

PROMTPRESS PUBLIC REPORT

Channel audit

DNative — блог Ткачука про SMM



@dnative

Author blog by Alexey Tkachuk. SMM strategy and mindful approach to social media projects. Ads/Consulting — @denominant SMM strategy course — whyte.dnative.ru

SUBSCRIBERS

88 252

25.06.2026 ⁻⁴²²⁴ per month

ERR (% SEE POSTS)

8.0%

per day ^{4.2%}

REACH/POST

6K

ad reach ^{3.7K}/24h

[HTTPS://PROMTPRESS.COM/AUDIT/DNATIVE](https://promptpress.com/audit/dnative)

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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 was calculated for.

 SUBSCRIBERS 88 252 —	 SUBS REACH 6.84% avg % subs see post	 VIEWS/POST 6K median 5.8K · 29 days	 POSTS/WK 10.3 for period
 7D TREND +2.0% vs previous week	 REACTS/POST 105.3 total 4,634 reactions, 2,208 reposts, 454 comments	 POST LENGTH 725 chars median 886 · 29 days	 POSTS ANALYZED 44 29 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH -4224 last month	 QUOTE RATE 260 citation index · 1,750 channels mentioned all time	 CHANNEL AGE 9 years 7 months created 10.11.2016

AI EDITOR SUMMARY

Channel «DNative — Tkachuk's blog about SMM» — 88 252 subs. Each post averages 6K people (7% of subs), reach is low — consider expanding audience. Publishes 10 posts per week (~1/day) — consistent schedule. Week of Jun 8–14 reach stable (+2.0% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 44 posts in 29 days.
- 02 Dominant format – Photo (27/44 posts).
- 03 Avg post length – 725 chars (median 886).
- 04 Peak audience activity – Thu, 10:00 MSK.
- 05 Top posts drive 2x more views than the weakest (9.6K avg top vs 4.9K worst) – among 44 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 07:36 PHOTO This is an announcement of the QUARTERLY After a short break, I'm bringing back my favorite lecture format – Quarterlies! June 25 at 7:00 PM, plan...	VIEWS 10 714 REPOSTS 55	REACTS 56 ER 12.1%
Nº2 01.06 · 13:19 PHOTO Neural networks & Russian marketing, 2026 study results Main takeaway – we're all still calm about the future. It happened...	VIEWS 9 889 REPOSTS 113	REACTS 79 ER 11.2%
Nº3 09.06 · 11:08 VIDEO This is very good I decided to compile brand creatives on social media that caught my eye. We all love to criticize, but praising right away...	VIEWS 8 310 REPOSTS 93	REACTS 140 ER 9.4%

Nº4

05.06 • 06:40

PHOTO

Anyone writing on behalf of a brand must pass an adequacy test. Anyone writing on behalf of a brand must...

VIEWS

7 509

REPOSTS

252

REACTS

428

ER

8.5%

Nº5

11.06 • 17:30

PHOTO

Don't update Telegram on Mac via App Store. They say bug fix, but it's a trap. They made 'airy design' and hanging nowhere...

VIEWS

7 385

REPOSTS

37

REACTS

75

ER

8.4%

WORST 3

↓ 16.06 • 10:52 PHOTO

Situational, approvals & flash mobs-trends-brands I remember the carefree days of SMM when VC or TJ featured roundups of...

VIEWS

5 030

REPOSTS

23

REACTS

70

ER

5.7%

↓ 15.06 • 09:06 PHOTO

Britain, kids & social media «The road to censorship is paved with concern for children». A great person might have said that, but I wrote it. In...

VIEWS

4 871

REPOSTS

21

REACTS

77

ER

5.5%

↓ 29.05 • 11:18 PHOTO

Questions and feedback I don't know how long you've been reading my blog, but I've been running it for ten years. Ten years ago the world of SMM was a bit...

VIEWS

4 847

REPOSTS

14

REACTS

47

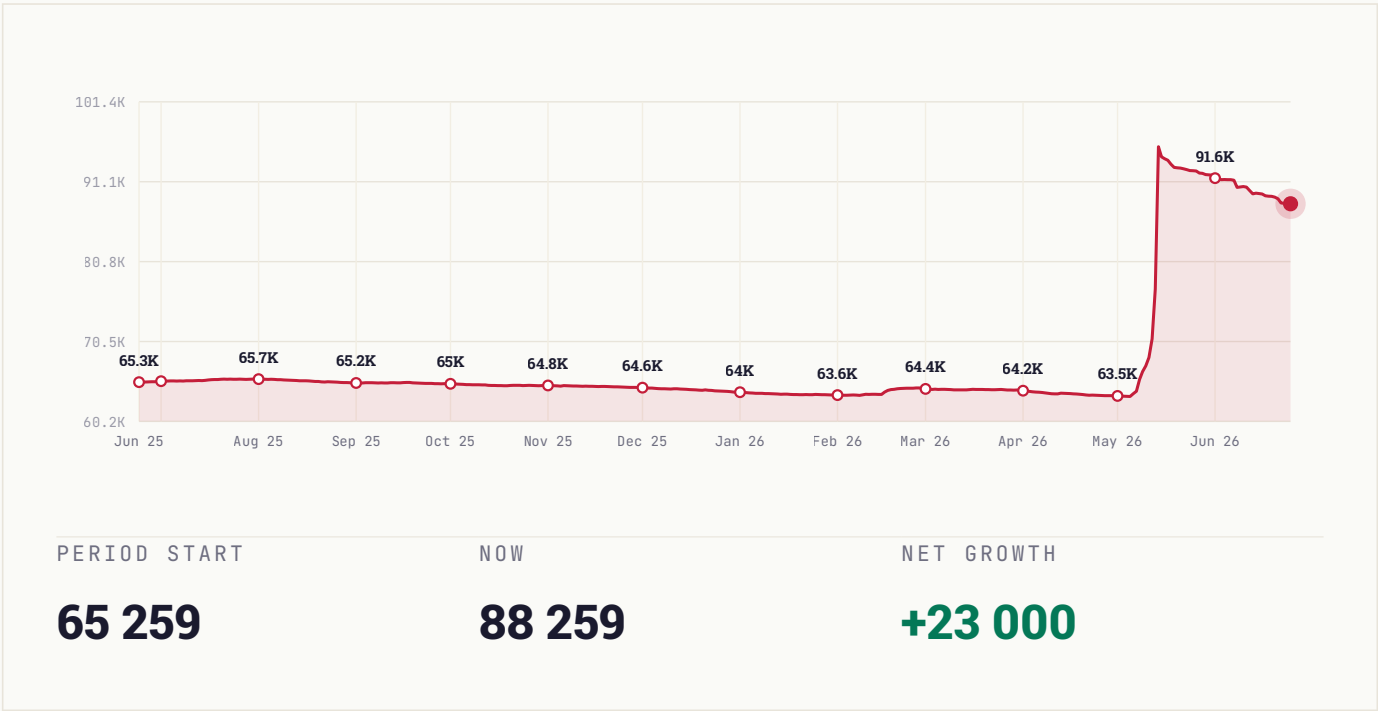
ER

5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

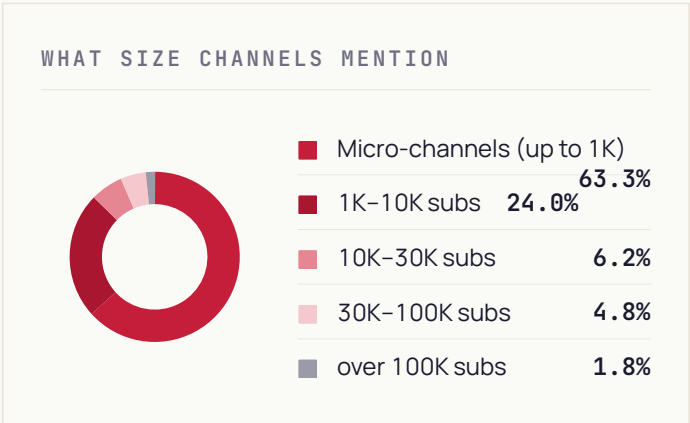
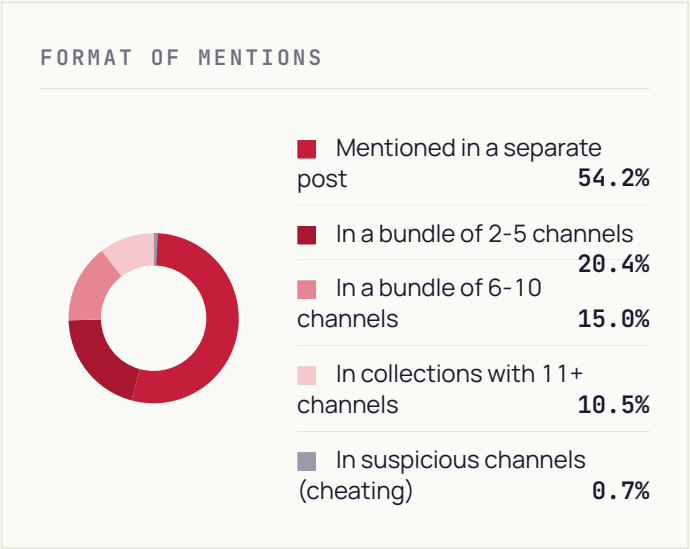
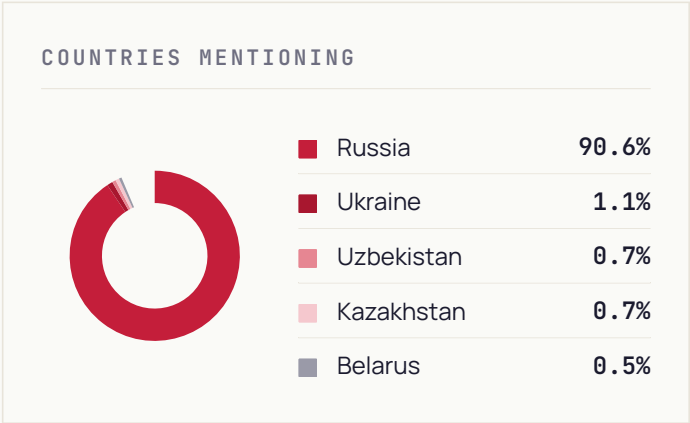
Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

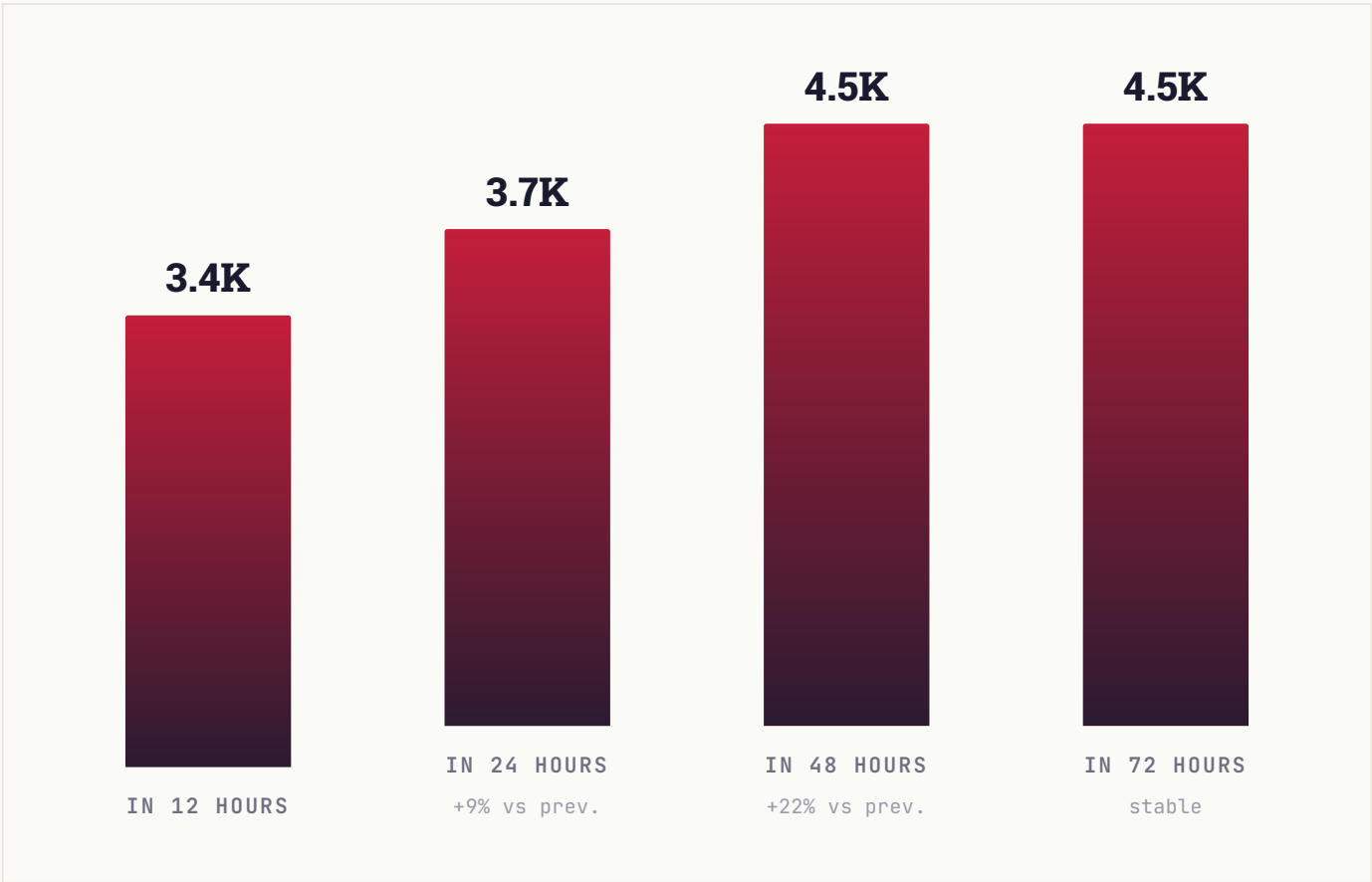
Citation index **260** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **1 750** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Oka	1.6M
Today Search	1.3M
TR Trendly	1.2M
KV The customer is always right	1.1M
All Trending today	1M
time TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trending	909.3K
D- DNative — блог Ткачука про SMM YOU	88.3K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#65 of 99). Niche median — 125.2K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 07 · MENTION TRENDS

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 **239**, they brought **939** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	28	17	89	
November 2025	35	21	114	
October 2025	39	18	115	
September 2025	74	47	177	
August 2025	41	31	31	
July 2025	22	19	413	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
239	6	939

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

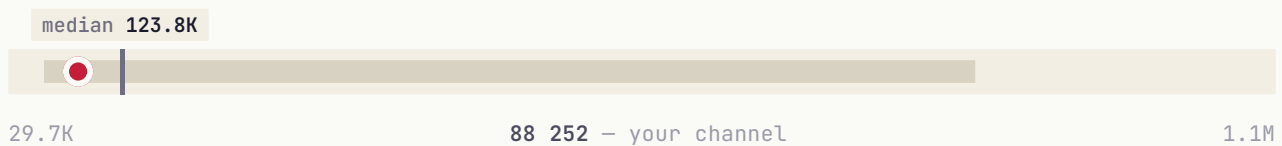
Took top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#65 /100

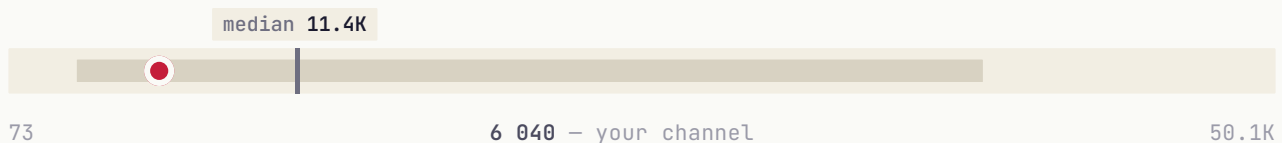
RANK IN NICHE

Channel in the bottom half of the ranking

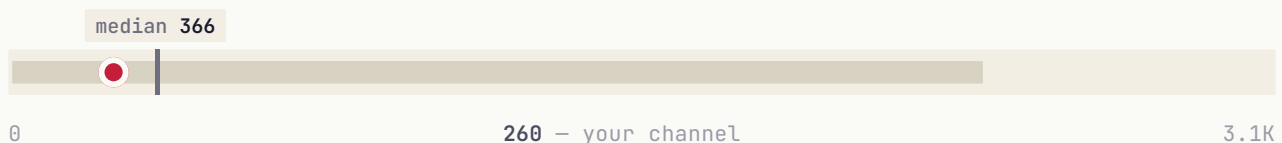
SUBSCRIBERS

29% below median

AVG REACH / POST

47% below median

CITATION INDEX

29% below median

— 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

Main post of the week — on Thursday

On this day at 10:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing the share to 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post 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 is what we can do in a few minutes based on public data. If you want to go further — run ads through 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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