

PUBLIC REPORT BY PROMTPRESS

Channel audit

Irena Ponaroshku



@irena_ponaroshku

Dopamine content for those tired of alarming news My private channel: t.me/NePonaroshkubot?start= Channel on MAX: max.ru/irena_ponaroshku For advertising inquiries...

SUBSCRIBERS

285 918

-1662 per month

ERR (% SEE POSTS)

23.0%

daily 15.8%

REACH/POST

66.3K

ad reach 45.1K/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 285 918 —	 SUBS REACH 23.18% avg % of subs see post	 VIEWS/POST 66.3K median 65.9K · 27 days	 POSTS/DAY 7.4 ~52 per week
 7D TREND -9.4% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 219 chars median 95 · 27 days	 POSTS ANALYZED 204 27 days
 AD REACH 45.1K 24h avg	 CHURN / MONTH -1662 last month	 CITATION RATE 958 citation index · 4,672 channels mentioned ever	 CHANNEL AGE 4 yrs 4 mo created 25.02.2022

AI EDITOR SUMMARY

Channel «Irena Ponaroshku» — 285 918 subs. Each post gets avg 66.3K people (23% of subs), average reach — room to grow. Publishes 52 posts per week (~7/day) — active posting. For the week of June 29 – July 5, reach dropped -9.4% by the week of June 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **204** posts over 27 days.
- 02 Dominant format – **Photo** (152/204 posts).
- 03 Avg post length – **219** chars (median 95).
- 04 Peak audience activity – **Friday**, 17:00 MSK.
- 05 Top posts get **2x** more views than the weakest (127.6K avg for top vs 54.5K for worst) – among 204 posts over 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 14:50 PHOTO Niche meme of the week: Edward Norton talked to himself throughout USA-Turkey match. TG Ponaroshku MAX Ponaroshku	VIEWS 205 439 REPOSTS 3 496	REACTIONS — ER 71.9%
Nº2 07.07 · 10:34 PHOTO Day stats Top sex symbols of Russian cinema over last 40 years: online cinema Kion together with Mamba app decided...	VIEWS 89 602 REPOSTS 257	REACTIONS — ER 31.3%
Nº3 19.06 · 16:19 VIDEO Woohoooo!!! Anne Hathaway is expecting her 3rd child! Reminder, she's 43! Let this be a sign of support for all who want but...	VIEWS 87 705 REPOSTS 888	REACTIONS — ER 30.7%

Nº4 19.06 · 22:19 PHOTO Here come the life photos! Notice the serious sun protection on photo 3 🦋 TG Ponaroshku MAX Ponaroshku	VIEWS 84 858 REPOSTS 79	REACTIONS — ER 29.7%
Nº5 07.07 · 09:19 PHOTO Julia Roberts on a flip phone calling someone from a Beetle 📞 Los Angeles, 2002	VIEWS 83 437 REPOSTS 81	REACTIONS — ER 29.2%

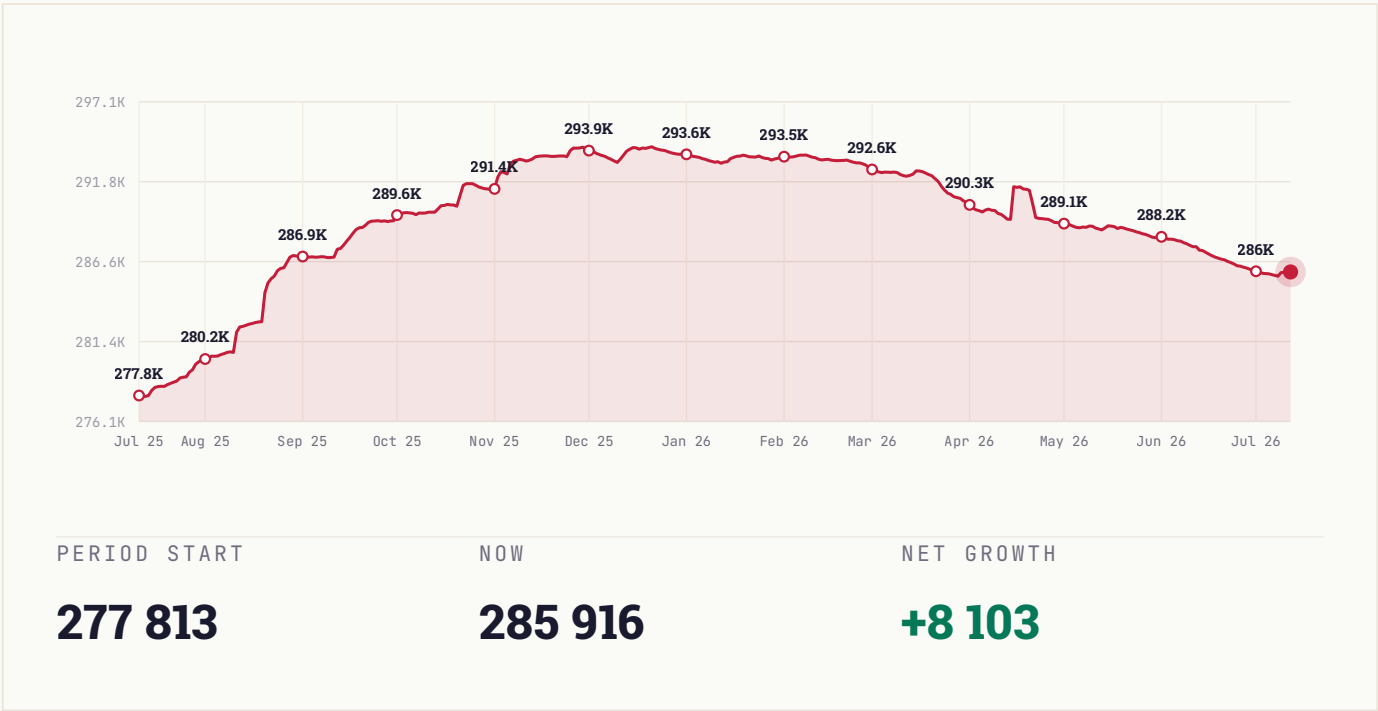
WORST 3

↓ 09.07 · 07:23 VIDEO Lifehack: wear your best all at once TG Ponaroshku MAX Ponaroshku	VIEWS 54 949 REPOSTS 337	REACTIONS — ER 19.2%
↓ 09.07 · 07:50 PHOTO Mother-daughter: Kate Hudson and Goldie Hawn, 1992 TG Ponaroshku MAX Ponaroshku	VIEWS 54 920 REPOSTS 57	REACTIONS — ER 19.2%
↓ 09.07 · 09:01 PHOTO Honey, this is super important – please pay attention. There are many important things in life, like tennis, sun, literature – but this...	VIEWS 53 675 REPOSTS 323	REACTIONS — ER 18.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

