

PROMTPRESS PUBLIC REPORT

Channel audit

Dar Rechi



@dar_rechy

I run this channel, Daria Krivda — philologist, literary scholar, poet, Yesenin scholar. This channel is about books, literature and art. For your proposals: @llina_mii Manager Lina ❤️

SUBSCRIBERS

16 496

+297 per month

ERR (% SEE POSTS)

47.0%

24h 19.6%

REACH/POST

8.3K

ad reach 3.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly growth chart

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Marketing, PR, Ads»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 16 496 —	SUB REACH 50.57% avg % subs see post	VIEWS/POST 8.3K median 8.6K · 24 days	POSTS/WK 2.3 for the period
7D TREND — no data for period	REACTIONS/POST 454.9 total 3,639 reactions, 41 reposts, 181 comments	POST LENGTH 617 chars median 751 · 24 days	POSTS ANALYZED 8 24 days
AD REACH 3.2K 24h avg	CHURN / MONTH +297 last month	CITATION RATE 6 citation index · 9 channels mentioned all time	CHANNEL AGE 3 years 3 months created 26.03.2023

AI EDITOR SUMMARY

Channel «Dar Rechi» — 16 496 subs. Each post averages 8.3K people (51% of subs), wide reach for a channel this size. Posts 2 posts per week (~0/day) — rare publications.

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 8 posts over 24 days.
- 02 Dominant format: **Photo** (6/8 posts).
- 03 Avg post length — 617 chars (median 751).
- 04 Peak audience activity — **Thursday**, 10:00 MSK.
- 05 Top posts get **2x** more views than the weakest (10.5K avg for top vs 6K for worst) — among 8 posts over 24 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

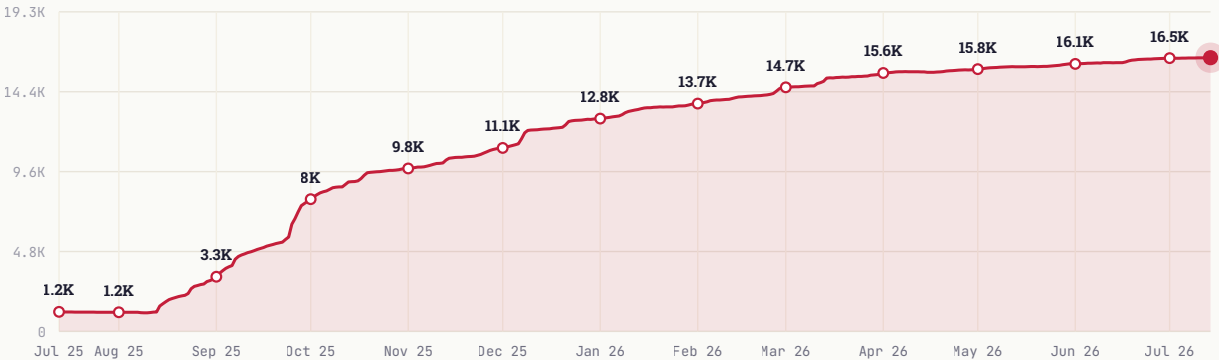
Nº1 25.06 · 07:50 PHOTO I'm sure that when reading any fiction, every reader is interested in figuring out: why does the hero act exactly...	VIEWS 12 365 REPOSTS 1	REACTIONS 66 ER 75.0%
Nº2 03.07 · 18:29 PHOTO  dad... best dad best husband best father-in-law best grandfather best friend just the best. knocked the ground from under our feet, so unexpected and so early	VIEWS 10 059 REPOSTS 4	REACTIONS 1 627 ER 61.0%
Nº3 19.06 · 14:24 VIDEO walked with hubby at Dom Knigi the other day before visiting Lermontov Museum, and I went to browse bestsellers and new releases. among these...	VIEWS 9 146 REPOSTS 7	REACTIONS 157 ER 55.4%

Nº4 22.06 • 06:26 TEXT I've been paralyzed with anxiety for a week now not sure if it makes sense to go into details, I think you already know the situation...	VIEWS 9 139 REPOSTS 4 REACTIONS 613 ER 55.4%
Nº5 17.06 • 12:45 PHOTO I'm really glad to see the trend where more and more people strive for education, not rote but versatile! either...	VIEWS 8 070 REPOSTS 13 REACTIONS 67 ER 48.9%
WORST 3	
↓ 17.06 • 16:44 PHOTO on the street, though, reads nicer 🙌	VIEWS 7 503 REPOSTS 2 REACTIONS 263 ER 45.5%
↓ 07.07 • 14:26 PHOTO took in papulichka's friend 🐱 now we have three cats and a dog old-timer subs from 2018 remember him, then we moved from parents...	VIEWS 6 600 REPOSTS 2 REACTIONS 678 ER 40.0%
↓ 11.07 • 13:48 PHOTO literature, my solace! what haven't you taught me, how many worlds opened, what minds and fates I've seen with you! now...	VIEWS 3 849 REPOSTS 8 REACTIONS 168 ER 23.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Yearly subscriber growth chart. Key months show exact subs. See which months grew or shrank.

