

PROMTPRESS PUBLIC REPORT

Channel audit

Exile Шляпа



@exilelive13

Ilya Exile's second official channel

SUBSCRIBERS

173 429

+6118 per month

ERR (% SEE POSTS)

96.0%

per day 45.2%

REACH/POST

175.2K

ad reach 77.8K/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 173 429 —	 SUBS REACH 101.03% avg % of subs see post	 VIEWS/POST 175.2K median 181.1K · 17 days	 POSTS/WEEK 2.7 over period
 7D TREND — no data for period	 REACTS/POST 15625.6 total 109,379 reactions, 3,800 reposts, 2,821 comments	 POST LENGTH 228 chars median 94 · 17 days	 POSTS ANALYZED 7 17 days
 AD REACH 77.8K 24h avg	 CHURN / MONTH +6118 over last month	 CITATION RATE 8 citation index · 37 channels mentioned all time	 CHANNEL AGE 1 yr 4 mo created 10.02.2025

AI EDITOR SUMMARY

Channel «Exile Шляпа» — 173 429 subs. Each post averages 175.2K people (101% of subs), wide reach for a channel this size. Publishes 3 posts per week (~0/day) — rare publications.

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 7 posts over 17 days.
- 02 Dominant format — Photo (4/7 posts).
- 03 Avg post length — 228 chars (median 94).
- 04 Audience peak — Friday, 23:00 MSK.
- 05 Top posts get 1x more views than the weakest (206.9K avg for top vs 141.6K for worst) — among 7 posts over 17 days. Worth analyzing what the top ones have in common: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 20:33 TEXT I'd like to comment on the latest video I knew exactly how you'd react Let me break it down...	VIEWS 213 245 REPOSTS 1 024	REACTS 19 871 ER 123.0%
Nº2 19.06 · 18:30 PHOTO What game is this even	VIEWS 207 391 REPOSTS 252	REACTS 10 856 ER 119.6%
Nº3 07.06 · 13:59 PHOTO Official attendance: 23,899 people, the most attended match at RZD Arena in 8 years Peak online over 350K on two...	VIEWS 200 053 REPOSTS 1 070	REACTS 20 339 ER 115.4%

Nº4 09.06 · 17:04 PHOTO If YouTube had a textbook, this event would be in it 👍 - I'm already looking forward to next year	VIEWS 181 050 REPOSTS 129	REACTS 25 193 ER 104.4%
Nº5 11.06 · 13:47 PHOTO get ready, video coming soon	VIEWS 161 673 REPOSTS 586	REACTS 12 469 ER 93.2%

