

PROMTPRESS PUBLIC REPORT

Channel audit

Dubrovskaya



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#3HXLL Marketing, education, art, food  Ads: @TgPodbor_bot 

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SUBSCRIBERS

83 563

-344 this month

ERR (% SEE POSTS)

16.0%

daily 6.3%

REACH/POST

13.6K

ad reach 5.2K/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 83 563 —	 SUBS REACH 16.23% avg % subs see post	 VIEWS/POST 13.6K median 12K · 20 days	 POSTS/WEEK 1.7 over period
 7D TREND — no data for period	 REACTIONS/POST 208.0 1,040 reactions, 113 reposts, 26 comments	 POST LENGTH 1,000 chars. median 1,000 · 20 days	 POSTS ANALYZED 5 20 days
 AD REACH 5.2K 24h avg	 CHURN / MONTH -344 last month	 CITATION RATE 31 citation index · 180 channels mentioned all time	 CHANNEL AGE 7 years 4 months created 09.02.2019

AI EDITOR SUMMARY

Channel «Dubrovskaya ❷❷» — 83 563 subs. Each post avg views 13.6K people (16% of subs), avg reach — room to grow. Publishes 2 posts/week (~0/day) — rare publications.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts in 20 days.
- 02 Dominant format — **Photo** (4/5 posts).
- 03 Avg post length — **1000** chars (median 1,000).
- 04 Peak audience activity — **Wednesday**, 21:00 MSK.
- 05 Top posts get **2x** more views than weakest (16.1K avg top vs 10.5K worst) — among 5 posts in 20 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 18:42 PHOTO 🍑 Peach trend in Asia. Just like Russia's craze for goji berries, snail mucin, exosomes, collagen, vitamin D...	VIEWS 20 845 REPOSTS 30	REACTIONS 354 ER 24.9%
Nº2 01.06 · 14:05 PHOTO Powdered milk - better than regular?🤔 Most people think: white powder, feels 'fake'. But this tech is over...	VIEWS 15 425 REPOSTS 27	REACTIONS 296 ER 18.5%
Nº3 09.06 · 18:16 PHOTO Marketing tricks of Maison Kitsuné in Seoul When they say a brand sells a lifestyle, it's not always confirmed, more often...	VIEWS 11 987 REPOSTS 24	REACTIONS 162 ER 14.3%

Nº4 09.06 · 17:32 VIDEO Concept of a Korean coffee house around the mythical creature Haetae, protector of justice who discerns good and evil. In Korea it can be...	VIEWS 10 834 REPOSTS 14	REACTIONS 105 ER 13.0%
Nº5 17.06 · 12:07 PHOTO All entrepreneurs love talking about growth. New projects. New hires. New markets. But almost no one likes to prepare for...	VIEWS 8 716 REPOSTS 18	REACTIONS 123 ER 10.4%

|

WORST 3

↓ 09.06 · 18:16 PHOTO Marketing tricks of Maison Kitsuné in Seoul When they say a brand sells a lifestyle, it's not always confirmed, more often...	VIEWS 11 987 REPOSTS 24	REACTIONS 162 ER 14.3%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

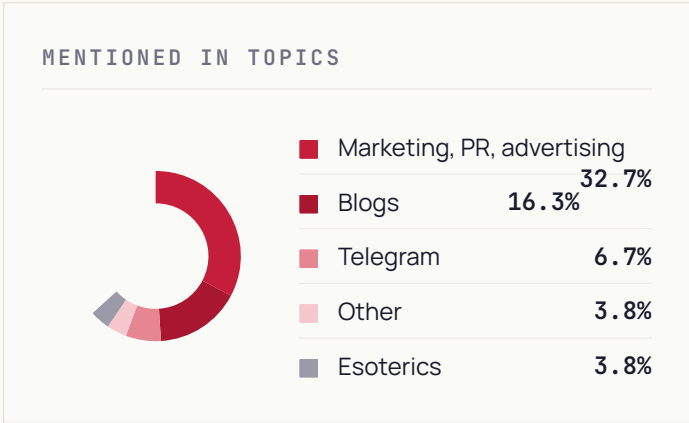
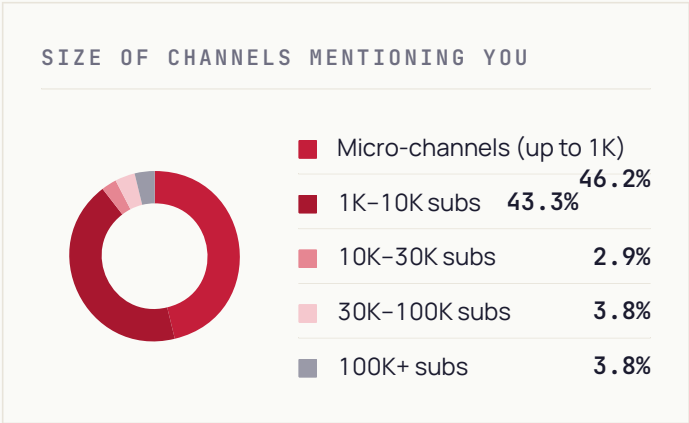
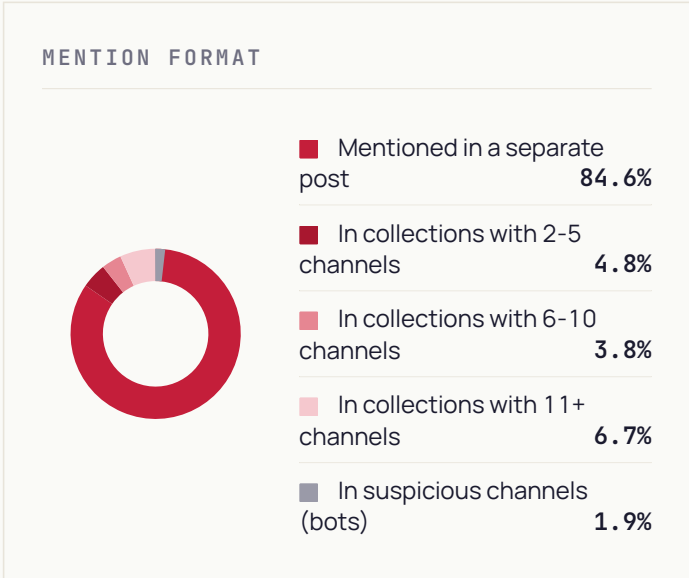
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

