

PUBLIC REPORT PROMTPRESS

Channel audit

DIGITAL HISTORY – Egor Yakovlev



@egoryakovleff

Official Telegram channel of Yegor Yakovlev's project "Digital History" Other social media: YouTube: <https://www.youtube.com/channel/UCmNDf2w5wy9m61bq7lqmWZg> VK: <https://vk.com/dighistory> Application number...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
61 375 15.07.2026 +270 per month	11.0% daily 7.8%	6.4K ad reach 4.8K/24h

HTTPS: // PROMTPRESS.COM/AUDIT/EGORYAKOVLEFF

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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 61 375 —	SUBSCRIBER REACH 10.37% avg % subs see post	VIEWS/POST 6.4K median 6.2K · 29 days	POSTS/WEEK 46.0 over period
7D TREND -3.7% vs previous week	REACTIONS/POST 173.5 33,495 reactions, 4,622 reposts, 1,474 comments	POST LENGTH 746 chars median 999 · 29 days	POSTS ANALYZED 193 29 days
AD REACH 4.8K 24h avg	CHURN / MONTH +270 last month	CITATION RATE 454 citation index · 1,709 channels mentioned ever	CHANNEL AGE 5 years 11 days created 04.07.2021

AI EDITOR SUMMARY

Channel «DIGITAL HISTORY – Egor Yakovlev» – 61 375 subs. Each post avg views 6.4K people (10% subs), reach low – expand audience. Publishes 46 posts/week (~7/day) – active. Week Jun 29–Jul 5 reach stable (-3.7% vs week 22–28 Jun).

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 **193** posts in 29 days.
- 02 Dominant format – **Photo** (134/193 posts).
- 03 Avg post length – **746** chars (median 999).
- 04 Peak audience activity – **Saturday**, 23:00 MSK.
- 05 Top posts get **3x** more views than weakest (top avg 14.6K vs worst 4.3K) – across 193 posts in 29 days. Find commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 20:09 PHOTO Best moments from the first festival day! We're thrilled to see all guests – the hall is packed, and the atmosphere is truly festive!...	VIEWS 17 627 REP. 6	REACTIONS 166 ER 28.7%
Nº2 16.06 · 12:27 PHOTO Victoria Yanturina published an article critically examining Alexander Dyukov's concept of V.I. Lenin's cooperation with the Austro-Hungarian...	VIEWS 14 943 REP. 194	REACTIONS 300 ER 24.3%
Nº3 22.06 · 09:01 VIDEO «Our cause is just. The enemy will be crushed. Victory will be ours» «The Soviet Government firmly believes that all...	VIEWS 11 261 REP. 78	REACTIONS 402 ER 18.3%

Nº4 22.06 • 07:04 PHOTO June 22. 85 years since Hitler's attack on USSR / Alexey Isaev and Egor Yakovlev June 22, 1941 – the day that changed world history...	VIEWS 9 520 REACTIONS 270 REP. 105 ER 15.5%
Nº5 17.06 • 08:59 PHOTO Lyon Golikov: first teenager – Hero of the Soviet Union. Today, on Lyon Golikov's birthday, we remember the Feat...	VIEWS 9 237 REACTIONS 517 REP. 55 ER 15.1%

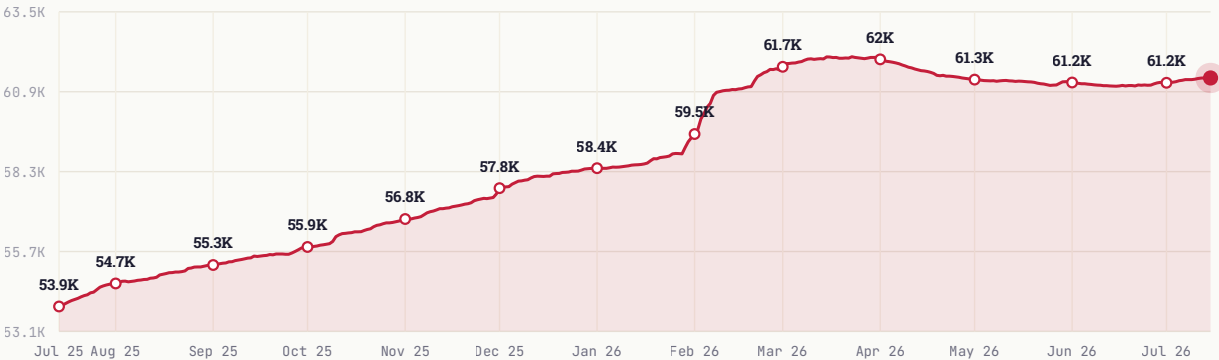
WORST 3

↓ 20.06 • 11:13 VIDEO (captionless post – video)	VIEWS 4 503 REACTIONS 84 REP. 1 ER 7.3%
↓ 20.06 • 11:53 PHOTO ● On stage Konstantin Petunin - Executive Director of the Russian Military Historical Society in the Kaliningrad Region, Candidate of Historical Sciences! Listening to a report on...	VIEWS 4 355 REACTIONS 96 REP. 3 ER 7.1%
↓ 02.07 • 10:15 PHOTO A.S. Shcherbakov – three in one ● How much work do you think the mayor of Moscow has? Probably a lot. And the governor of Moscow region? A lot...	VIEWS 4 039 REACTIONS 259 REP. 33 ER 6.6%

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 gained or lost subs.

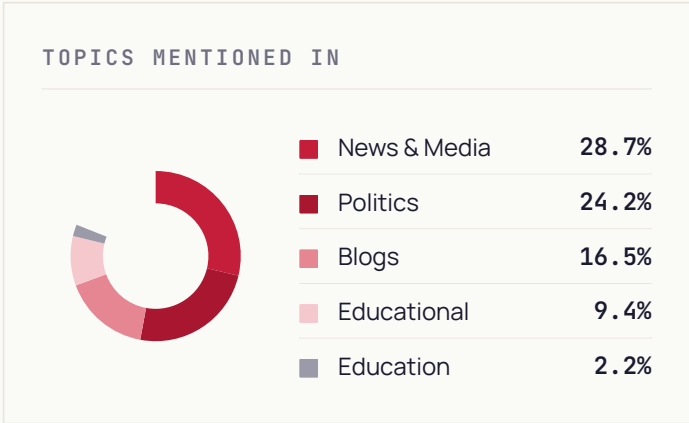
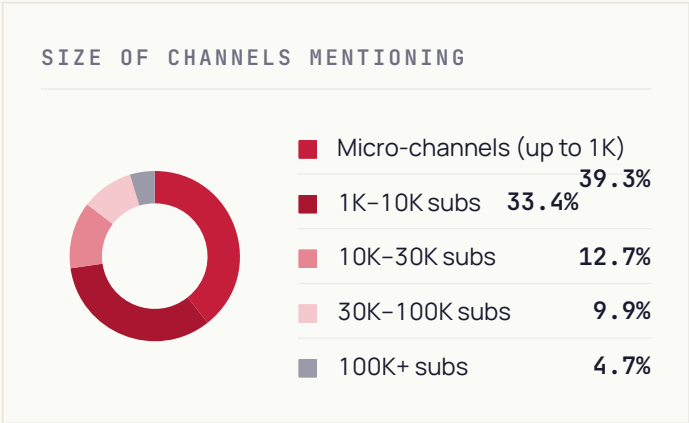
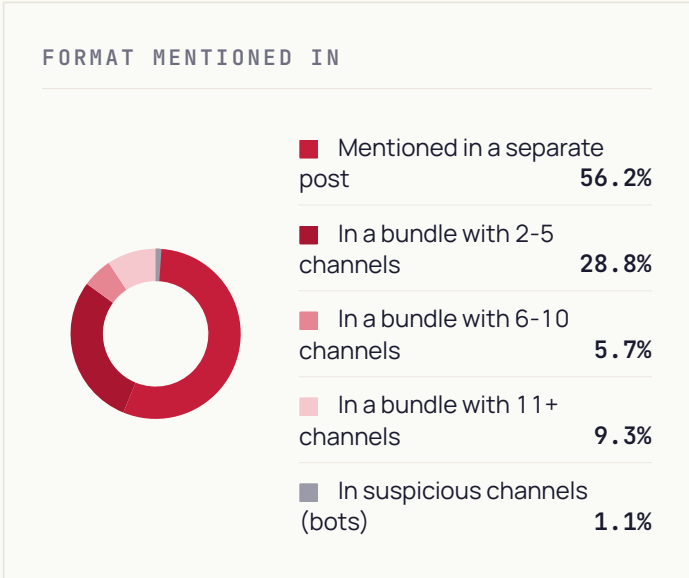
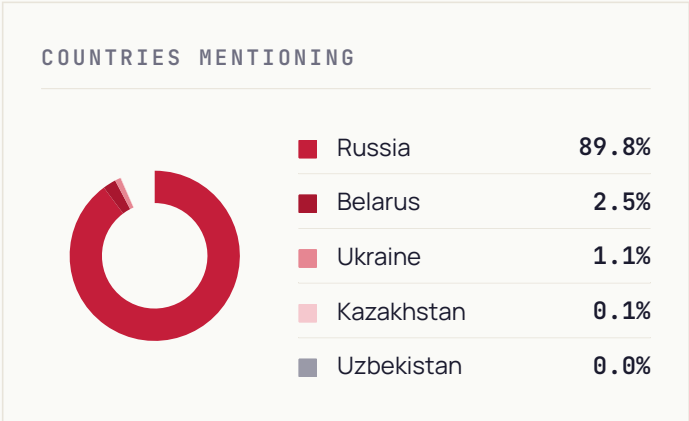


PERIOD START	NOW	NET GROWTH
53 919	61 375	+7 456

SECTION 04 · CITATIONS

Who and how mentions the channel

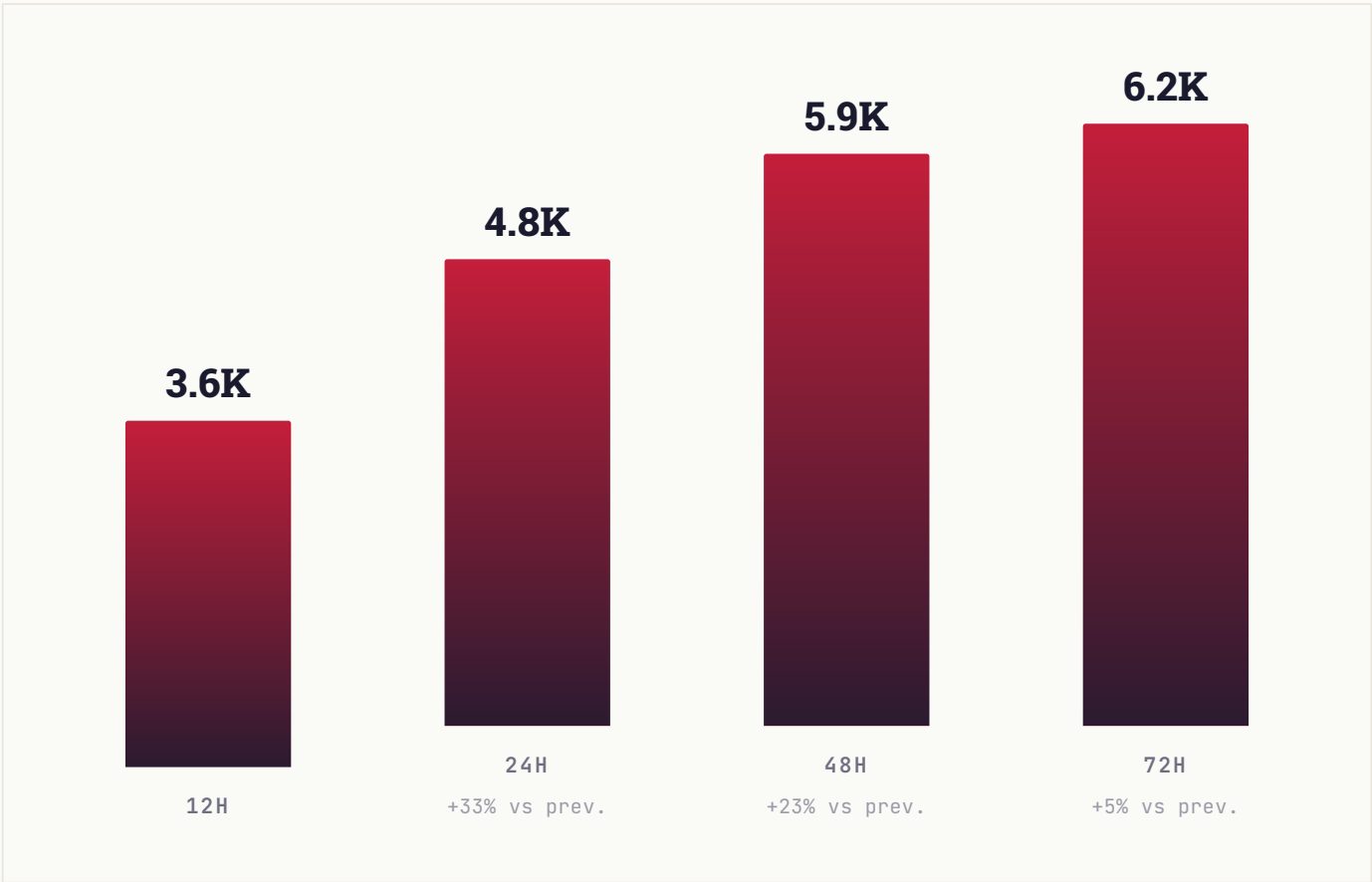
Citation index **454** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 709** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — 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 Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
CI DIGITAL HISTORY – Egor Yakovlev YOU	61.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#77 of 99). Niche median – 78.8K subs. First growth KPI – reach median. Leader: Mathematician Andrey (1M).

