

PUBLIC PROMTPRESS REPORT

Channel audit

ДО ЕГЭ



@doegeproject

Explaining Russian education. Info on school, exams, and admissions. Our site: doege.press Ads: @ashkudishkindima
Registered in the RKN list:...

SUBSCRIBERS

29 131

-1149 this month

ERR (% SEE POSTS)

62.0%

per day 26.5%

REACH/POST

19K

ad reach 7.8K/24h

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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 29 131 —	 SUBS REACH 65.31% avg % subs see post	 VIEWS/POST 19K median 18.5K · 26 days	 POSTS/WEEK 4.5 over period
 7D TREND — no data for period	 REACTIONS/POST 295.9 only 5,030 reactions, 2,765 reposts, 499 comments	 POST LENGTH 754 chars median 779 · 26 days	 POSTS ANALYZED 17 26 days
 AD REACH 7.8K 24h avg	 CHURN / MONTH -1149 last month	 CITATION RATE 23 citation index · 212 channels mentioned all time	 CHANNEL AGE 1 year 11 months created 24.07.2024

AI EDITOR SUMMARY

Channel «before the exam» — 29 131 subs. Each post averages 19K people (65% of subs), wide reach for a channel this size. Publishes 4 posts per week (~1/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 17 posts over 26 days.
- 02 Dominant format – Text (10/17 posts).
- 03 Avg post length – 754 chars (median 779).
- 04 Peak audience activity – Saturday, 19:00 MSK.
- 05 Top posts get 2× more views than the weakest (25.2K avg for top vs 12.6K for worst) – among 17 posts in 26 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

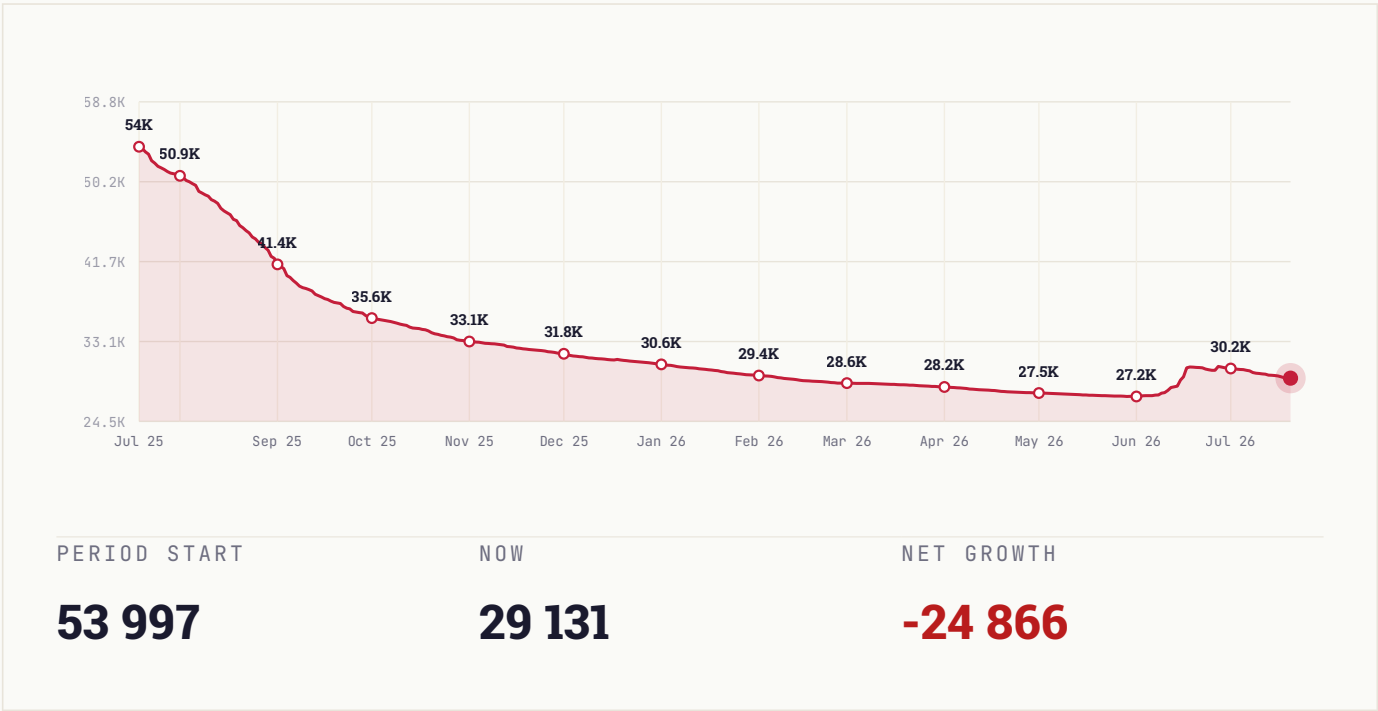
Nº1 22.06 · 11:11 PHOTO Blind school graduate scores 100 on two Unified State Exams ■ Daria Vasilenko, a graduate of a boarding school for the blind...	VIEWS 26 817 REPOSTS 337	REACTIONS 940 ER 92.1%
Nº2 28.06 · 07:46 PHOTO Ekaterina Malkova becomes first 500-point scorer in Unified State Exam history, says Sergey Sobyanin ■ Graduate of Moscow school No. 1409 Ekaterina Malkova...	VIEWS 26 589 REPOSTS 681	REACTIONS 788 ER 91.3%
Nº3 23.06 · 05:59 PHOTO How tuition at top Russian universities rose – visualized in infographics ■ The cost of higher education this year has noticeably...	VIEWS 22 191 REPOSTS 143	REACTIONS 181 ER 76.2%

Nº4 27.06 · 11:36 TEXT ■ Starting September 1, Russian schools will increase basic military training, — Kravtsov ▶ Education Minister Sergey Kravtsov...	VIEWS 21 878 REPOSTS 125 REACTIONS 373 ER 75.1%
Nº5 25.06 · 15:49 VIDEO Thinking about where to apply in 2026? 🤔 Innopolis University opens enrollment for «Information Systems Engineering». This...	VIEWS 21 569 REPOSTS 30 REACTIONS 73 ER 74.0%
WORST 3	
↓ 08.07 · 10:55 TEXT ■ About 149K graduates retake Unified State Exam on additional days ▶ Today is the first day of July retakes. Rosobrnadzor shared...	VIEWS 15 549 REPOSTS 113 REACTIONS 155 ER 53.4%
↓ 13.07 · 15:09 PHOTO 😞 What to Do When Education Gets More Expensive In 2026, higher education prices rose in Russia. According to Vedomosti, the biggest increase...	VIEWS 11 119 REPOSTS 4 REACTIONS 42 ER 38.2%
↓ 13.07 · 14:00 TEXT ■ Competition for teaching majors may rise, — Kravtsov ▶ According to Education Minister Sergey Kravtsov, interest...	VIEWS 11 005 REPOSTS 54 REACTIONS 138 ER 37.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

