

— PROMTPRESS PUBLIC REPORT

# Channel audit

## Erudition | Digital & business education



@eruditurl24

We announce various courses, lectures, marathons, forums, and educational programs. Ads and course announcements: @Alivian  
RKN: <https://clck.ru/3FXiJo> TELEGA

| SUBSCRIBERS                                     | ERR (% WHO SEE POSTS)                                                       | REACH/POST                                                                        |
|-------------------------------------------------|-----------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| 98 849                                          | 2.0%                                                                        | 1.1K                                                                              |
| <div>13.07.2026</div> <div>-573 per month</div> | <div>daily 0.7%</div> <div>HTTPS: // PROMTPRESS.COM/AUDIT/ERUDITURL24</div> | <div>ad reach 669/24h</div> <div>HTTPS: // PROMTPRESS.COM/AUDIT/ERUDITURL24</div> |

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                             |                                                                                                                                                                        |                                                                                                                                                                                                    |                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>98 849</div><div>—</div></div>            | <div><div> SUBSCRIBER REACH</div><div>1.16%</div><div>avg % subs see post</div></div> | <div><div> VIEWS/POST</div><div>1.1K</div><div>median 1.2K · 29 days</div></div>                                  | <div><div> POSTS/WK</div><div>15.5</div><div>for the period</div></div>                    |
| <div><div> 7D TREND</div><div>-8.0%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>—</div><div>MTPROTO only</div></div>              | <div><div> POST LENGTH</div><div>458 chars</div><div>median 447 · 29 days</div></div>                             | <div><div> POSTS ANALYZED</div><div>65</div><div>29 days</div></div>                       |
| <div><div> AD REACH</div><div>669</div><div>24h avg</div></div>            | <div><div> CHURN / MONTH</div><div>-573</div><div>last month</div></div>              | <div><div> CITATIONS</div><div>870</div><div>citation index · 736<br/>channels mentioned<br/>all time</div></div> | <div><div> CHANNEL AGE</div><div>6 years 2 months</div><div>created 08.05.2020</div></div> |

AI EDITOR SUMMARY

Channel «Erudition | Digital & business education» — 98 849 subs. Each post gets avg 1.1K people (1% subs), reach is low — need to grow audience. Publishes 16 posts/week (~2/day) — regular pace. Week Jun 29 – Jul 5 reach dropped -8.0% to the week of June 22–28 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 65 posts in 29 days.
- 02 Dominant format – Text (64/65 posts).
- 03 Avg post length – 458 chars (median 447).
- 04 Peak audience activity – Monday, 23:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.4K avg for top vs 895 for worst) – among 65 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                               |         |           |
|-------------------------------------------------------------------------------|---------|-----------|
| Nº114.06 · 20:05TEXT                                                          | VIEWS   | REACTIONS |
|                                                                               | 1 521   | —         |
| 👁️ Burnout WHO classified burnout as a disease in 2019...                     | REPOSTS | ER        |
|                                                                               | 25      | 1.5%      |
| Nº215.06 · 20:05TEXT                                                          | VIEWS   | REACTIONS |
|                                                                               | 1 406   | —         |
| 👁️ Sales Psychology Understand buyer needs and motives to boost sales...      | REPOSTS | ER        |
|                                                                               | 26      | 1.4%      |
| Nº315.06 · 10:10TEXT                                                          | VIEWS   | REACTIONS |
|                                                                               | 1 405   | —         |
| 👁️ PR Manager Builds public image to attract clients, employees, investors... | REPOSTS | ER        |
|                                                                               | 16      | 1.4%      |

|                                                                                                                                                   |                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 13.06 • 20:05 <span>TEXT</span><br><b>👁️ Hard Skills &amp; Soft Skills</b> Hard skills and soft skills are key in today's workplace... | <div>VIEWS</div> <b>1 388</b><br><div>REPOSTS</div> <b>21</b><br><div>REACTIONS</div> <div>ER</div> <b>1.4%</b> |
| <b>Nº5</b> 14.06 • 10:10 <span>TEXT</span><br><b>👁️ Revit for Beginners</b> Interior design with CAD and BIM systems...                           | <div>VIEWS</div> <b>1 378</b><br><div>REPOSTS</div> <b>21</b><br><div>REACTIONS</div> <div>ER</div> <b>1.4%</b> |

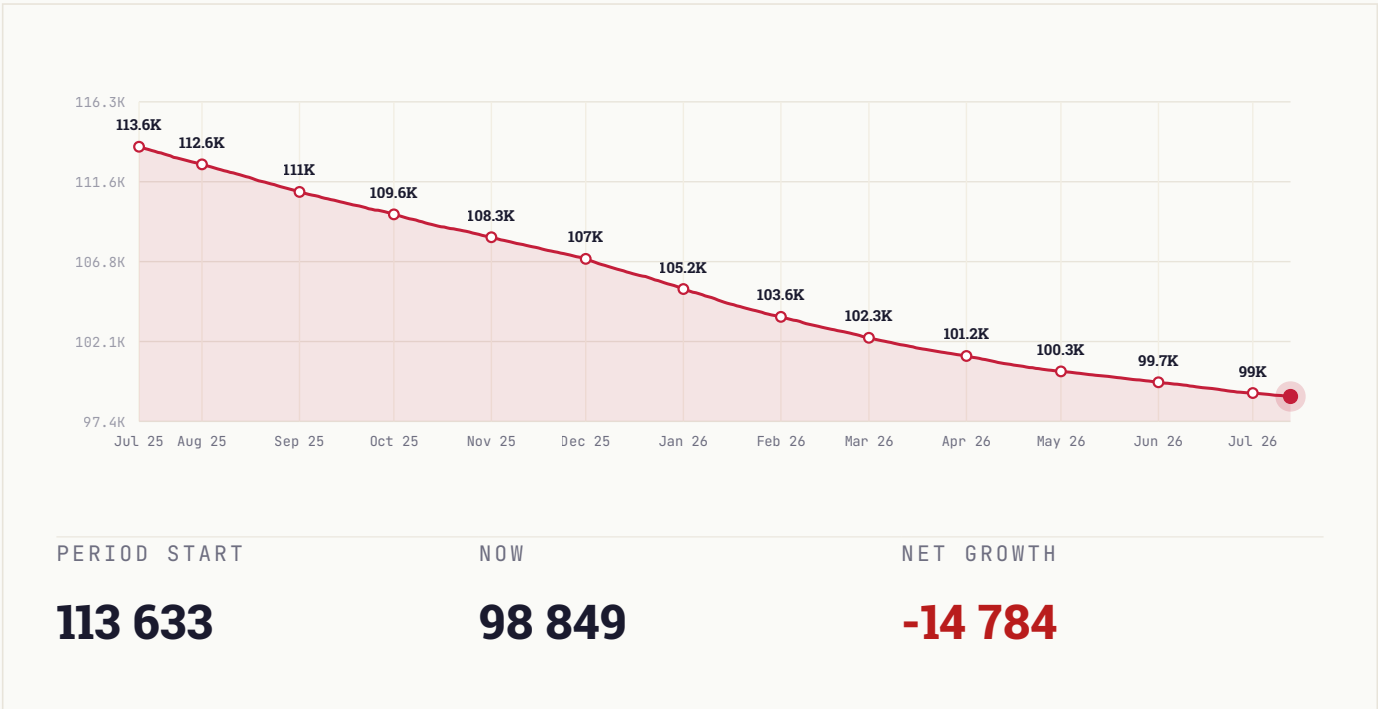
## WORST 3

|                                                                                                                                                      |                                                                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <div>↓</div> 08.07 • 20:05 <span>TEXT</span><br><b>👁️ After Effects from Scratch</b> Animate characters, logos, titles, intros with After Effects... | <div>VIEWS</div> <b>946</b><br><div>REPOSTS</div> <b>19</b><br><div>REACTIONS</div> <div>ER</div> <b>1.0%</b> |
| <div>↓</div> 09.07 • 10:10 <span>TEXT</span><br><b>👁️ Perfect Resume</b> How to craft a winning resume...                                            | <div>VIEWS</div> <b>876</b><br><div>REPOSTS</div> <b>15</b><br><div>REACTIONS</div> <div>ER</div> <b>0.9%</b> |
| <div>↓</div> 09.07 • 20:05 <span>TEXT</span><br><b>👁️ Digital Designer</b> Creates visual solutions for web, mobile apps, and digital platforms...   | <div>VIEWS</div> <b>863</b><br><div>REPOSTS</div> <b>6</b><br><div>REACTIONS</div> <div>ER</div> <b>0.9%</b>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

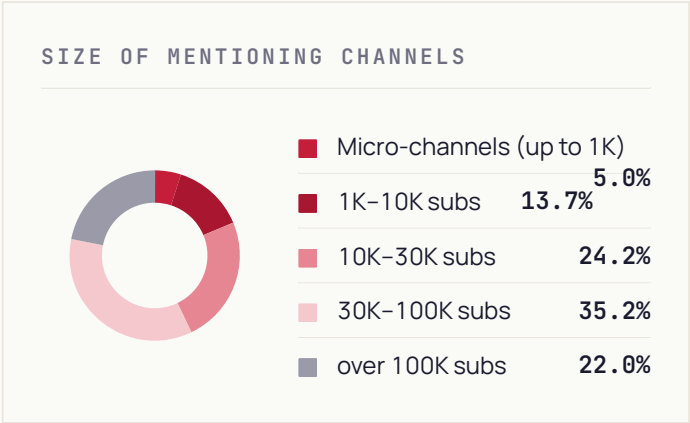
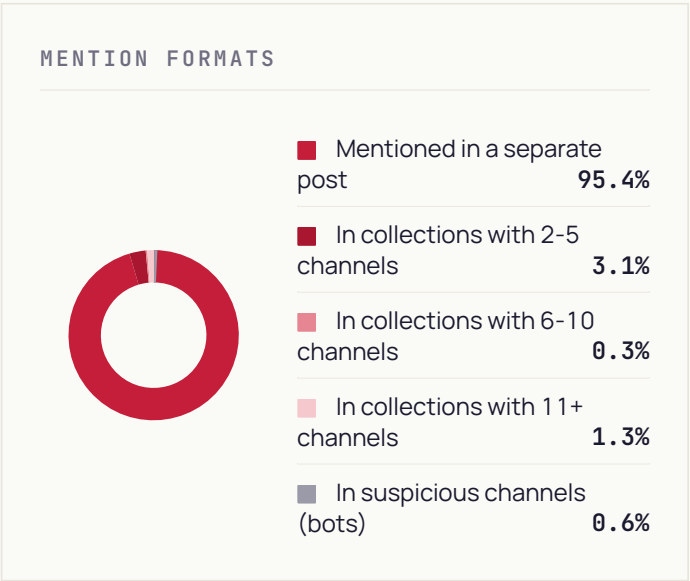
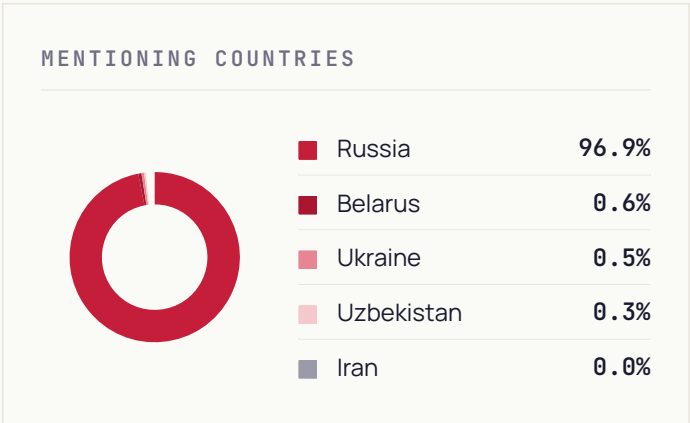
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

