

— PUBLIC REPORT BY PROMTPRESS

Channel Audit

Casting // Arina Serzhantova

KA

@casting_serzhantova

SUBSCRIBERS

15 281

+399 per month

ERR (% SEE POSTS)

38.0%

in 24 hrs **19.2%**

REACH/POST

5.8K

ad reach **2.9K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 15 281 —	 SUBSCRIBER REACH 38.29% avg % subs see post	 VIEWS/POST 5.8K median 5.5K · 27 days	 POSTS/WEEK 5.3 over period
 7D TREND -26.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 397 chars median 317 · 27 days	 POSTS ANALYZED 21 27 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH +399 last month	 CITATION RATE 7 citation index · 45 channels mentioned all time	 CHANNEL AGE 2 years 3 months created 04.04.2024

AI EDITOR SUMMARY

Channel «Casting // Arina Serzhantova» — 15 281 subs. Each post averages 5.8K people (38% of subs), that's good reach. Publishes 5 posts per week (~1/day) — rare. For week Jul 6–12, reach dropped -26.9% by week Jun 29 – Jul 5 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 21 posts over 27 days.
- 02 Dominant format — Text (17/21 posts).
- 03 Avg post length — 397 chars (median 317).
- 04 Audience peak activity — Wed, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (8.8K avg for top vs 4.1K for worst) — among 21 posts over 27 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 15:06 TEXT Good evening. Looking for an actor 30-35 y.o. for a comedy on a platform. Handsome doctor from Kuban, lives in Moscow, mom's favorite and a nice guy...	VIEWS 10 013 REPOSTS 100	REACTIONS — ER 65.5%
Nº2 22.06 · 17:51 TEXT Good evening. Looking for an actor 30-50 y.o. for a supporting role on June 24 (Wed) at Mosfilm. Interesting historical project with a good director...	VIEWS 8 580 REPOSTS 23	REACTIONS — ER 56.1%
Nº3 22.06 · 17:28 TEXT Good evening. Looking for a boy 13-15 y.o., Turkish or similar, for a comedy on a platform. Preferably chubby (plot point)...	VIEWS 7 771 REPOSTS 27	REACTIONS — ER 50.9%

Nº4 03.07 • 10:32 TEXT Good afternoon. Looking for an actor 45 y.o. for the role of a restaurant owner in a comedy for a platform. Distinguished, charming. Shoot in Moscow: August 10 (1...	VIEWS 7 158 REPOSTS 45 REACTIONS — ER 46.8%
Nº5 19.06 • 20:57 TEXT Not my casting, helping a colleague. Friends, good summer night to you! 🌙 Doing casting for a music video for the most famous Russian...	VIEWS 6 935 REPOSTS 42 REACTIONS — ER 45.4%

