

PUBLIC REPORT BY PROMTPRESS

Channel audit

Liks



@dmLixxx

My Twitch - twitch.tv/dmitry_lixxx gosuslugi.ru/snet/679a28a05909c936f6a7e2ae

SUBSCRIBERS

371 118

-3036 per month

ERR (% SEE POSTS)

26.0%

per day 13.2%

REACH/POST

86.9K

ad reach 48.9K/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 371 118 —	 SUBSCRIBER REACH 23.42% avg % subs see post	 VIEWS/POST 86.9K median 84.1K · 28 days	 POSTS/WEEK 9.0 over period
 7D TREND -0.4% vs previous week	 REACTIONS/POST 1499.6 total 53,986 reactions, 3,912 reposts, 4,793 comments	 POST LENGTH 152 chars. median 91 · 28 days	 POSTS ANALYZED 36 28 days
 AD REACH 48.9K 24h avg	 CHURN / MONTH -3036 last month	 CITATION RATE 162 citation index · 438 channels mentioned all time	 CHANNEL AGE 6 years 2 months created 18.04.2020

AI EDITOR SUMMARY

Channel «Liks» — 371 118 subs. Each post avg views 86.9K people (23% of subs), this is avg reach — room to grow. Publishes 9 posts per week (~1/day) — regular schedule. For the week of Jun 8–14, reach stable (-0.4% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **36** posts in 28 days.
- 02 Dominant format – **Photo** (24/36 posts).
- 03 Avg post length – **152** chars (median 91).
- 04 Peak audience activity – **Wednesday**, 11:00 MSK.
- 05 Top posts get **3x** more views than the weakest (137.5K avg top vs 54.7K worst) – among 36 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 08:49 PHOTO 129 km - STARTED Twitch.tv/dmitry_lixxx Whoever doesn't finish gets punished on their stream. Write the lineup of those who complete the race to the end, first...	VIEWS 171 021 REP. 209	REACTIONS 633 ER 46.1%
Nº2 26.05 · 13:02 PHOTO Hey everyone 🙌 Thanks for your tips in the comments! Tomorrow we're driving around Moscow and checking out vibe-y UNUSUAL spots... By the way, in...	VIEWS 121 076 REP. 14	REACTIONS 439 ER 32.6%
Nº3 02.06 · 21:11 TEXT 40.	VIEWS 120 323 REP. 294	REACTIONS 9 703 ER 32.4%

Nº4 01.06 · 14:50 PHOTO UNFAIR	VIEWS 115 404 REP. 422	REACTIONS 1 892 ER 31.1%
Nº5 10.06 · 21:39 PHOTO 130 km - ✓ Drop ☒ if you liked it Who was the best today?	VIEWS 109 613 REP. 134	REACTIONS 3 785 ER 29.5%

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WORST 3

↓ 21.06 · 21:08 PHOTO All the major feels in one photo - ☒ Thanks for being with us - ♥ Did you like it?	VIEWS 62 870 REP. 71	REACTIONS 2 416 ER 16.9%
↓ 07.06 · 07:35 VIDEO ☒ Ready to blow up the charts? Before the main stage of IEM Cologne Major ☒☒☒☒ collabed with Police in Paris and dropped a banger RUSH W...	VIEWS 56 887 REP. 9	REACTIONS 232 ER 15.3%
↓ 18.06 · 12:45 PHOTO ⚡⚡⚡To celebrate my last community cast, ahead of the final stage of IEM Cologne Major 2026 – together with Lixxx and WINLINE, we've prepared for...	VIEWS 44 384 REP. 39	REACTIONS 311 ER 12.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

