

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mikhail Grebenyuk



@grebenukm

Dad of 5 close-in-age kids, entrepreneur Environment: Anomaly-Breakthrough-Exponential Medical family-office «ES-clinic» Social project «Generation» A+ Included by RKN in the list of personal pages...

SUBSCRIBERS

265 197

-3316 per month

ERR (% SEE POSTS)

21.0%

per day 9.9%

REACH/POST

52.4K

ad reach 26.3K/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 265 197 —	 SUBSCRIBER REACH 19.75% avg % of subs see post	 VIEWS/POST 52.4K median 55.8K · 29 days	 POSTS/WEEK 10.6 for the period
 7D TREND -20.0% vs prev week	 REACTIONS/POST 914.5 total 40,237 reactions, 7,373 reposts, 854 comments	 POST LENGTH 520 chars median 424 · 29 days	 POSTS ANALYZED 44 29 days
 AD REACH 26.3K 24h avg	 CHURN / MONTH -3316 last month	 CITATION RATE 1 463 citation index · 4,367 channels mentioned it all time	 CHANNEL AGE 8 years 4 months created 20.02.2018

AI EDITOR SUMMARY

Channel «Mikhail Grebenyuk» — 265 197 subs. Each post averages 52.4K people (20% from subs), this is average reach — room to grow. Publishes 11 posts per week (~2/day) — regular schedule. For the week Jun 29 – Jul 5, reach dropped -20.0% to the week of Jun 22–28 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 44 posts in 29 days.
- 02 Dominant format — Text (27/44 posts).
- 03 Avg post length — 520 chars (median 424).
- 04 Audience activity peak — Monday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (71K avg for top vs 38.7K for worst) — among 44 posts in 29 days. Worth analyzing what the top posts have in common: topic, format, publish time.

TOP 5 POSTS

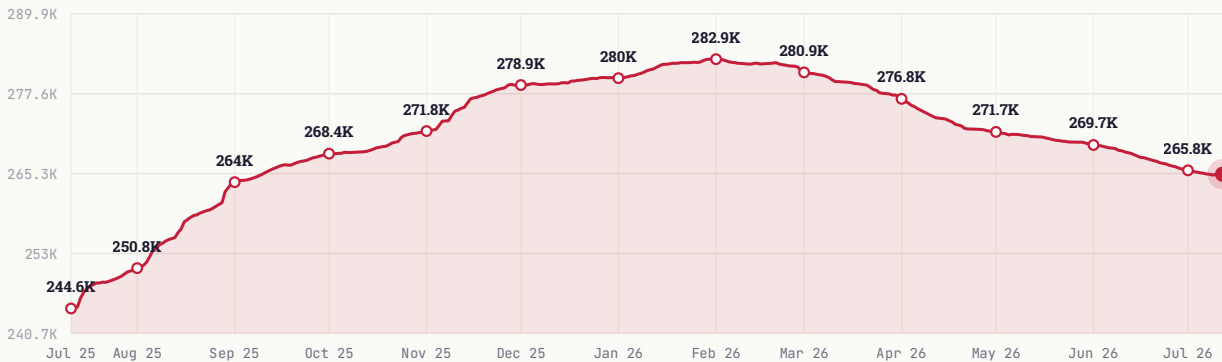
Nº1 15.06 · 16:02 PHOTO Гребенюк Live #4 на YouTube Самый приятный и комфортный выпуск из всех влогов Смотреть >>> Showed how a Russian entrepreneur relaxes...	VIEWS 76 003 REP. 46	REACTIONS 388 ER 28.7%
Nº2 22.06 · 15:04 PHOTO Grebenyuk Live #5 on YouTube The clinic opened, first clients came through personal trust and reputation. Ahead is the most important test...	VIEWS 69 405 REP. 50	REACTIONS 467 ER 26.2%
Nº3 24.06 · 10:36 TEXT Russia's Federal Tax Service has filed claims against over 50 Skolkovo resident companies for using IT tax breaks, RBC reports. The organizations in question...	VIEWS 67 613 REP. 554	REACTIONS 1 377 ER 25.5%

