

— PROMTPRESS PUBLIC REPORT

Channel audit

Egor Kholmogorov



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SUBSCRIBERS

19 421

+13 per month

ERR (% SEE POSTS)

27.0%

per day 17.1%

REACH/POST

5.7K

ad reach 3.3K/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 19 421 —	SUBS REACH 29.28% avg % subs see post	VIEWS/POST 5.7K median 4.1K · 29 days	POSTS/DAY 11.0 ~77 per week
7D TREND +62.6% vs previous week	REACTIONS/POST 172.0 total 55,558 reactions, 13,221 reposts, 0 comments	POST LENGTH 587 chars median 581 · 29 days	POSTS ANALYZED 323 29 days
AD REACH 3.3K 24h avg	CHURN / MONTH +13 last month	CITATION RATE 1 755 citation index · 5,064 channels mentioned all time	CHANNEL AGE 10 years 6 months created 28.12.2015

AI EDITOR SUMMARY

Channel «Egor Kholmogorov» — 19 421 subs. Each post avg views 5.7K people (29% of subs), good reach. Publishes 77 posts/week (~11/day) — very active. Week Jun 29–Jul 5 reach grew +62.6% to week Jun 22–28 — positive trend.

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 SHARE

- 01 Analysis based on **323** posts in 29 days.
- 02 Dominant format — **Text** (165/323 posts).
- 03 Avg post length — **587** chars (median 581).
- 04 Peak audience activity — **Thursday**, 12:00 MSK.
- 05 Top posts get **81×** more views than the weakest (89.5K avg for top vs 1.1K for worst) — among 323 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 09:45 TEXT What's wrong with our strikes on Kyiv? One thing: we know too well what comes next. Next we'll stand arms akimbo...	VIEWS 137 723 REPOSTS 1 173	REACTIONS 543 ER 709.1%
Nº2 17.06 · 15:48 TEXT At the core of Yeltsinism as a real system were social Darwinism+Thatcherism (see my article about it) +Russophobia of the liberal (with a bias towards...	VIEWS 67 096 REPOSTS 205	REACTIONS 222 ER 345.5%
Nº3 16.06 · 09:07 TEXT Remember how VK denied my video monetization over a pittance literally saying: "We don't like your face"... So...	VIEWS 63 727 REPOSTS 153	REACTIONS 194 ER 328.1%

Nº4 29.06 · 17:09 TEXT Auto-setups are a symptom of social bottom and degradation. So you need to twist their heads off immediately and without talking. If you let this...	VIEWS 58 192 REPOSTS 11 REACTIONS 214 ER 299.6%
Nº5 06.07 · 13:18 TEXT Omsk story is about waging war against our own incompetence. It's a monstrous enemy and it's kicking our...	VIEWS 39 359 REPOSTS 271 REACTIONS 433 ER 202.7%

WORST 3

↓ 24.06 · 09:28 PHOTO Catalog of Egor Kholmogorov's bookshop. Reminder: books come with postcards, bookmarks, and often cover letters...	VIEWS 1 226 REPOSTS 3 REACTIONS 42 ER 6.3%
↓ 25.06 · 10:01 PHOTO Catalog of Egor Kholmogorov's bookshop. Reminder: books come with postcards, bookmarks, and often cover letters...	VIEWS 1 077 REPOSTS 3 REACTIONS 34 ER 5.5%
↓ 08.07 · 06:24 PHOTO Resuming pre-order for the book about Fyodor Mikhailovich Dostoevsky. Layout ready. Print run in August. Pre-order terms are simple: 1...	VIEWS 998 REPOSTS 7 REACTIONS 53 ER 5.1%

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 and which it lost subs.