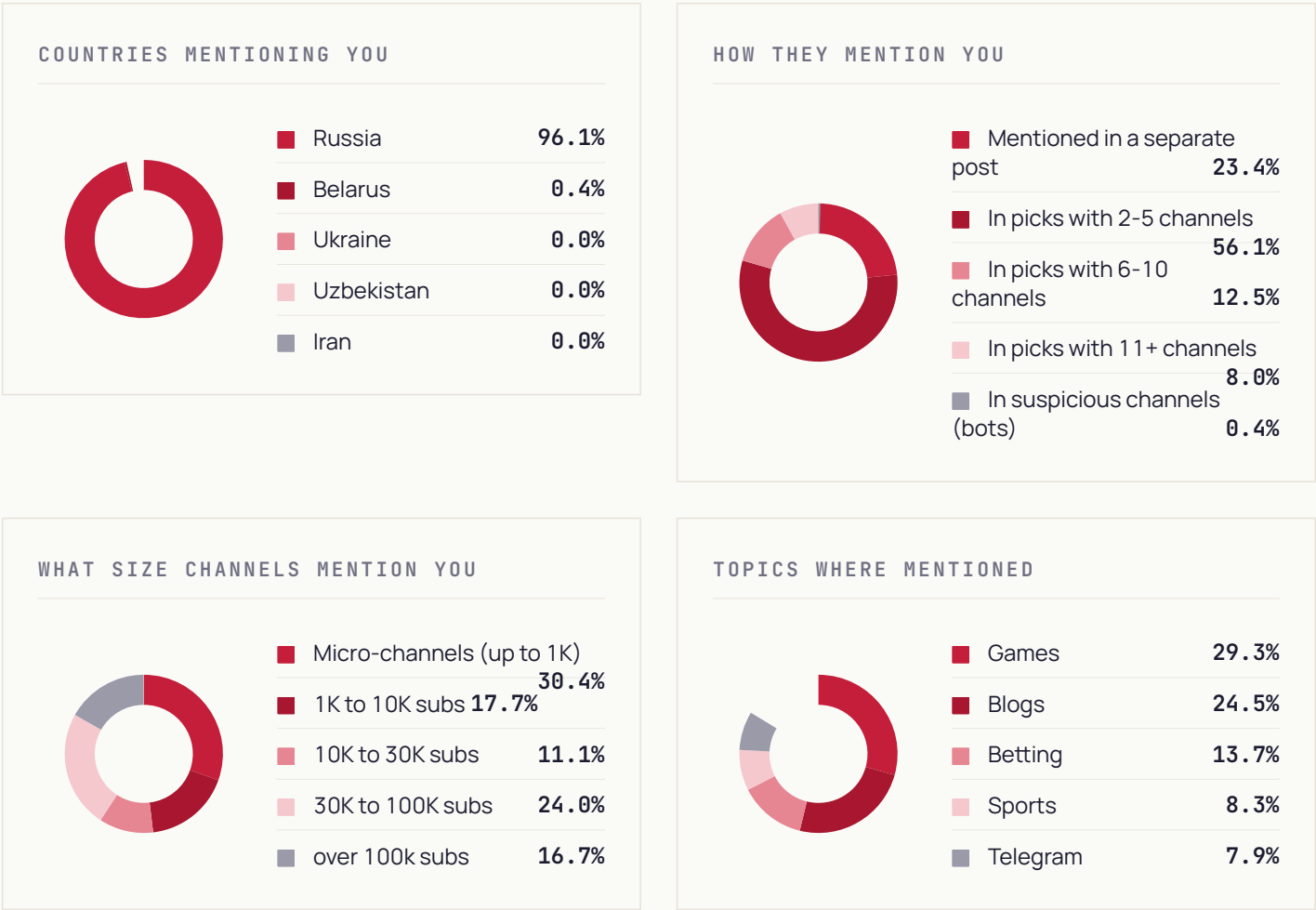
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

