

— PROMTPRESS PUBLIC REPORT

Channel audit

Editor-in-Chief

Maxim Ilyakhov



@glvrdr

Channel on Yandex: <https://yandex.ru/chat/#/join/7383a261-31ba-4624-8aba-36f3185f79cd>

SUBS

69 355

-297 per month

ERR (% SEE POSTS)

14.0%

per day 7.1%

REACH/POST

9.5K

ad reach 4.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in 'Marketing, PR, Advertising'

09 Strategy

5 priority actions

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 69 355 —	 SUBSCRIBER REACH 13.66% avg % subs see post	 VIEWS/POST 9.5K median 9.1K · 27 days	 POSTS/WK 14.4 for the period
 7D TREND +2.8% vs prev week	 REACTIONS/POST 215.5 total 12,284 reactions, 3,310 reposts, 507 comments	 POST LENGTH 469 chars median 313 · 27 days	 POSTS ANALYZED 57 27 days
 AD REACH 4.9K 24h avg	 CHURN / MONTH -297 last month	 CITATION RATE 183 citation index · 1,704 channels mentioned ever	 CHANNEL AGE 10 yrs 4 mo created 19.02.2016

AI EDITOR SUMMARY

Channel «Editor-in-Chief Maxim Ilyakhov» — 69 355 subs. Each post averages 9.5K people (14% from subs), reach is low — consider expanding audience. Publishes 14 posts per week (~2/day) — consistent schedule. Week of Jun 8–14 reach stable (+2.8% vs week 1–7 Jun).

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 57 posts in 27 days.
- 02 Dominant format — Text (28/57 posts).
- 03 Avg post length — 469 chars (median 313).
- 04 Peak audience activity — Saturday, 00:00 MSK.
- 05 Top posts get the most 2x more views than the weakest (17.4K avg top vs 7.6K worst) — among 57 posts in 27 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 21:32 TEXT If you're a blogger scratching your head over why your Telegram reach dropped, here's the answer. You're an author, you work in TG, so you...	VIEWS 26 764 REPOSTS 240	REACTIONS 659 ER 38.6%
Nº2 05.06 · 14:49 PHOTO all for our safety. Full masterpiece here: https://nax.vizit.love/	VIEWS 13 154 REPOSTS 323	REACTIONS 405 ER 19.0%
Nº3 29.05 · 16:28 PHOTO ☒ Can you make decent patriotic content? Analyzing Shaman's case (he failed) I'm furious about his new clip because...	VIEWS 12 233 REPOSTS 55	REACTIONS 339 ER 17.6%

Nº4 11.06 • 07:30 PHOTO I think we're positioning the stock exchange wrong. Should say 'Summer Sale' instead of 'Market Crash'. If people are ready...	VIEWS 12 064 REPOSTS 169 REACTIONS 444 ER 17.4%
Nº5 09.06 • 22:11 TEXT My readers say we should tell Google and Apple to f*** off now so they can't cut us off in one day later...	VIEWS 11 714 REPOSTS 36 REACTIONS 416 ER 16.9%

WORST 3

↓ 08.06 • 15:20 TEXT E.g.: https://youtube.com/shorts/fplBewbEL_A?si=u3rubmDZe82JvE_m I can already hear some Duma committee head speaking...	VIEWS 7 819 REPOSTS 25 REACTIONS 58 ER 11.3%
↓ 08.06 • 15:19 VIDEO (captionless post – video)	VIEWS 7 681 REPOSTS 13 REACTIONS 82 ER 11.1%
↓ 22.06 • 10:36 TEXT Talked blogs & socials with Gazprom-Media content folks: https://t.me/GPMofficial/7020 Interesting bits: – Yes, GPM has...	VIEWS 7 273 REPOSTS 24 REACTIONS 84 ER 10.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

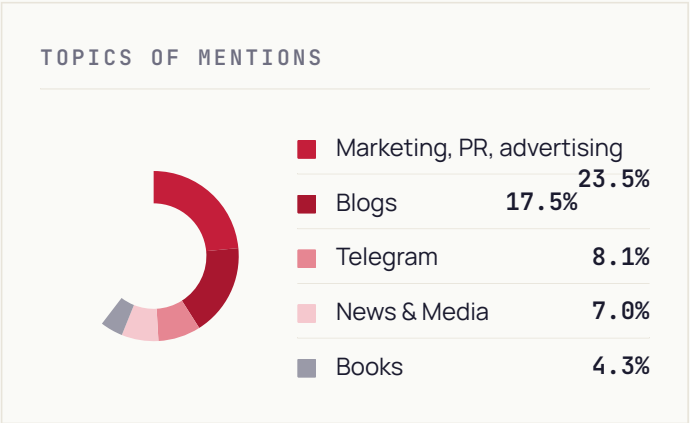
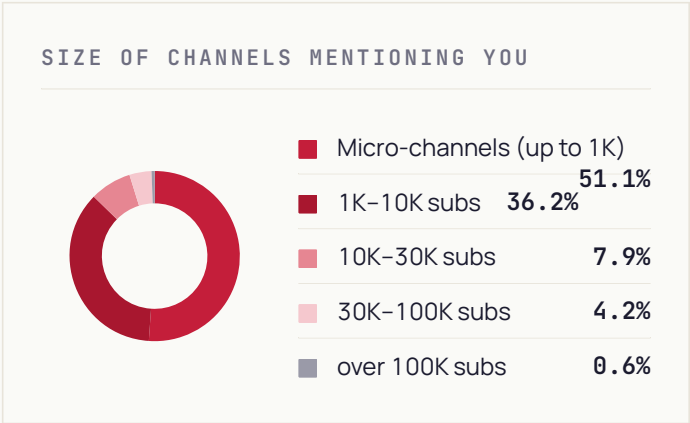
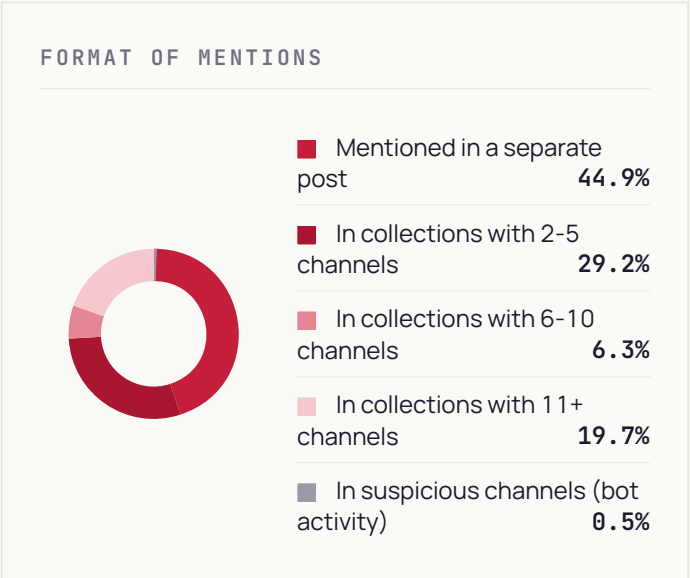
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

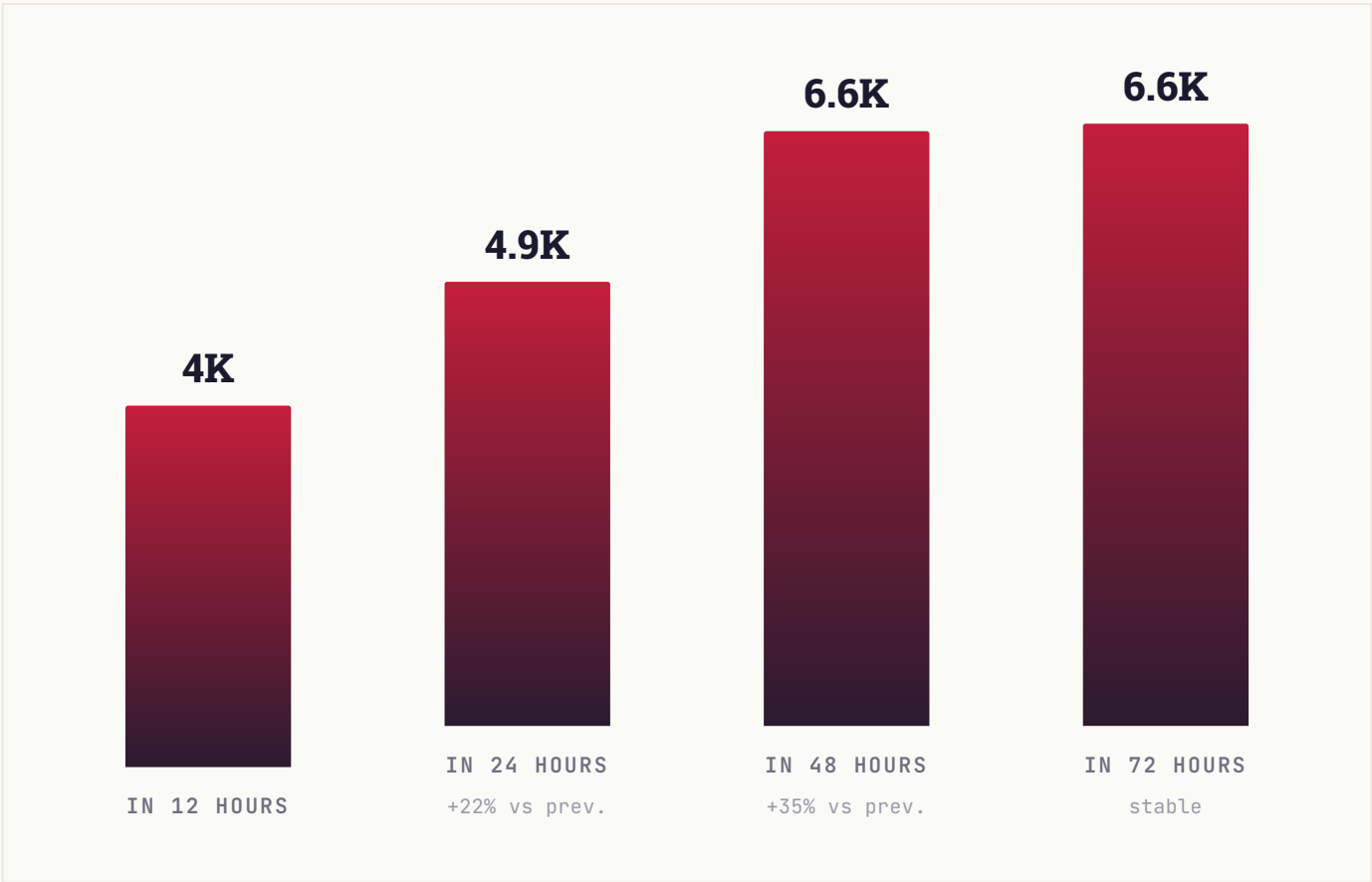
Citation index **183** – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 704** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



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
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Oka	1.6M
Today Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
Tomorrow Trending today	1M
TB trends by russia	1M
TV Trend or leave	935.3K
TR Trending	909.3K
GM Editor-in-Chief Maxim Ilyakhov YOU	69.4K

COMPARATIVE CONCLUSION

Channel on bottom half of top-100 niche (#80 of 99). Niche median: 125.2K subs.
First growth KPI: reach median. Leader: My feed trends (2.5M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **140**, they brought **1 258** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	24	22	8	
Nov 2025	24	24	33	
Oct 2025	28	27	139	
September 2025	20	19	335	
August 2025	24	24	232	
July 2025	20	19	511	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
140	6	1 258

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top 100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel. Gray band: range of 80% of niche channels (p10–p90). Black vertical: median. Red dot: your channel.

#80 /100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBS

worse than median by 44%

median 123.8K

29.7K

69 355 – your channel

1.1M

AVG REACH / POST

worse than median by 17%

median 11.4K

73

9 472 – your channel

50.1K

CITATION INDEX

worse than median by 50%

median 366

0

183 – your channel

3.1K

— SECTION 09 · 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 — on Saturday

Audience is most active at this day and 00:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

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

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
