

PROMTPRESS PUBLIC REPORT

Channel audit

FRIEDRICH



@fridrihshow

Nadana Friedrichson. Reporter, TV/radio host, author of REPORTERS @ReportersLive "Passerby! Don't grieve over my fate, you'd be dead if I were alive" Collaboration:...

SUBSCRIBERS

67 779

-660 per month

ERR (% SEE POSTS)

6.0%

per day **4.3%**

REACH/POST

3.9K

ad reach **2.9K/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 67 779 —	 SUBSCRIBER REACH 5.79% avg % of subs see post	 VIEWS/POST 3.9K median 3.9K · 29 days	 POSTS/WEEK 34.5 for period
 7D TREND -9.7% vs previous week	 REACTIONS/POST 77.9 total 11 135 reactions, 1 164 reposts, 1 300 comments	 POST LENGTH 652 chars median 652 · 29 days	 POSTS ANALYZED 143 29 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH -660 last month	 CITATION RATE 1 387 citation index · 3 906 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 02.04.2020

AI EDITOR SUMMARY

Channel «FRIEDRICH 🤖» — 67 779 subs. Each post avg views 3.9K people (6% from subs), reach is low — need to grow audience. Publishes 34 posts per week (~5/day) — active posting. Week Jun 29 – Jul 5 reach dropped -9.7% by week Jun 22–28 — 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 **143** posts in 29 days.
- 02 Dominant format — **Photo** (71/143 posts).
- 03 Avg post length — **652** chars (median 652).
- 04 Peak audience activity — **Friday**, 10:00 MSK.
- 05 Top posts get **4×** more views than the weakest (5.9K avg top vs 1.7K worst) — among 143 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 10:21 TEXT Apple removed VK apps, though the company is not under sanctions. For a 'nation of lawyers' — a demonstrative step towards...	VIEWS	REACTIONS
	6 430	85
Nº2 22.06 · 15:08 VIDEO Scammers are scum, sure. But why no questions for Karinochka? A grown woman, for a promised insurance payout, burned everything to hell...	REP.	ER
	10	9.5%
Nº3 27.06 · 16:58 TEXT Russians with renewed vigor Rossotrudnichestvo forms a new team and becomes the main humanitarian operator. The Soviet approach of 'giving away...	VIEWS	REACTIONS
	5 605	317
Nº3 27.06 · 16:58 TEXT Russians with renewed vigor Rossotrudnichestvo forms a new team and becomes the main humanitarian operator. The Soviet approach of 'giving away...	REP.	ER
	66	8.3%
Nº3 27.06 · 16:58 TEXT Russians with renewed vigor Rossotrudnichestvo forms a new team and becomes the main humanitarian operator. The Soviet approach of 'giving away...	VIEWS	REACTIONS
	5 520	120
Nº3 27.06 · 16:58 TEXT Russians with renewed vigor Rossotrudnichestvo forms a new team and becomes the main humanitarian operator. The Soviet approach of 'giving away...	REP.	ER
	15	8.1%

