

PROMTPRESS PUBLIC REPORT

Channel audit

⚡ ITMOLNIYA ⚡



@itmolnia

The most important, timely, dry and harsh, like St. Petersburg weather, news for you, student. No fluff — we keep you informed so you don't miss a thing. Submit a post:...

SUBS

22 316

-43 per month

ERR (% SEE POSTS)

69.0%

in 24h **35.9%**

REACH/POST

15.4K

ad reach **8K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 22 316 —	 SUBSCRIBER REACH 68.95% avg % subs see post	 VIEWS/POST 15.4K median 16.3K · 11 days	 POSTS/WK 4.2 over period
 7D TREND — no data for period	 REACTIONS/POST 140.4 only 983 reactions, 1,187 reposts, 112 comments	 POST LENGTH 516 chars median 544 · 11 days	 POSTS ANALYZED 7 11 days
 AD REACH 8K 24h avg	 CHURN / MONTH -43 last month	 CITATION RATE 15 citation index · 325 channels mentioned all time	 CHANNEL AGE 6 years 9 months created 26.09.2019

AI EDITOR SUMMARY

Channel « ⚡ITMOLNIYA ⚡ » — 22 316 subs. Each post averages 15.4K people (69% from subs), wide reach for a channel this size. Publishes 4 posts/week (~1/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 7 posts over 11 days.
- 02 Dominant format – Photo (3/7 posts).
- 03 Avg post length – 516 chars (median 544).
- 04 Peak audience activity – Monday, 15:00 MSK.
- 05 Top posts get 1x more views than the weakest (17.9K avg for top vs 12.6K for worst) – among 7 posts in 11 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 12:00 TEXT  Contract students, your chance to transfer to budget funding! The first wave of summer transfers has started! We are waiting until 19:00 July 3...	VIEWS 18 565 REPOSTS 305	REACTIONS 104 ER 83.2%
Nº2 26.06 · 13:26 PHOTO  From June 29 the library switches to summer hours  Center for Publication Activity Development takes a break for the whole of July 	VIEWS 17 826 REPOSTS 9	REACTIONS 100 ER 79.9%
Nº3 03.07 · 15:02 TEXT  Time to submit achievements for an increased scholarship! Launched the competition for the right to receive an increased state scholarship (PGAS)...	VIEWS 17 216 REPOSTS 127	REACTIONS 53 ER 77.1%

N4

30.06 · 12:04

TEXT

\$

Get financial support from the Government of St. Petersburg! The Government of St. Petersburg has opened applications for named scholarships...

VIEWS

16 287

REPOSTS

240

REACTIONS

40

ER

73.0%

N5

02.07 · 15:00

PHOTO

☀

Rate the quality of education! Center for Quality and Educational Analytics conducts a survey on satisfaction with the quality of implementation...