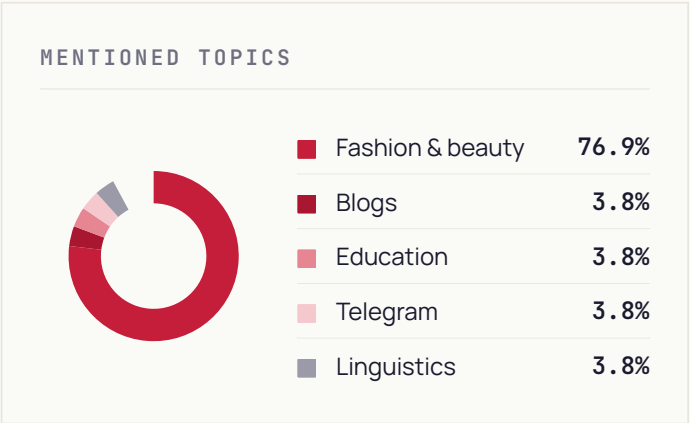
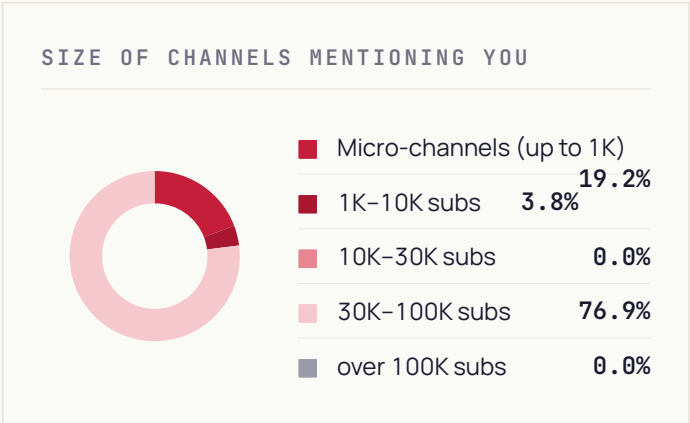
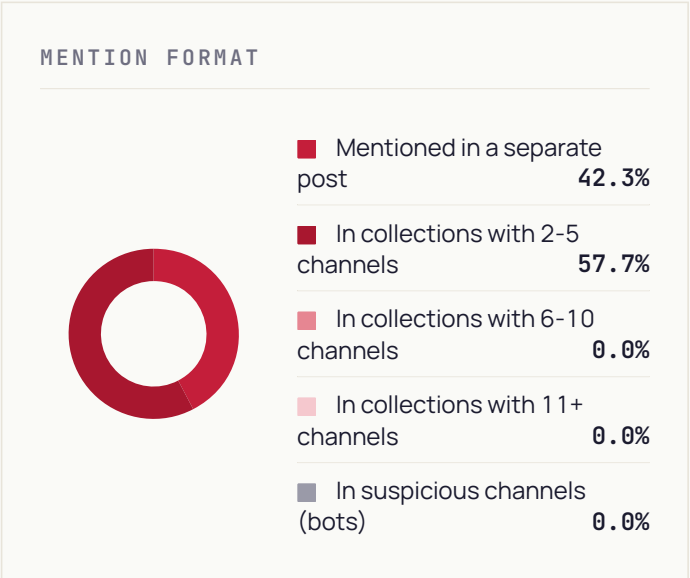
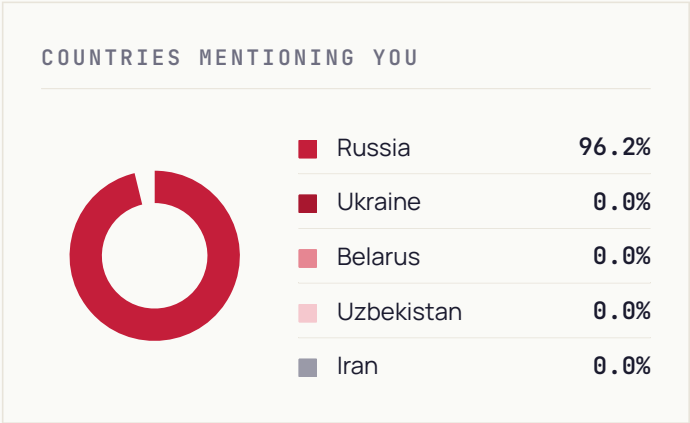


