

PUBLIC REPORT BY PROMTPRESS

Channel audit

EDISON FAMILY



@edisonfamilia

Peppers and pipuks ❤️👕 My merch: edisonfamily.vsemaykishop.ru

✉️ Ads/partnerships: edison@wildjam.ru Registered in RKN list:
https://vk.cc/cGjOBe

SUBSCRIBERS

748 946

+28192 per month

ERR (% SEE POSTS)

35.0%

per day 18.4%

REACH/POST

250.6K

ad reach 137.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBSCRIBERS 748 946 —	 SUBSCRIBER REACH 33.46% avg % of subs see a post	 VIEWS/POST 250.6K median 260.4K · 29 days	 POSTS/WEEK 32.3 for the period
 7D TREND -7.0% vs previous week	 REACTIONS/POST 17979.2 total 2,427,192 reactions, 60,679 reposts, 77,244 comments	 POST LENGTH 157 chars median 141 · 29 days	 POSTS ANALYZED 135 29 days
 AD REACH 137.7K 24h avg	 CHURN / MONTH +28192 last month	 QUOTABILITY 155 citation index · 1,054 channels mentioned ever	 CHANNEL AGE 4 years 6 months created 03.01.2022

AI EDITOR SUMMARY

Channel «EDISON FAMILY» — 748 946 subs. Each post averages 250.6K people (33% of subs), good reach. Publishes 32 posts per week (~5/day) — active posting. For the week of Jun 22–28, reach dropped -7.0% to the week of Jun 15–21 — worth analyzing the reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 135 posts over 29 days.
- 02 Dominant format — Text (81/135 posts).
- 03 Avg post length — 157 chars (median 141).
- 04 Peak audience activity — Sunday, 23:00 MSK.
- 05 Top posts get 2x more views than the weakest (356K avg top vs 174.5K worst) — among 135 posts over 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 17:09 PHOTO Bloggers with win 🏆	VIEWS 375 901 REP. 1 623	REACTIONS 52 416 ER 50.2%
Nº2 06.06 · 18:58 PHOTO Guys, I saw you, you're the best ❤️ Thanks for coming!	VIEWS 346 157 REP. 1 308	REACTIONS 38 864 ER 46.2%
Nº3 07.06 · 20:19 TEXT Booster write me I unban you	VIEWS 345 890 REP. 563	REACTIONS 46 069 ER 46.2%

Nº4 07.06 • 12:20 VIDEO NPshki my main fans were 🥺❤️	VIEWS 343 910 REACTIONS 34 784 REP. 867 ER 45.9%
Nº5 07.06 • 13:01 TEXT  RATING OF ALL SECTIONS ON THE EDISON CHANNEL FROM BEST TO WORST Video here A https://youtu.be/02ZZF0lkvv4 🔴 If YouTube 📱 doesn't work for you -...	VIEWS 340 284 REACTIONS 16 075 REP. 719 ER 45.4%
WORST 3	
↓ 01.07 • 10:21 TEXT  NEW HIDE AND SEEK BUT WE BECOME CHAMELEONS Video here A https://youtu.be/Tt-aDFEa8iE 🔴 If YouTube 📱 doesn't work for you - tap the picture...	VIEWS 182 749 REACTIONS 7 749 REP. 172 ER 24.4%
↓ 01.07 • 14:55 TEXT Today Attack on Titan, tomorrow and the day after Ocean, two days straight! No stream this week because I'm flying to...	VIEWS 170 753 REACTIONS 11 193 REP. 101 ER 22.8%
↓ 01.07 • 14:24 TEXT Afraid, chat, no stream this week... 😊 But next week we'll stream twice... Ehhhh	VIEWS 169 964 REACTIONS 10 028 REP. 31 ER 22.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

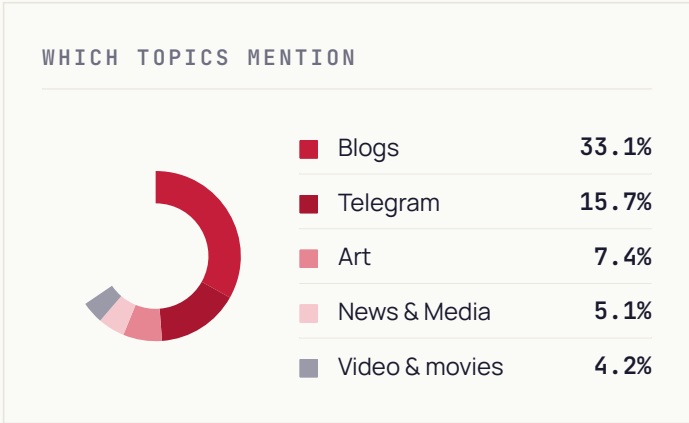
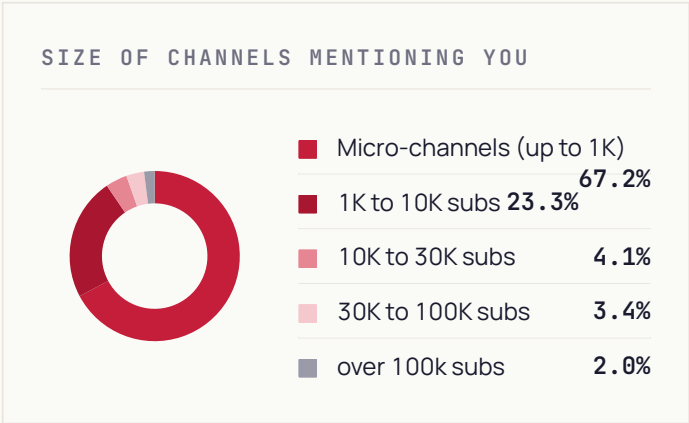
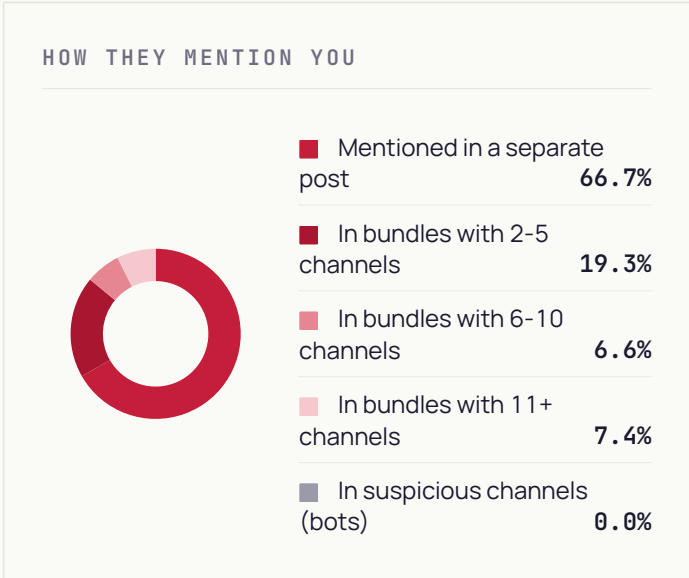
Subscriber growth chart for the year. Key months show exact subs. See gains and losses.



SECTION 04 · MENTIONS

Who mentions the channel and how

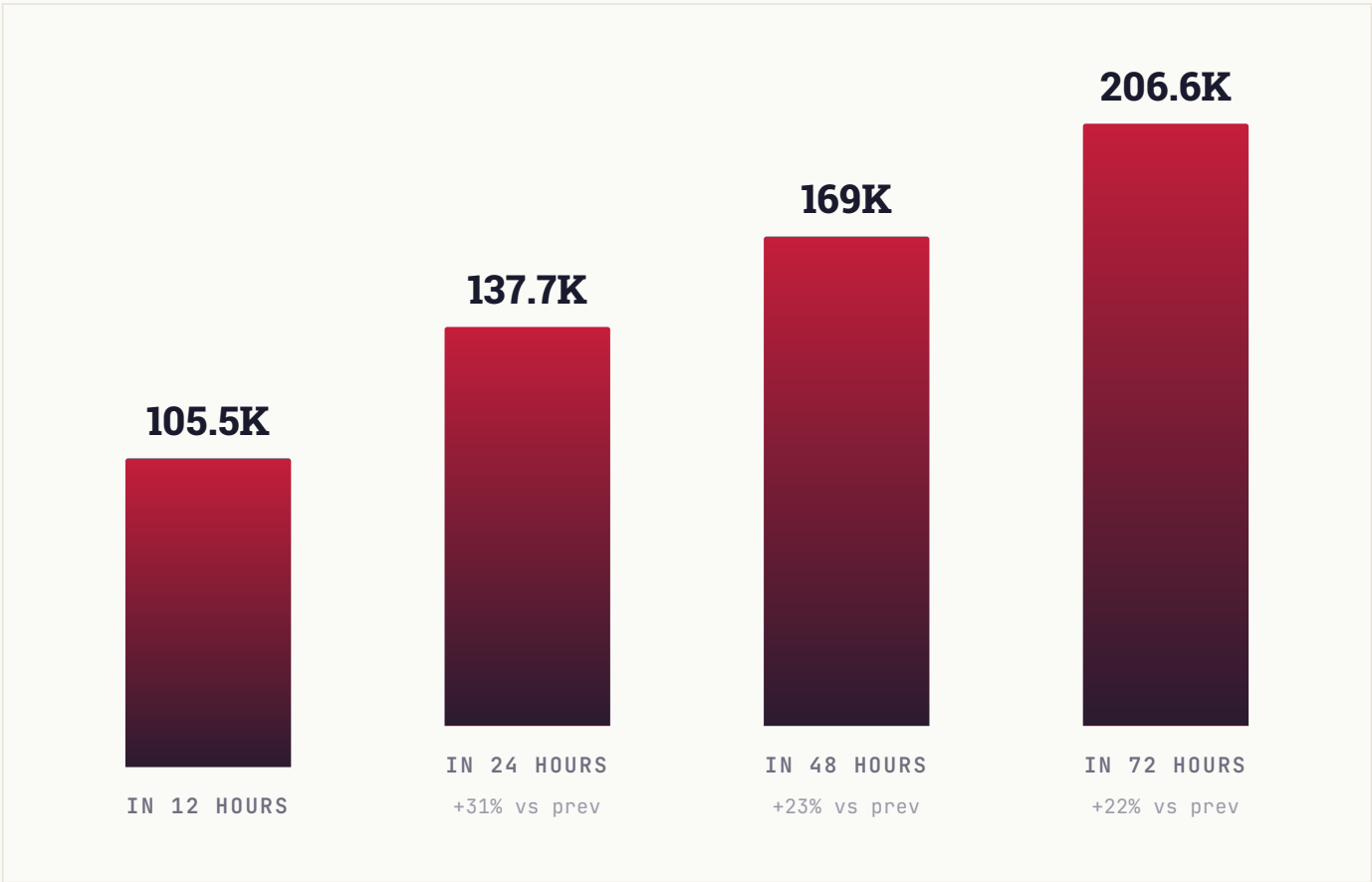
Citation index **155** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **1 054** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by 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 — shows its rank among niche peers.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B Booster 	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ broen lives here	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
EF EDISON FAMILY YOU	748.9K

COMPARATIVE CONCLUSION

Channel intop quartile of niche (#20 of 100). Leader — Dima Maslennikov (2.2M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels mentioning yours. Over the last 6 months such mentions were 244, they brought 27 133 new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	33	23	1 088
December 2025	34	26	1 466
Nov 2025	69	32	10 275
Oct 2025	37	20	7 218
Sep 2025	27	17	4 691
August 2025	44	20	2 395

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
244	6	27 133

SECTION 08 · NICHE COMPARISON

Where your channel ranks in its league

Top-100 channels in category «Blogs» (Russia) and compared your channel. Gray band = range of 80% niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#20/100

RANK IN NICHE

Channel in top 20% – strong position



— 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

Top post of the week — Sunday
 Audience most active on this day at 23:00 MSK.

EFFECT
Best window for an important post
- 02

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
- 03

System traffic buy
 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 poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring 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 a few minutes based on public data. 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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