

PUBLIC REPORT BY PROMTPRESS

Channel audit

Exile



@exilemusic13

Official channel of Ilya Exile My live channel in Telegram: <https://t.me/exilelive13> YT: <https://youtube.com/@exileshow> VK: https://vk.com/exile_music Collaboration - @exile_ads Registration in...

SUBSCRIBERS

1 387 375

+86274 per month

ERR (% SEE POSTS)

55.0%

daily **29.8%**

REACH/POST

756.8K

ad reach **408.6K**/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.

 SUBSCRIBERS 1 387 375 —	 SUBSCRIBER REACH 54.55% avg % subs see post	 VIEWS/POST 756.8K median 769.4K · 28 days	 POSTS/WEEK 7.0 for the period
 7D TREND -14.6% vs previous week	 REACTIONS/POST 46465.4 total 1,347,497 reactions, 97,034 reposts, 64,447 comments	 POST LENGTH 291 chars median 184 · 28 days	 POSTS ANALYZED 29 28 days
 AD REACH 408.6K 24h avg	 CHURN / MONTH +86274 last month	 CITATION RATE 344 citation index · 2,298 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 25.05.2020

AI EDITOR SUMMARY

Channel «Exile» – 1 387 375 subs. Each post avg views 756.8K people (55% from subs), wide reach for a channel this size. Publishes 7 posts/week (~1/day) – regular schedule. Week Jun 22–28 reach dropped -14.6% to week Jun 15–21 – worth analyzing reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 29 posts in 28 days.
- 02 Dominant format — Photo (16/29 posts).
- 03 Avg post length — 291 chars (median 184).
- 04 Peak audience activity — Sunday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (962.3K avg top vs 635.4K worst) — among 29 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1

07.06 · 09:02

VIDEO

(post without caption — video)

VIEWS	REACTIONS
1 063 850	51 716
REP.	ER
1 205	76.7%

Nº2

15.06 · 09:41

PHOTO

Who will win episode 5 of 6 Rooms? Reminder: we already have 4 finalists who will make it to the superfinal of this section - Paradeich...

VIEWS	REACTIONS
937 888	47 146
REP.	ER
4 081	67.6%

Nº3

10.06 · 09:35

PHOTO

Guess the Comedian tomorrow! Legendary lineup 'Deliveries' per minute exceeded all allowed norms

VIEWS	REACTIONS
885 050	56 501
REP.	ER
11 195	63.8%

Nº4 11.06 • 17:25 PHOTO  Guess the Comedian! (Satir, SkvozBab, Koval, Vasya Shakulin, BigRussianBoss, Max +100500, Sergey Orlov, Denis Kukoyaka) URGENT...	VIEWS 884 558 REACTIONS 33 189 REP. 6 713 ER 63.8%
Nº5 06.06 • 12:49 TEXT LIVE! Starts at 16:15! https://www.youtube.com/live/Dr2-b4tL_8Q	VIEWS 882 430 REACTIONS 13 541 REP. 4 329 ER 63.6%

WORST 3

↓ 24.06 • 14:51 PHOTO I know many wanted and waited – I'm opening casting for my video 🤔 Only 6 people will make it into the first video on my gaming channel! You'll play...	VIEWS 662 174 REACTIONS 12 290 REP. 1 922 ER 47.7%
↓ 30.06 • 12:12 PHOTO I showed the photos to friends and they said there's no aviasales here. But I feel like aviasales was everywhere. Do you see anything?	VIEWS 637 465 REACTIONS 40 647 REP. 283 ER 45.9%
↓ 26.06 • 09:38 VIDEO You can see 6 rooms through my eyes They're on the way, I really want you to see them soon 👍 - waiting	VIEWS 606 441 REACTIONS 56 357 REP. 1 536 ER 43.7%

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

1 143 236

NOW

1 387 085

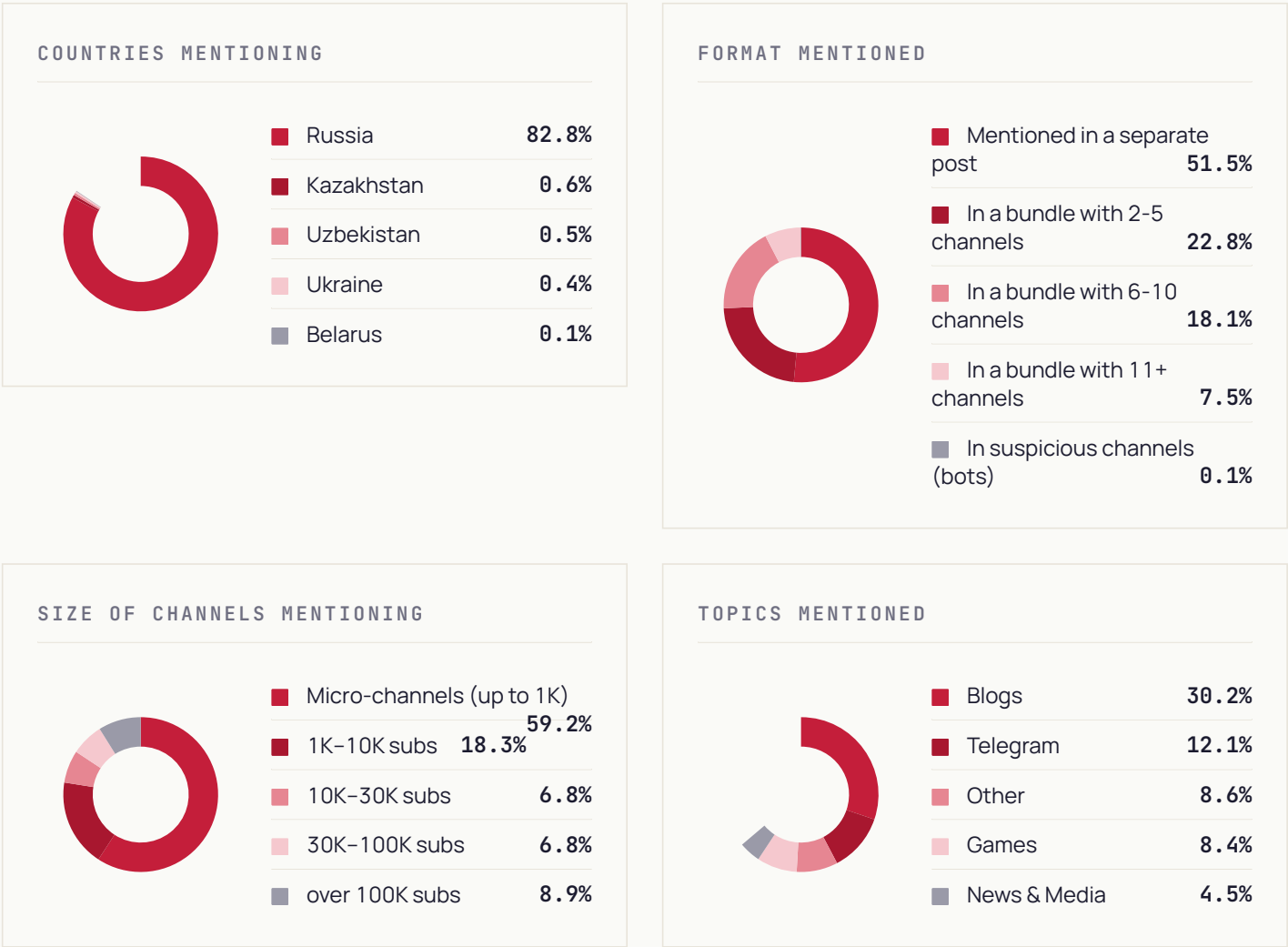
NET GROWTH

+243 849

SECTION 04 · MENTIONS

Who mentions the channel & how

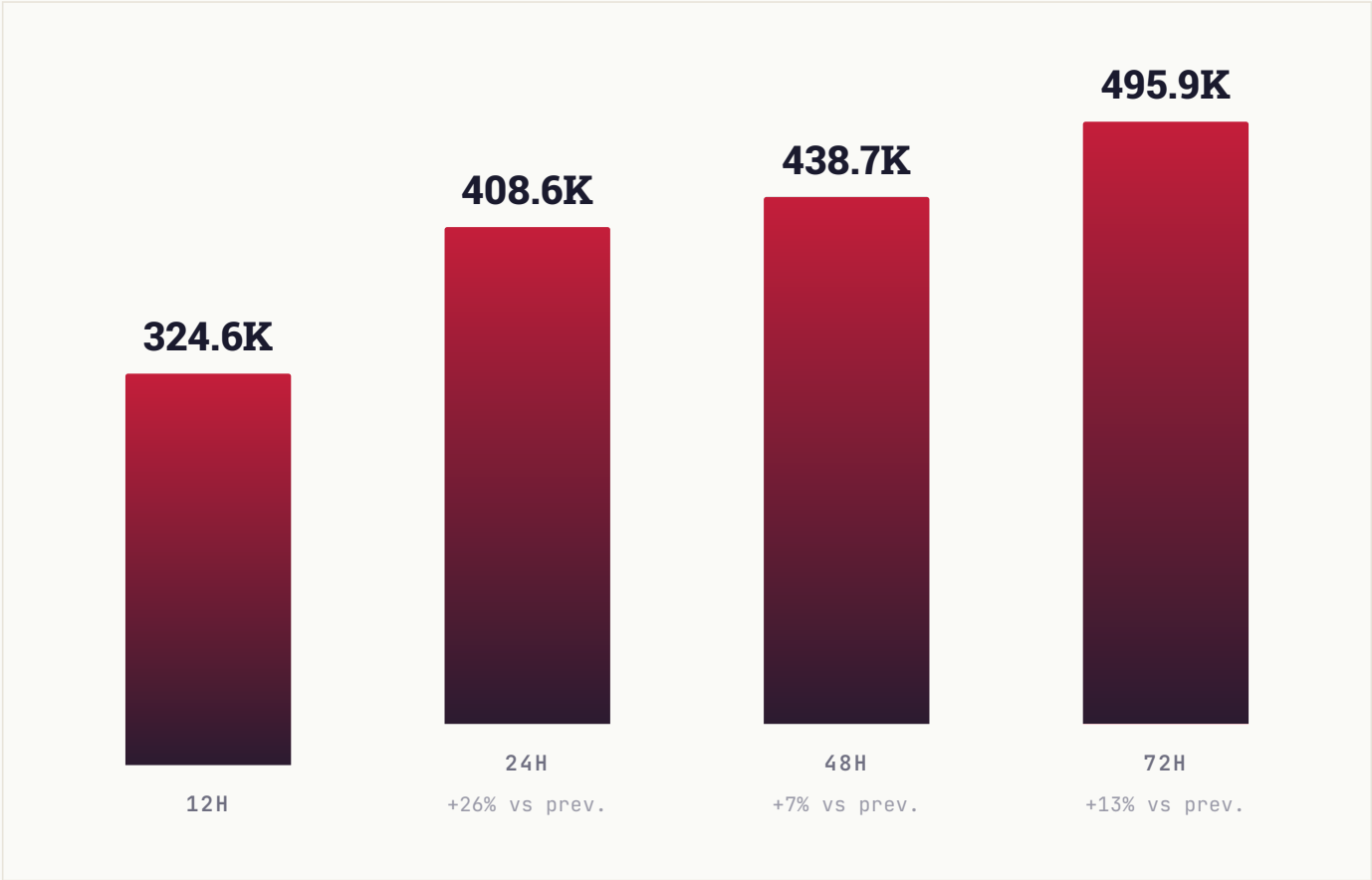
Citation index **344** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **2 298** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 nearby channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile YOU	1.4M
AZ Alexander Zubarev	1.3M
B Booster	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ brown bear lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
AL Artemy Lebedev	970K

COMPARATIVE CONCLUSION

Channel in top-3 niches (#3 of 100 category channels). One of the leaders — client-partners can do cross-promo with peers; for PR/reach you're a valuable media partner.