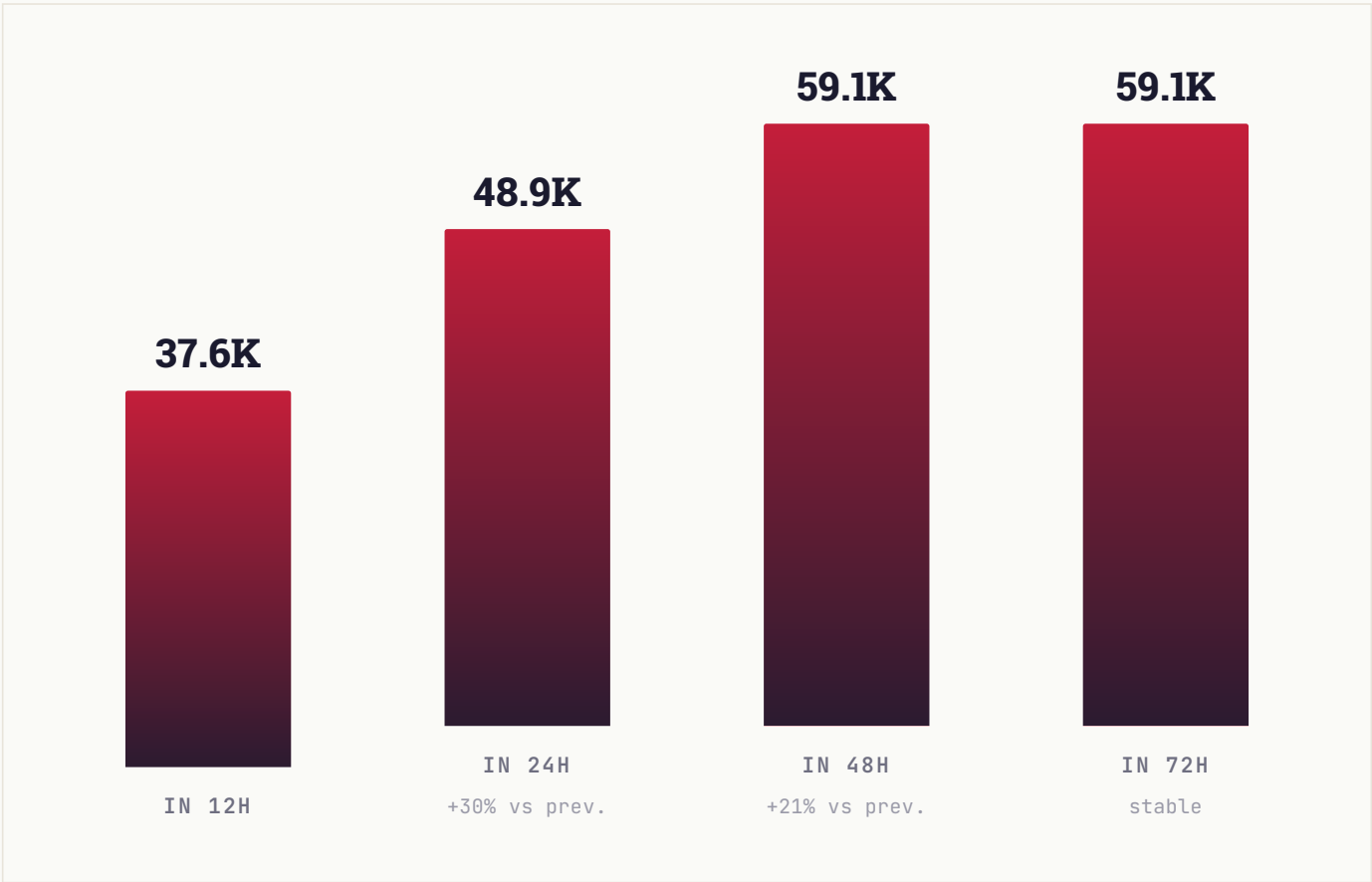
Citation index **162** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **438** different channels.



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
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
AZ Alexander Zubarev	1.4M
EX Exile	1.3M
B Booster	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ here lives broen	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
LI Liks YOU	371.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#66 of 100). Niche median — 424.7K subs. First growth KPI — reach the median. Leader: Dima Maslennikov (2.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **125**, they brought **226 652** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	11	11	68 371
November 2025	28	24	4 888
October 2025	18	15	514
September 2025	5	5	0
August 2025	36	26	46 350
July 2025	27	22	106 529
TOTAL MENTIONS			125
MONTHS OF DATA			6
SUBS ATTRACTED			226 652