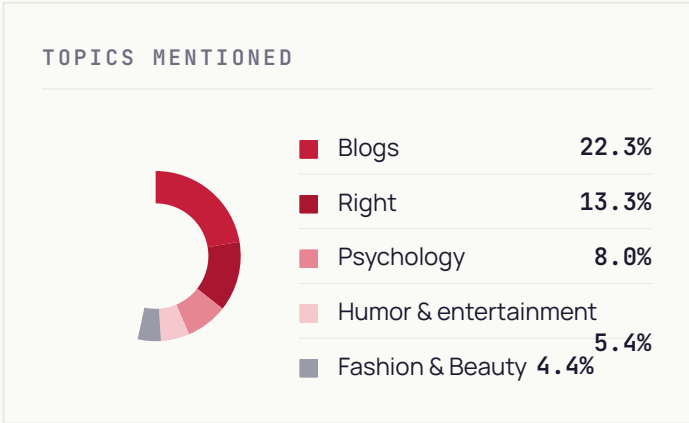
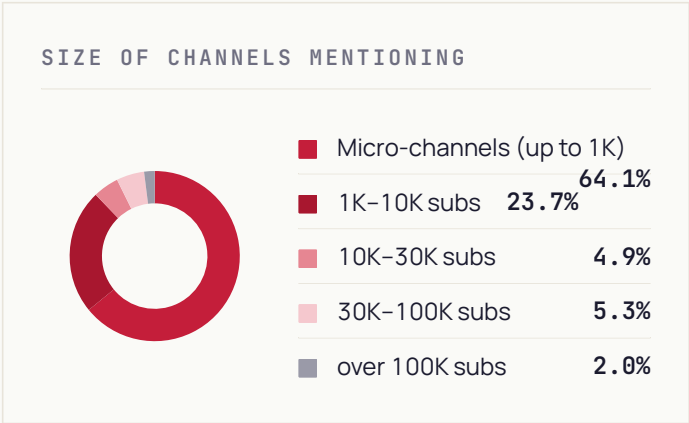
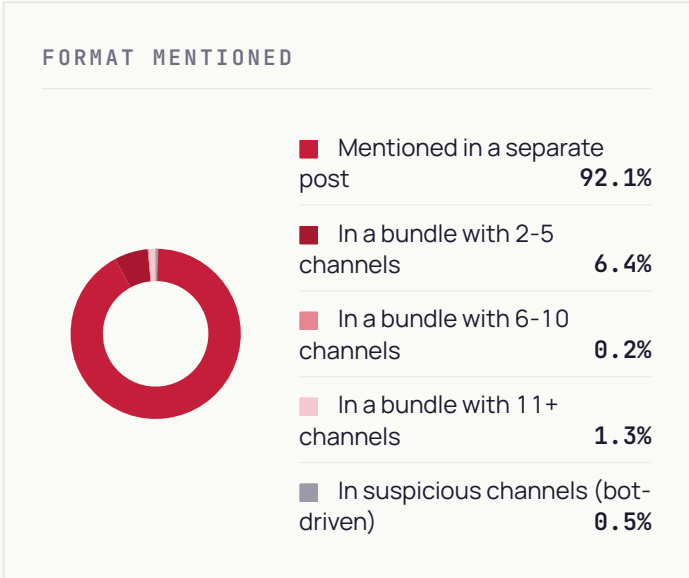
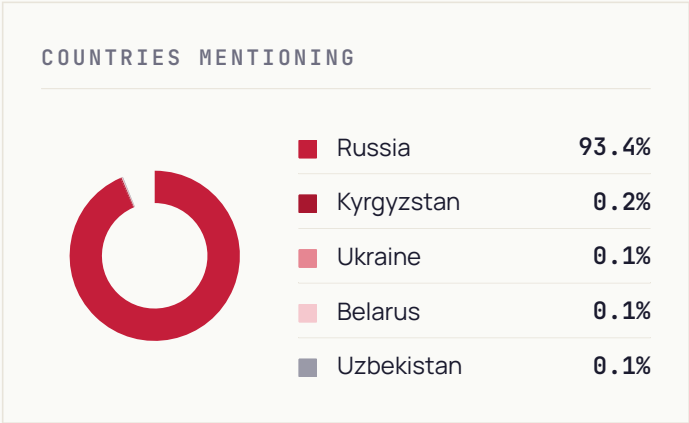
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subscribers.



