

PUBLIC PROMTPRESS REPORT

Channel audit

Devushka Durova



@dur0va

Chat https://t.me/dur0vka_chat Manager: @bsuir Manager: @annon

SUBSCRIBERS

361 926

-3950 per month

ERR (% SEE POSTS)

7.0%

daily 2.3%

REACH/POST

22K

ad reach 8.4K/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 was calculated for.

 SUBSCRIBERS 361 926 —	 SUBSCRIBER REACH 6.09% avg % of subs see post	 VIEWS/POST 22K median 22.7K · 28 days	 POSTS/WEEK 7.7 for the period
 7D TREND -19.2% vs previous week	 REACTIONS/POST 108.6 total 3,368 reactions, 1,004 reposts, 553 comments	 POST LENGTH 150 chars median 134 · 28 days	 POSTS ANALYZED 31 28 days
 AD REACH 8.4K 24h avg	 CHURN / MONTH -3950 last month	 CITATION RATE 6 citation index · 100 channels mentioned all time	 CHANNEL AGE 1 year 2 months created 20.04.2025

AI EDITOR SUMMARY

Channel «Devushka Durova» — 361 926 subs. Each post averages 22K people (6% from subs), reach is low — consider expanding audience. Publishes 8 posts per week (~1/day) — consistent schedule. For the week of Jun 8–14, reach dropped -19.2% to the week of Jun 1–7 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 31 posts over 28 days.
- 02 Dominant format – Photo (25/31 posts).
- 03 Avg post length – 150 chars (median 134).
- 04 Audience peak activity – Monday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (28.6K avg top vs 16.3K worst) – among 31 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 20:54 POLL
(post without caption – poll)

VIEWS	REACTIONS
29 683	138
REPOSTS	ER
20	8.2%

Nº2 01.06 · 13:39 PHOTO
June starts as hot as last year's ☀️ Cat lovers keep proving that strength lies in love for fluffy ones 🐱

VIEWS	REACTIONS
28 426	107
REPOSTS	ER
21	7.9%

Nº3 26.05 · 13:40 PHOTO
(post without caption – photo)

VIEWS	REACTIONS
27 806	128
REPOSTS	ER
15	7.7%

Nº4 04.06 • 18:54 PHOTO Currently 1.3M deleted accounts with 12M gifts worth \$6M Interestingly...	VIEWS 27 643 REPOSTS 65 REACTIONS 310 ER 7.6%
Nº5 05.06 • 20:06 POLL When tone drops, people buy gifts to preserve capital – when tone rises, people sell gifts to catch the rocket A...	VIEWS 27 004 REPOSTS 21 REACTIONS 27 ER 7.5%
WORST 3	
↓ 20.06 • 20:47 PHOTO As soon as I posted a roundup of best gifts for female profiles, some started rising in price ☹️ Coincidence?	VIEWS 16 680 REPOSTS 20 REACTIONS 149 ER 4.6%
↓ 11.06 • 15:15 PHOTO @trade lowest gift prices among all marketplaces. Over a month straight.	VIEWS 16 427 REPOSTS 5 REACTIONS 21 ER 4.5%
↓ 21.06 • 20:47 PHOTO On Telegram beta server, enthusiasts discovered so-called nodes – private voice chat groups with their own threads and features (like in...	VIEWS 15 685 REPOSTS 64 REACTIONS 87 ER 4.3%

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 gained or lost subscribers.



START DATE

197 675

NOW

361 926

NET GROWTH

+164 251

SECTION 04 • MENTIONS

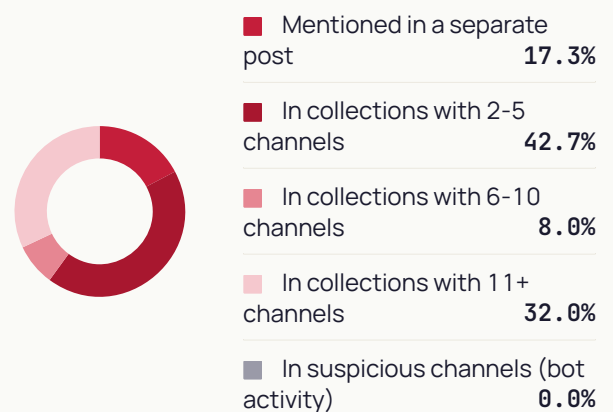
Who mentions the channel and how

Citation index **6** — 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 mentions: **100** different channels.

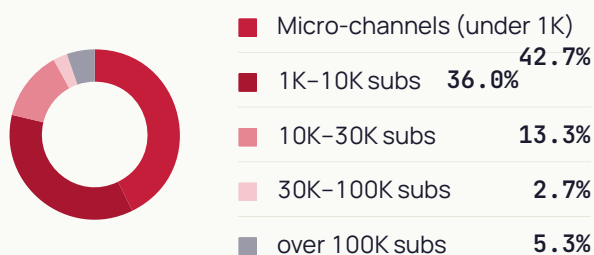
COUNTRIES MENTIONING



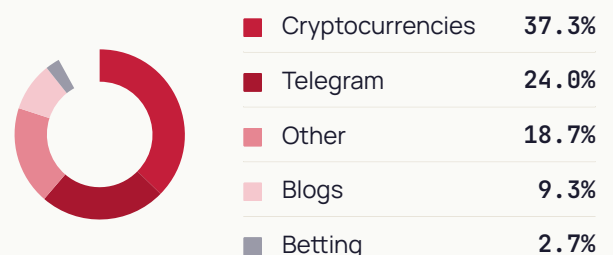
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



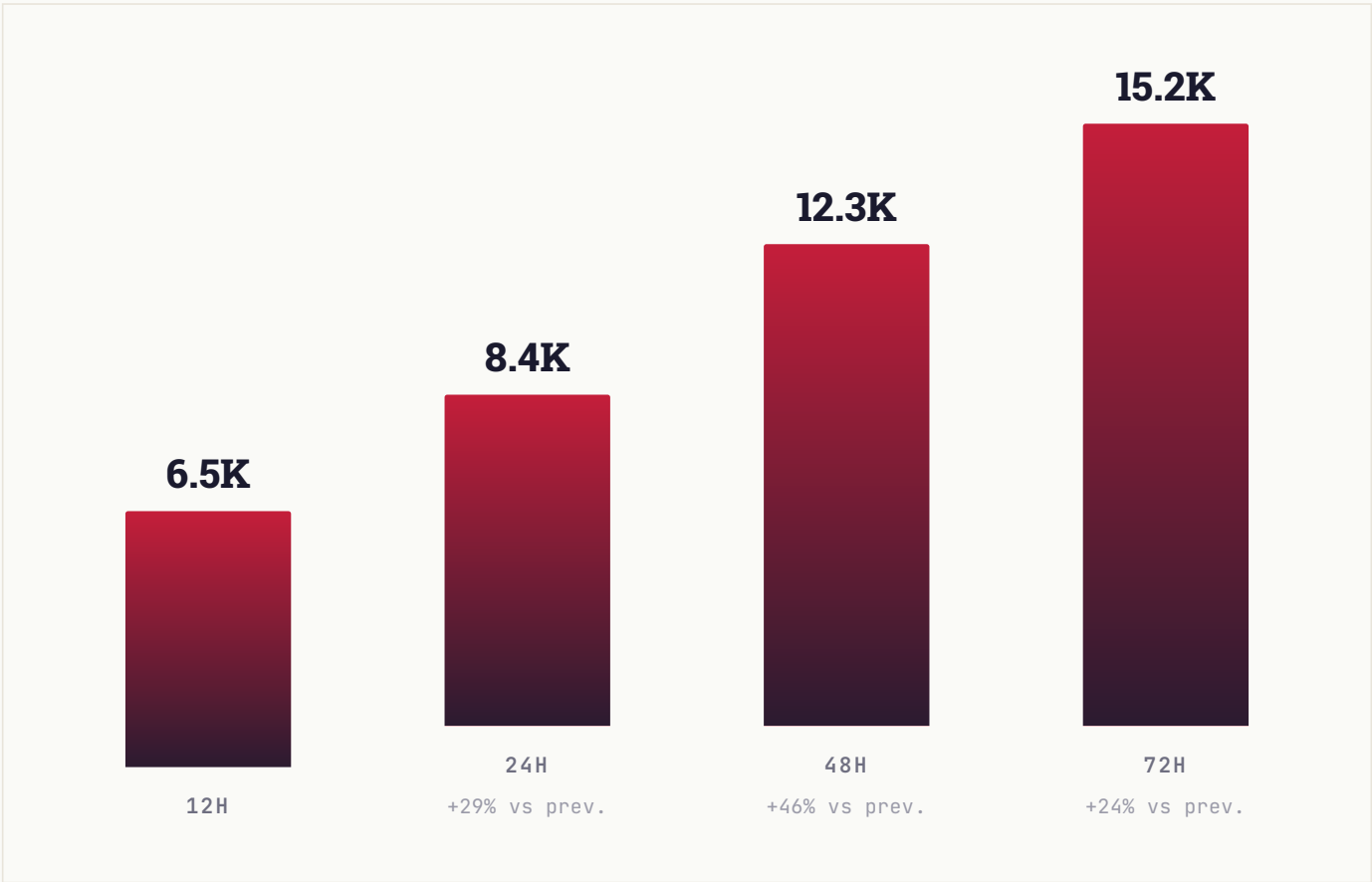
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

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 1🇷9🇷2🇷	1.2M
KB Bloody Lady	1.1M
LJ broen lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
DD Devushka Durova YOU	361.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#69 of 100). Niche median: 424.7K subs.
First growth KPI: reach the median. Leader: Dima Maslennikov (2.2M).

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 **44**, they brought **282 522** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	0	0	20 505
November 2025	21	18	47 057
October 2025	3	3	60 230
September 2025	6	5	32 231
August 2025	5	5	71 478
July 2025	9	9	51 021
TOTAL MENTIONS		MONTHS OF DATA	SUBS ATTRACTED
44		6	282 522

— SECTION 08 • NICHE COMPARISON

Where the 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.

#69

/100

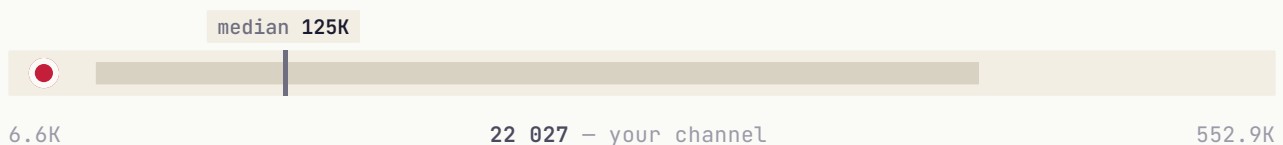
RANK IN NICHE

Channel in the lower half of the ranking

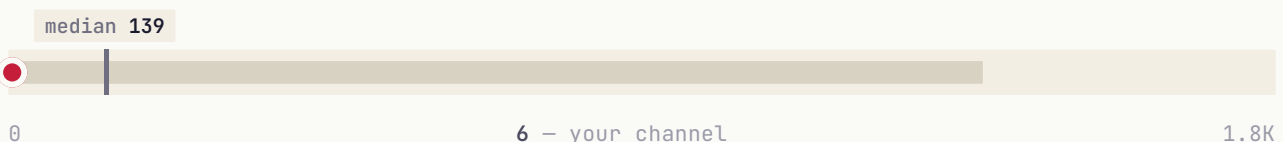
SUBSCRIBERS

worse than median by 15%

AVG REACH / POST

worse than median by 82%

CITATION INDEX

worse than median by 96%

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Monday
 Audience is most active on this day at 16:00 MSK.

EFFECT
Best time for important posts

02

Increase video posts share
 Video in Telegram retains audience longer and is better processed by the algorithm. We recommend increasing 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 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 is an easy win.

EFFECT
+5-15% ER

05

Cross-promo with similar channels
 Swap 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 this done by **PromptPress?**

This audit is what we can do in minutes from public data. To go further — run ads with us and hit your growth target in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager