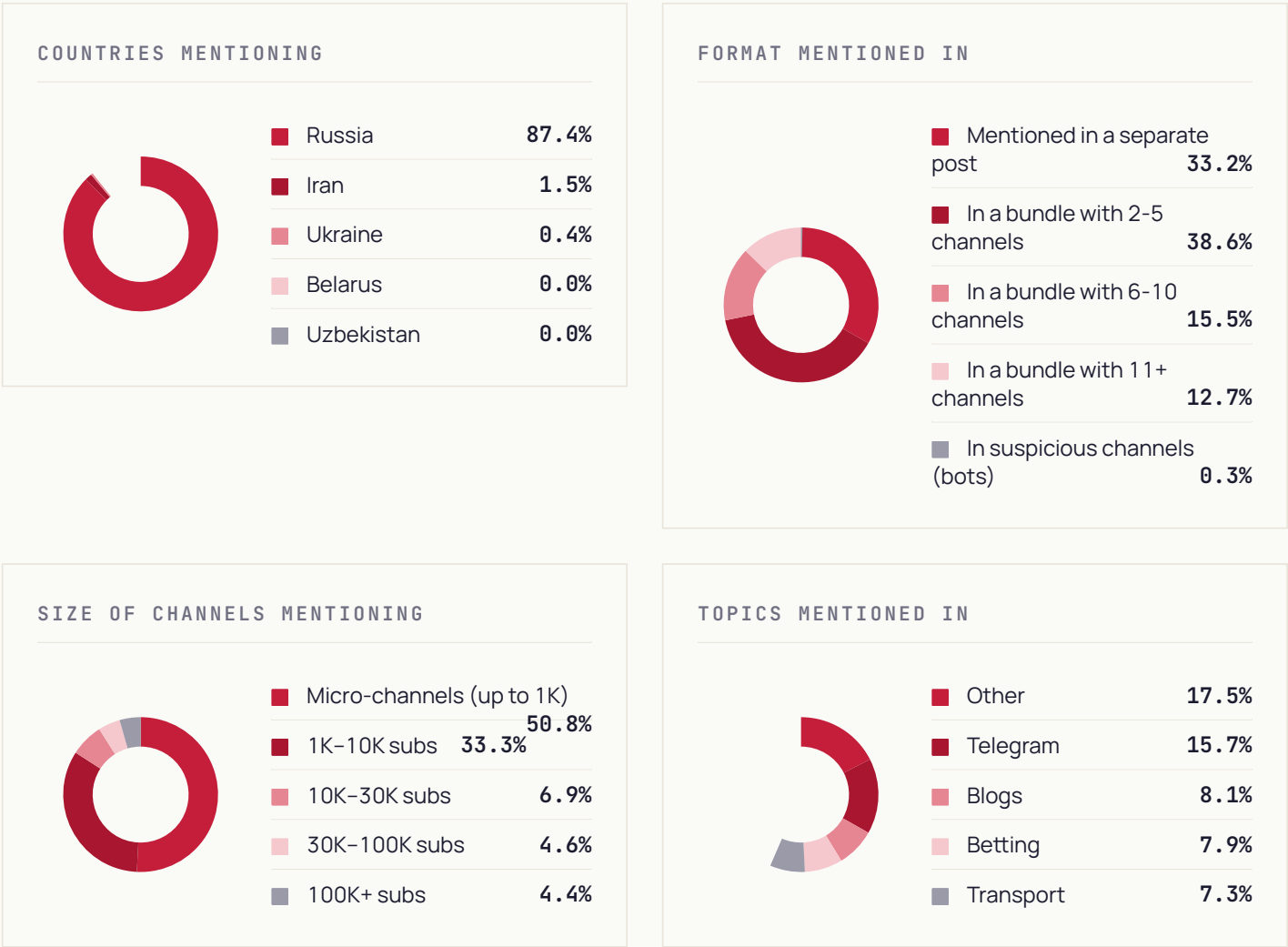
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