SECTION 04 · MENTIONS

Who mentions the channel and how

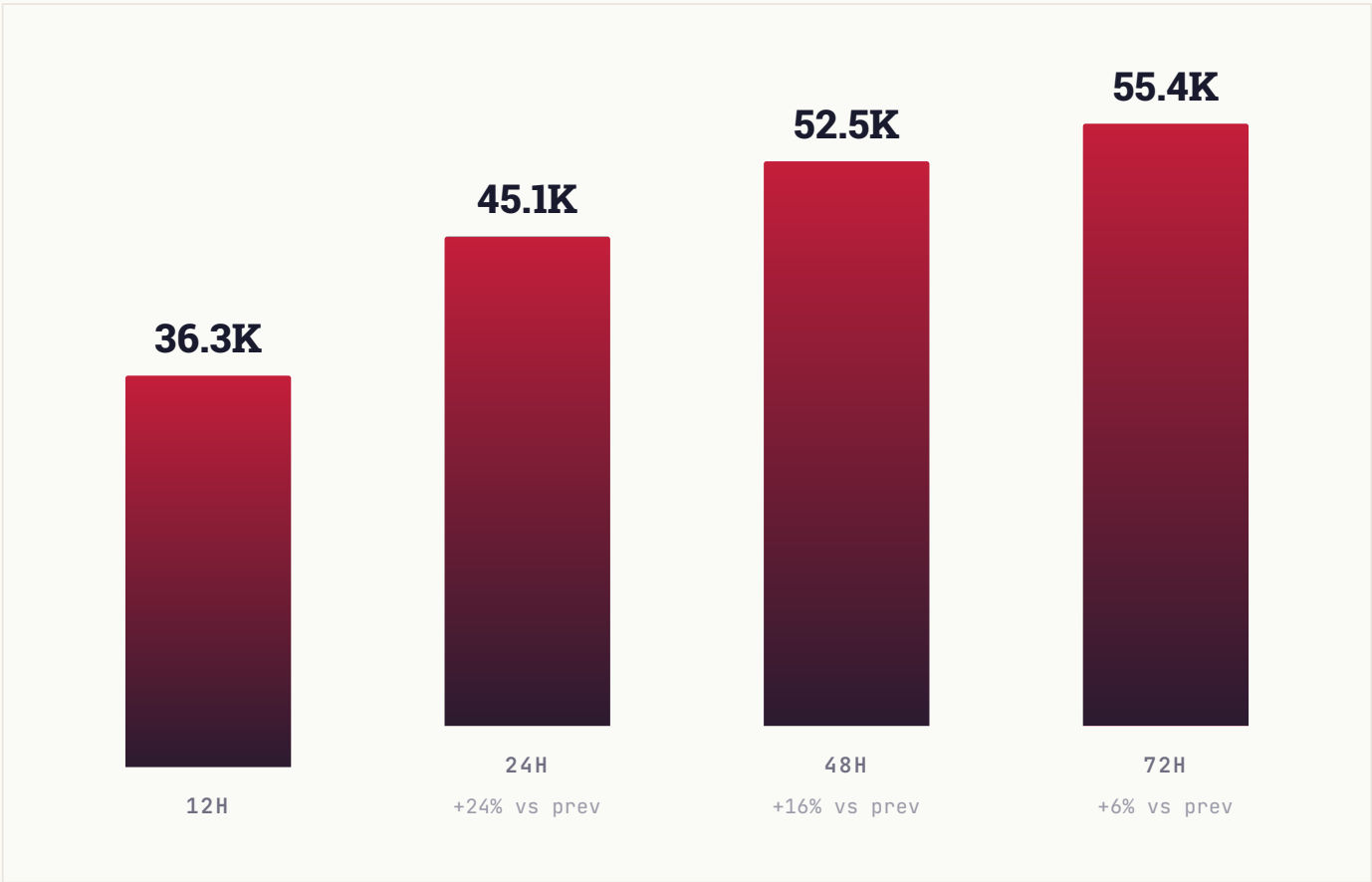
Citation index **958** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **4 672** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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. 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
E1 EVELONE 192	1.1M
LJ broen lives here	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
IP Irena Ponaroshku YOU	285.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — 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 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 **1 480**, they brought **17 289** new subs.

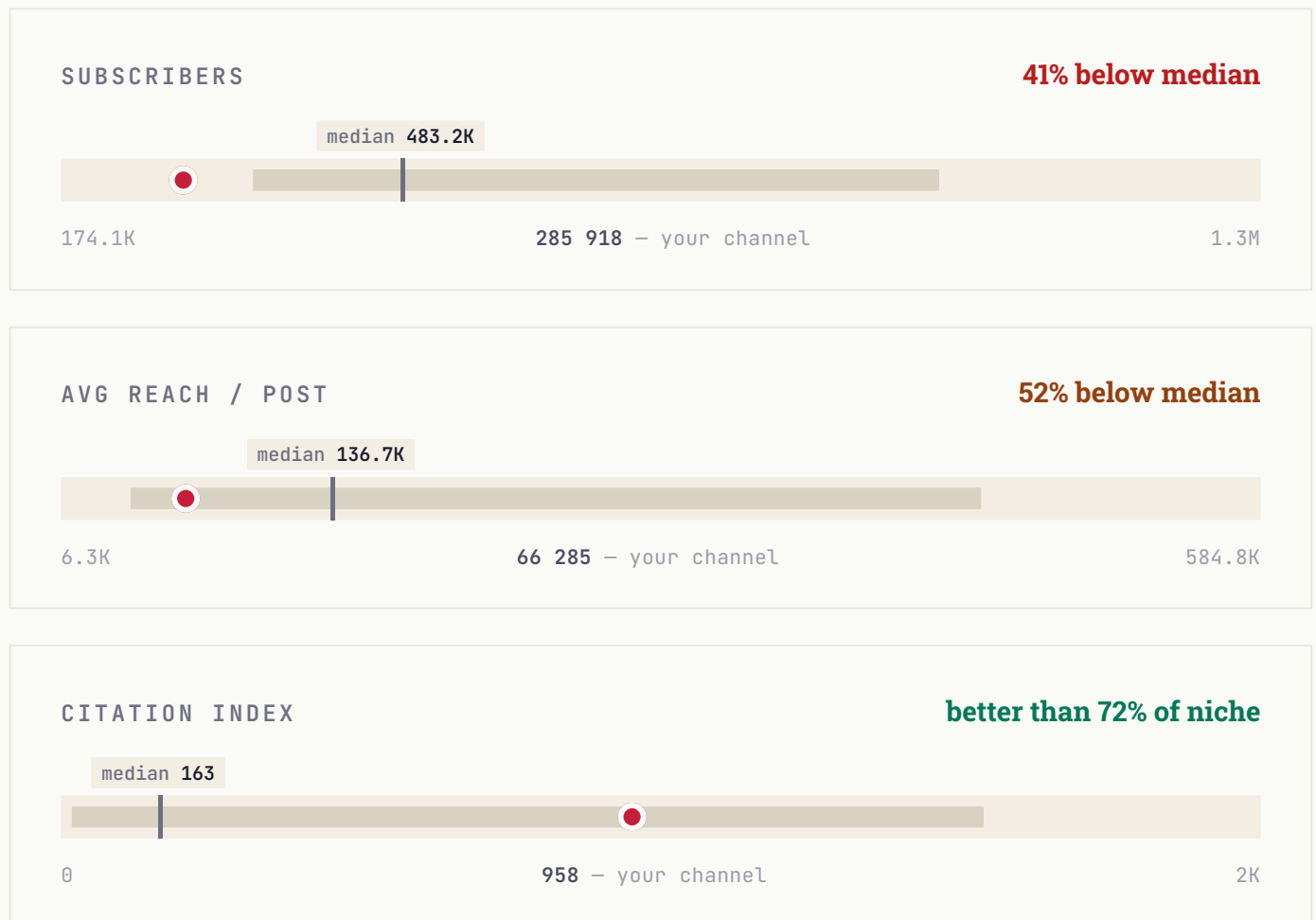
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	234	137	800	
December 2025	311	199	1 220	
Nov 2025	242	168	3 157	
Oct 2025	278	151	2 686	
September 2025	207	129	2 568	
August 2025	208	152	6 858	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
1 480	6	17 289

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Top-**100** channels in category «**Blogs**» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10-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 next month.

- 01

Main post of the week — on Friday
Audience is most active on this day at 17:00 MSK.

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). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring 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 — 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 minutes using public data. To go further — run ads with us and hit your growth target in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager