

PROMTPRESS PUBLIC REPORT

# Channel audit

## Dmitry Konanykhin



@grishkafilippov

Russian writer, engineer, radio host Registered in RKN list: <https://knd.gov.ru/license?id=678f4b7eacea5b74c4147cca&istryType=bloggersPermission>  
Russian Radio University:...

SUBSCRIBERS

**35 338**

-38 per month

ERR (% SEE POSTS)

**13.0%**

daily 8.5%

REACH/POST

**4.7K**

ad reach 3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

|                                                                                                                                                     |                                                                                                                                                                                               |                                                                                                                                                                                        |                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>35 338</div> <div>—</div>             | <div> SUBSCRIBER REACH</div> <div>13.42%</div> <div>avg % subs see post</div>                                | <div> VIEWS/POST</div> <div>4.7K</div> <div>median 3.4K · 29 days</div>                               | <div> POSTS/DAY</div> <div>12.7</div> <div>~89 per week</div>                      |
| <div> 7D TREND</div> <div>-13.2%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>135.7</div> <div>total 51,158 reactions, 9,766 reposts, 2,391 comments</div> | <div> POST LENGTH</div> <div>680 chars</div> <div>median 861 · 29 days</div>                          | <div> POSTS ANALYZED</div> <div>377</div> <div>29 days</div>                       |
| <div> AD REACH</div> <div>3K</div> <div>24h avg</div>             | <div> CHURN / MONTH</div> <div>-38</div> <div>last month</div>                                              | <div> CITATION RATE</div> <div>1 348</div> <div>citation index · 3,940 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>7 years 7 months</div> <div>created 29.11.2018</div> |

AI EDITOR SUMMARY

Channel «Dmitry Konanykhin 🇷🇺» — 35 338 subs. Each post avg views 4.7K people (13% from subs), low reach — expand audience. Publishes 89 posts/week (~13/day) — very active. Week Jun 29–Jul 5 reach dropped -13.2% to week Jun 22–28 — analyze 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 **377** posts in 29 days.
- 02 Dominant format — **Text** (187/377 posts).
- 03 Avg post length — **680** chars (median 861).
- 04 Peak audience activity — **Saturday**, 15:00 MSK.
- 05 Top posts get **64×** more views than weakest (102.7K avg top vs 1.6K worst) — across 377 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                          |                                                                    |                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------------|
| <div><div>Nº1</div><div>20.06 · 12:24</div><div>TEXT</div></div> <div>⚡⚡⚡ Western scholars analyzing the Second Cold War, the crisis of post-liberalism and post-Europe, unanimously shout that Russians do not...</div> | <div>VIEWS</div> <div>130 393</div> <div>REP.</div> <div>346</div> | <div>REACTIONS</div> <div>190</div> <div>ER</div> <div>369.0%</div> |
| <div><div>Nº2</div><div>18.06 · 14:18</div><div>TEXT</div></div> <div>Looks like Moscow firefighters and services pulled off a feat. Screw you, not Moscow. Keep working, brothers.</div>                                | <div>VIEWS</div> <div>100 643</div> <div>REP.</div> <div>214</div> | <div>REACTIONS</div> <div>521</div> <div>ER</div> <div>284.8%</div> |
| <div><div>Nº3</div><div>06.07 · 13:09</div><div>PHOTO</div></div> <div>The cost of one new Brazilian fighter-attack aircraft, depending on configuration, ranges from €11M to 15M. We...</div>                           | <div>VIEWS</div> <div>76 957</div> <div>REP.</div> <div>689</div>  | <div>REACTIONS</div> <div>306</div> <div>ER</div> <div>217.8%</div> |

|                                                                                                                                                                                                           |                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 18.06 • 07:03 <span>TEXT</span><br>But there's great news too. Looking at how the humanities professors who fled to the West are celebrating today...                                          | <div>VIEWS</div> <div>50 276</div> <div>REACTIONS</div> <div>274</div> <div>REP.</div> <div>295</div> <div>ER</div> <div>142.3%</div> |
| <b>Nº5</b> 27.06 • 07:49 <span>TEXT</span><br>Newbies creatively develop the experience of communist Nina Ostanina. In Ukraine, esports players were disqualified for playing with Russians Instead of... | <div>VIEWS</div> <div>26 174</div> <div>REACTIONS</div> <div>88</div> <div>REP.</div> <div>22</div> <div>ER</div> <div>74.1%</div>    |

