

PUBLIC REPORT BY PROMTPRESS

Channel audit

How I Went to War. Platon Mamatov.



@diomeddog

Personal channel of a Russian soldier. Card linked to number 8 909 700 66 07

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
53 978	58.0%	34.6K
+136 per month 12.07.2026	per day 21.0%	ad reach 11.4K/24h HTTPS://PROMTPRESS.COM/AUDIT/DIOMEDDOG

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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 53 978 —	 SUBSCRIBER REACH 64.02% avg % subs see post	 VIEWS/POST 34.6K median 24.1K · 28 days	 POSTS/WEEK 8.0 for the period
 7D TREND — no data for period	 REACTIONS/POST 1434.2 only 47,327 reactions, 2,557 reposts, 1,159 comments	 POST LENGTH 316 chars median 138 · 28 days	 POSTS ANALYZED 33 28 days
 AD REACH 11.4K 24h avg	 CHURN / MONTH +136 last month	 CITATION RATE 836 citation index · 1,879 channels mentioned all time	 CHANNEL AGE 3 years 8 months created 14.10.2022

AI EDITOR SUMMARY

Channel «How I Went to War. Platon Mamatov.» — 53 978 subs. Each post avg views 34.6K people (64% from subs), wide reach for a channel this size. Publishes 8 posts per week (~1/day) — regular schedule.

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 33 posts in 28 days.
- 02 Dominant format — Text (14/33 posts).
- 03 Avg post length — 316 chars (median 138).
- 04 Audience peak activity — Saturday, 15:00 MSK.
- 05 Top posts get 7x more views than the weakest (142K avg top vs 20.3K worst) — among 33 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 12:51 PHOTO We're alive and working. Next contact in August. Or July. Whatever works :) Good luck to us all	VIEWS 285 274 REPOSTS 141	REACTIONS 3 632 ER 528.5%
Nº2 18.06 · 11:31 TEXT Just bought radios and thermal imagers for mobile fire teams that shoot down enemy drones. Money for these gifts...	VIEWS 90 396 REPOSTS 335	REACTIONS 2 480 ER 167.5%
Nº3 18.06 · 14:18 VIDEO Successful work of the mobile fire team you recently supplied with a thermal imager and radio They're shooting without a thermal scope yet, so with...	VIEWS 50 277 REPOSTS 200	REACTIONS 1 755 ER 93.1%

Nº4 18.06 • 12:50 VIDEO More hardware for the same tough guys on the same front	VIEWS 41 752 REPOSTS 5 REACTIONS 1 062 ER 77.4%
Nº5 18.06 • 12:30 VIDEO Motorcycles reached Rosgvardia FPV operators in Belgorod region	VIEWS 41 119 REPOSTS 7 REACTIONS 1 218 ER 76.2%

WORST 3

↓ 02.07 • 13:51 TEXT Basically every city here is a fortress. Thanks to that jerk Le Corbusier for designing it all. And then the Ukrainians refined it...	VIEWS 21 175 REPOSTS 53 REACTIONS 987 ER 39.2%
↓ 08.07 • 08:36 TEXT Saw a guy in camo pants in flight. Descended, approached. He was unarmed but with a goat. Got away from him. Saw another, third...	VIEWS 19 965 REPOSTS 89 REACTIONS 2 927 ER 37.0%
↓ 16.06 • 10:46 PHOTO Happy birthday, my dear And congrats on defending your thesis too:)	VIEWS 19 813 REPOSTS 7 REACTIONS 1 733 ER 36.7%

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 grew and which months subscribers left.



SECTION 04 • CITATIONS

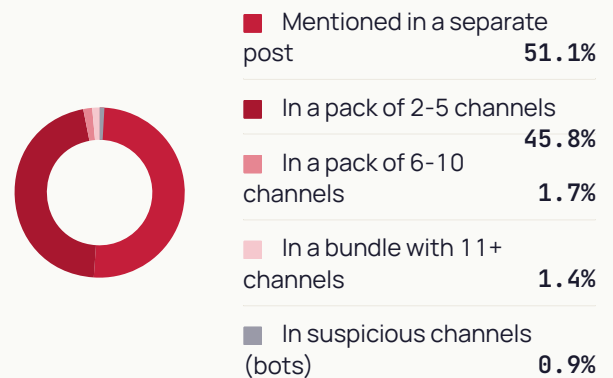
Who mentions the channel and how

Citation index **836** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 879** different channels.