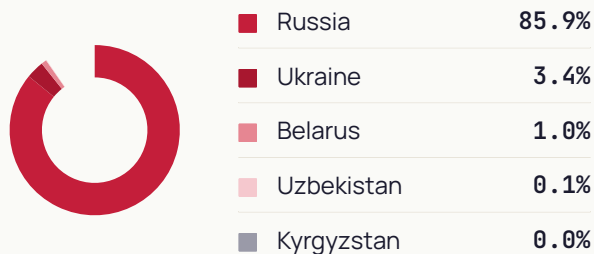
START OF PERIOD	NOW	NET GROWTH
11 484	19 421	+7 937

SECTION 04 • MENTIONS

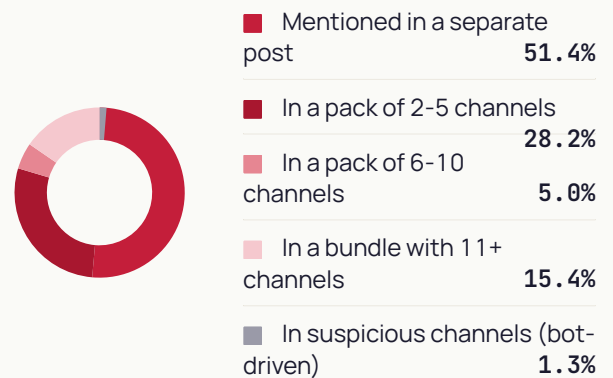
Who and how mentions the channel

Citation index **1 755** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions: **5 064** different channels.

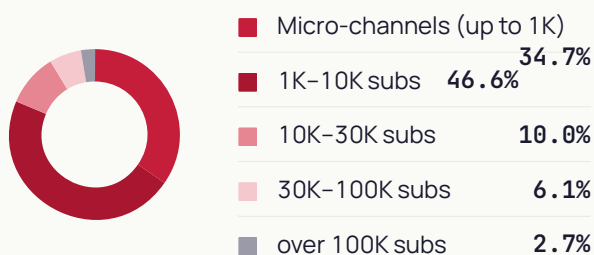
COUNTRIES MENTIONING



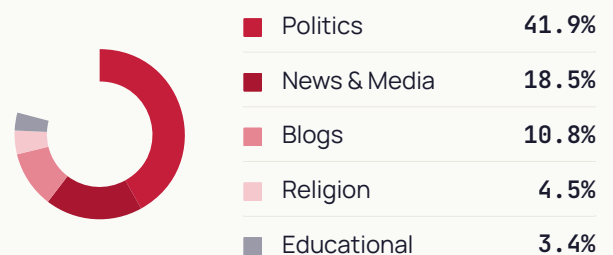
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



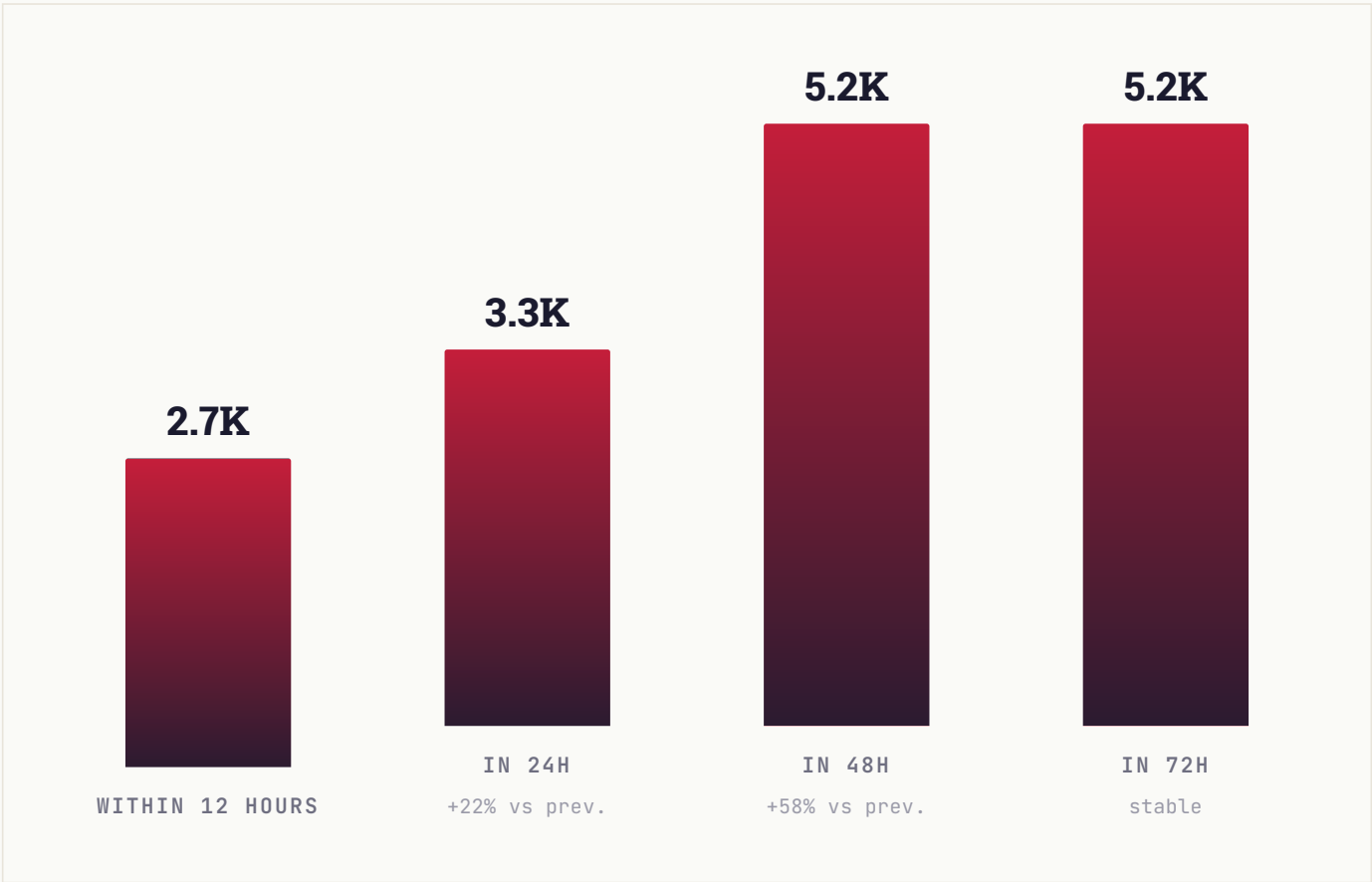
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
آت آقay تحلیلگر	5.1M
اق اخبارفوری قیمت دلار طلا حمله امریکا	3.6M
قد قیمت لحظه ای دلار طلا خودرو و سکه	3.3M
اش Sharif شریف	2.6M
TW Trade Watcher	2.6M
قل قیمت لحظه ای دلار طلا خودرو	2M
KE KING EL GOLD 🏆	1.8M
TE The Economist	1.3M
TE Blunt. Economy.	1.2M
QE QUBTAN EL GOLD	1.1M
EH Egor Kholmogorov YOU	19.4K

COMPARATIVE INSIGHT

Channel is still outside niche top 98 — early growth stage. Niche leader — آقay تحلیلگر (5.1M), top-98 median: 337.7K. First goal — enter top-98 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

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 **2 129**, they brought **6 747** new subs.

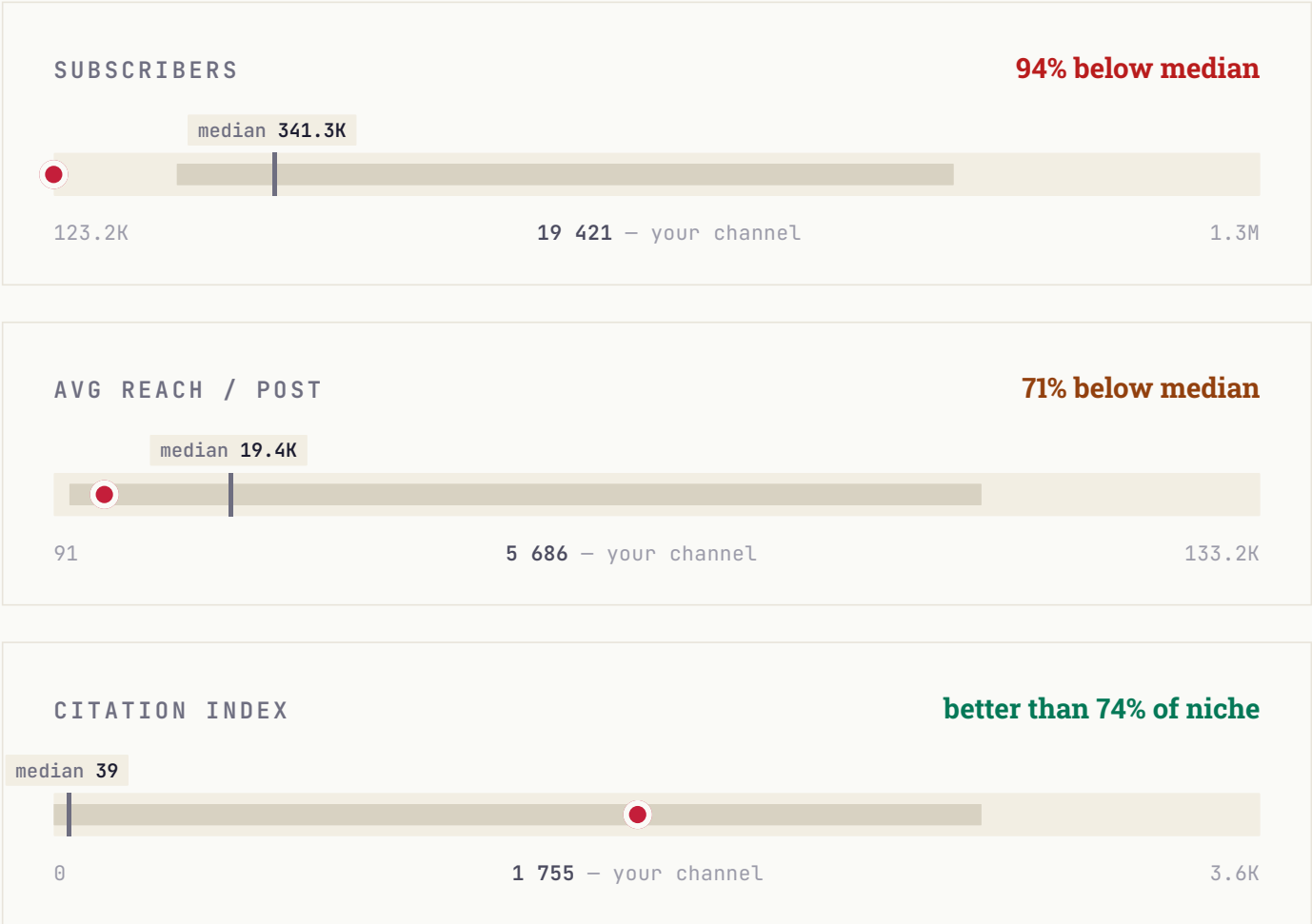
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	375	200	3 750
December 2025	334	166	217
Nov 2025	387	176	456
Oct 2025	379	195	769
Sep 2025	340	160	837
August 2025	314	164	718

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
2 129	6	6 747

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in «Economy» (Russia) and compared your channel against them. Gray band — range where 80% of niche channels fall (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 them off and revisit this report in a month.

01

Main post of the week — on Thursday

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

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains 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). PromtPress 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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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