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 **448**, they brought **4 884** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	97	52	1 036
December 2025	74	41	845
November 2025	80	47	868
October 2025	86	45	881
Sep 2025	63	34	621
August 2025	48	28	633

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
448	6	4 884

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

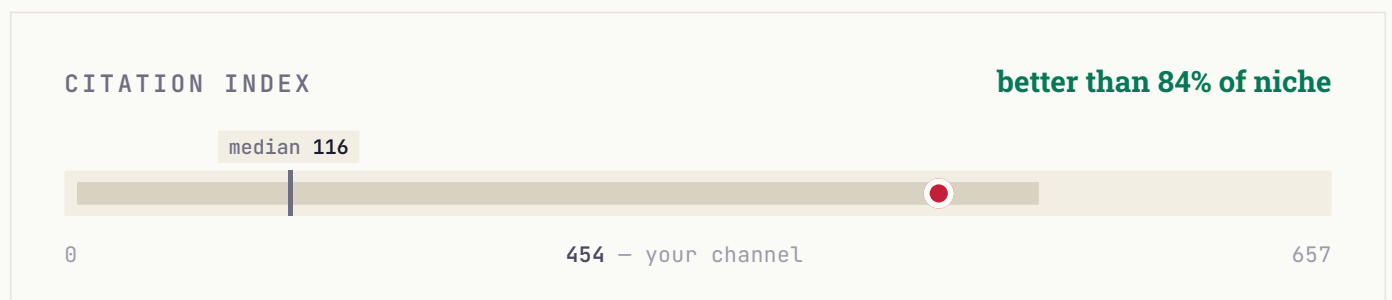
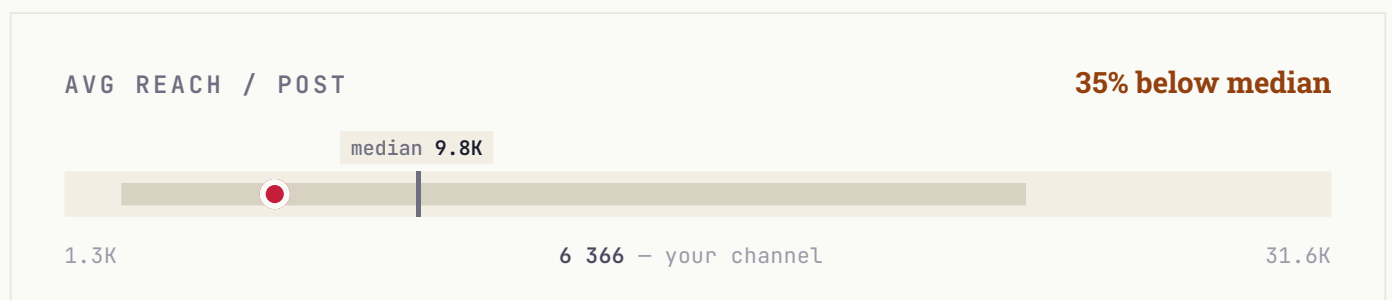
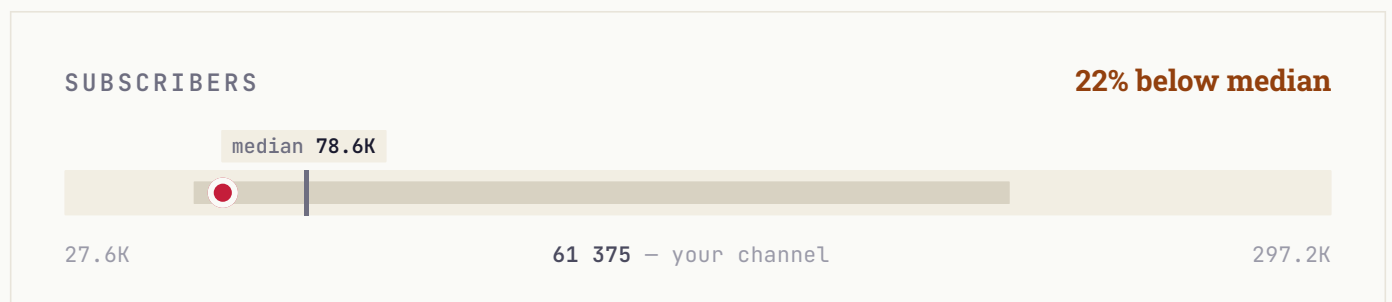
Took top-**100** channels in category «**Education**» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#77

/100

POSITION IN NICHE

Channel in the bottom half of the 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 — on Saturday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