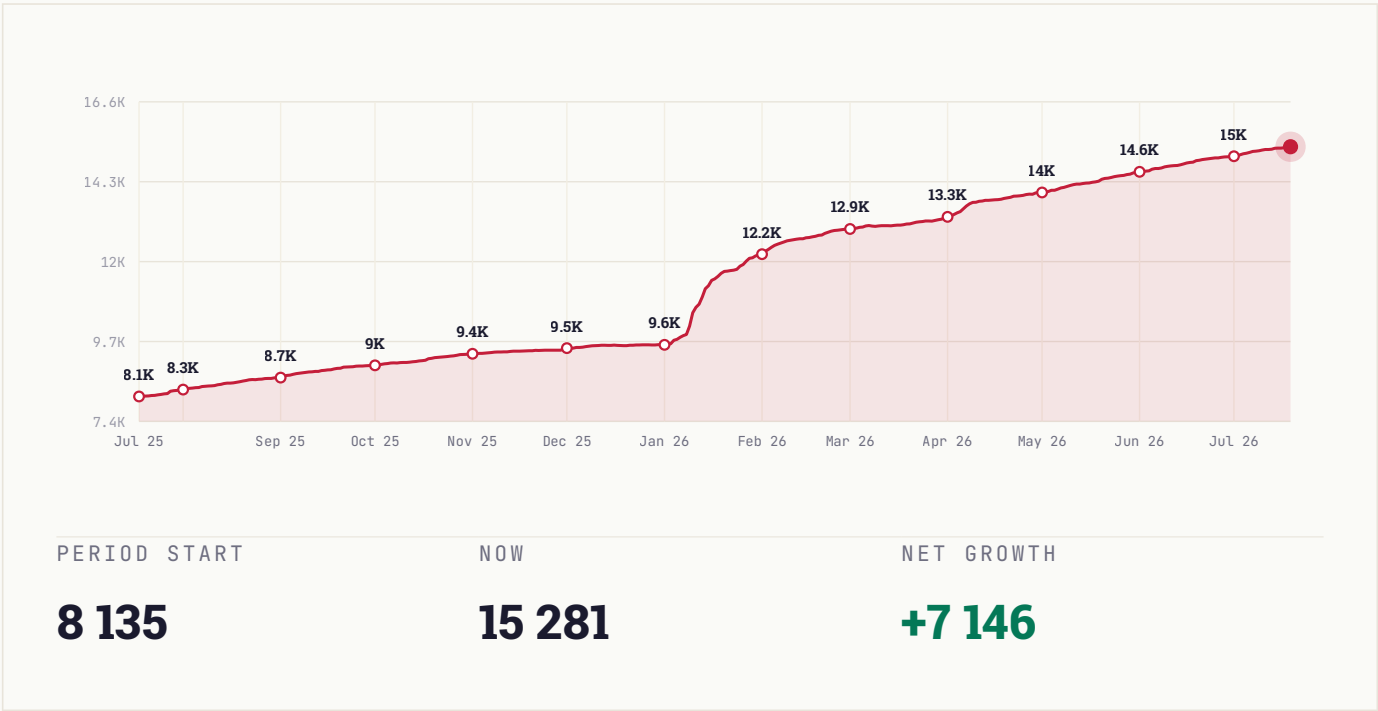
WORST 3

↓ 13.07 • 12:28 TEXT Good afternoon! Please subscribe to the channel of casting director Irina Malysheva @cherdyn18	VIEWS 4 318 REPOSTS 38 REACTIONS — ER 28.3%
↓ 12.07 • 15:21 TEXT Good evening. Unfortunately changed the character type. Now looking for an actor 40-45 y.o. for the role of a restaurant owner in a comedy for a platform...	VIEWS 4 215 REPOSTS 38 REACTIONS — ER 27.6%
↓ 15.07 • 08:04 TEXT Good morning! Not my casting, helping a colleague. Please send your portfolio and link to ft in comments. Looking for actors for a non-commercial...	VIEWS 3 697 REPOSTS 40 REACTIONS — ER 24.2%

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 gained or lost subs.



SECTION 04 • MENTIONS

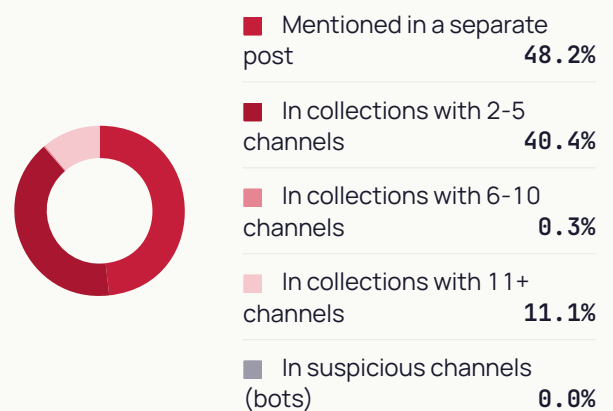
Who mentions the channel and how

Citation index **7** — 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 a 1K subs channel. All-time mentions: **45** different channels.

COUNTRIES MENTIONING YOU



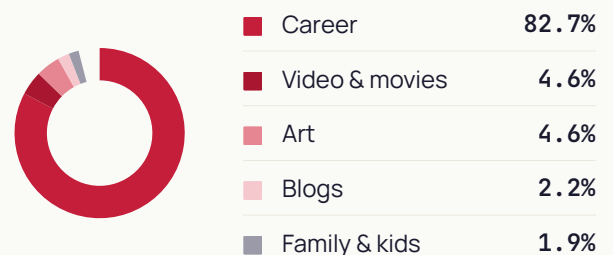
MENTION FORMAT



WHAT SIZE CHANNELS MENTION YOU



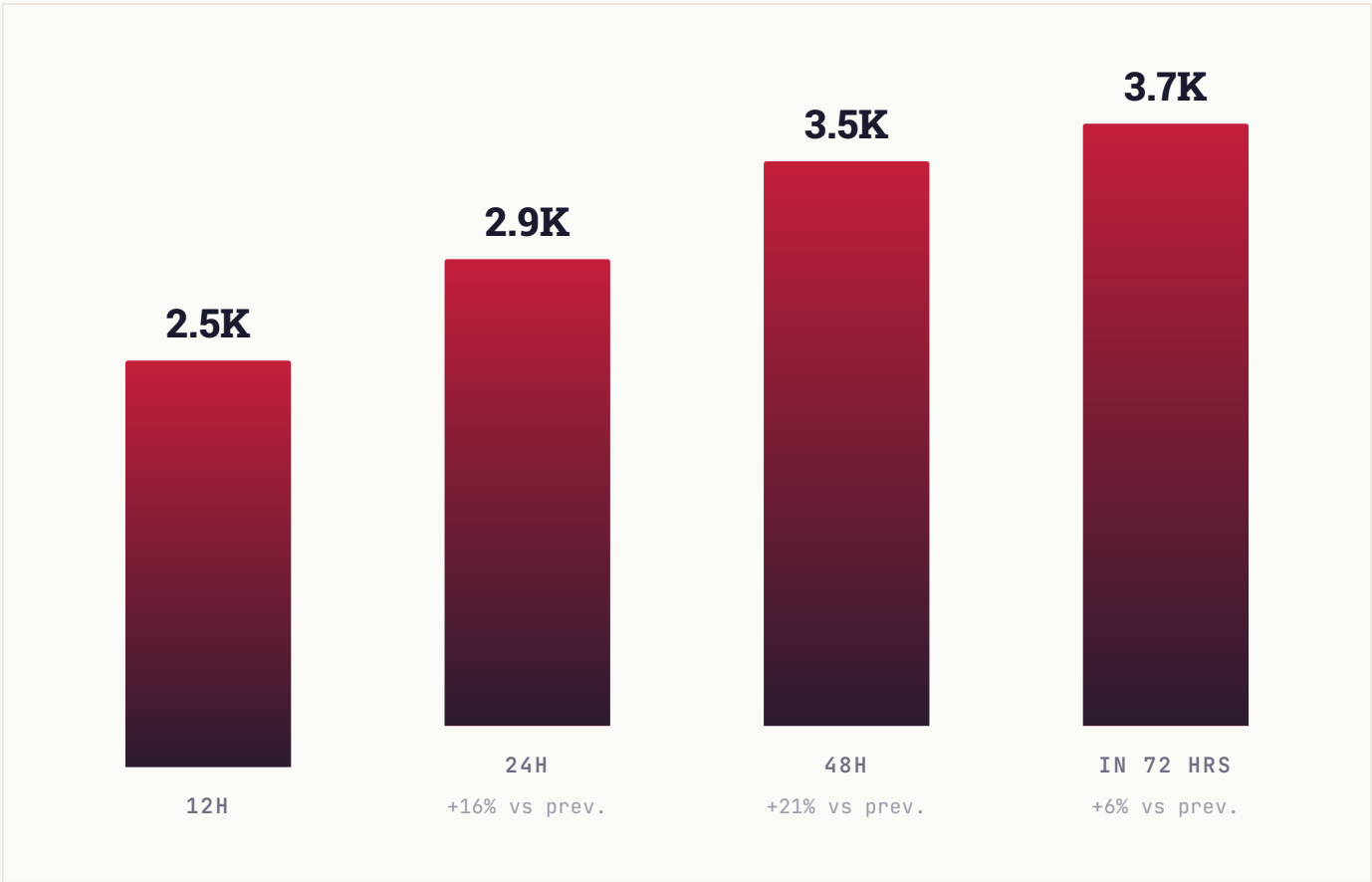
MENTIONED TOPICS



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 stays relevant.



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
و وظائف - أي وظيفة	1.2M
ق قناة وظائف - وظيفتك علينا	814.8K
UB Remote work no experience - Freelance	794K
اى استخدام	648.8K
求职 求职招聘	637.9K
سا ساحة الوظائف	538.9K
PM JOBS MOSCOW VACANCIES	477.9K
SW SR WORLD	464K
شغل	457.4K
SI SeoJob Earn Online	429.2K
K/ Casting // Arina Serzhantova YOU	15.3K

COMPARATIVE CONCLUSION

Channel is still outside top 96 of niche — early growth stage. Niche leader — وظائف - أي وظيفة (1.2M), median top-96: 172.5K. First goal — enter top-96 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **76**, they brought **3 913** new subs.

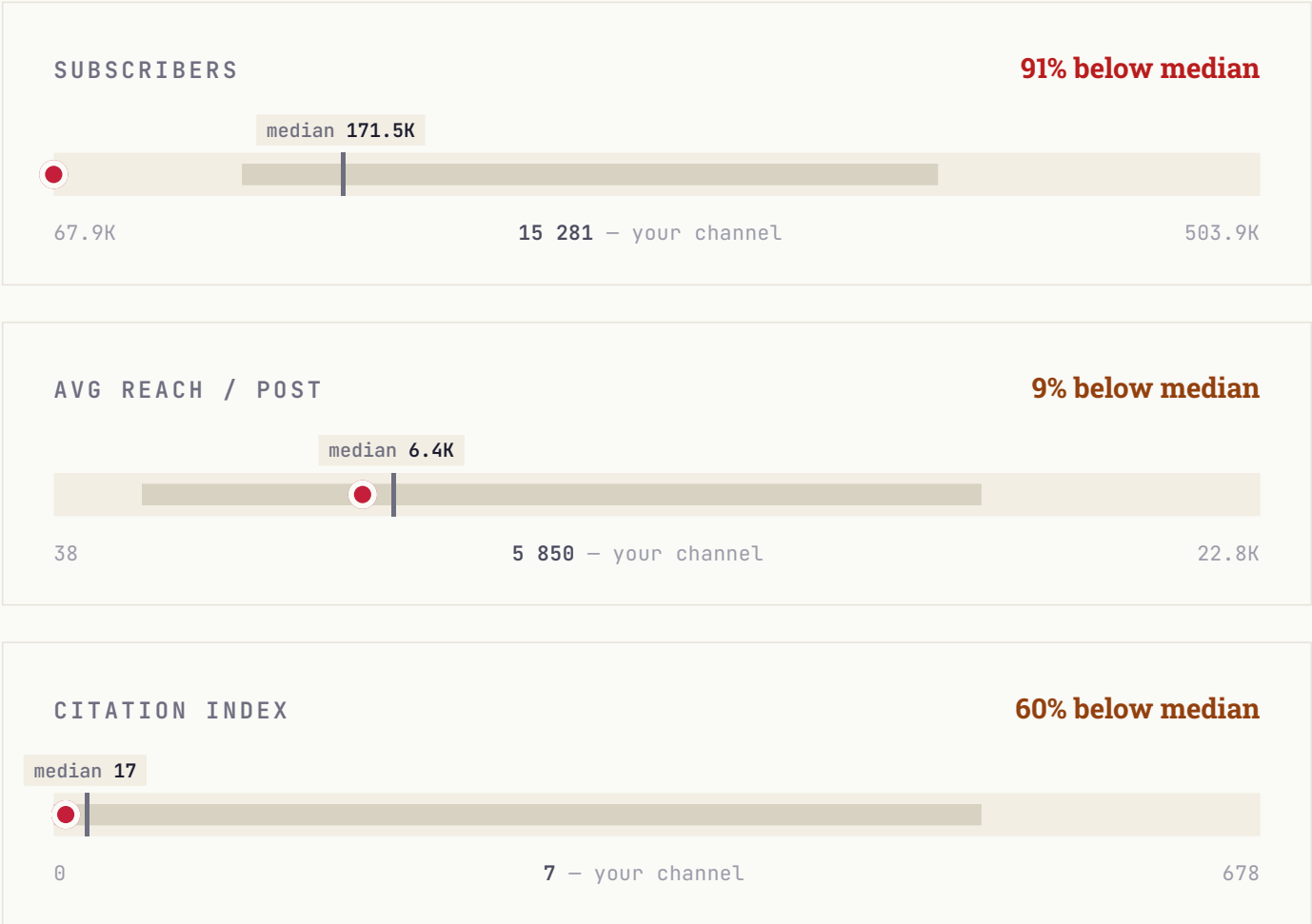
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	28	9	2 570	
December 2025	9	1	134	
November 2025	4	2	162	
October 2025	9	5	327	
September 2025	12	4	359	
August 2025	14	6	361	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
76	6	3 913

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Career» (Russia) and compared your channel.
Gray band – range for 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 sorted by expected impact. Check off and revisit next month.

01

Top post of the week — on Wednesday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best time for
an important
post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic purchase

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

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