

PROMTPRESS PUBLIC REPORT

Channel audit

Dima Maslenikov



@dima_maslenikov_tgk

Official channel ❤️

SUBSCRIBERS

20 845

-2114 per month

ERR (% SEE POSTS)

53.0%

per day 15.4%

REACH/POST

10.6K

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 chart · growth

04 Citation rate

Who mentions the channel and 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 «Food & Cooking» 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 calculation period.

 SUBSCRIBERS 20 845 —	 SUBSCRIBER REACH 50.96% avg % of subs see post	 VIEWS/POST 10.6K median 10.7K · 24 days	 POSTS/WEEK 4.8 for period
 7D TREND -34.4% vs previous week	 REACTIONS/POST 496.9 total 8,448 reactions, 0 reposts, 0 comments	 POST LENGTH 214 chars median 188 · 24 days	 POSTS ANALYZED 17 24 days
 AD REACH 3.2K 24h avg	 CHURN / MONTH -2114 last month	 CITATION RATE 1 citation index · 5 channels mentioned ever	 CHANNEL AGE 1 year 10 months created 05.09.2024

AI EDITOR SUMMARY

Channel «Dima Maslenikov» — 20 845 subs. Each post averages 10.6K people (51% from subs), wide reach for a channel this size. Publishes 5 posts per week (~1/day) — rare publications. For week Jun 29 – Jul 5, reach dropped -34.4% by week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 17 posts over 24 days.
- 02 Dominant format — **Photo** (10/17 posts).
- 03 Avg post length — **214** chars (median 188).
- 04 Peak audience activity — **Wed**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (14.5K avg top vs 6.5K worst) — among 17 posts over 24 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 16:54 POLL (captionless post — poll)	VIEWS 15 707 REP. —	REACTIONS 398 ER 75.4%
Nº2 10.06 · 16:31 PHOTO News! 🤖 I was gone almost a week. Key updates: 1. GOSTabster out by end of week! Editing almost done 💪...	VIEWS 15 088 REP. —	REACTIONS 524 ER 72.4%
Nº3 20.06 · 16:33 PHOTO Prepping next video at an abandoned site... who didn't hide... 🤖	VIEWS 12 767 REP. —	REACTIONS 944 ER 61.2%

Nº4 16.06 • 13:55 POLL
Please answer only after watching fully❤️

VIEWS
12 007
REACTIONS
278
REP.
—
ER
57.6%

Nº5 16.06 • 16:54 PHOTO
Seen the new GOST? Time to think where I go next! Visa issues with Great Britain... so let's try again...

VIEWS
11 984
REACTIONS
387
REP.
—
ER
57.5%

WORST 3

↓ 02.07 • 20:10 PHOTO
New video on channel — NEW extreme hide-and-seek format!! 18 celebs you won't expect, abandoned police station...

VIEWS
6 923
REACTIONS
386
REP.
—
ER
33.2%

↓ 03.07 • 19:36 PHOTO
I'm reading your comments under the video! Blimey, the whole team is thrilled you loved this new hide-and-seek format💪 If this episode...

VIEWS
6 781
REACTIONS
558
REP.
—
ER
32.5%

↓ 05.07 • 13:17 PHOTO
Vibing in SPb after the fest❤️

VIEWS
5 904
REACTIONS
669
REP.
—
ER
28.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