SECTION 08 · NICHE COMPARISON

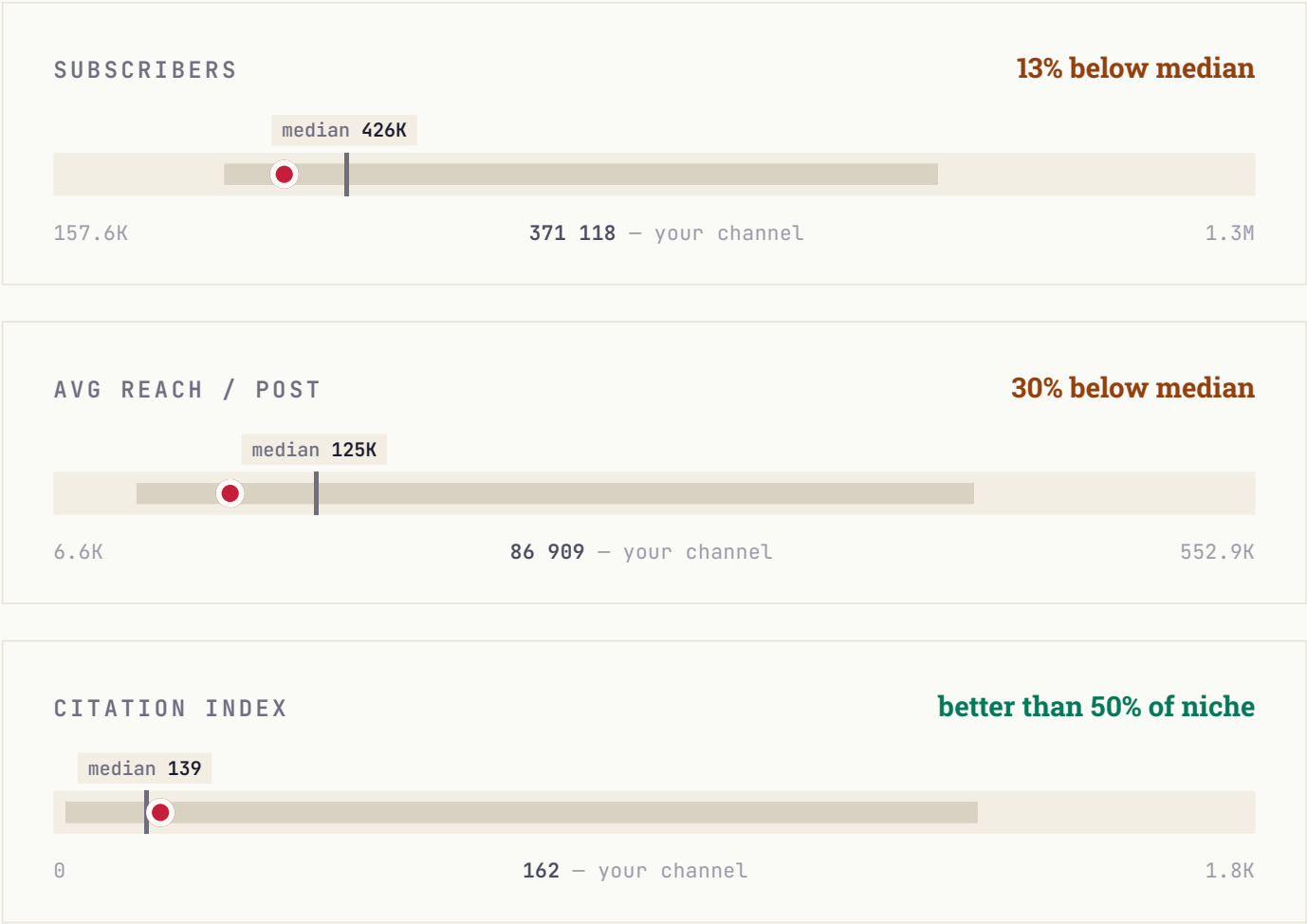
Where the channel ranks in its league

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

#66/100

NICHE RANK

Channel in the lower half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off like a checklist and revisited in a month.

01

Top post of the week — on Wednesday

Audience most active on this day at 11:00 MSK.

EFFECT

**Best time for
an important
post**

02

Increase share of video posts

Video in Telegram holds audience longer and performs better with the algorithm. We recommend reaching 15-25%.

EFFECT

**Video retains
audience
better**

03

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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and close 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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