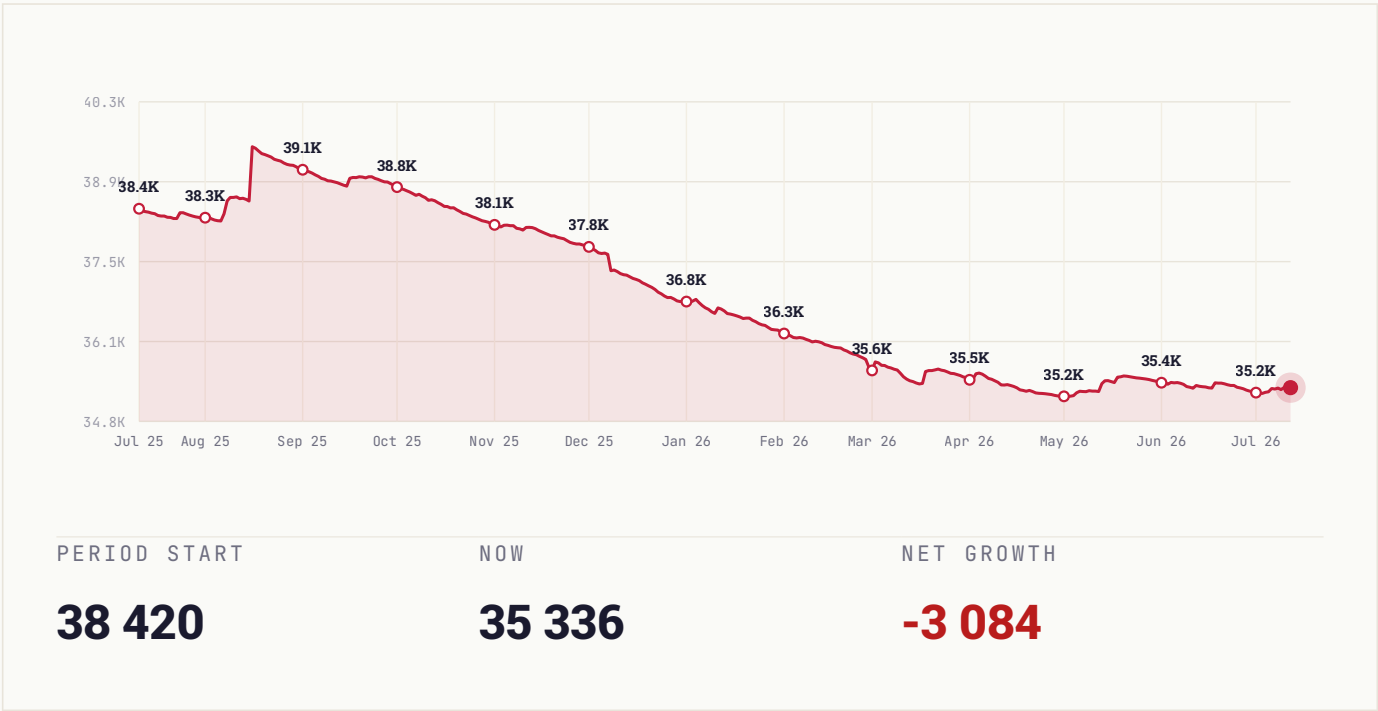
## WORST 3

|                                                                                                                                                                                                                  |                                                                                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <div>↓</div> 06.07 • 09:23 <span>TEXT</span><br>It's worth noting that Klim Zhukov is a very wealthy man. We don't pry into others' pockets, but judging by open data, on advertising...                         | <div>VIEWS</div> <div>1 996</div> <div>REACTIONS</div> <div>124</div> <div>REP.</div> <div>18</div> <div>ER</div> <div>5.6%</div> |
| <div>↓</div> 29.06 • 17:10 <span>TEXT</span><br>Colleagues write similar conclusions, which I also wrote about — that all efforts of Kyiv and its sponsors are invested in a cognitive-combat operation where... | <div>VIEWS</div> <div>1 919</div> <div>REACTIONS</div> <div>94</div> <div>REP.</div> <div>18</div> <div>ER</div> <div>5.4%</div>  |
| <div>↓</div> 06.07 • 05:46 <span>PHOTO</span><br>Data from Hayabusa2 received by DSN antenna in Canberra. Madrid on standby...                                                                                   | <div>VIEWS</div> <div>927</div> <div>REACTIONS</div> <div>44</div> <div>REP.</div> <div>1</div> <div>ER</div> <div>2.6%</div>     |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

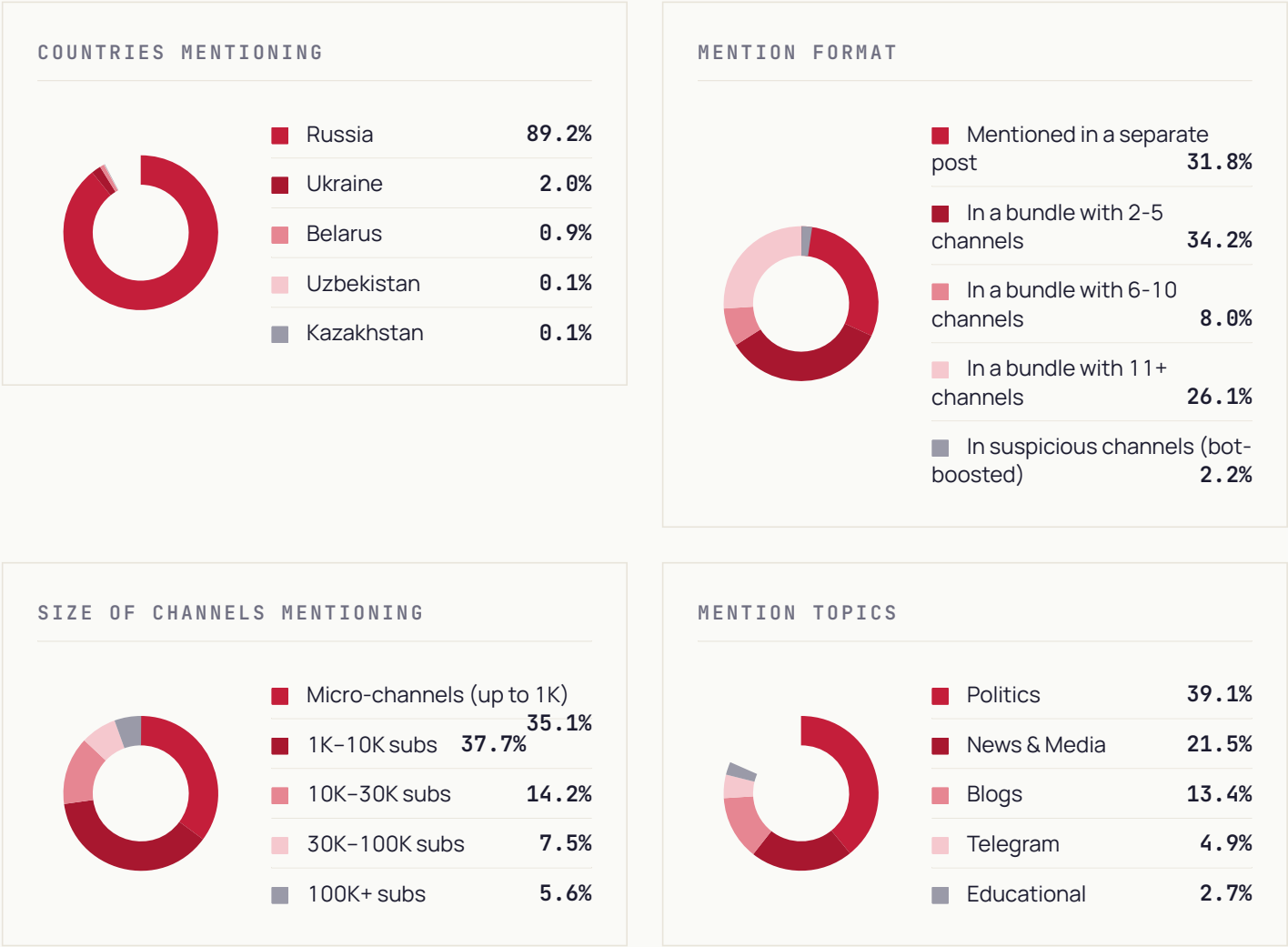
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth and loss.