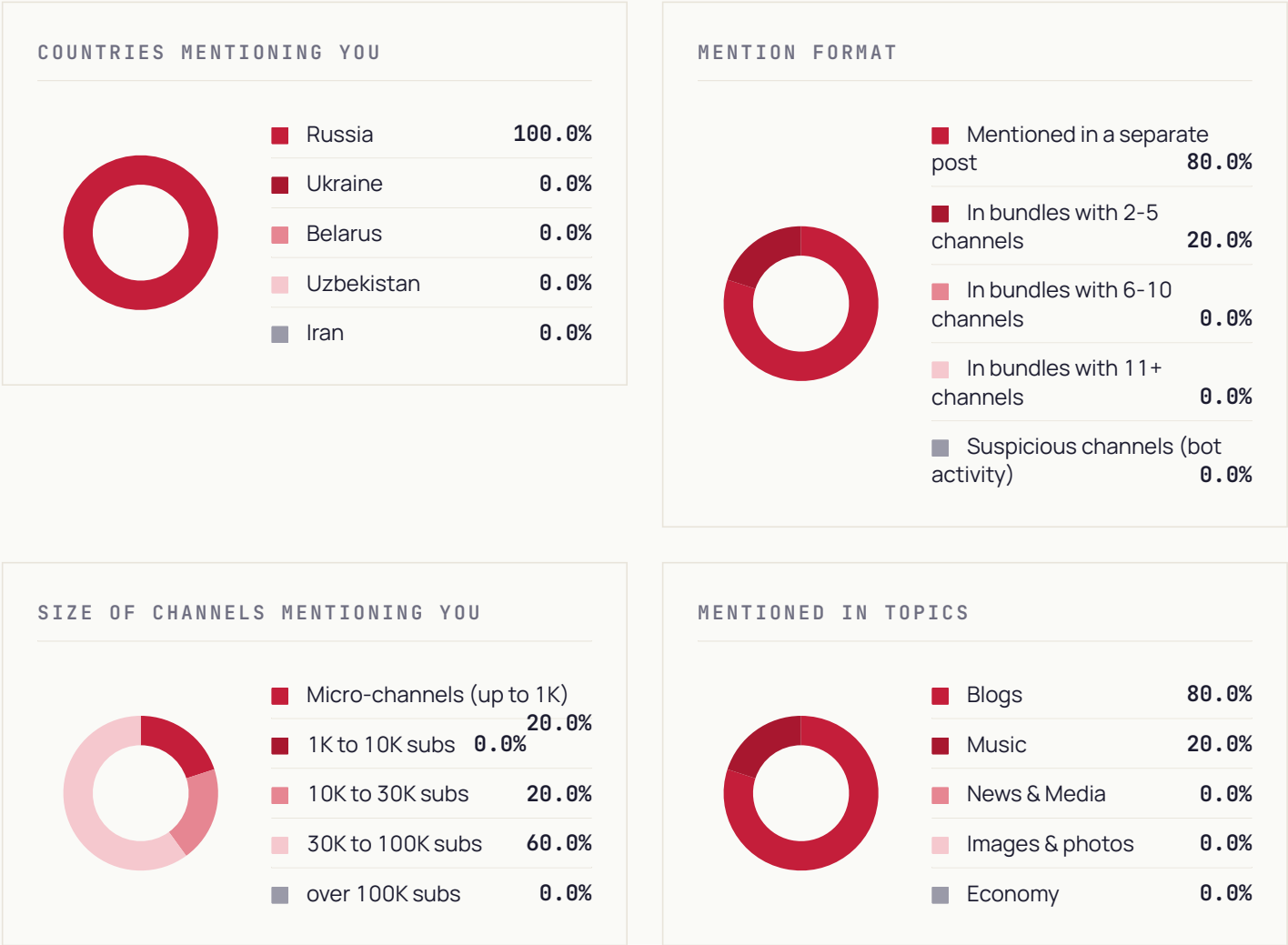
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

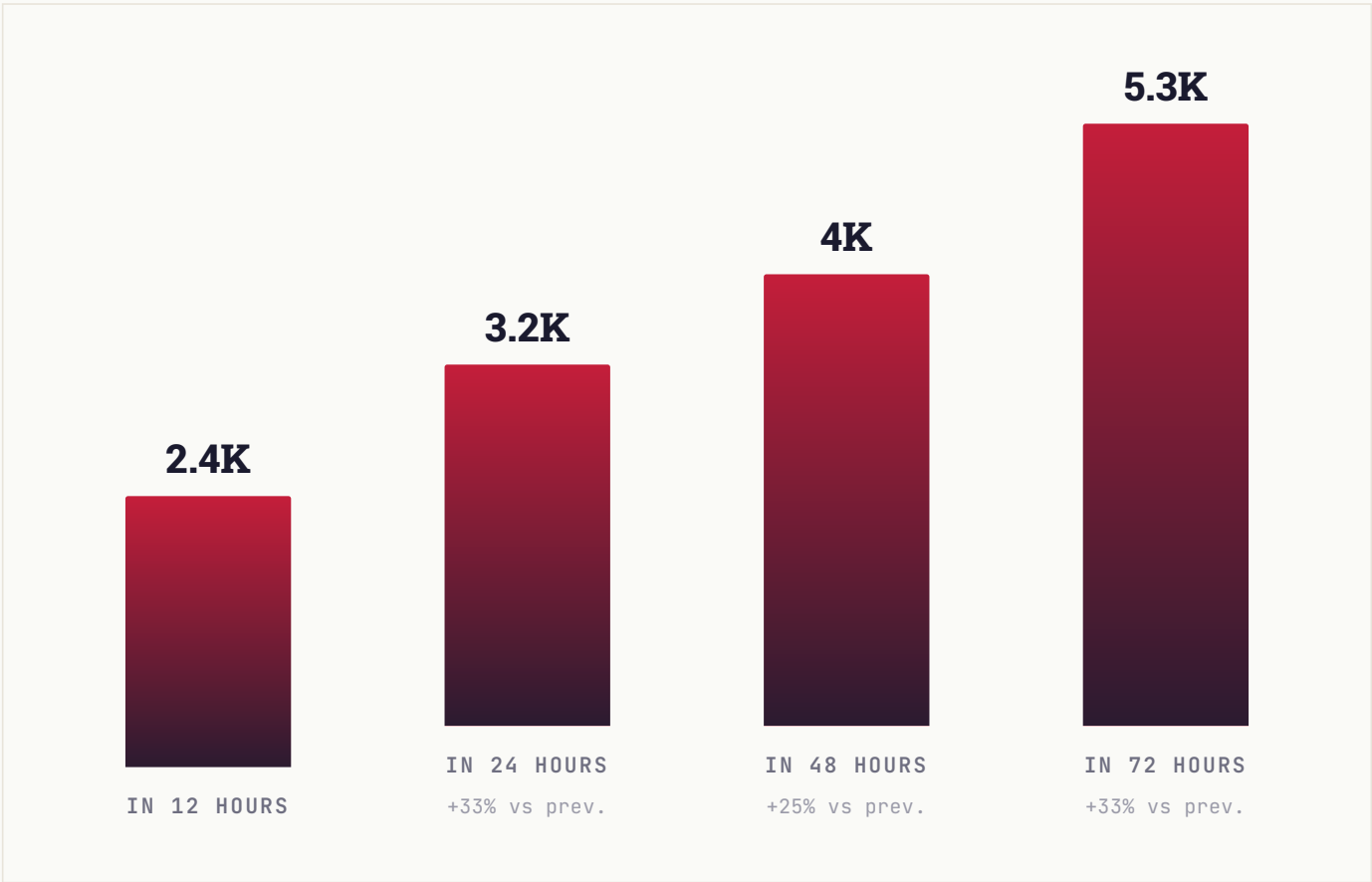
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 5 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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 place among niche neighbors.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🤖	995.6K
Fri Pyatyorochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
PR Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Sun Daily recipes	461.5K
DM Dima Maslenikov YOU	20.8K