|

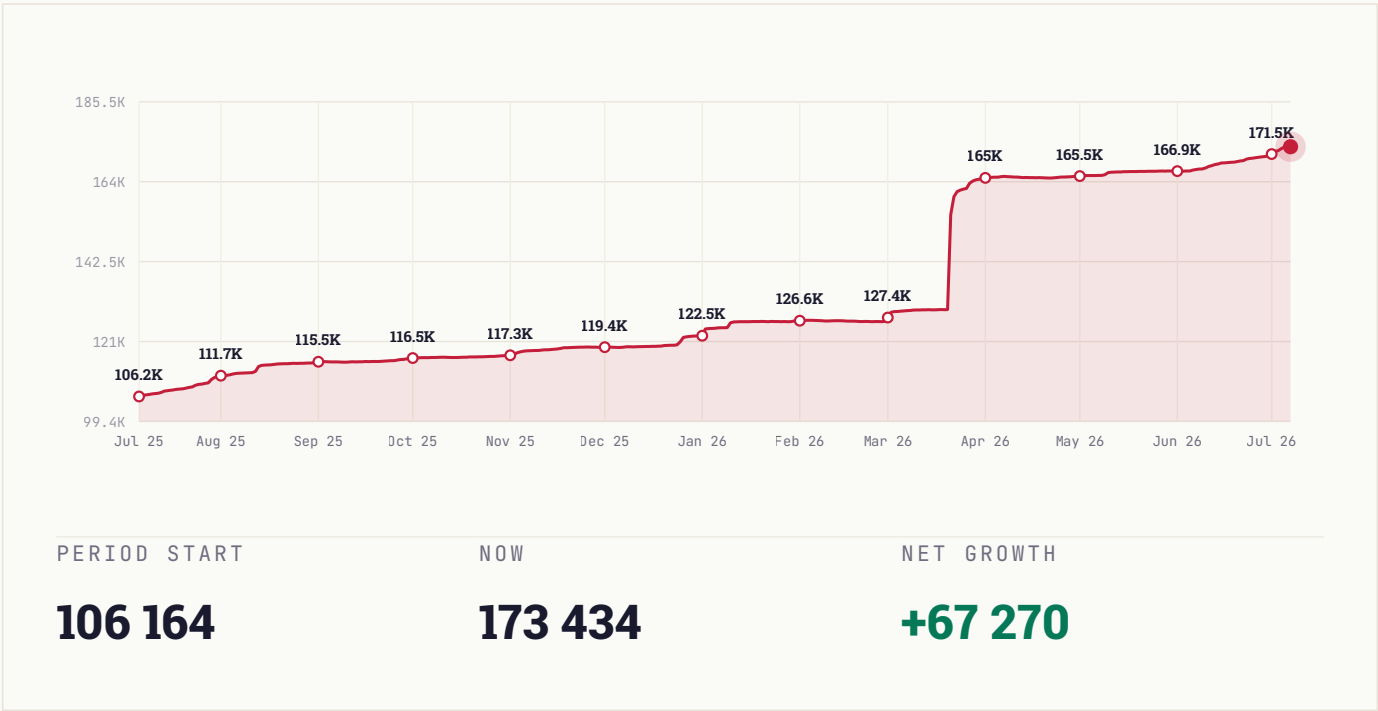
WORST 3

↓ 11.06 · 13:47 PHOTO get ready, video coming soon	VIEWS 161 673 REPOSTS 586	REACTS 12 469 ER 93.2%
↓ 19.06 · 12:01 VIDEO TikTok doesn't like long videos, so I'm posting this here: Shopping haul from Japan, part 1 on my TikTok	VIEWS 151 585 REPOSTS 492	REACTS 9 781 ER 87.4%
↓ 25.06 · 12:04 VIDEO Been at it for 2 years, wish I started sooner	VIEWS 111 457 REPOSTS 247	REACTS 10 870 ER 64.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

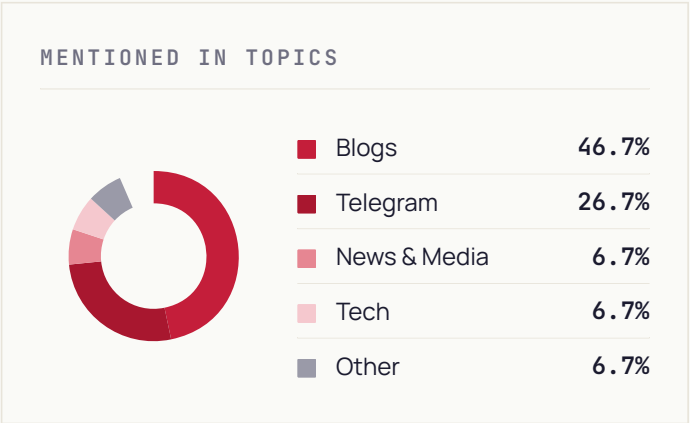
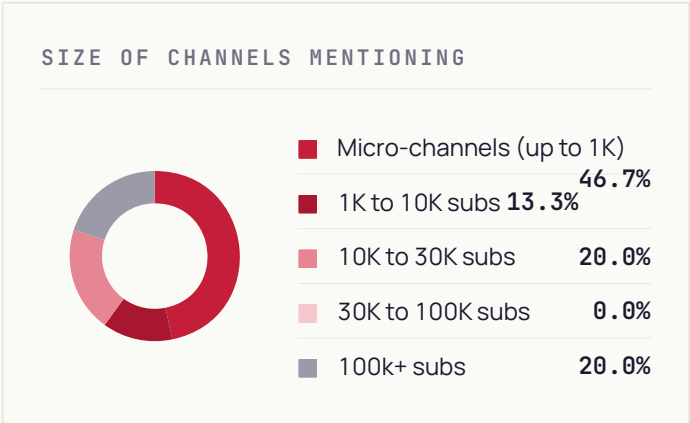
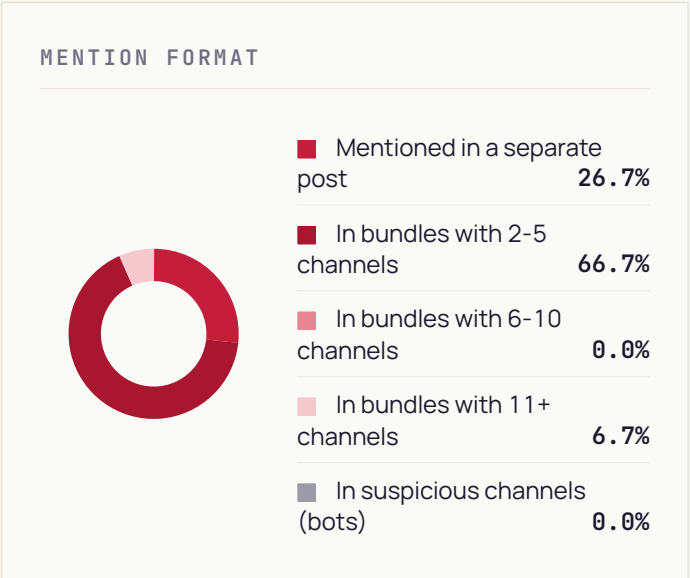
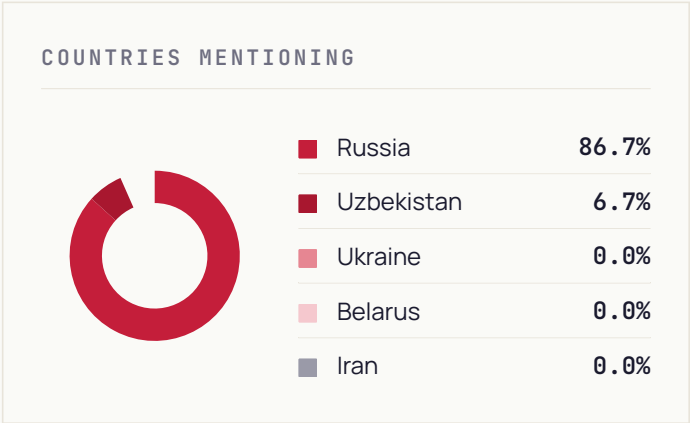
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows when the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

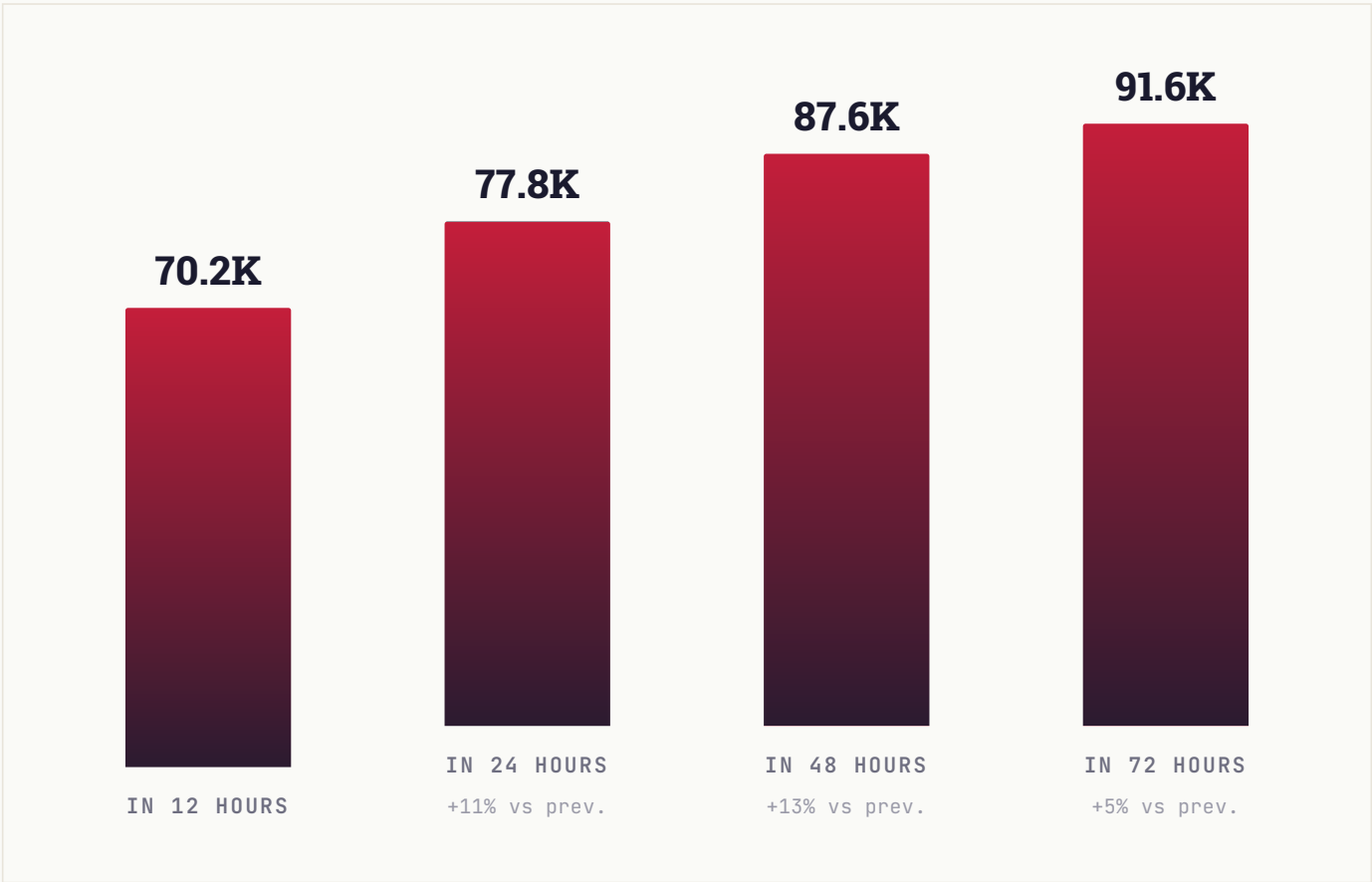
Citation index 8 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 37 different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand among niche peers.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
A3 Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
ZZ broen lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
ЕШ Exile Шляпа YOU	173.4K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 426.9K. First goal: enter top-100 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **15 774** new subs.

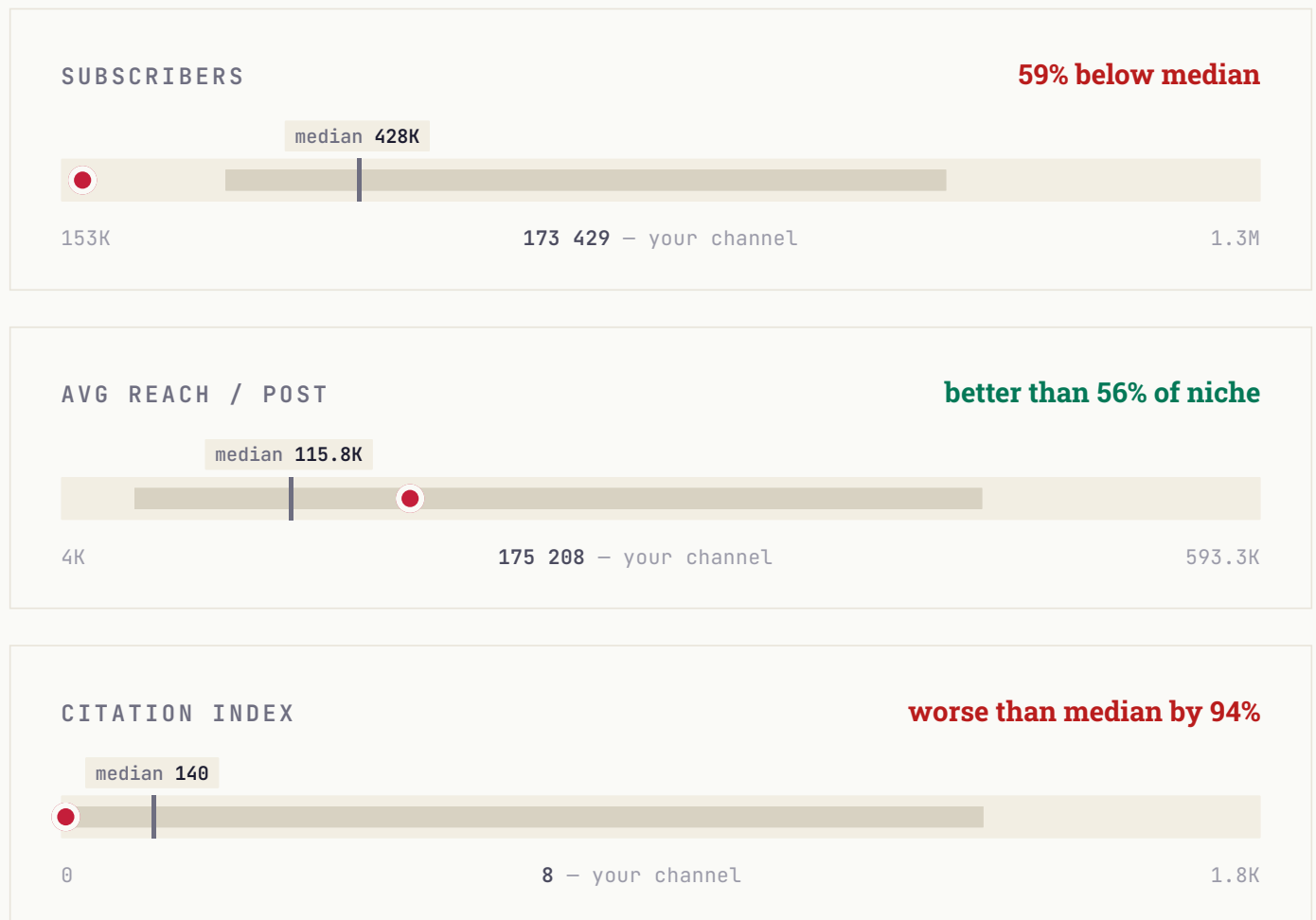
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	4 254
December 2025	0	0	3 189
November 2025	0	0	2 247
October 2025	0	0	1 010
September 2025	0	0	1 129
August 2025	0	0	3 945

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	15 774

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

01**Increase posting frequency**

Now 2.7 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume****02****Main post of the week — on Friday**

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

EFFECT

**Best window
for an
important post****03****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****04****Test polls & interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **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 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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