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 **743**, they brought **128 551** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	41	19	9 070
December 2025	113	49	22 383
November 2025	325	296	55 227
October 2025	217	185	27 657
Sep 2025	19	16	4 172
August 2025	28	25	10 042
TOTAL MENTIONS	743	MONTHS IN DATA	6
ATTRACTED SUBSCRIBERS			128 551

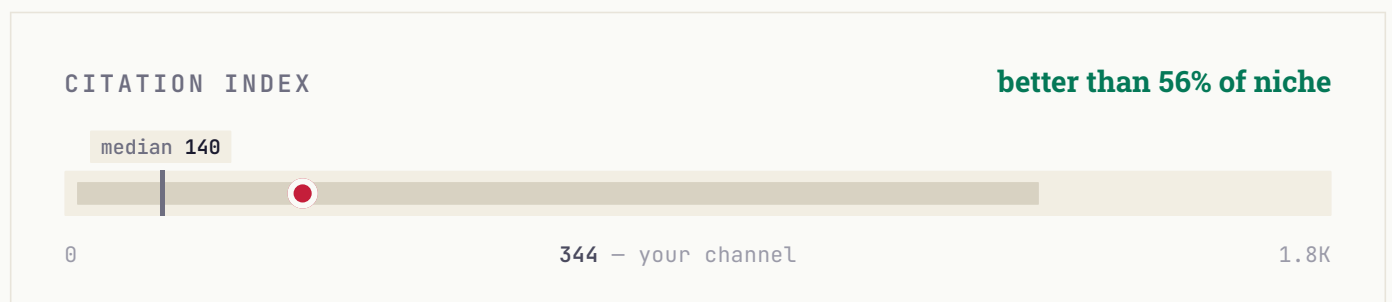
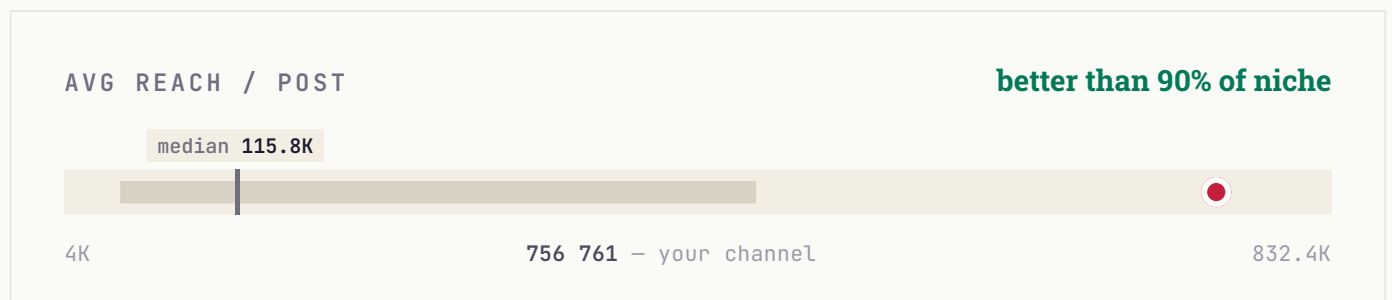
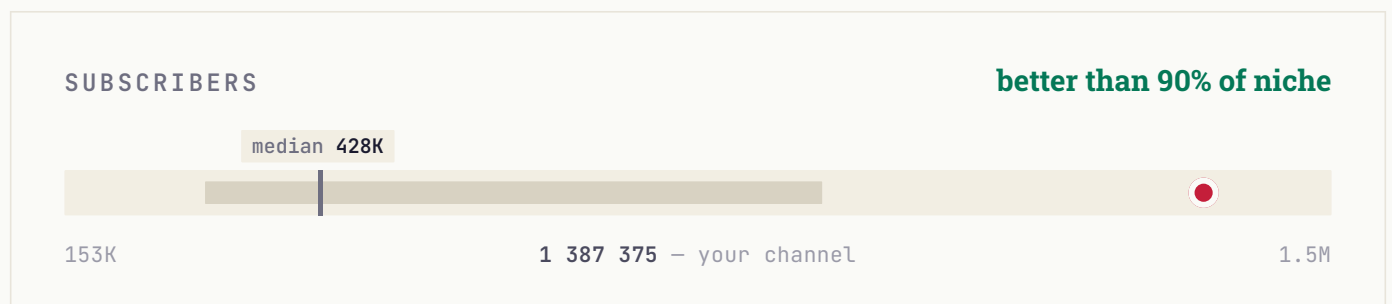
SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Top-**100** channels in category «**Blogs**» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#3/100

POSITION IN NICHE
Channel in top 3% blogs Russia



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Sunday

Audience is most active on this day at 12:00 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes using 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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