Nº4 26.06 • 08:33 TEXT In August I'll be an expert at the intensive 'Development of Single-Industry Towns' run by Rosmolodezh.Predprinimay together with the state corporation...	VIEWS 64 559 REP. 71 REACTIONS 398 ER 24.3%
Nº5 13.06 • 08:34 TEXT Tue we shoot declaration Second round of reviews. After the first round, I'd call the main challenge for all 4 participants - scale. My goal...	VIEWS 63 975 REP. 28 REACTIONS 434 ER 24.1%
WORST 3	
↓ 04.07 • 07:29 TEXT Fathers and sons in business Sometimes people get into business by inheritance from their parents. Dad or mom founded the company back in the 90s, long ago...	VIEWS 39 826 REP. 292 REACTIONS 1 110 ER 15.0%
↓ 05.07 • 11:23 TEXT What a system company consists of In the last post we raised the topic that for growth at one stage a business will have to start...	VIEWS 39 587 REP. 830 REACTIONS 484 ER 14.9%
↓ 04.07 • 16:10 PHOTO Thursday saw a new episode of Declaration. Vika from "CDS Standard": 379 houses, 47 million revenue per year, and she herself works in the business...	VIEWS 36 564 REP. 16 REACTIONS 337 ER 13.8%

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

244 554

NOW

265 197

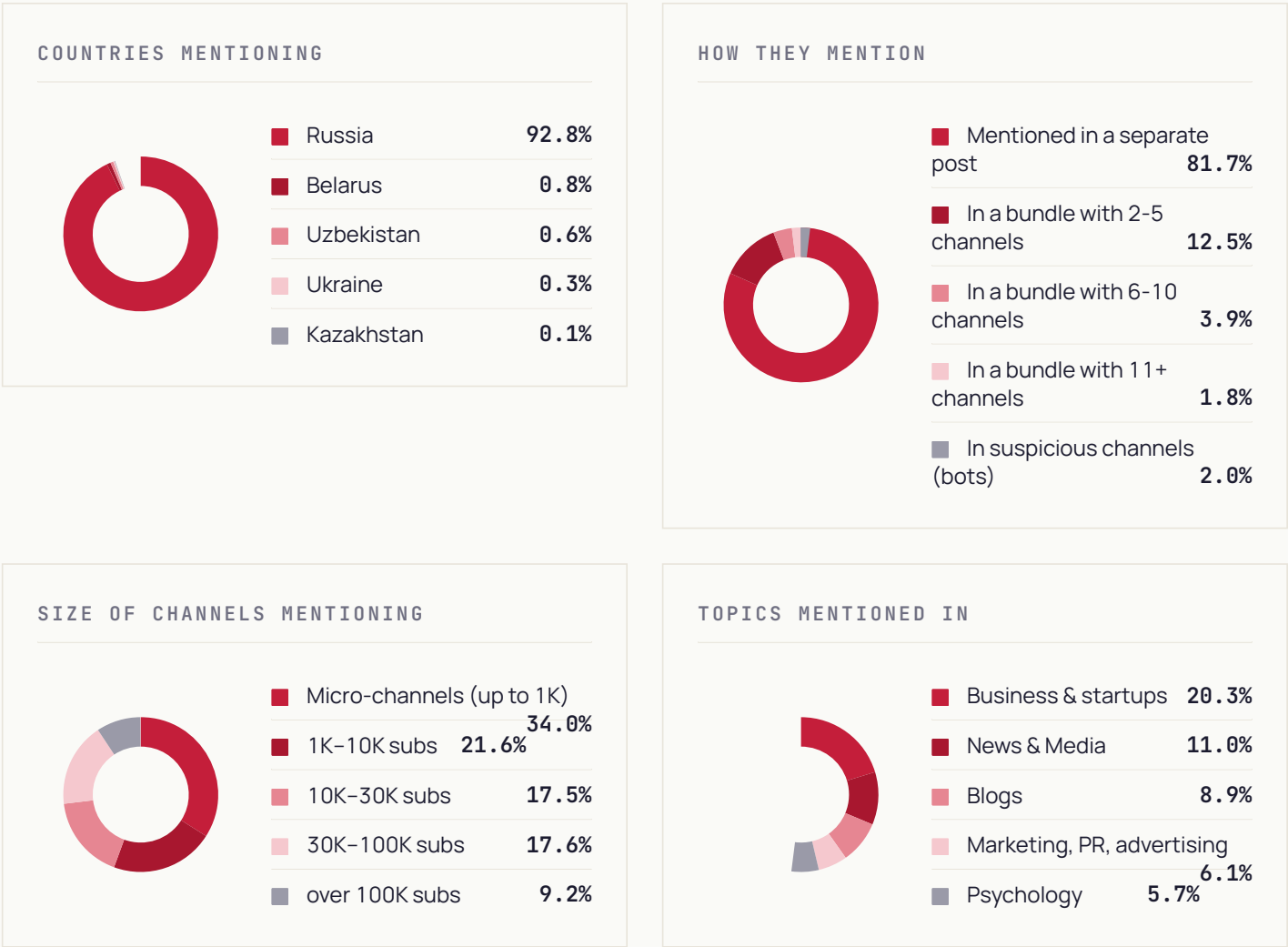
NET GROWTH

+20 643

SECTION 04 · MENTIONS

Who mentions the channel and how

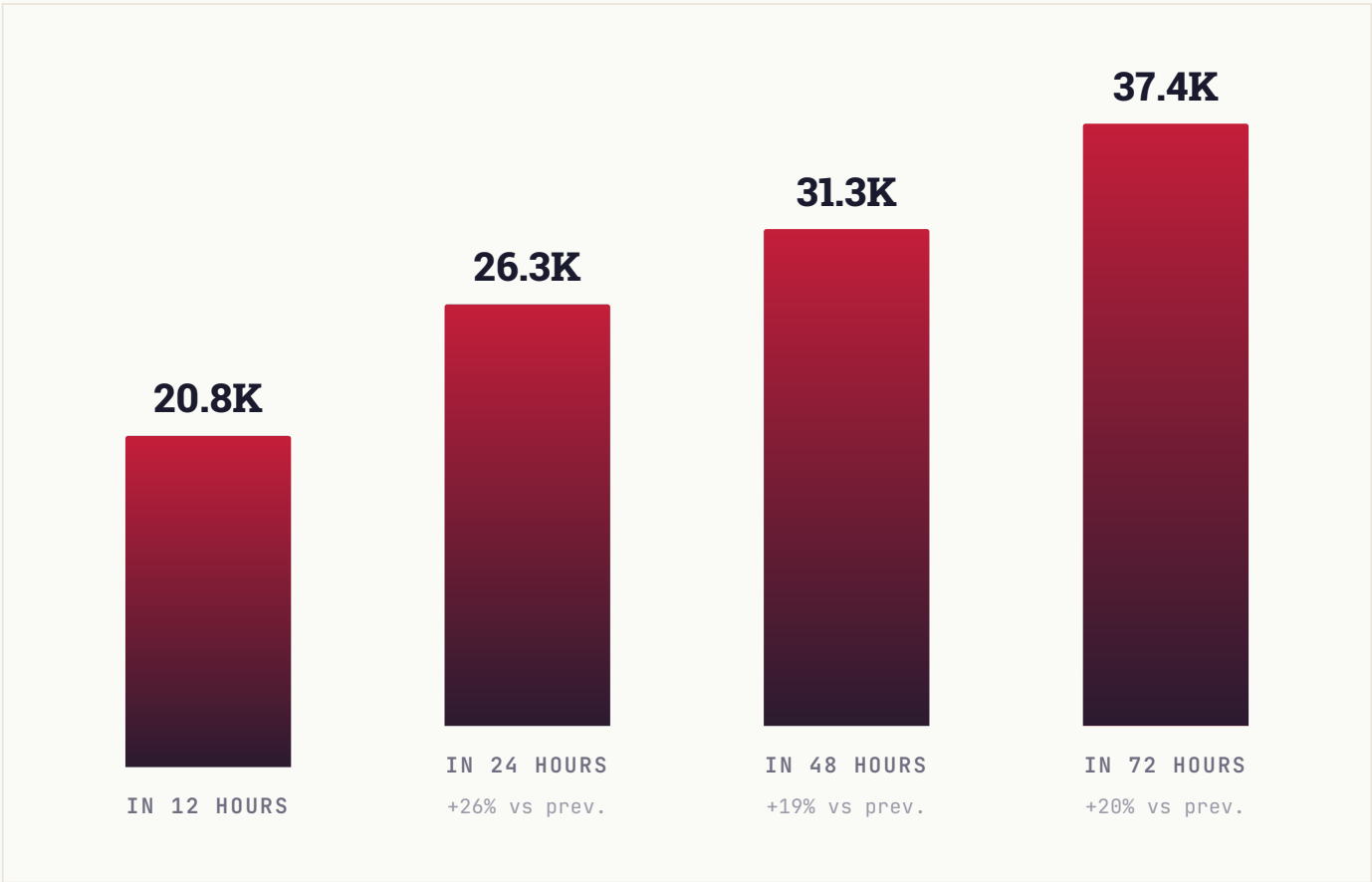
Citation index **1 463** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **4 367** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an 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
KB Bloody Lady	1.1M
EI EVELONE 192	1.1M
LJ here lives broen	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
MG Mikhail Grebenyuk YOU	265.2K

COMPARATIVE INSIGHT

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

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 **464**, they brought **33 280** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	40	27	3 081	
December 2025	74	44	1 489	
November 2025	71	60	7 300	
October 2025	70	57	3 523	
September 2025	138	97	4 533	
August 2025	71	51	13 354	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
464	6	33 280

SECTION 08 • NICHE COMPARISON

Where the 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.



— 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 Monday

On this day at 19:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

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 poll per week on a hot topic is an 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 to do it every day — 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
