

PROMTPRESS PUBLIC REPORT

Channel audit

Илон Маск | Elon Musk



@elonmusk_ru

Channel about Илон Маск — legend of American business, inventor and entrepreneur whose innovative ideas never cease to amaze.

Ads: @Alivian Channel partners with ad service...

SUBS

61 865

-562 per month

ERR (% SEE POSTS)

9.0%

per day 5.7%

REACH/POST

5.4K

ad reach 3.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBS 61 865 —	 SUBSCRIBER REACH 8.73% avg % subs see post	 VIEWS/POST 5.4K median 5.6K · 29 days	 POSTS/WK 28.8 over period
 7D TREND -8.9% vs previous week	 REACTIONS/POST 59.3 total 7,174 reactions, 1,676 reposts, 0 comments	 POST LENGTH 371 chars median 347 · 29 days	 POSTS ANALYZED 121 29 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH -562 last month	 CITATION RATE 801 citation index · 1,377 channels mentioned all time	 CHANNEL AGE 9 years 3 months created 07.04.2017

AI EDITOR SUMMARY

Channel «Илон Маск | Elon Musk» — 61 865 subs. Each post averages 5.4K people (9% of subs), reach is low — need to grow audience. Publishes 29 posts per week (~4/day) — active posting. Week Jun 29 – Jul 5 reach dropped -8.9% vs week Jun 22–28 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 121 posts over 29 days.
- 02 Dominant format – Photo (89/121 posts).
- 03 Avg post length – 371 chars (median 347).
- 04 Peak audience activity – Sunday, 00:00 MSK.
- 05 Top posts get 2x more views than the weakest (6.7K avg for top vs 4.5K for worst) – across 121 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 19:10 VIDEO Philippines becomes first country in Southeast Asia to commercially launch Starlink Direct-to-Cell via mobile...	VIEWS 6 807 REPOSTS 29	REACTIONS 83 ER 11.0%
Nº2 25.06 · 15:37 PHOTO Neuralink снова у всех на слуху – Илон Маск пообещал, что уже в 2026 году может состояться первая демонстрация телепатической передачи...	VIEWS 6 764 REPOSTS 140	REACTIONS 139 ER 10.9%
Nº3 27.06 · 18:06 TEXT Dive into IT in 5 days & get access to high-paying jobs! Free short course for those who want to not just understand...	VIEWS 6 654 REPOSTS 2	REACTIONS 10 ER 10.8%

Nº4 27.06 · 18:54 PHOTO Илон Маск turns 55 tomorrow. Here he recreates his iconic childhood photo.	VIEWS 6 637 REPOSTS 41	REACTIONS 203 ER 10.7%
Nº5 24.06 · 19:06 PHOTO Илон Маск confirmed that SpaceX's planned AI satellite constellation will be called Starlink This name covers the network of satellites...	VIEWS 6 560 REPOSTS 58	REACTIONS 108 ER 10.6%