START OF PERIOD	NOW	NET GROWTH
1 175	16 496	+15 321

SECTION 04 · MENTIONS

Who mentions the channel and how

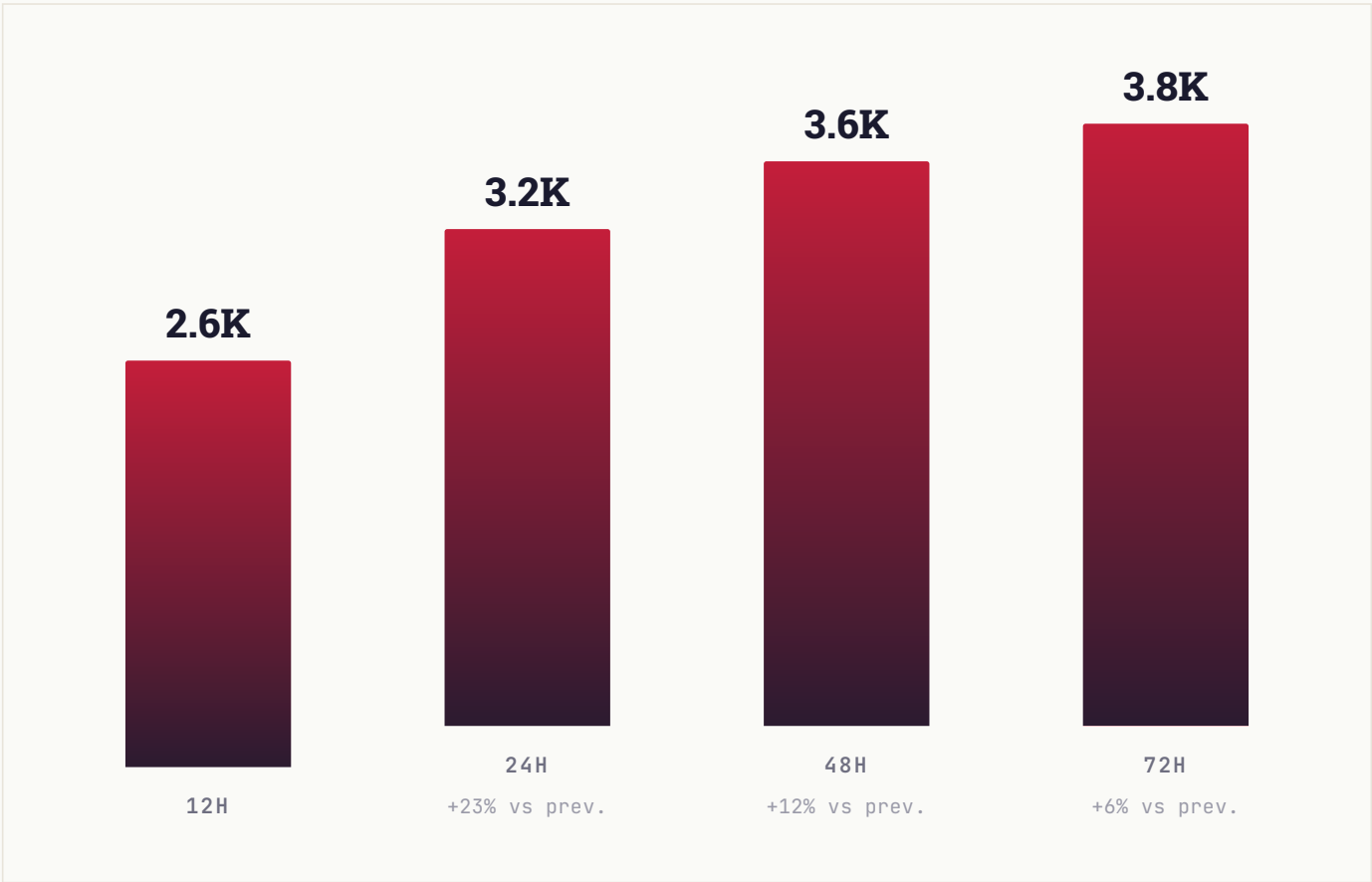
Citation index 6 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 9 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge 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
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Oka	1.6M
ER Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Client is always right	1.1M
TZ Set trends	1.1M
AVG Trending today	1M
TV Trend or leave	1M
DR Dar Rechi YOU	16.5K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 147.7K. First goal: enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

We track mentions in other channels monthly. Over the last **6 months** such mentions were **9**, they brought **12 625** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
January 2026	3	3	930
December 2025	1	1	1 777
November 2025	1	1	1 227
Oct 2025	1	1	1 969
Sep 2025	1	1	4 694
August 2025	2	1	2 028

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
9	6	12 625

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the median, and a vertical line representing the target value. A red dot indicates the channel's current performance.

- SUBSCRIBERS:** The chart shows a median of 146.4K and a target of 16,496. The channel's performance is at 41.2K, which is worse than the median by 89%.
- AVG REACH / POST:** The chart shows a median of 13.2K and a target of 8,341. The channel's performance is at 13, which is 37% below the median.
- CITATION INDEX:** The chart shows a median of 204 and a target of 6. The channel's performance is at 0, which is worse than the median by 97%.

Metric	Median	Target	Channel Value	Comparison
SUBSCRIBERS	146.4K	16 496	41.2K	worse than median by 89%
AVG REACH / POST	13.2K	8 341	13	37% below median
CITATION INDEX	204	6	0	worse than median by 97%

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01**Increase posting frequency**

Now 2.3 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Best posting day: Thursday**

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
for important
posts****03****Increase video post share**

Video in Telegram holds audience longer and is favored
by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better****04****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****05****Test polls & interactive formats**

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Run ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager