

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Masha Ptitsa |

Russian

Language EGE |

100ballny 🔥



@ege100_rus

Prepared 20,000+ students in 8 years and produced 146 perfect scorers ❤️ Sign up for MEAT GRINDER: <https://clck.ru/3Ni9Ks> ❤️
100B #1 by student results Pre-list 26/27: <https://clck.ru/3SnaaN>
Included in RNK...

SUBSCRIBERS

ERR (% SEE POSTS)

REACH/POST

126 147

-26964 per month

24.0%

per day 9.7%

28.9K

ad reach 12.3K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Education» category

09 Strategy

5 priority actions

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 126 147 —	 SUBSCRIBER REACH 22.94% avg % of subs see post	 VIEWS/POST 28.9K median 22.6K · 29 days	 POSTS/DAY 11.0 ~77 per week
 7D TREND -14.8% vs previous week	 REACTIONS/POST 445.2 total 143,795 reactions, 34,396 reposts, 47,609 comments	 POST LENGTH 242 chars median 114 · 29 days	 POSTS ANALYZED 323 29 days
 AD REACH 12.3K 24h avg	 CHURN / MONTH -26964 last month	 CITATION RATE 463 citation index · 4,784 channels mentioned ever	 CHANNEL AGE 3 years 1 month created 12.06.2023

AI EDITOR SUMMARY

Channel «Masha Ptitsa | Russian Language EGE | 100ballny🔥» — 126 147 subs. Each post averages 28.9K people (23% of subs), this is average reach — room to grow. Publishes 77 posts per week (~11/day) — very active posting. For the week of June 29 — July 5, reach dropped -14.8% to the week of June 22–28 — worth analyzing why.

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 **323** posts over 29 days.
- 02 Dominant format – **Text** (131/323 posts).
- 03 Avg post length – **242** chars (median 114).
- 04 Peak audience activity – **Monday**, 21:00 MSK.
- 05 Top posts get **6x** more views than the weakest (79.3K avg top vs 12.8K worst) – among 323 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 20:52 TEXT Regions with results  Tomsk  Novosibirsk  Kamchatka Krai Post updated as new results come in	VIEWS 85 428 REPOSTS 4 494	REACTIONS 3 364 ER 67.7%
Nº2 15.06 · 18:33 TEXT Waiting for results tomorrow?	VIEWS 79 361 REPOSTS 3 456	REACTIONS 2 688 ER 62.9%
Nº3 16.06 · 06:51 TEXT (post without caption – text)	VIEWS 73 183 REPOSTS 900	REACTIONS 2 963 ER 58.0%

Nº4 16.06 · 21:21 TEXT What do you do while waiting for results?	VIEWS 72 052 REPOSTS 203 REACTIONS 1 672 ER 57.1%
Nº5 16.06 · 21:41 TEXT I'm going to sleep Let's talk in the morning Keep me posted	VIEWS 71 934 REPOSTS 172 REACTIONS 2 771 ER 57.0%

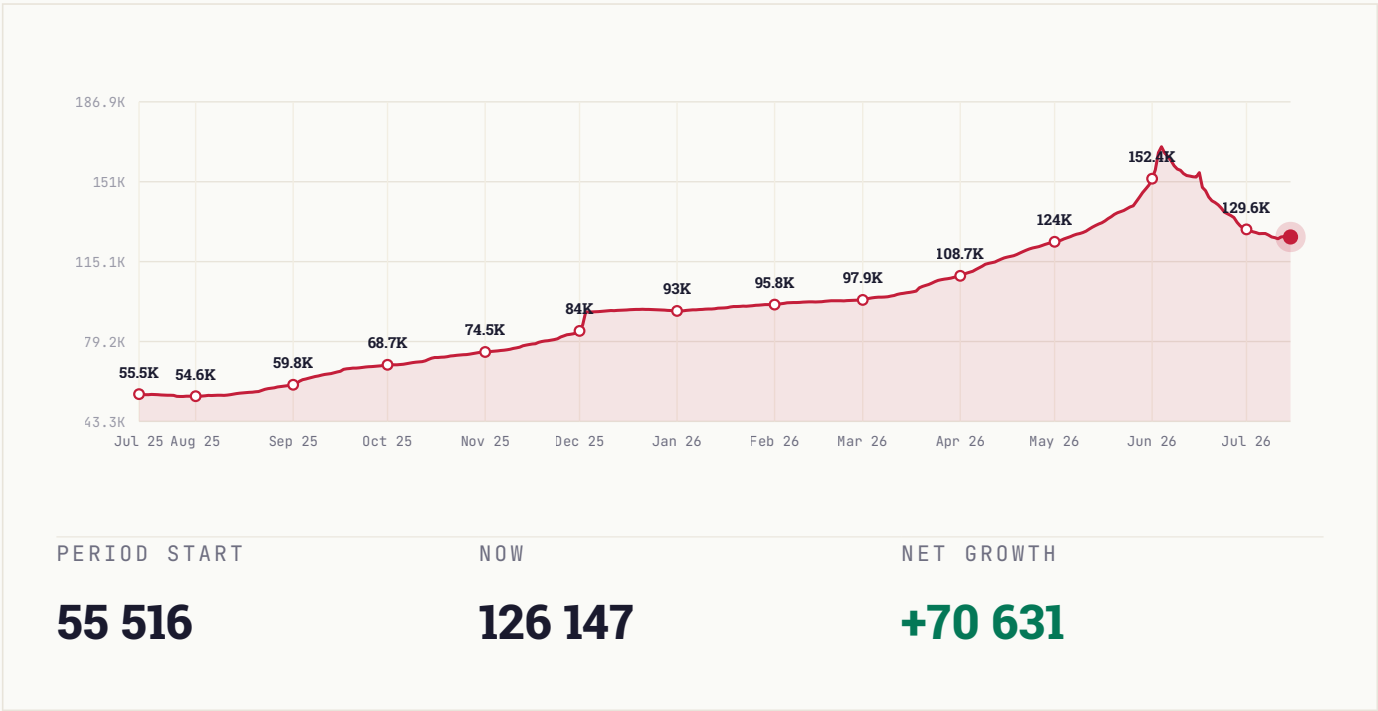
WORST 3

↓ 11.07 · 19:21 POLL (post without caption – poll)	VIEWS 13 180 REPOSTS 11 REACTIONS 92 ER 10.4%
↓ 11.07 · 19:07 PHOTO ...make a paronyms practice!	VIEWS 13 122 REPOSTS 10 REACTIONS 380 ER 10.4%
↓ 11.07 · 09:13 TEXT 3 days until summer school starts First webinar on Monday – trigonometry from scratch Anyone can understand, even if you just finished 9th grade...	VIEWS 12 149 REPOSTS 33 REACTIONS 127 ER 9.6%

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 grew and which it lost subs.

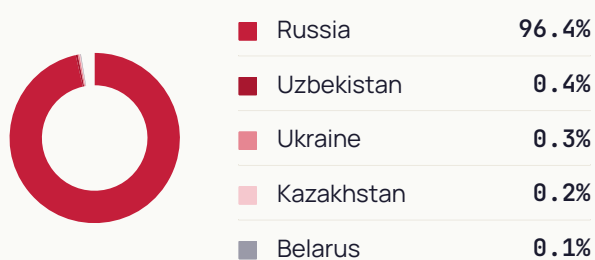


SECTION 04 • CITATIONS

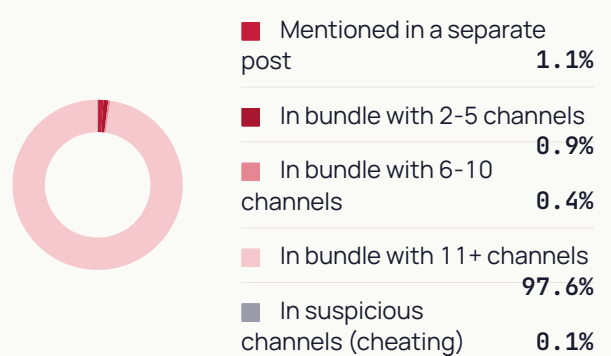
Who mentions and how

Citation index **463** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **4 784** different channels.

COUNTRIES MENTIONING



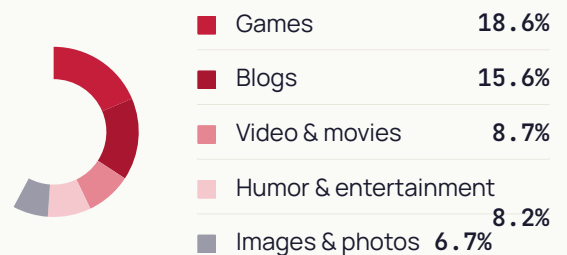
HOW THEY MENTION



WHAT SIZE CHANNELS MENTION



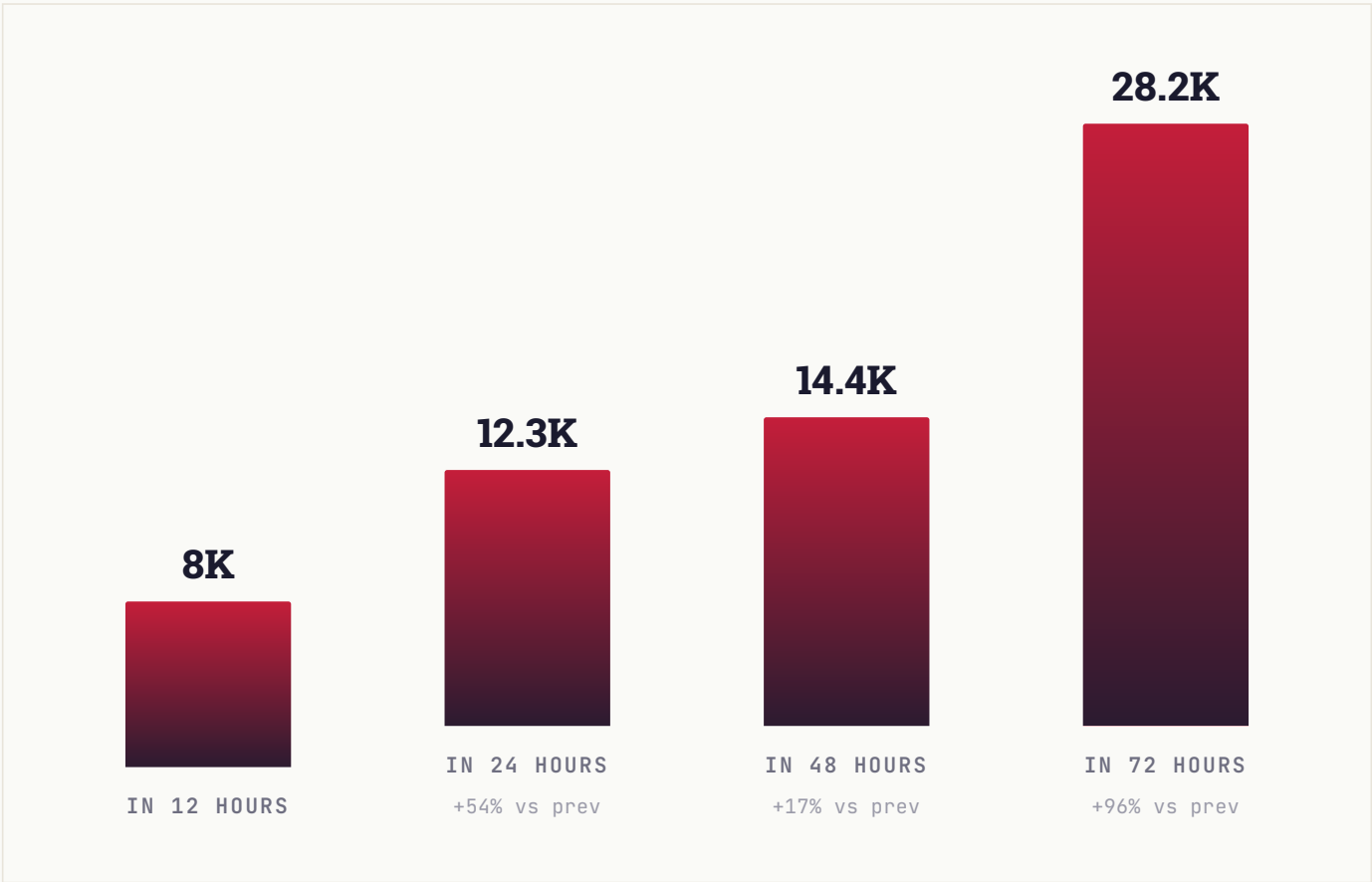
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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. We highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umschool	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 UmSkul Territory of Russian Language	297.1K
EH Excel Hacks Бухгалтерия и Аналитика	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
MP Masha Ptitsa Russian Language EGE 100ballny🔥 YOU	126.1K

COMPARATIVE CONCLUSION

Channel in top half of the niche (#26 of 99). Niche leader — Mathematician Andrey (1M), median subs 78.8K. Aiming for the top quartile is realistic within 6-12 months.

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 **14 859**, they brought **42 311** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1 797	1 214	2 897
December 2025	2 371	1 519	10 829
Nov 2025	2 625	1 450	8 690
Oct 2025	2 896	1 775	5 798
Sep 2025	2 881	1 570	9 107
August 2025	2 289	947	4 990

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
14 859	6	42 311

SECTION 08 · NICHE COMPARISON

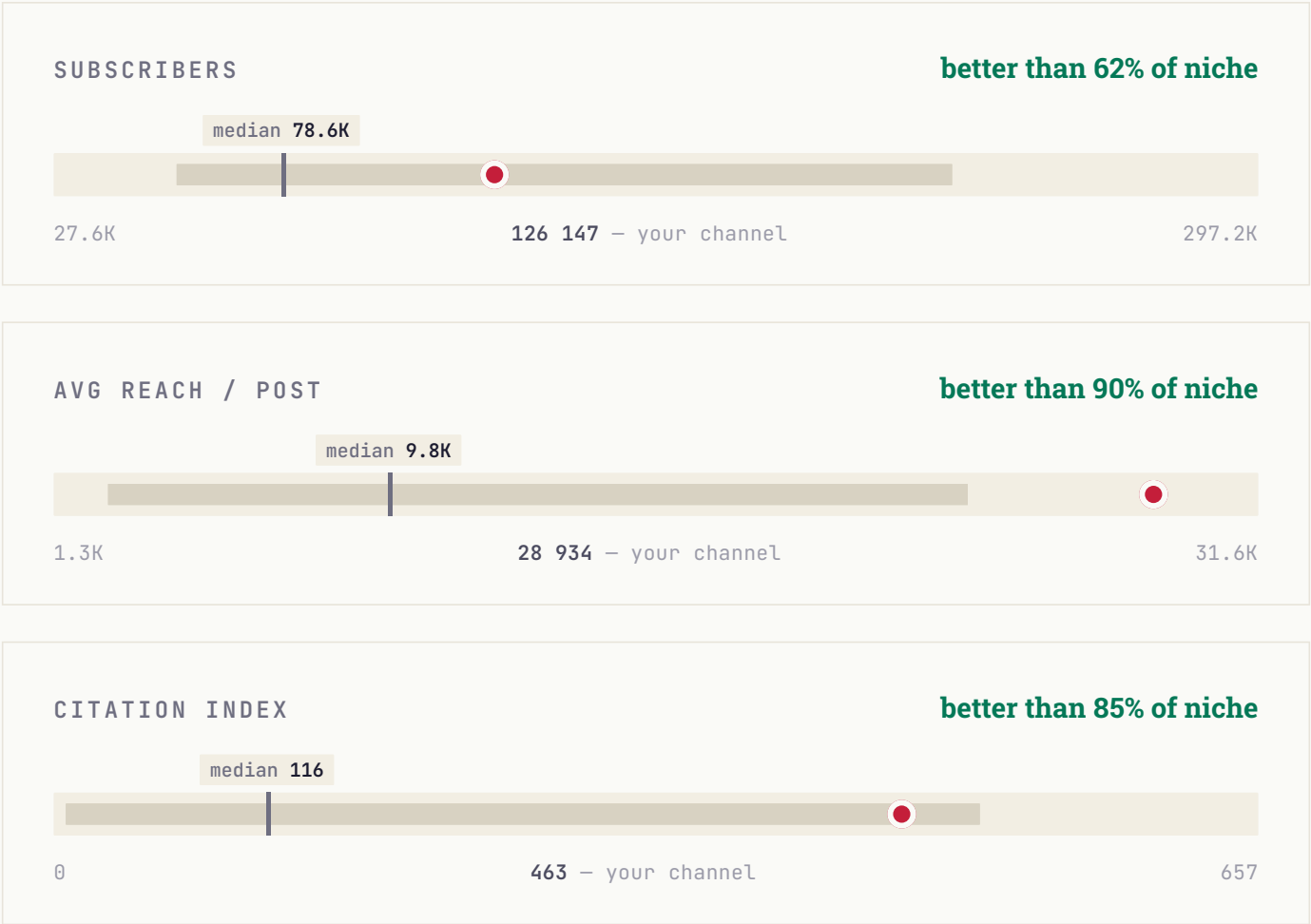
Where channel ranks in its league

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

#26/100

POSITION IN NICHE

Channel in top half of ranking



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

EFFECT
Best window for key posts
- 02

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
- 03

Test polls & interactive formats
Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic is an easy win.

EFFECT
+5-15% ER
- 04

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
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