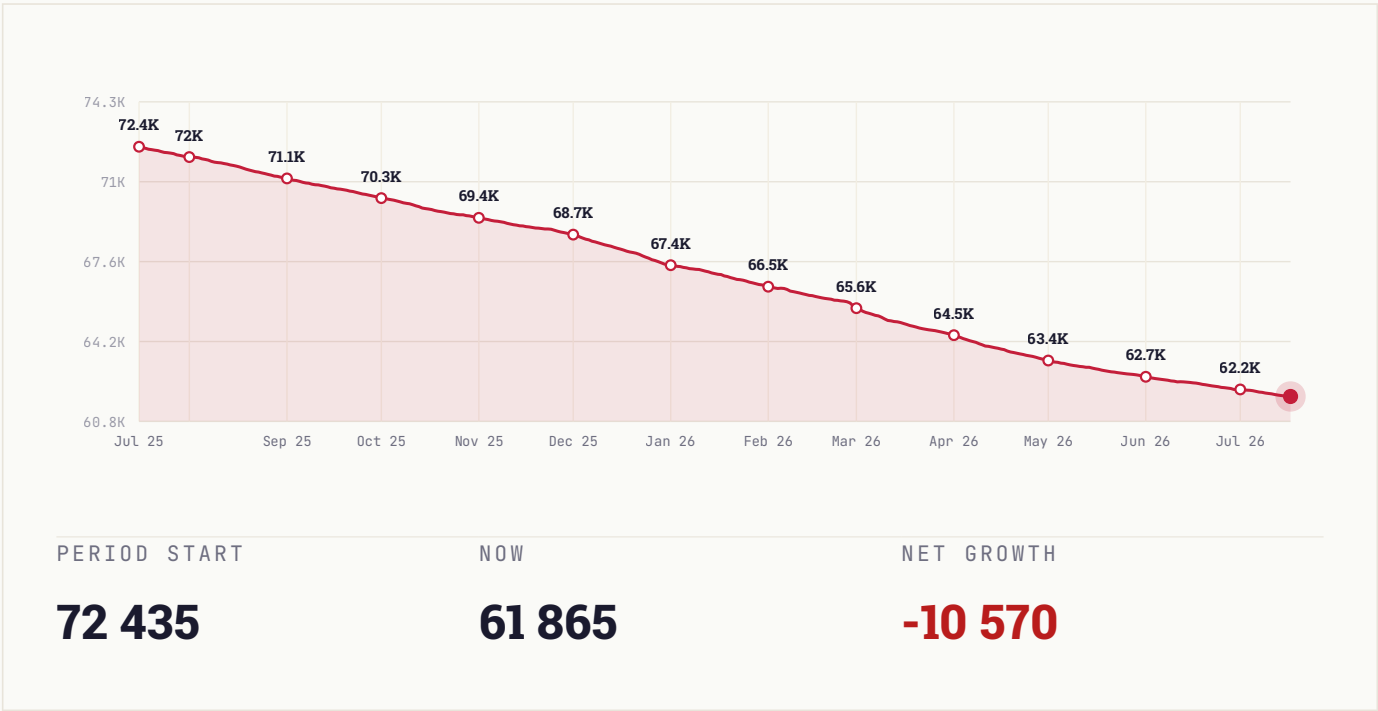
WORST 3

↓ 11.07 · 18:06 TEXT 🔥 Want to lead with confidence and decide faster? The higher the role, the costlier the mistakes and the harder to find...	VIEWS 4 690 REPOSTS —	REACTIONS 4 ER 7.6%
↓ 13.07 · 15:23 PHOTO Every Wall Street analyst covering SpaceX rates the stock a 'BUY' Five analysts cover SpaceX. All five say...	VIEWS 4 440 REPOSTS 11	REACTIONS 44 ER 7.2%
↓ 13.07 · 18:06 TEXT 👛 How one useful contact can change your career? Why some leaders get noticed and land big projects, while others...	VIEWS 4 327 REPOSTS 3	REACTIONS 8 ER 7.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

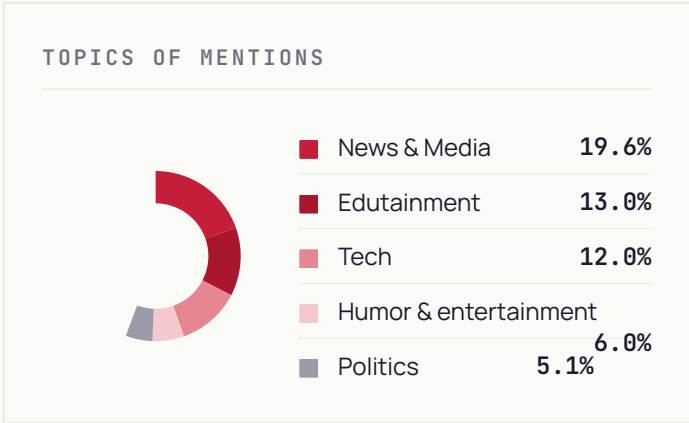
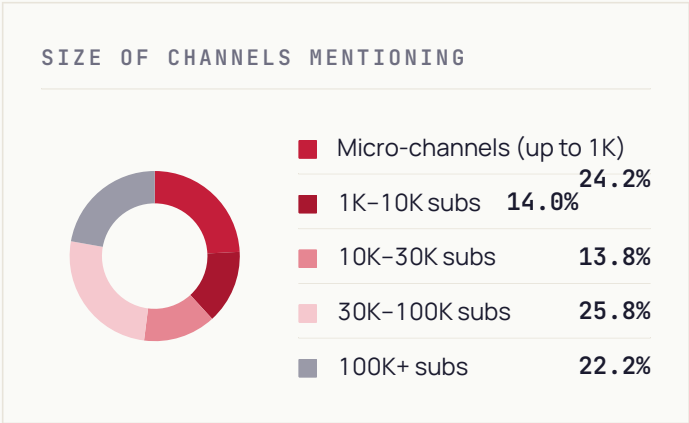
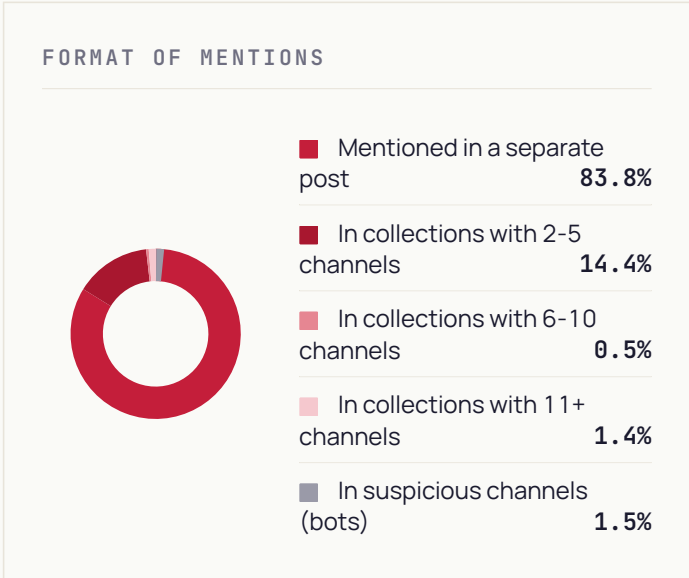
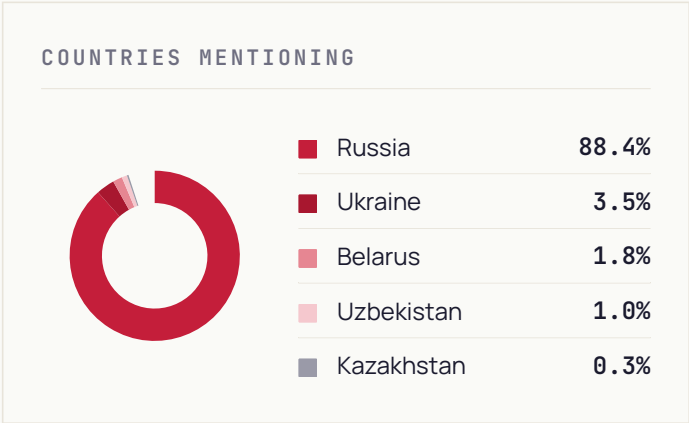
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

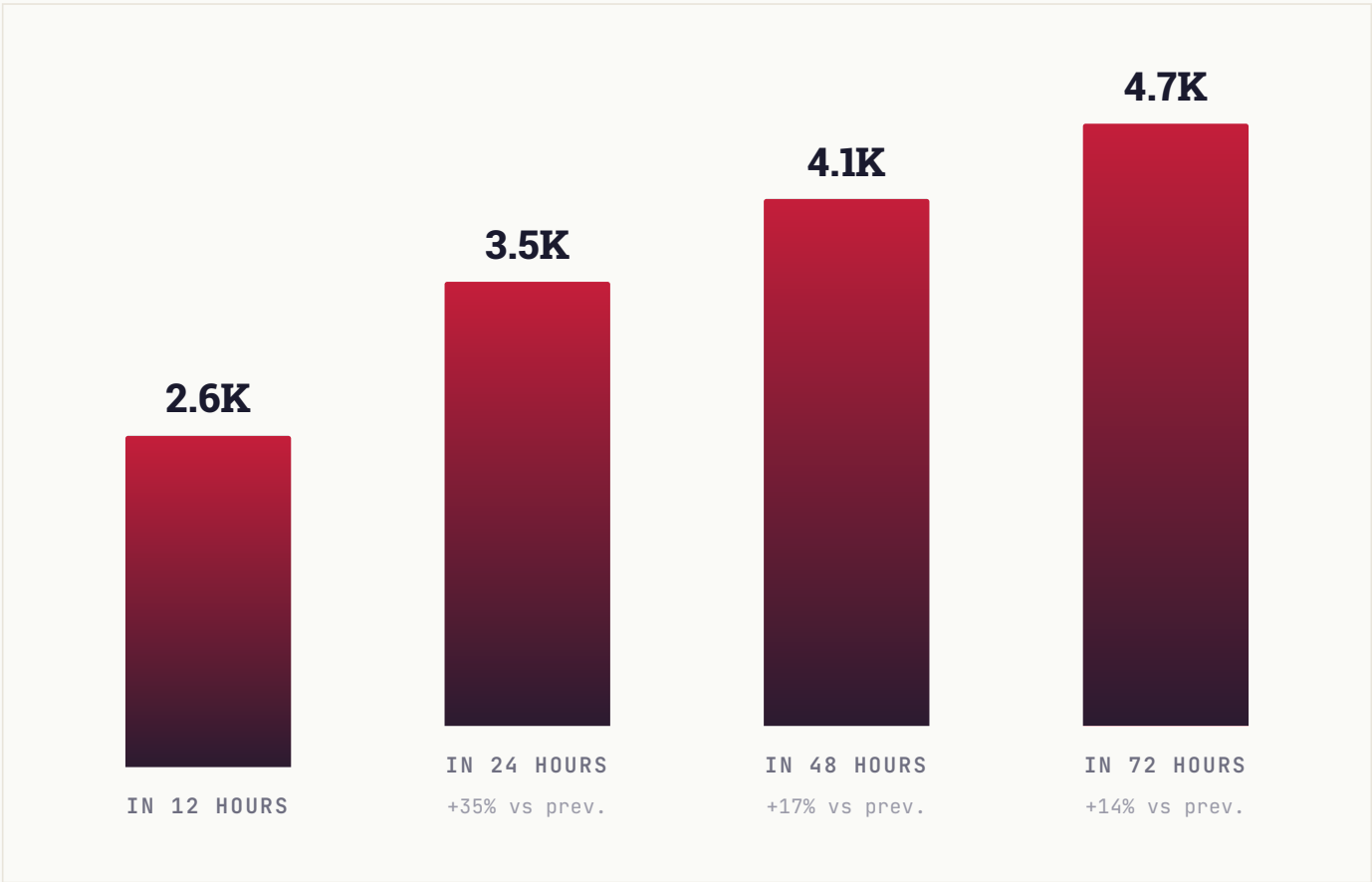
Citation index **801** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 377** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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	SUBS
HI hitvpn_blog	4.6M
MT Trending world	3.3M
TE Technochat	3.1M
HA Hi, AI • Новости технологий	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI и технологии	2M
IM Илон Маск Elon Musk YOU	61.9K

COMPARATIVE INSIGHT

Channel still outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal: enter top-100 through systematic traffic & content work.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — Sunday | EFFECT |
| | Audience most active on this day at 00:00 MSK. | Best window
for important
posts |
| <hr/> | | |
| 02 | Increase video post share | EFFECT |
| | Video in Telegram holds audience longer & ranks better.
Aim for 15-25%. | Video holds
audience
better |
| <hr/> | | |
| 03 | Systematic traffic buying | EFFECT |
| | 3 formats for your media: Inhouse (premium channels),
Native (native integrations), Premium (target
audience). PromptPress picks sources for your niche. | +1000-3000
subs |
| <hr/> | | |
| 04 | Test polls & interactive formats | EFFECT |
| | Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic = easy growth point. | +5-15% ER |
| <hr/> | | |
| 05 | Cross-promo with neighboring channels | EFFECT |
| | Swap posts quarterly with same-segment channels. No
need daily — 2-3 collabs give relevant growth. | Growth from
relevant
audience |

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with 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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