

PUBLIC REPORT BY PROMTPRESS

Channel audit

Olya Istoryashka from EGELEND



@historyashka_ei

Prepared every 10th 100-scorer in Russia in 2025, trained as an EGE history expert 🇷🇺 EGE history prep: @historyy_el

SUBSCRIBERS

59 771

-6091 per month

ERR (% SEE POSTS)

22.0%

last 24 hrs **11.0%**

REACH/POST

12.4K

ad reach **6.7K/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 59 771 —	 SUBSCRIBER REACH 20.67% avg % subs see post	 VIEWS/POST 12.4K median 12.3K · 29 days	 POSTS/WEEK 32.1 for period
 7D TREND -15.4% vs previous week	 REACTIONS/POST 375.3 total 51,412 reactions, 11,457 reposts, 3,562 comments	 POST LENGTH 259 chars median 150 · 29 days	 POSTS ANALYZED 137 29 days
 AD REACH 6.7K avg per 24h	 CHURN / MONTH -6091 last month	 QUOTE RATE 264 citation index · 2 744 channels mentioned ever	 CHANNEL AGE 2 years 10 months created 10.09.2023

AI EDITOR SUMMARY

Channel «Olya Istoryashka from EGELEND» — 59 771 subs. Each post avg views 12.4K people (21% of subs), this is avg reach — room to grow. Publishes 32 posts per week (~5/day) — active posting. For week Jun 29 – Jul 5 reach dropped by -15.4% to week 22–28 Jun — 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 137 posts over 29 days.
- 02 Dominant format – Photo (57/137 posts).
- 03 Avg post length – 259 chars (median 150).
- 04 Peak audience activity – Monday, 22:00 MSK.
- 05 Top posts get the most 3× more views than the weakest (22.9K avg for top vs 8.2K for worst) – among 137 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 11:26 PHOTO historical movies/series for a summer evening series «Rurikovich» – timeless classic, if you're into...	VIEWS 24 718 REPOSTS 984	REACTIONS 467 ER 41.4%
Nº2 22.06 · 16:17 TEXT LEAKING CHEAT SHEETS FOR THE HISTORY UNIFIED STATE EXAM!! Print the cheat sheets from this post – you still have time...	VIEWS 22 216 REPOSTS 2 353	REACTIONS 450 ER 37.2%
Nº3 15.06 · 19:51 PHOTO already picked graduation outfits? I'd totally wear something like this now	VIEWS 21 903 REPOSTS 26	REACTIONS 1 020 ER 36.6%

Nº4

17.06 · 08:42

PHOTO

Rosobrnadzor leaked EGE stats

So, history: • 2025: 154

100-scorers • 2026: 100-scorers became...

VIEWS

21 464

REPOSTS

118

REACTIONS

681

ER

35.9%

Nº5

16.06 · 20:57

TEXT

called out the res, you're welcome

VIEWS

21 381

REPOSTS

71

REACTIONS

688

ER

35.8%

WORST 3

↓

07.07 · 14:16

TEXT

we're not canceled, come on in via link

VIEWS

8 293

REPOSTS

1

REACTIONS

154

ER

13.9%

↓

11.07 · 13:16

PHOTO

OK, I'll solve all your problems in one post

Planning to dump

theory from Eastern Slavs...

VIEWS

8 273

REPOSTS

7

REACTIONS

320

ER

13.8%

↓

11.07 · 11:07

PHOTO

humanities majors don't have a choice.

most of you will have

to take history...