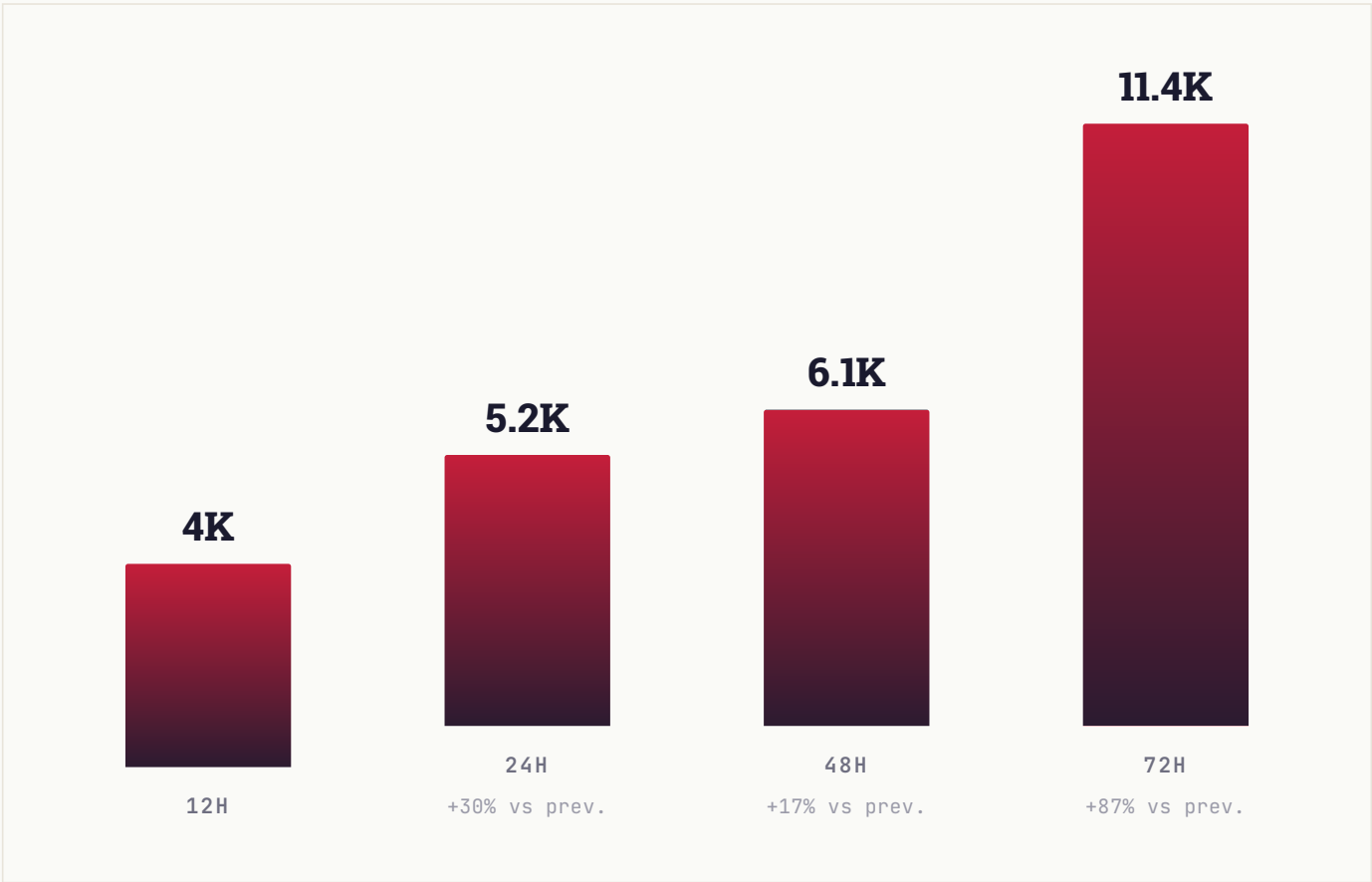
Citation index **31** – channel popularity score based on mentions. Considers both count & weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **180** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Okak	1.6M
SE Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
NE Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trendwatch	909.3K
D Dubrovskaya YOU	83.6K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#69 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 **19**, they brought **2 291** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	3	2	14
Nov 2025	2	2	219
Oct 2025	1	1	736
September 2025	6	2	0
August 2025	3	2	88
July 2025	4	2	1 234
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
19	6	2 291	

— 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 = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#69 /100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

32% below median

median 123.8K

29.7K

83 563 — your channel

1.1M

AVG REACH / POST

better than 53% of niche

median 11.4K

73

13 561 — your channel

50.1K

CITATION INDEX

92% below median

median 366

0

31 — your channel

3.1K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off & revisit in a month.

01

Increase posting frequency

Now 1.7 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02**

Top post of the week — on Wednesday

Audience most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post****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 boost ER by +5-15%.
One weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER**05**

Cross-promo with neighboring channels

Swap posts with similar channels quarterly. 2-3 collabs
give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

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