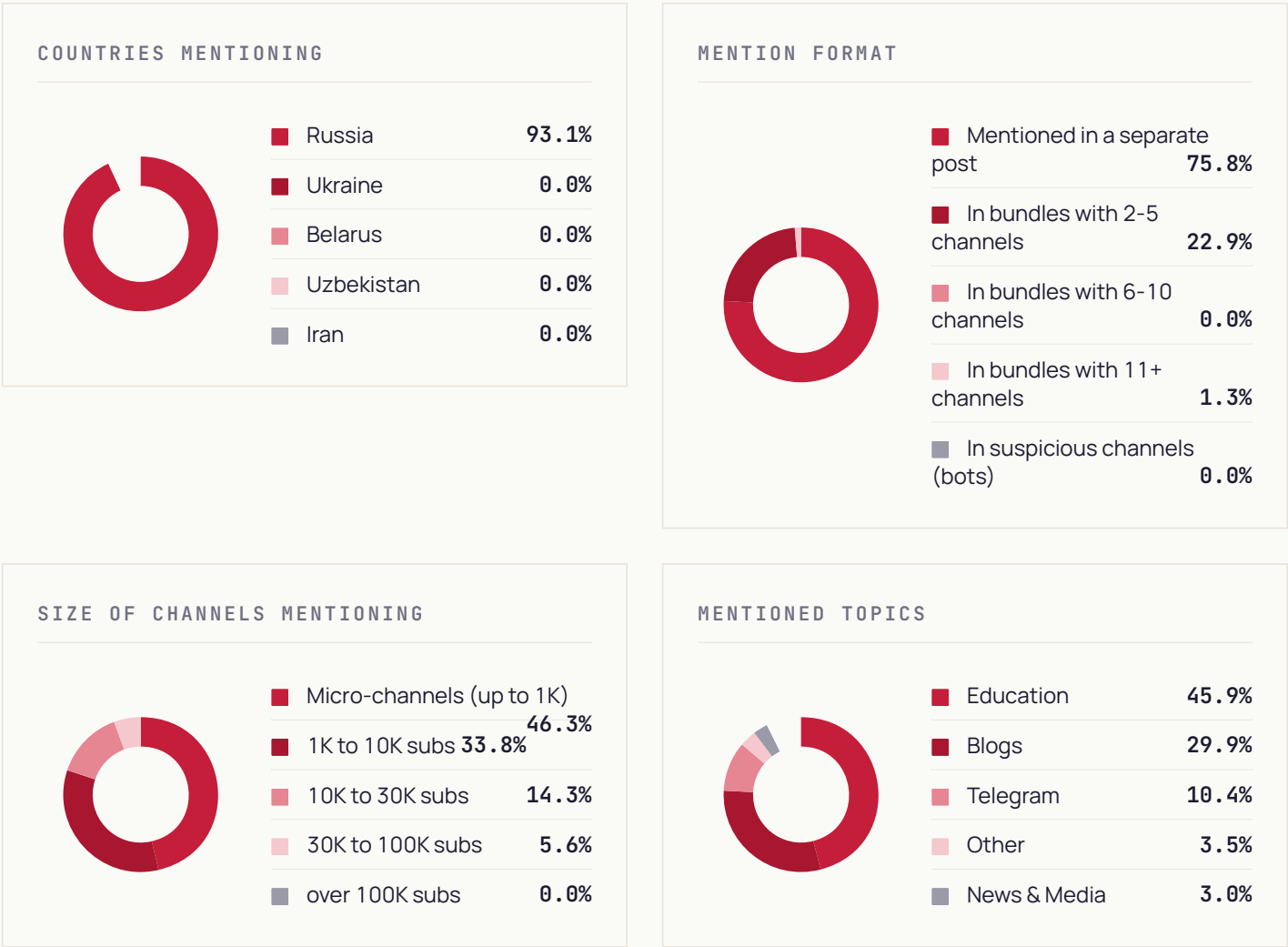
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

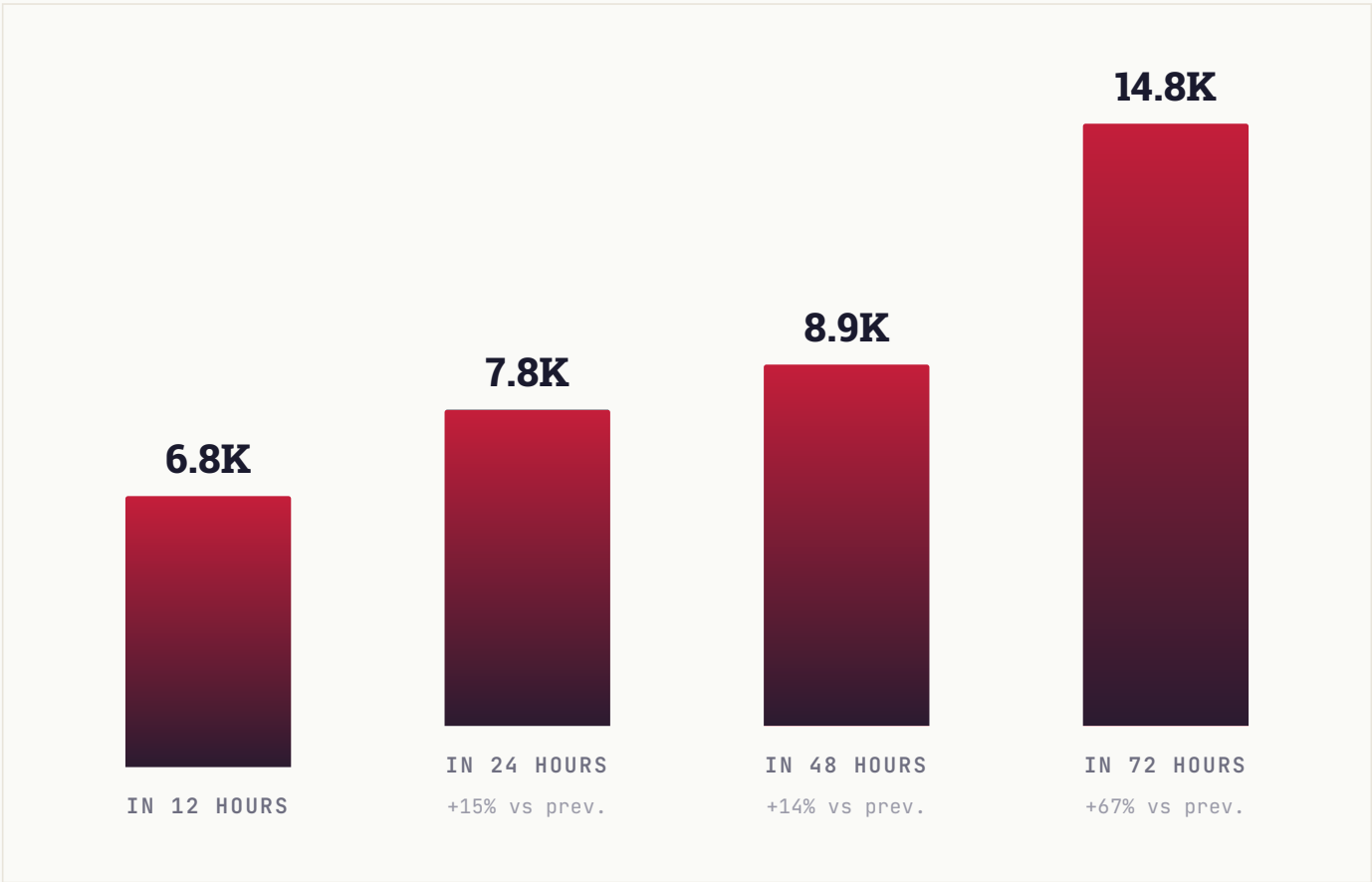
Citation index **23** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **212** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
نا نیمار ابن الانبار	4.6M
MB Maths By Gagan Pratap	2.3M
اد اخبار درسی فوری	1.6M
Rojgar with Ankit™ 🏆	1.3M
شک شام کاش	1.1M
شم شبکه ملازمن	1.1M
سن سوالات نهایی	1M
MA Mathematician Andrey	997.6K
UC Utkarsh Classes	992.9K
ید ی دانش آموز	983.4K
DE до егэ YOU	29.1K

COMPARATIVE INSIGHT

Channel yet outside top 100 niche — early growth stage. Niche leader — نیمار ابن الانبار (4.6M), top-100 median: 420.2K. First goal: enter top-100 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **59**, they brought **62** new subs.

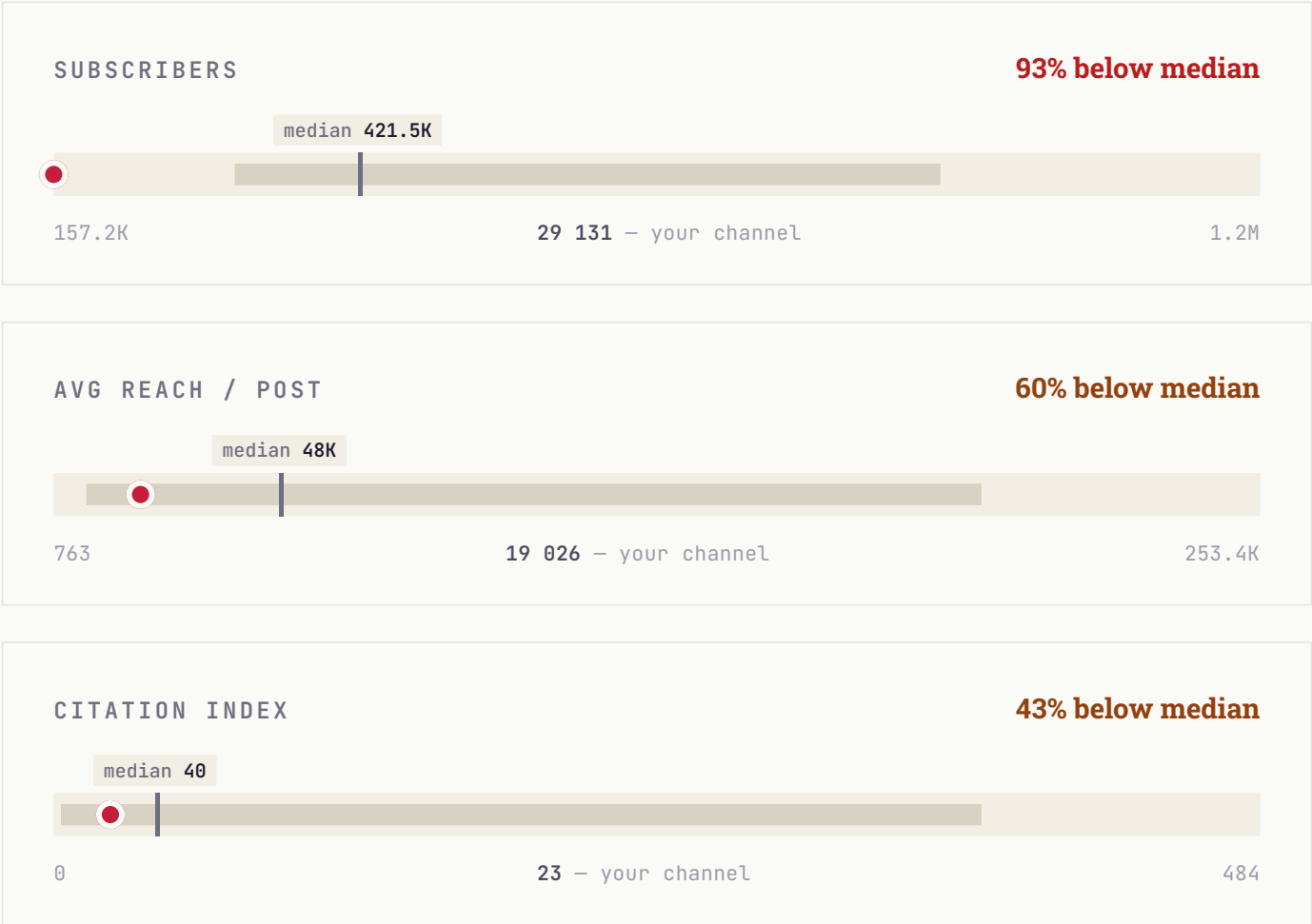
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	11	6	0	
December 2025	10	8	62	
November 2025	10	8	0	
October 2025	16	14	0	
September 2025	4	3	0	
August 2025	8	6	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
59	6	62

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Education» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-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 next month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Currently 4.5 posts/week. Active channels average 7-10. Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Saturday
Peak audience activity: this day at 19:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%. | 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 win. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
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>

02

Contact manager

t.me/PromptPress_manager