VIEWS

8 141

REPOSTS

3

REACTIONS

120

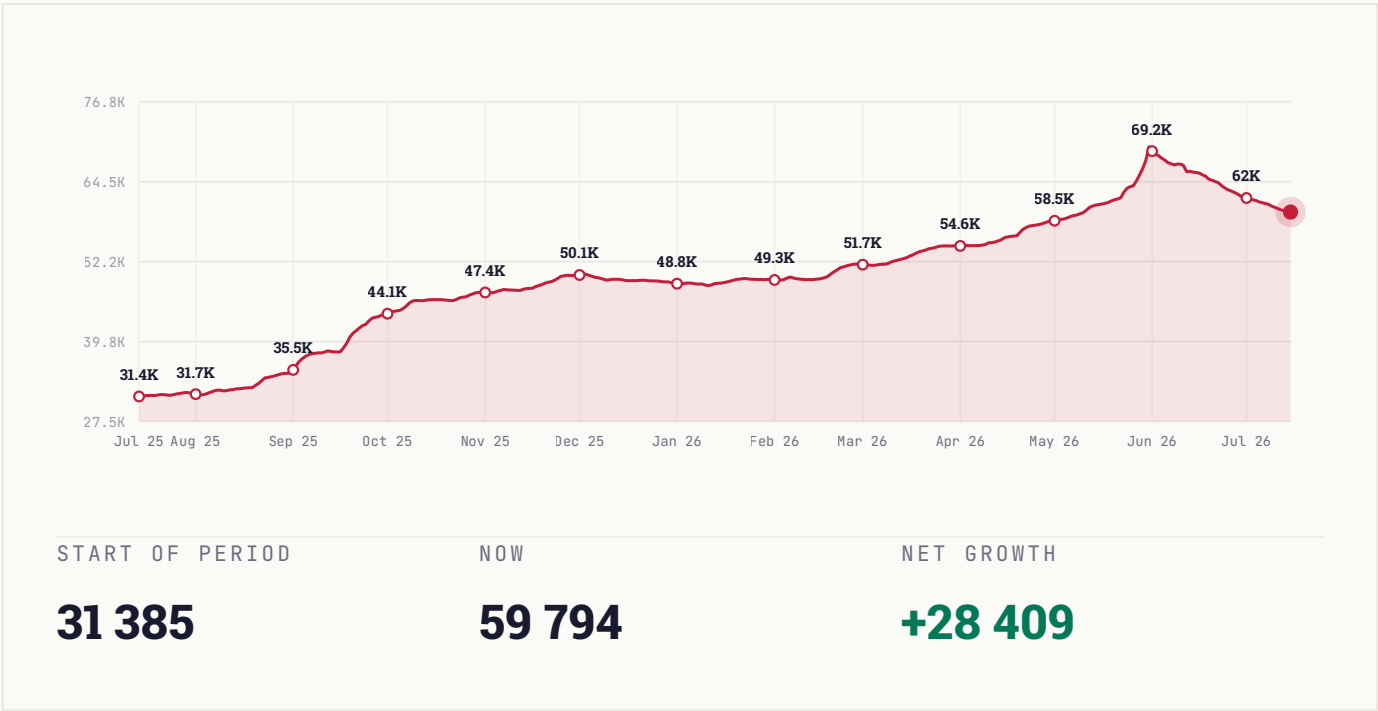
ER

13.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

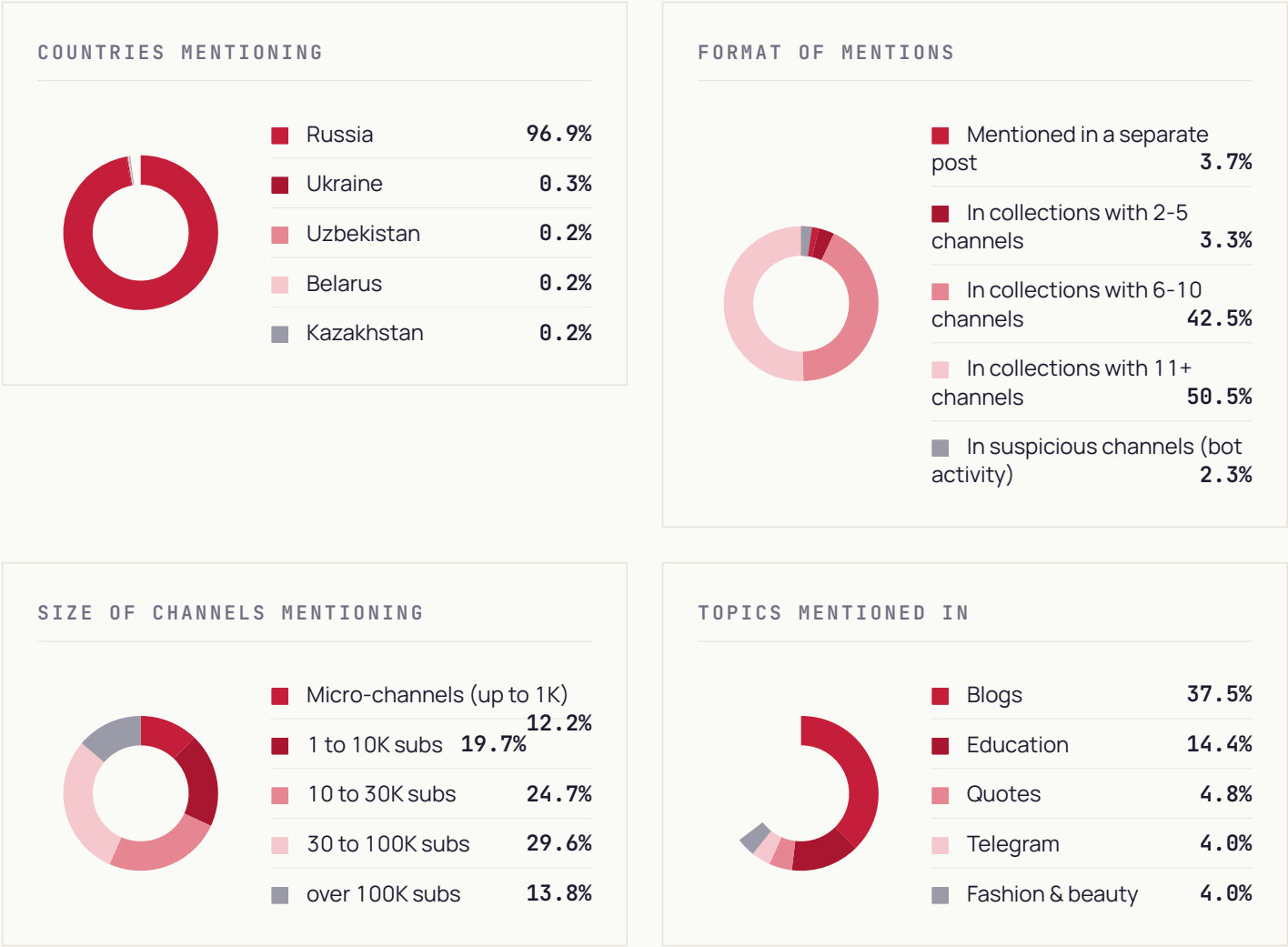
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

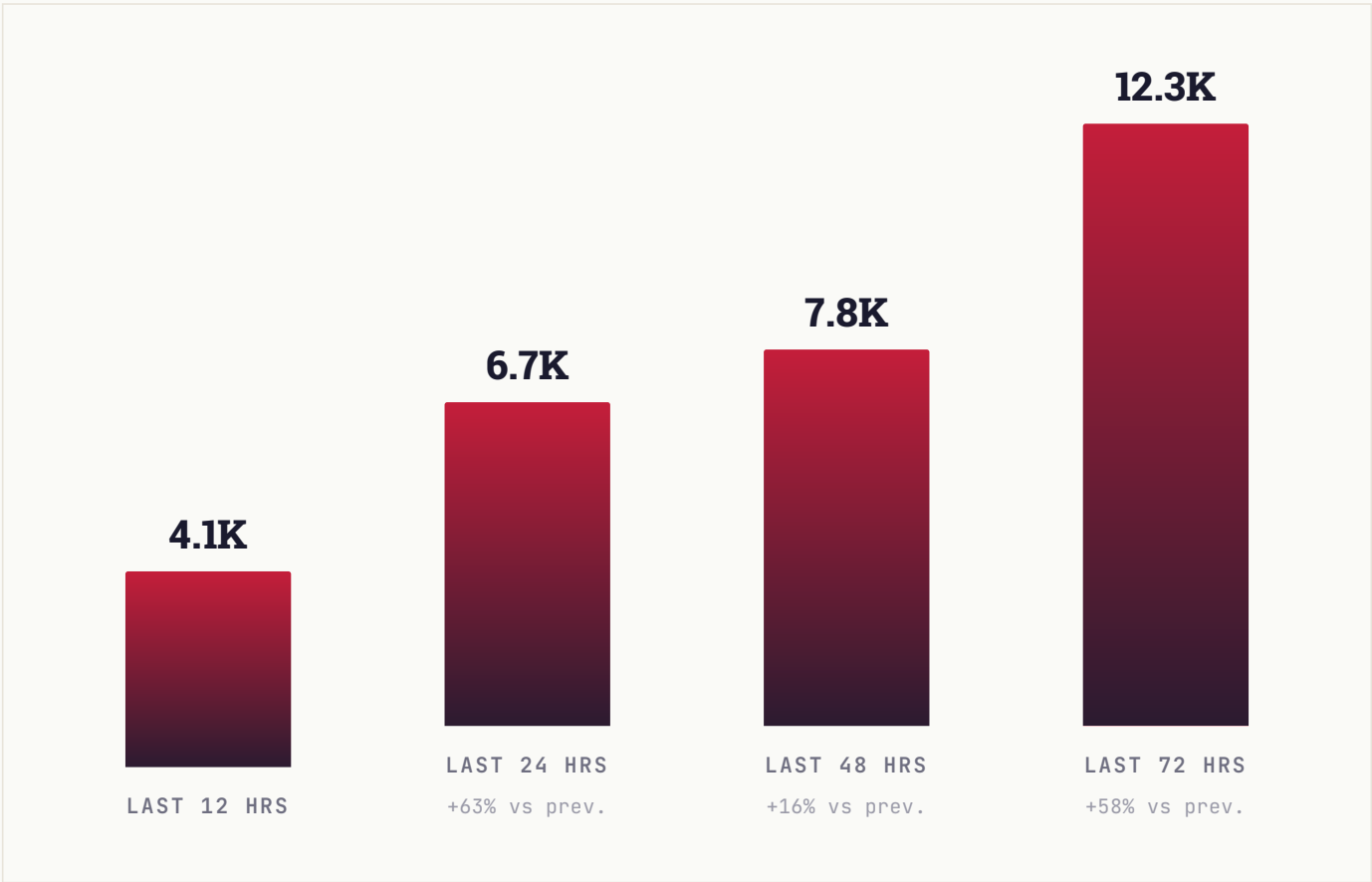
Citation index **264** – channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **2 744** different channels.



— 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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
OT ANSWERS	578.2K
OT ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umskul Territory of Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow education	233K
ER Olya Istoryashka from EGELEND YOU	59.8K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#83 of 99). Niche median — 78.8K subs. First growth KPI — reach median. Leader: Mathematician Andrey (1M).

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 **261**, they brought **21 256** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	38	13	1 391
December 2025	15	7	558
November 2025	13	7	2 968
October 2025	11	5	3 584
September 2025	79	74	9 199
August 2025	105	93	3 556

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
261	6	21 256

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

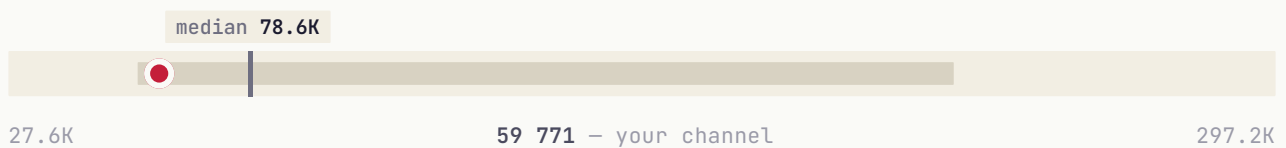
Took top-100 channels in category «Education» (Russia) and compared your channel. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#83 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

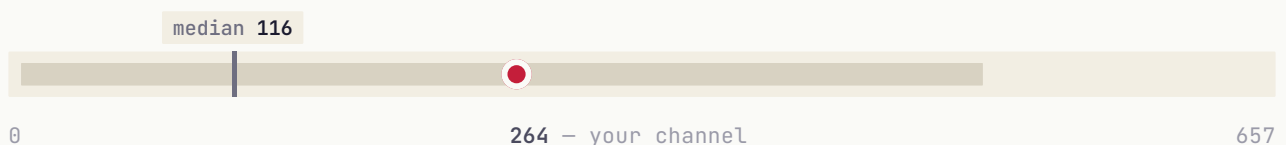
SUBSCRIBERS

worse than median by 24%

AVG REACH / POST

better than 57% of niche

CITATION INDEX

better than 65% of niche

— 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

Audience is most active on this day at 22:00 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 finds 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **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 in Telegram

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

02

Contact manager

t.me/PromptPress_manager