COMPARATIVE INSIGHT

Channel is not yet outside top-94 of niche — early growth stage. Niche leader — Cooking Recipes Salads 🤖 (995.6K), top-94 median: 205K. First goal — enter top-94 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **52 696** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	14 470
December 2025	0	0	6 168
Nov 2025	0	0	2 722
Oct 2025	0	0	9 377
September 2025	0	0	19 936
August 2025	0	0	23
TOTAL MENTIONS	0	MONTHS IN DATA	6
		ATTRACTED SUBSCRIBERS	52 696

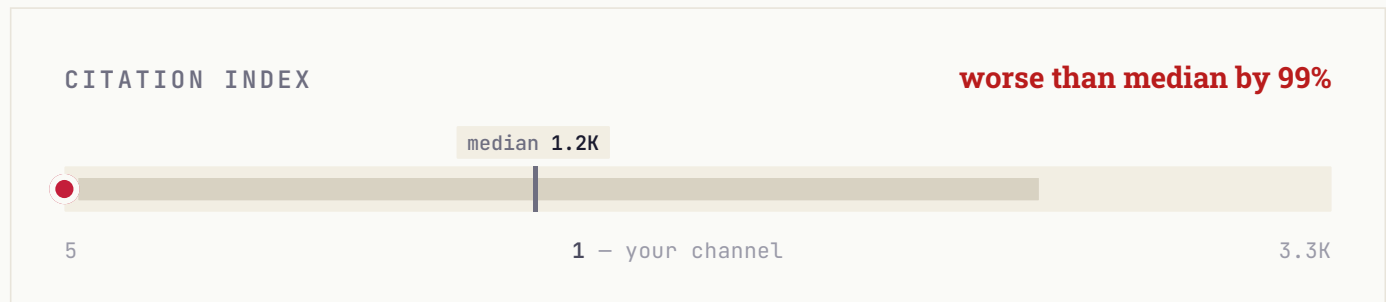
Where the channel stands in its league

SUBSCRIBERS

worse than median by 90%

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the range from 70.4K to 567.7K. A vertical line marks the median at 210.3K. A red dot on the left indicates the channel's position at 20,845 subscribers, which is significantly below the median. Text labels include 'SUBSCRIBERS', 'median 210.3K', '70.4K', '20 845 - your channel', and '567.7K'. A red annotation 'worse than median by 90%' is placed above the chart.

Metric	Value
Channel Subscribers	20 845
Median	210.3K
Lower Bound	70.4K
Upper Bound	567.7K



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 4.8 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Top post of the week — on Wednesday
Audience is most active on this day at 19:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase video posts 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 weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager
