

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ekaterina Mizulina



@ekaterina_mizulina

Director of the Safe Internet League, member of the Public Chamber of Russia Report dangerous content: <https://ligainternet.ru/>
#hotline Feedback: @ekaterinamizulina_bot Contest bot...

SUBSCRIBERS

894 414

-21995 this month

ERR (% SEE POSTS)

19.0%

per day 9.5%

REACH/POST

166K

ad reach 85.2K/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 894 414 —	 SUBSCRIBER REACH 18.55% avg % of subs see post	 VIEWS/POST 166K median 160.5K · 29 days	 POSTS/WEEK 29.6 for the period
 7D TREND -7.2% vs previous week	 REACTIONS/POST 3543.6 total 435,867 reactions, 153,063 reposts, 16,660 comments	 POST LENGTH 426 chars median 384 · 29 days	 POSTS ANALYZED 123 29 days
 AD REACH 85.2K 24h avg	 CHURN / MONTH -21995 last month	 CITATION RATE 3 461 citation index · 20,238 channels mentioned all time	 CHANNEL AGE 5 years 11 days created 24.06.2021

AI EDITOR SUMMARY

Channel «Ekaterina Mizulina» – 894 414 subs. Each post averages 166K people (19% from subs), this is average reach – room to grow. Publishes 30 posts per week (~4/day) – active posting. For week Jun 22–28 reach dropped -7.2% vs week Jun 15–21 – worth analyzing why.

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 SHARE

- 01 Analysis based on 123 posts over 29 days.
- 02 Dominant format — Video (43/123 posts).
- 03 Avg post length — 426 chars (median 384).
- 04 Peak audience activity — Wed, 17:00 MSK.
- 05 Top posts get 3x more views than the weakest (333.3K avg top vs 123.1K worst) — among 123 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 15:26 TEXT Ministry officially confirmed Roblox unblocked in Russia	VIEWS 442 775 REPOSTS 25 554	REACTIONS 15 665 ER 49.5%
Nº2 10.06 · 14:45 TEXT My subs say Roblox works without restrictions	VIEWS 324 904 REPOSTS 9 254	REACTIONS 11 294 ER 36.3%
Nº3 10.06 · 15:34 VIDEO My suggestion box now ❤️❤️❤️	VIEWS 232 263 REPOSTS 3 256	REACTIONS 7 626 ER 26.0%

Nº4 11.06 • 19:31 VIDEO Today my inbox got flooded)) No joke - a new circle every second. We tried to compile some of your circles into a video...	VIEWS 230 285 REPOSTS 658 REACTIONS 3 883 ER 25.7%
Nº5 10.06 • 19:37 VIDEO So much emotion and joy right now ❤️❤️❤️❤️	VIEWS 229 770 REPOSTS 2 335 REACTIONS 5 929 ER 25.7%

WORST 3

↓ 07.06 • 12:38 TEXT Question for everyone taking OGE and EGE. How much did you spend on tutors (or online school) during prep and how long...	VIEWS 126 425 REPOSTS 202 REACTIONS 2 963 ER 14.1%
↓ 24.06 • 13:58 TEXT Fake QR codes for supposedly free Wi-Fi are now being posted in parks and terraces in various cities. Also, in some parks...	VIEWS 122 943 REPOSTS 543 REACTIONS 1 439 ER 13.7%
↓ 27.06 • 08:47 VIDEO (post without caption – video)	VIEWS 120 014 REPOSTS 512 REACTIONS 1 870 ER 13.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

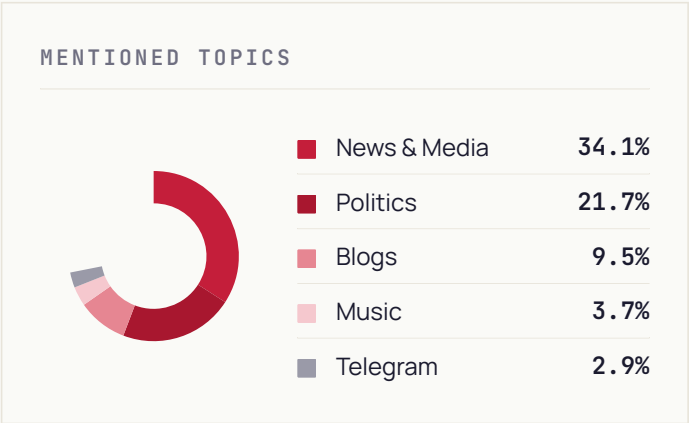
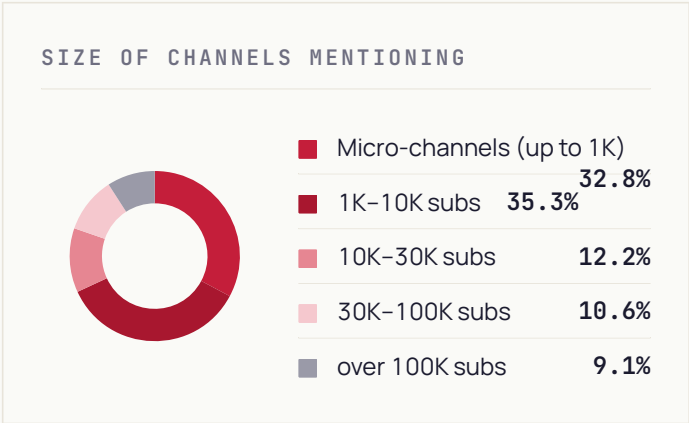
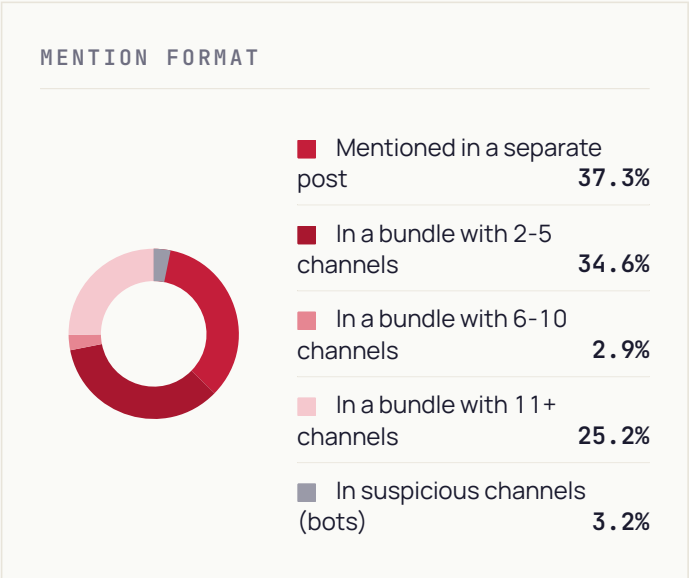
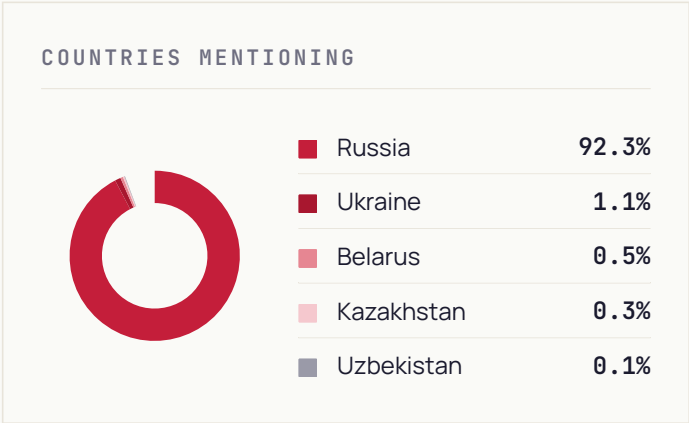
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

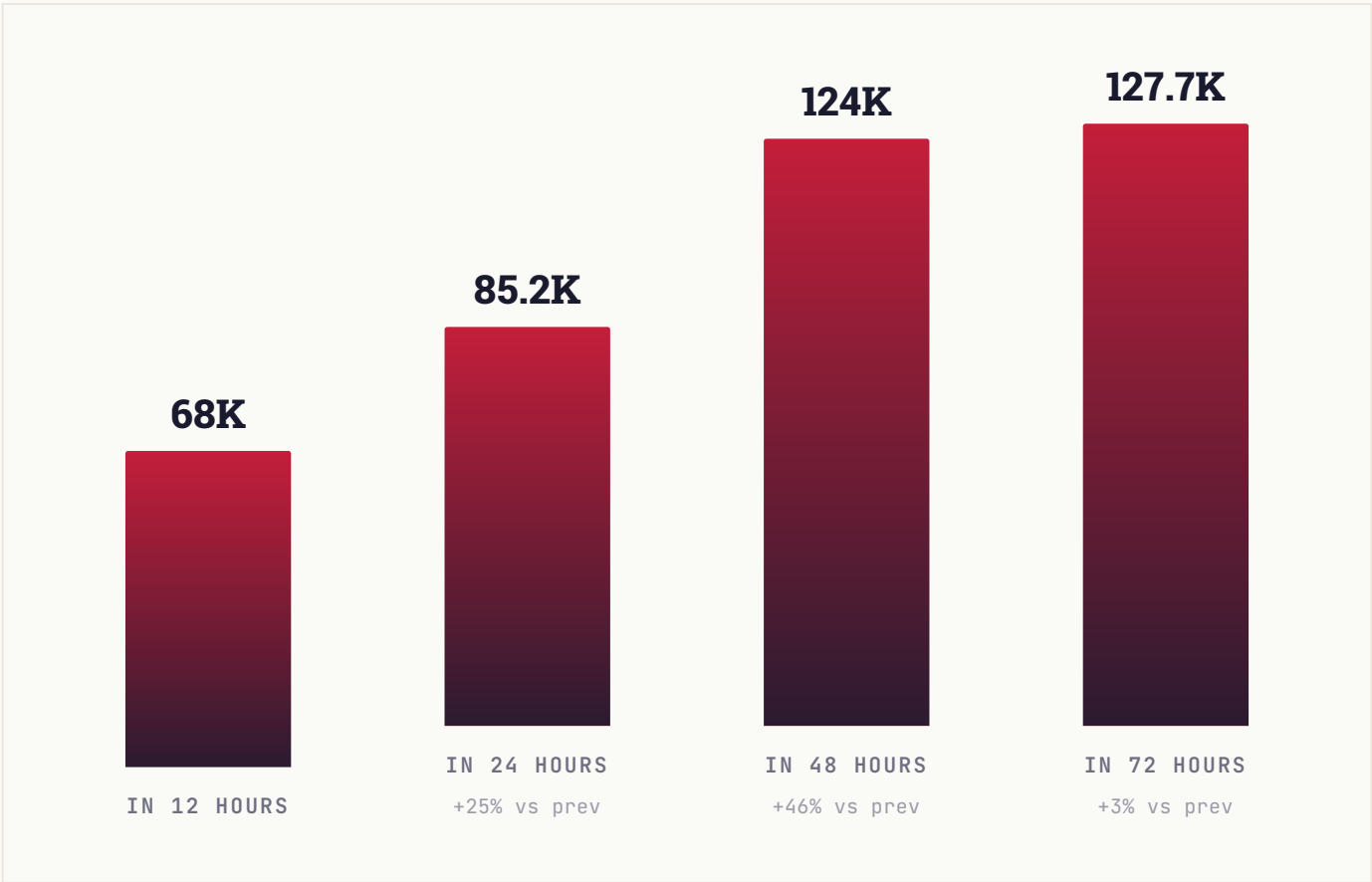
Citation index **3 461** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **20 238** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see 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
ZJ here lives broen	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
EM Ekaterina Mizulina YOU	894.4K

COMPARATIVE INSIGHT

Channel intop quartile of niche (#15 of 100). Leader — Dima Maslennikov (2.2M).
Goal for coming months: enter top 10 of niche through systematic traffic work.

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 **2 288**, they brought **325 373** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	209	185	14 798
December 2025	563	409	243 877
November 2025	368	245	3 981
October 2025	325	249	22 961
September 2025	411	273	7 620
August 2025	412	358	32 136
TOTAL MENTIONS			2 288
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			325 373

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Blogs» (Russia) and saw how your channel compares. Gray band: range for 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

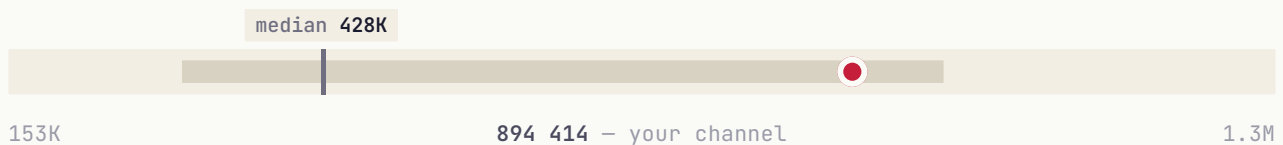
#15/100

POSITION IN NICHE

Channel in top 15% – strong position

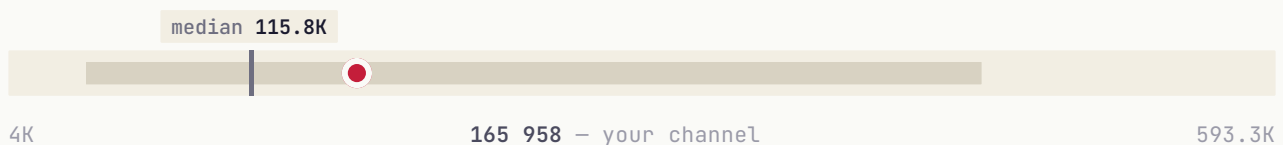
SUBSCRIBERS

better than 84% of niche



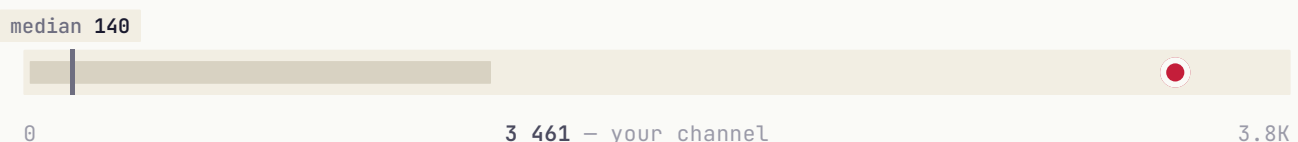
AVG REACH / POST

better than 55% of niche



CITATION INDEX

better than 90% of niche



— 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 Wednesday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best time for
important
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 and interactive formats

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

EFFECT

+5-15% ER**04**

Cross-promo with nearby channels

Swap posts with same-segment channels once a quarter. 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 this done by **PromptPress?**

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