Nº4 27.06 · 14:50 TEXT London conference on combating extreme heat canceled due to extreme heat... The venue was not equipped...	VIEWS 5 408 REP. 48	REACTIONS 175 ER 8.0%
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Nº5 18.06 · 06:39 VIDEO YUSHKOV TO REPORTERS: The West tries to push Russia out of the energy market with sanctions, but we will find other ways Watch the broadcast on VK...	VIEWS 5 310 REP. 5	REACTIONS 33 ER 7.8%
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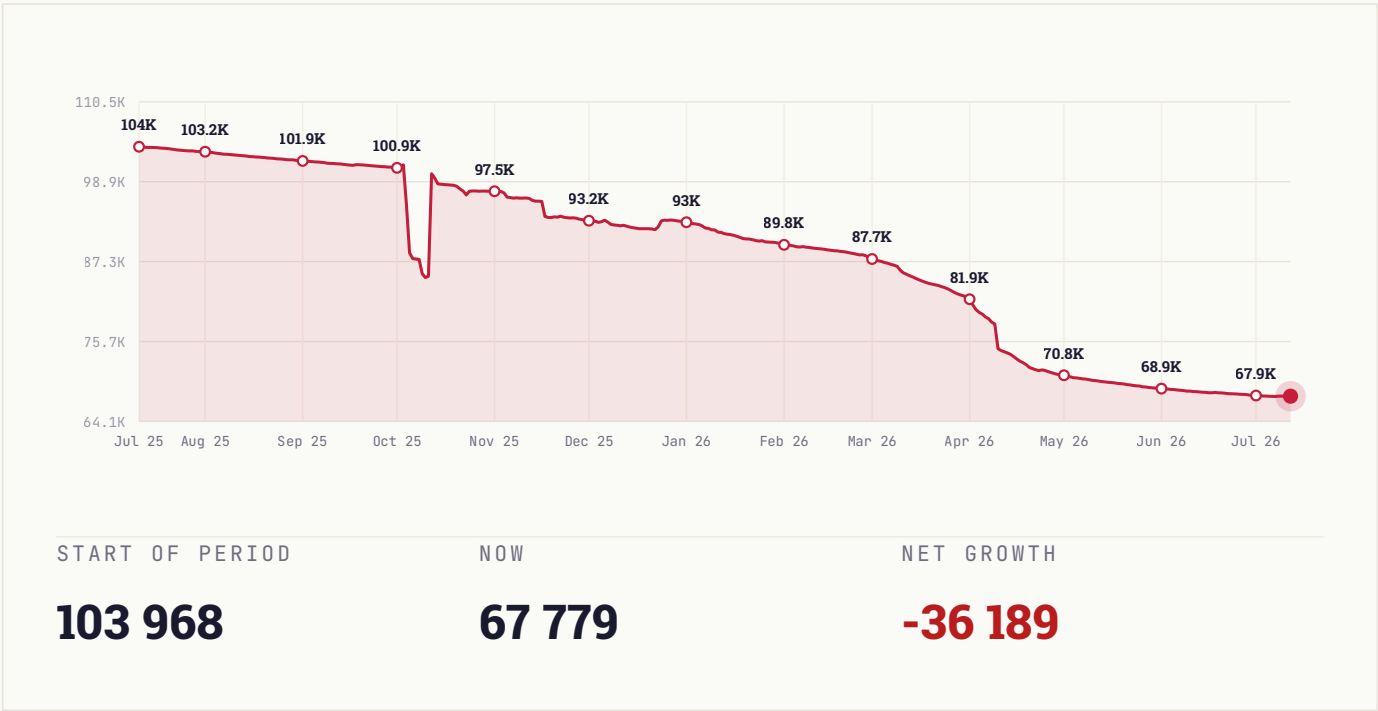
WORST 3

↓ 05.07 · 12:07 POLL Election day: Sep 18-20, 2026	VIEWS 2 049 REP. 7	REACTIONS 112 ER 3.0%
↓ 29.06 · 14:59 PHOTO Russia has enough strength, and no one should doubt it Everything will be fine 18:00 29.06.26 Season 01, Episode 92 We discuss...	VIEWS 1 761 REP. 1	REACTIONS 39 ER 2.6%
↓ 26.06 · 03:46 PHOTO How to beat retranslators or Zelensky's semantic hallucinations Everything will be fine 18:00 25.06.26 Season 01, Episode 91 Discussing results...	VIEWS 1 161 REP. —	REACTIONS 30 ER 1.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

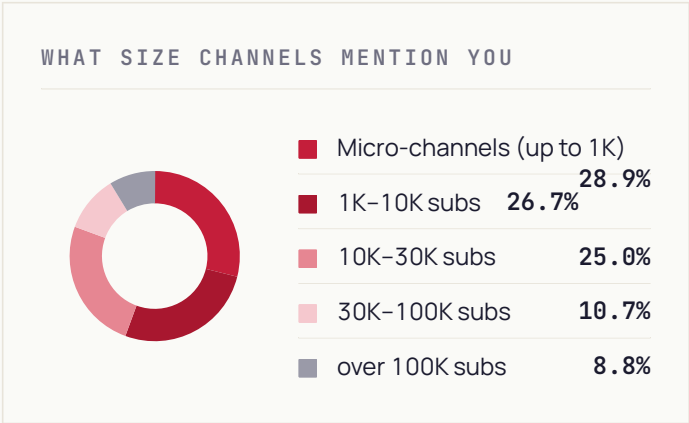
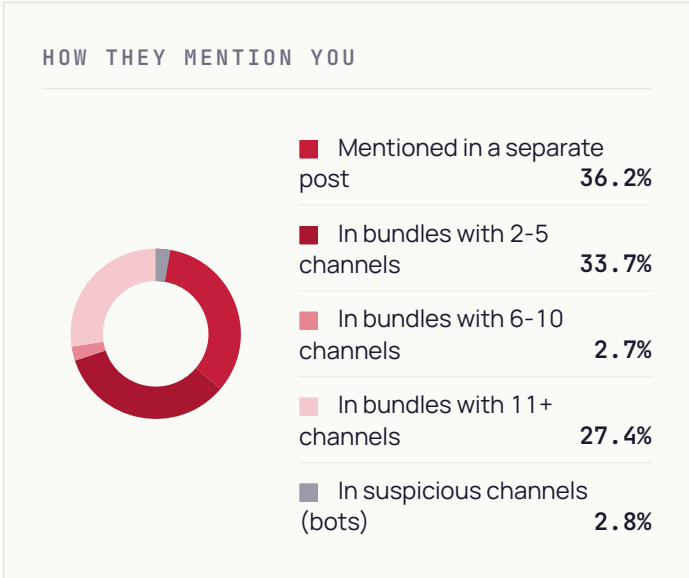
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

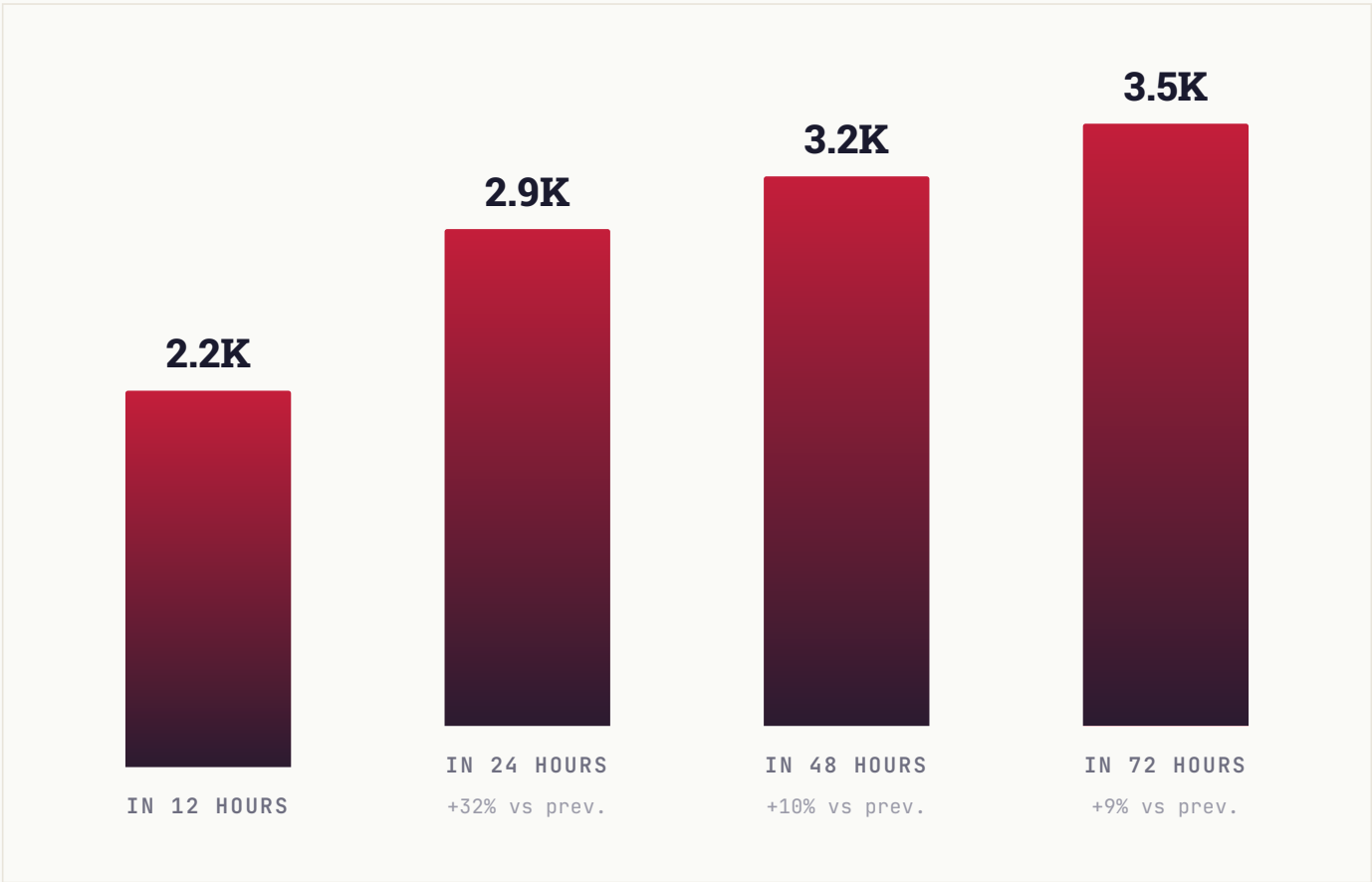
Citation index **1 387** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **3 906** different channels.



— 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 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 neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ here lives брoeh	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
F🧑🏻🧑🏻🧑🏻 FRIEDRICH 🧑🏻🧑🏻🧑🏻 YOU	67.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 544**, they brought **18 469** new subs.

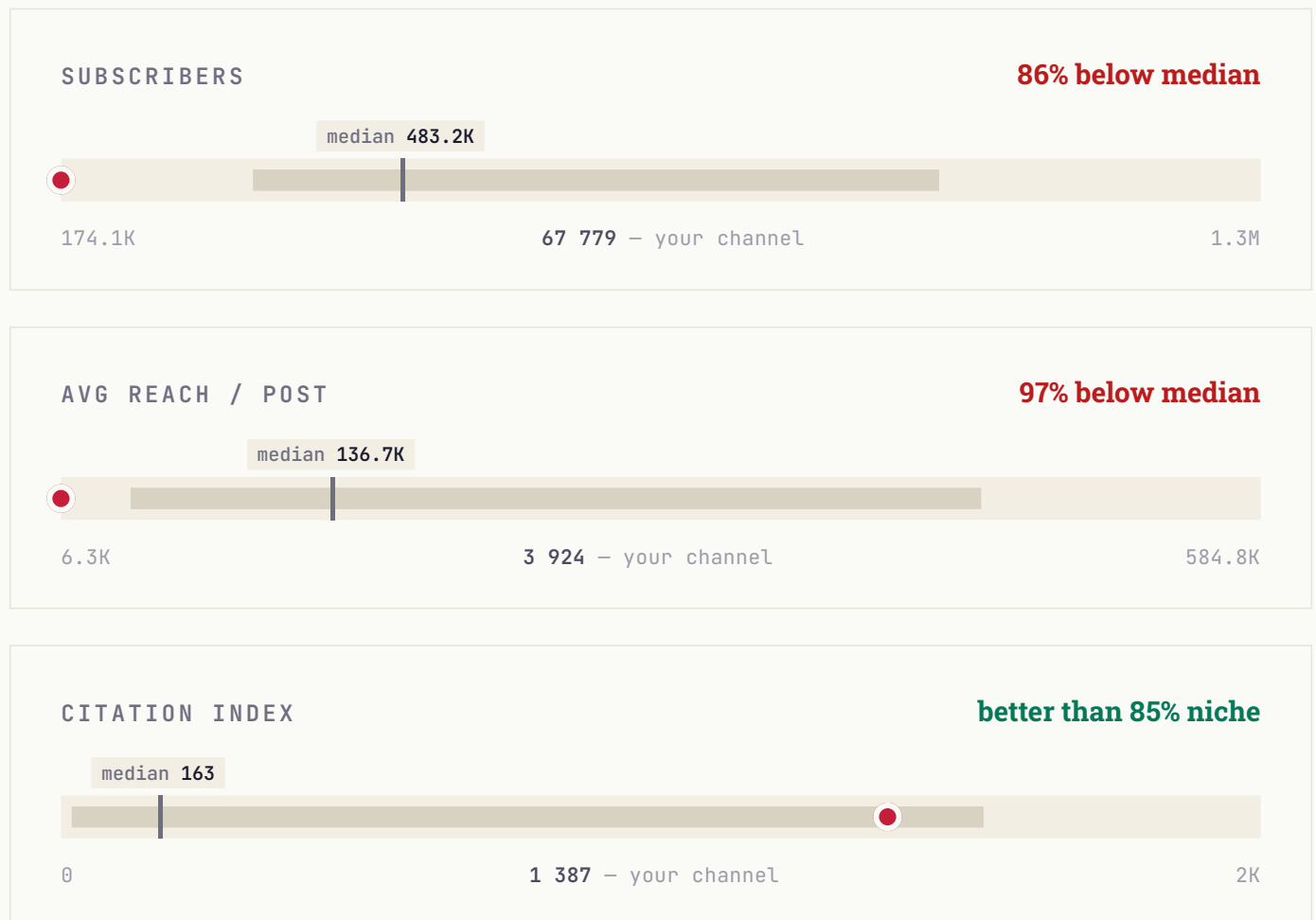
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	301	135	54	
Dec 2025	294	90	1 830	
November 2025	245	100	344	
October 2025	263	99	16 142	
September 2025	213	83	99	
August 2025	228	66	0	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
1 544	6	18 469

SECTION 08 • NICHE COMPARISON

Where your channel ranks in its league

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 line: median. Red dot: your channel.



— 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 Friday
Audience is most active on this day at 10:00 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 and interactive formats
Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic — an easy growth point.

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 — 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 close your growth plan in a month.

01 **Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