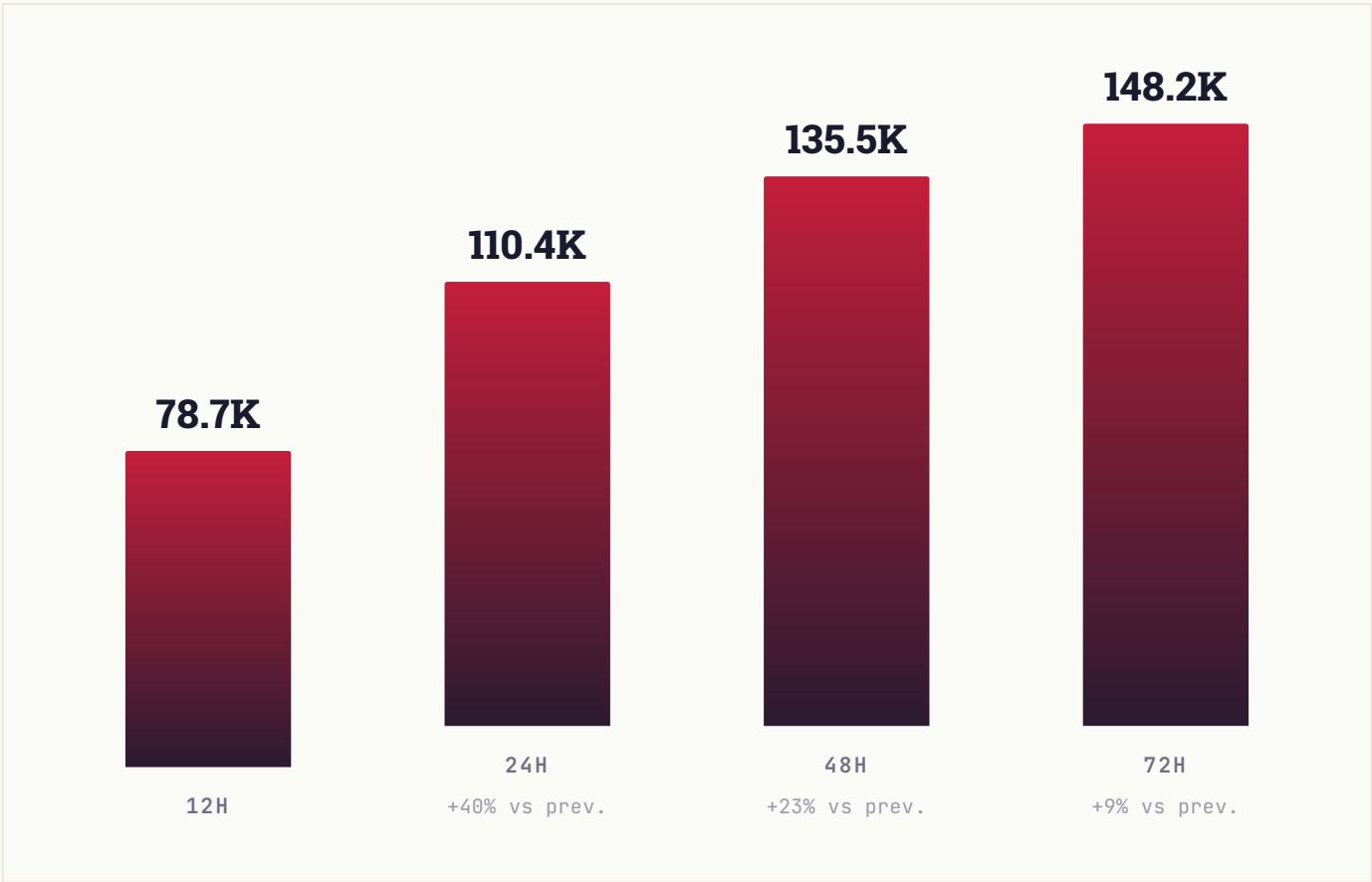
Citation index **140** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel mentioned **623** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 Top channels in your niche & audience. Your channel is highlighted — see its rank among peers.