SECTION 04 · CITATIONS

# Who and how mentions the channel

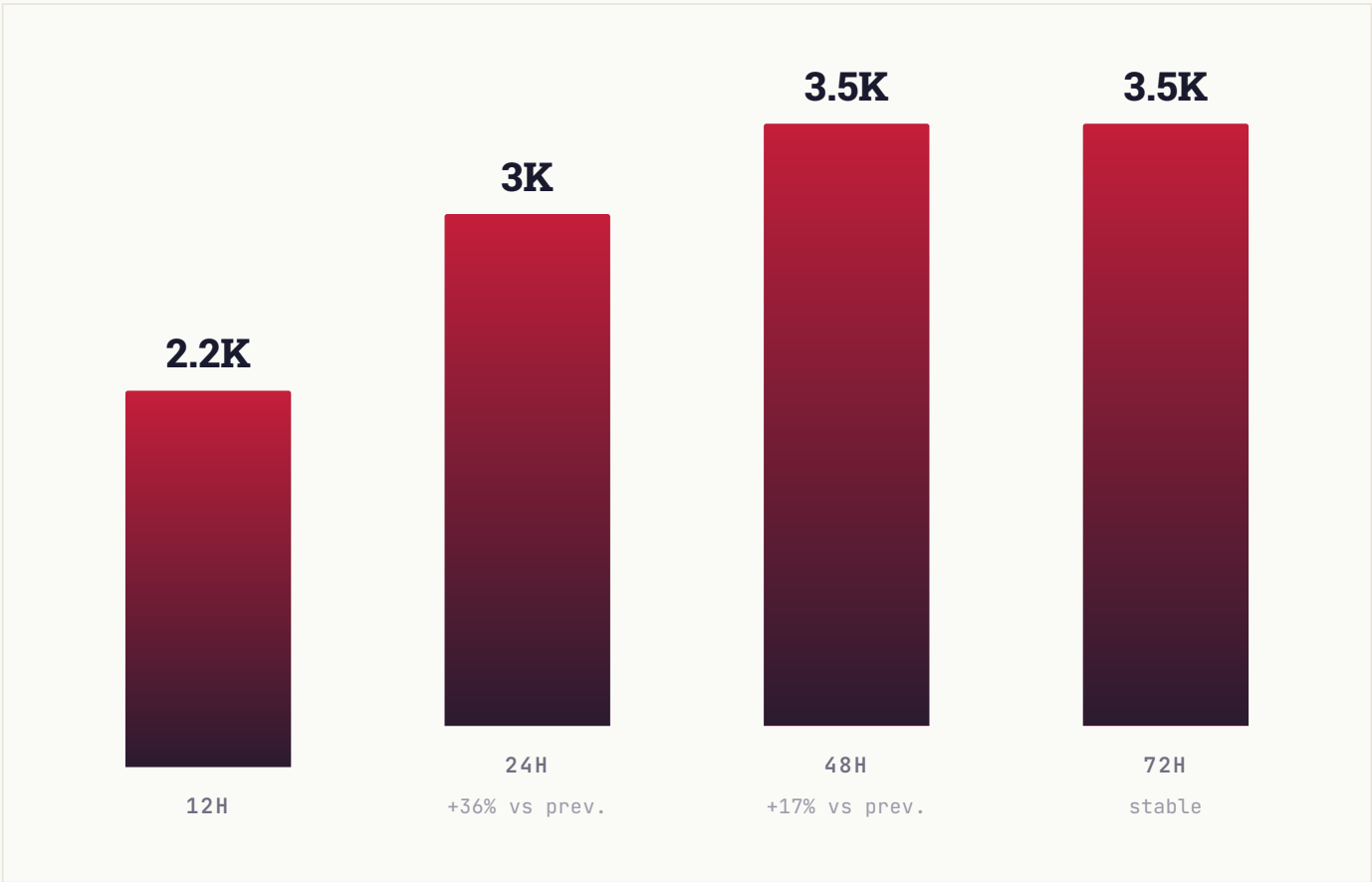
Citation index **1 348** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **3 940** different channels.



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 should 'live'.





SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its spot among niche neighbors.

| CHANNEL                                           | SUBSCRIBERS |
|---------------------------------------------------|-------------|
| <div>DM</div> <div>Dima Maslennikov</div>         | 2.2M        |
| <div>LI</div> <div>LITVIN</div>                   | 1.6M        |
| <div>EX</div> <div>Exile</div>                    | 1.4M        |
| <div>AZ</div> <div>Alexander Zubarev</div>        | 1.3M        |
| <div>B🍄</div> <div>Booster 🍄</div>                | 1.2M        |
| <div>KB</div> <div>Bloody Lady</div>              | 1.1M        |
| <div>E1</div> <div>EVELONE 192</div>              | 1.1M        |
| <div>ZJ</div> <div>here lives broen</div>         | 1.1M        |
| <div>PA</div> <div>PARADEYEVICH</div>             | 1M          |
| <div>NE</div> <div>NEVZOROV</div>                 | 1M          |
| <div>DK</div> <div>Dmitry Konanykhin 🇷🇺 YOU</div> | 35.3K       |

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 via systematic traffic & content work.

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 **819**, they brought **1 854** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS          |
|----------------|----------|----------|------------------------------|
| January 2026   | 138      | 112      | 156 <div><div></div></div>   |
| December 2025  | 70       | 59       | 38 <div><div></div></div>    |
| Nov 2025       | 230      | 189      | 79 <div><div></div></div>    |
| Oct 2025       | 119      | 83       | 28 <div><div></div></div>    |
| September 2025 | 135      | 95       | 183 <div><div></div></div>   |
| August 2025    | 127      | 106      | 1 370 <div><div></div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS IN DATA | ATTRACTED SUBSCRIBERS |
| 819            | 6              | 1 854                 |

## SECTION 08 · NICHE COMPARISON

# Where channel stands in its league

Took top-100 channels in category "Blogs» (Russia) and compared your channel.  
 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 ranked by expected impact. Check off and revisit next month.

- 01

**Top post of the week — on Saturday**  
Audience most active on this day at 15:00 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). PromtPress picks sources for your niche.

EFFECT  
**+1000-3000 subs**
- 03

**Test polls and 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 neighboring channels**  
Exchange posts with channels in the same segment once a quarter. 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 us to do this **PromptPress?**

This audit is what we can do in minutes using public data. If you want to go further — run ads through us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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