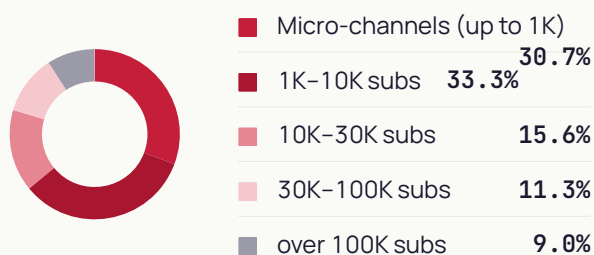
COUNTRIES MENTIONING



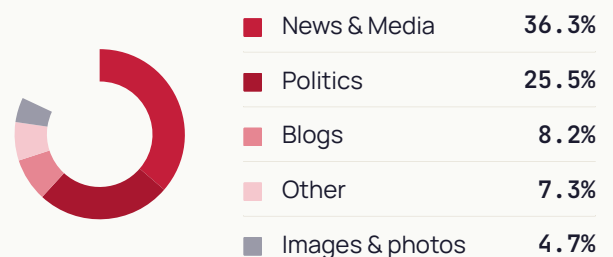
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



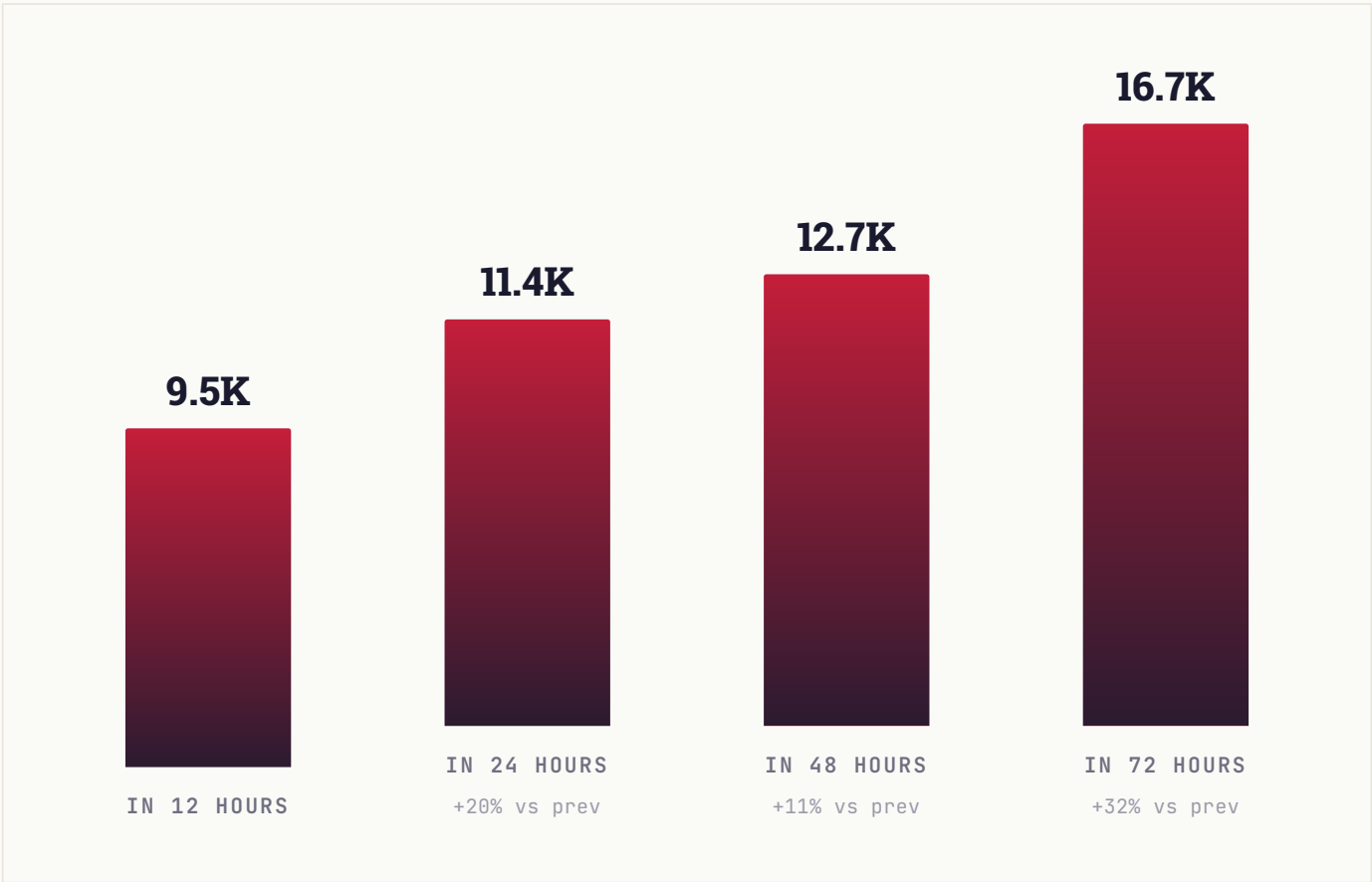
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic & audience. Yours is highlighted — see its rank among niche 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
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ here lives broen	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
KY How I Went to War. Platon Mamatov. YOU	54K

COMPARATIVE CONCLUSION

Channel yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal — enter top-100 through systematic work with traffic and content.

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 **172**, they brought **5 832** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	41	34	1 395	
December 2025	39	30	7	
November 2025	26	24	1 222	
October 2025	29	24	550	
September 2025	11	8	1 148	
August 2025	26	23	1 510	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
172	6	5 832

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Blogs» (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 this report in a month.

01

Top post of the week — on Saturday

On this day at 15:00 MSK audience is most active.

EFFECT

**Best window
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 and interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 — organic traffic source.

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. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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