

PUBLIC REPORT BY PROMTPRESS

Channel audit

GORDEY



@gordeylive

Here I share all the behind-the-scenes and what's happening in life
 🤫 ADS in Telegram channel 👉 @gordeycrew gordeycrew@mail.ru
 YOUTUBE - <https://youtube.com/@dima91gordey> TWITCH - ...

SUBSCRIBERS

652 428

-14455 per month

ERR (% SEE POSTS)

14.0%

per day 6.4%

REACH/POST

84.5K

ad reach 42K/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 652 428 —	 SUBSCRIBER REACH 12.95% avg % of subs who see a post	 VIEWS/POST 84.5K median 87.1K · 27 days	 POSTS/WEEK 8.3 for the period
 7D TREND -19.4% vs previous week	 REACTIONS/POST 938.9 total 30,983 reactions, 1,441 reposts, 2,487 comments	 POST LENGTH 189 chars median 141 · 27 days	 POSTS ANALYZED 33 27 days
 AD REACH 42K 24h avg	 CHURN / MONTH -14455 last month	 CITATION RATE 79 citation index · 351 channels mentioned ever	 CHANNEL AGE 8 years 7 months created 14.11.2017

AI EDITOR SUMMARY

Channel «GORDEY» — 652 428 subs. Each post averages 84.5K people (13% from subs), reach is low — should expand audience. Publishes 8 posts per week (~1/day) — regular schedule. For the week Jun 22–28, reach dropped -19.4% to the week of 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 33 posts over 27 days.
- 02 Dominant format — Photo (22/33 posts).
- 03 Avg post length — 189 chars (median 141).
- 04 Peak audience activity — Friday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (111.5K avg top vs 55.6K worst) — among 33 posts over 27 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 15:28 PHOTO As Guf said: 'If you haven't been to the Great Wall, you haven't been to China.' And I climbed it four times. To find out why... watch the video. Let's go...	VIEWS 116 338 REPOSTS 60	REACTIONS 1 523 ER 17.8%
Nº2 19.06 · 09:52 PHOTO Met a local blogger) How old do you think she is?	VIEWS 111 954 REPOSTS 24	REACTIONS 1 300 ER 17.2%
Nº3 09.06 · 11:31 PHOTO My bike got wrapped, result not shown yet) What do you think, looks good? Flying back tomorrow, can't wait to see it!!!	VIEWS 106 338 REPOSTS 11	REACTIONS 922 ER 16.3%

Nº4

17.06 • 16:02

PHOTO

Numbers went UP 📈 Going higher, moving lower 🌍 Already covered a lot of China, video will be inverted. Really want to stream, but don't want to...

VIEWS

105 312

REPOSTS

8

REACTIONS

913

ER

16.1%

Nº5

15.06 • 13:26

PHOTO

Route is meh, can do it in a day and a half 🧑

VIEWS

105 186

REPOSTS

16

REACTIONS

891

ER

16.1%

WORST 3



30.06 • 16:28

PHOTO

Future question 😊 Which car would you pick for a giveaway from China, Japan or Korea up to 160 hp? 1. Volkswagen Tiguan L 2. BMW X1...

VIEWS

62 129

REPOSTS

19

REACTIONS

556

ER

9.5%



02.07 • 10:29

PHOTO

You're right - Miami 🌴 but it's just the starting point. There will be lots of travel for matches, at least the final in NYC Also today...

VIEWS

53 440

REPOSTS

14

REACTIONS

677

ER

8.2%



02.07 • 09:52

PHOTO

By the shirt, you can guess which city I'm flying to for the World Cup 😊

VIEWS

51 261

REPOSTS

17

REACTIONS

714

ER

7.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

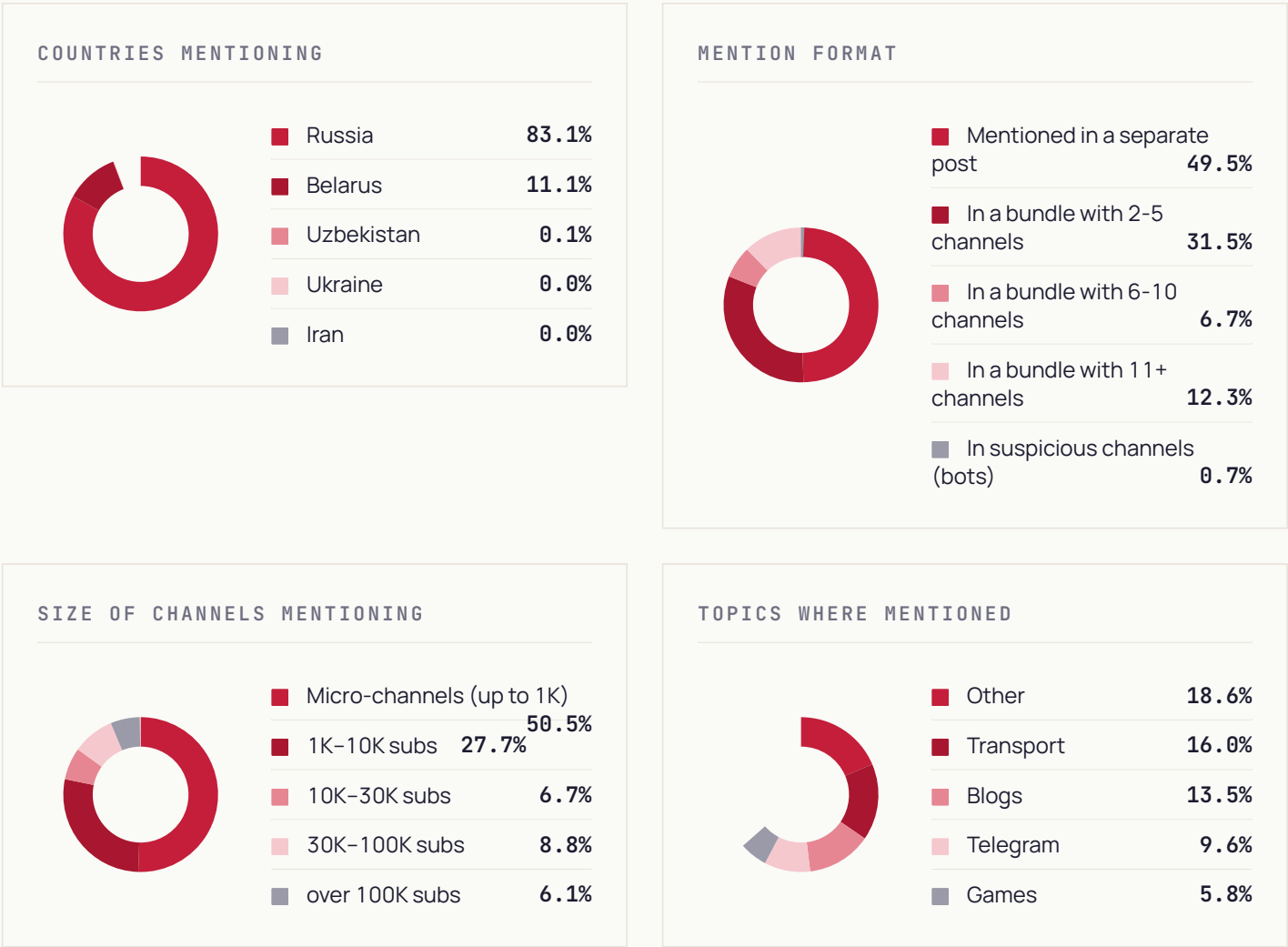
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

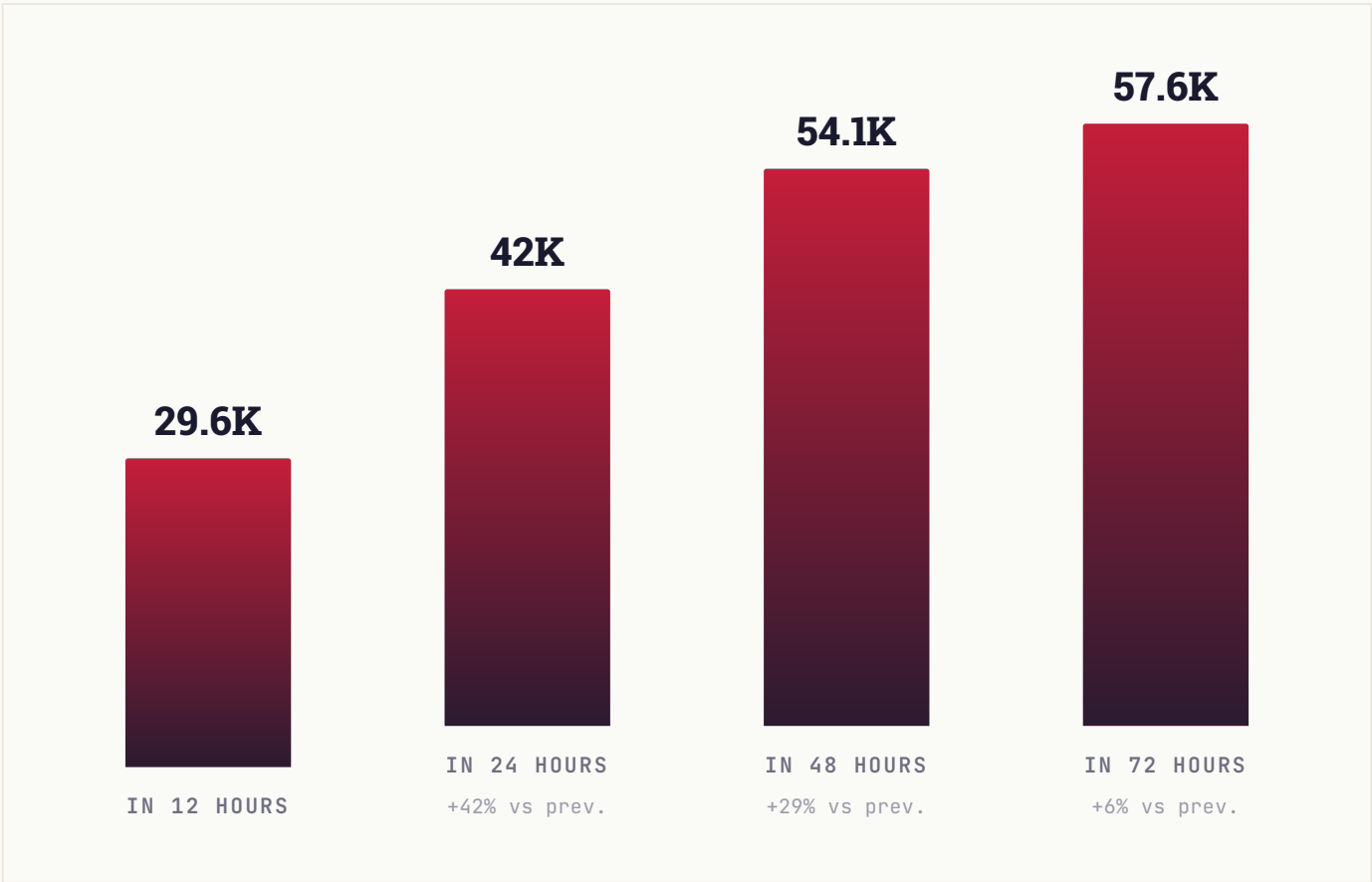
Citation index **79** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **351** different channels.



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 & 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
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
ZHY broen lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
GO GORDEY YOU	652.4K

COMPARATIVE CONCLUSION

Channel in top half of niche (#26 of 100). Niche leader — Dima Maslennikov (2.2M), median subs 426.9K. Aim for top quartile — realistic 6-12 month horizon.

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 **82**, they brought **110 121** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	26	17	59 905	
December 2025	24	20	21 290	
November 2025	7	7	14 399	
October 2025	10	10	2 809	
September 2025	1	1	0	
August 2025	14	13	11 718	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
82		6	110 121	

— SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took 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 vertical — median. Red dot — your channel.

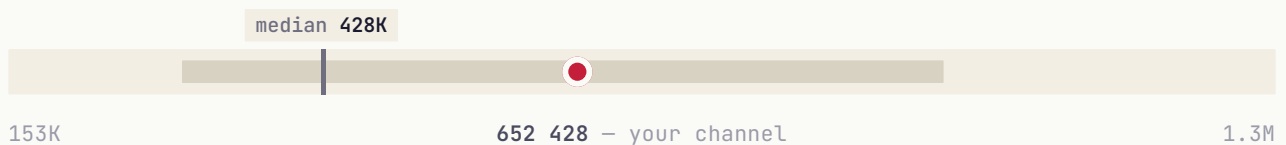
#26 /100

POSITION IN NICHE

Channel in the top half of the ranking

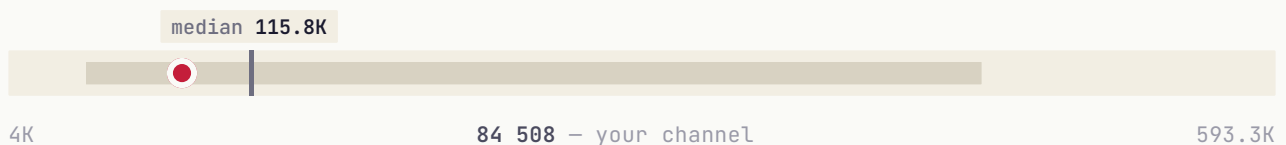
SUBSCRIBERS

better than 66% of niche



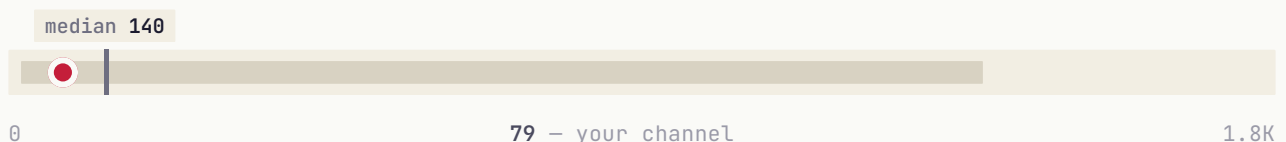
AVG REACH / POST

worse than median by 27%



CITATION INDEX

worse than median by 44%



— SECTION 09 · 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**Top post of the week — on Friday**

On this day at 12:00 MSK audience is most active.

EFFECT

**Best time for
an important
post****02****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****03****Test polls & interactive formats**

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

EFFECT

+5-15% ER**04****Cross-promo with similar channels**

Swap 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through 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