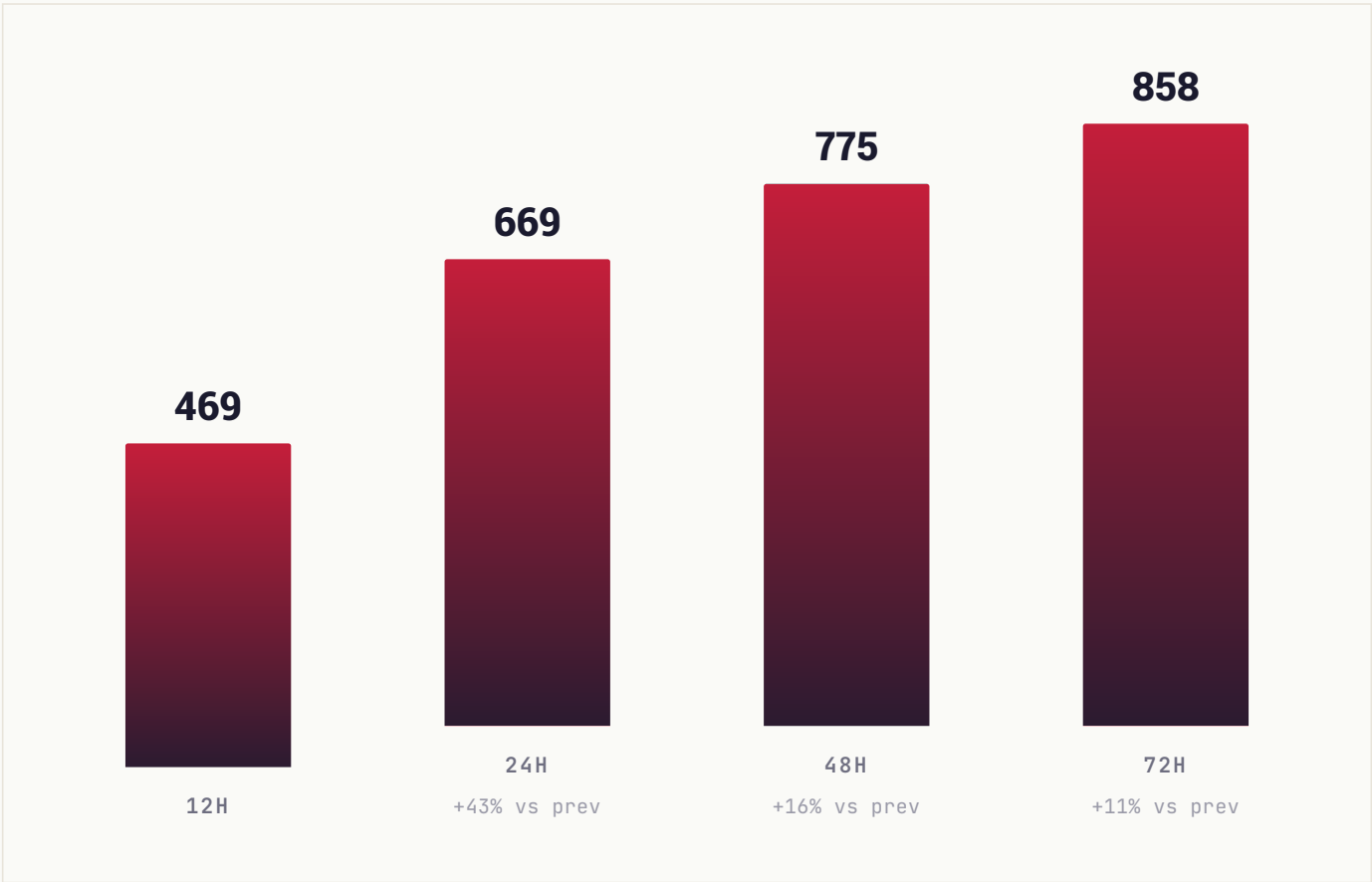
Citation index **870** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **736** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

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



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

| CHANNEL                                                                                                           | SUBSCRIBERS |
|-------------------------------------------------------------------------------------------------------------------|-------------|
| Mم Manjmy منجمى                                                                                                   | 406.4K      |
| BO Free education                                                                                                 | 312.1K      |
| UF UDEMY FREE   Coursevania                                                                                       | 257.7K      |
| MO My Education                                                                                                   | 234.9K      |
| EC Extreme Cursos                                                                                                 | 173.3K      |
| FC Free Courses With Certificates!                                                                                | 168.7K      |
| كو كورسات ووظائف مجانية                                                                                           | 152K        |
| نن نیما نیکخواه   یوتیوب گرام  | 149.9K      |
| لا لوعة الفراق                                                                                                    | 138.3K      |
| WD Web Development                                                                                                | 133.5K      |
| E  Erudition   Digital & business education <span>YOU</span>                                                      | 98.8K       |

COMPARATIVE INSIGHT

Channel in bottom quarter of niche (#16 of 100). Leader — Manjmy منجمى (406.4K). Goal for coming months: enter niche top-10 through systematic traffic work.

## SECTION 07 • NICHE COMPARISON

# Where the channel stands in its league

Top-100 channels in category "Courses & guides» (Russia) and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

# #16

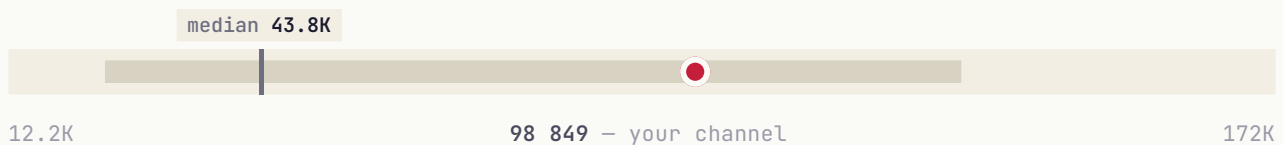
/100

NICHE RANK

Channel in top 16% – strong position

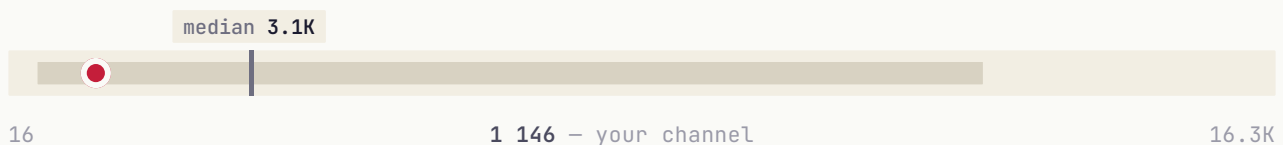
### SUBSCRIBERS

better than 74% of niche



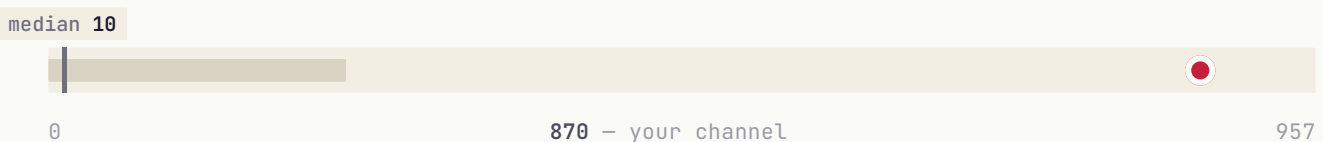
### AVG REACH / POST

63% below median



### CITATION INDEX

better than 90% of niche



— SECTION 08 · STRATEGY

# What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

- 01

**Main post of the week — on Monday**  
 Audience most active on this day at 23:00 MSK.

EFFECT  
**Best window for an important post**
- 02

**Increase video posts share**  
 Video in Telegram holds audience longer and is better perceived by the algorithm. Recommend raising share to 15-25%.

EFFECT  
**Video retains audience better**
- 03

**ER below niche benchmark — rethink formats**  
 Current ER 1.16% vs norm 6.0%. Try polls & interactive formats.

EFFECT  
**+4.8pp ER**
- 04

**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**
- 05

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

EFFECT  
**+5-15% ER**

★ WHAT'S NEXT

# Want us to do it? **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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