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
KB Bloody Lady	1.1M
LJ Broen lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
VG At Bulych's YOU	939.5K

COMPARATIVE CONCLUSION

Channel in Top quarter of niche (#13 of 100). Leader — Dima Maslennikov (2.2M). Goal for coming months: enter 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 your channel. Over the last **6 months** such mentions were **97**, they brought **156 811** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	9	9	8 997
December 2025	20	19	77 535
November 2025	20	16	16 485
October 2025	21	14	10 044
September 2025	15	14	11 955
August 2025	12	8	31 795
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
97	6	156 811	

SECTION 08 · NICHE COMPARISON

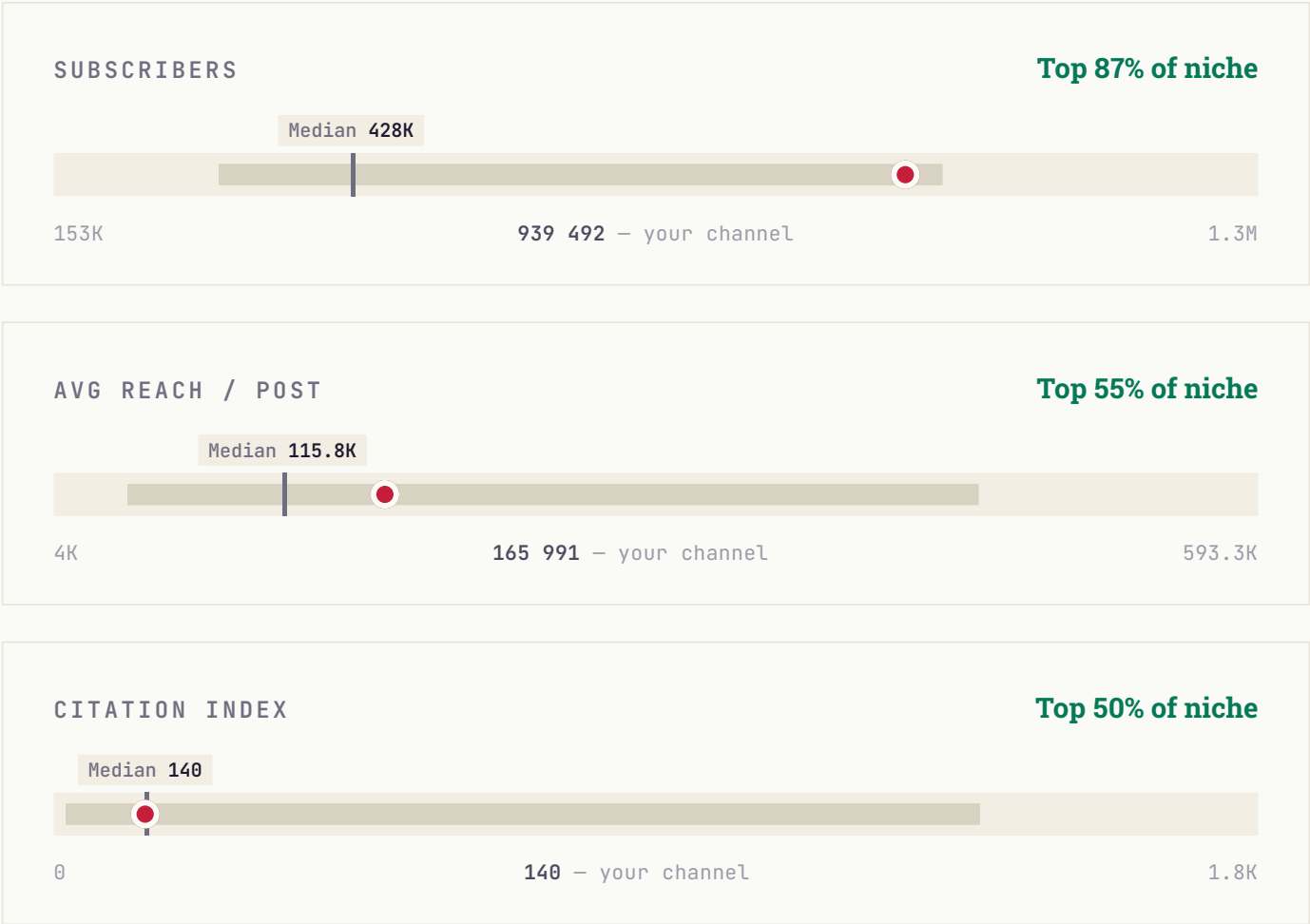
Where the channel stands in its league

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

#13/100

POSITION IN NICHE

Channel in top 13% – strong position



— 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 Saturday

Audience is most active on this day at 01:00 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 boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth point.

EFFECT

+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.

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 us to do this **PromptPress?**

This audit — what we can do in a few minutes based on public data. 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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