VIEWS

14 771

REPOSTS

31

REACTIONS

62

ER

66.2%

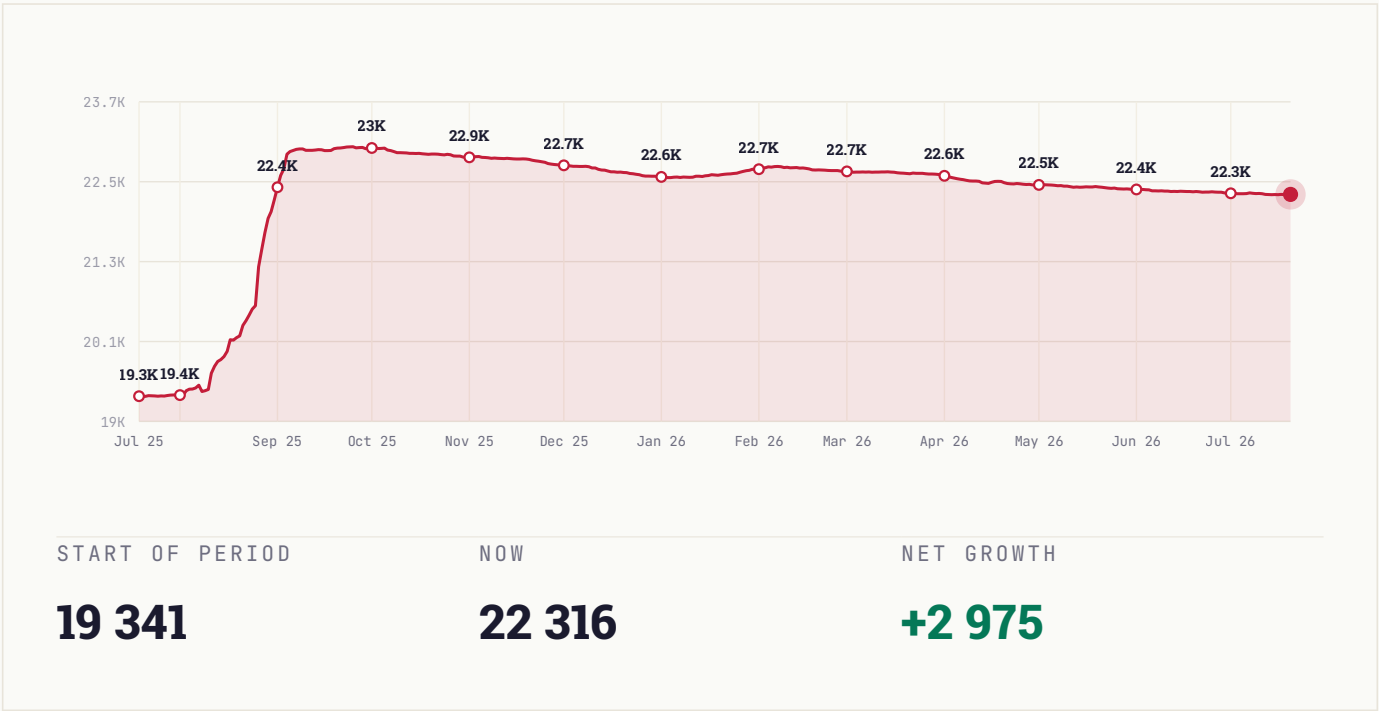
WORST 3

↓ 02.07 · 15:00 PHOTO ☀ Rate the quality of education! Center for Quality and Educational Analytics conducts a survey on satisfaction with the quality of implementation...	VIEWS 14 771 REPOSTS 31	REACTIONS 62 ER 66.2%
↓ 08.07 · 08:02 PHOTO 🕒 Student Office on Kronverksky Prospekt is rebooting From July 10, getting certificates, signing applications, or asking in person...	VIEWS 11 537 REPOSTS 56	REACTIONS 121 ER 51.7%
↓ 03.07 · 07:03 VIDEO This is BREAD and this is spectacle! 🤯 Wait for the biggest headliner at the summeriest ITMO Family Day! We start making «eba» at exactly 20:00...	VIEWS 11 506 REPOSTS 419	REACTIONS 503 ER 51.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

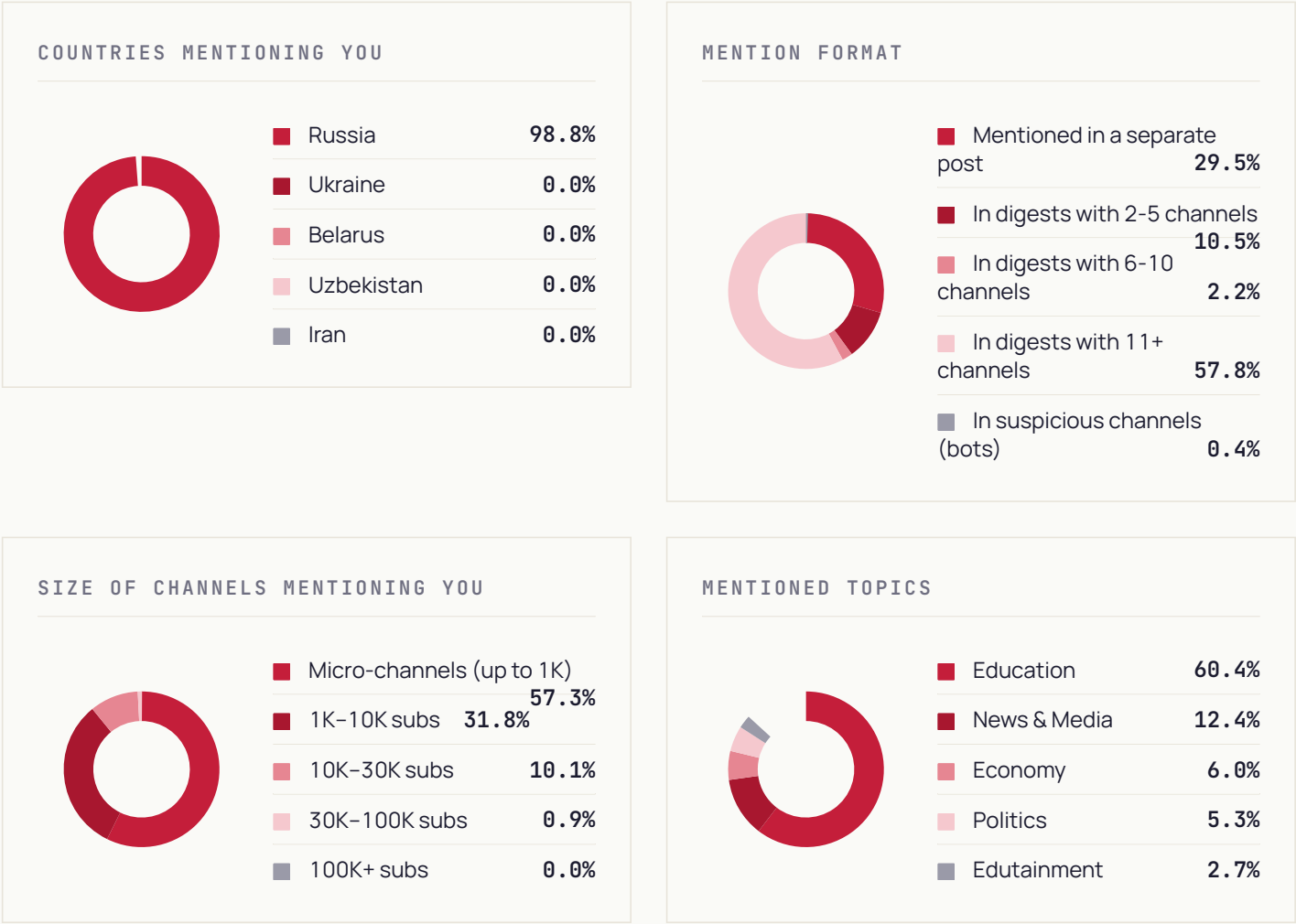
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

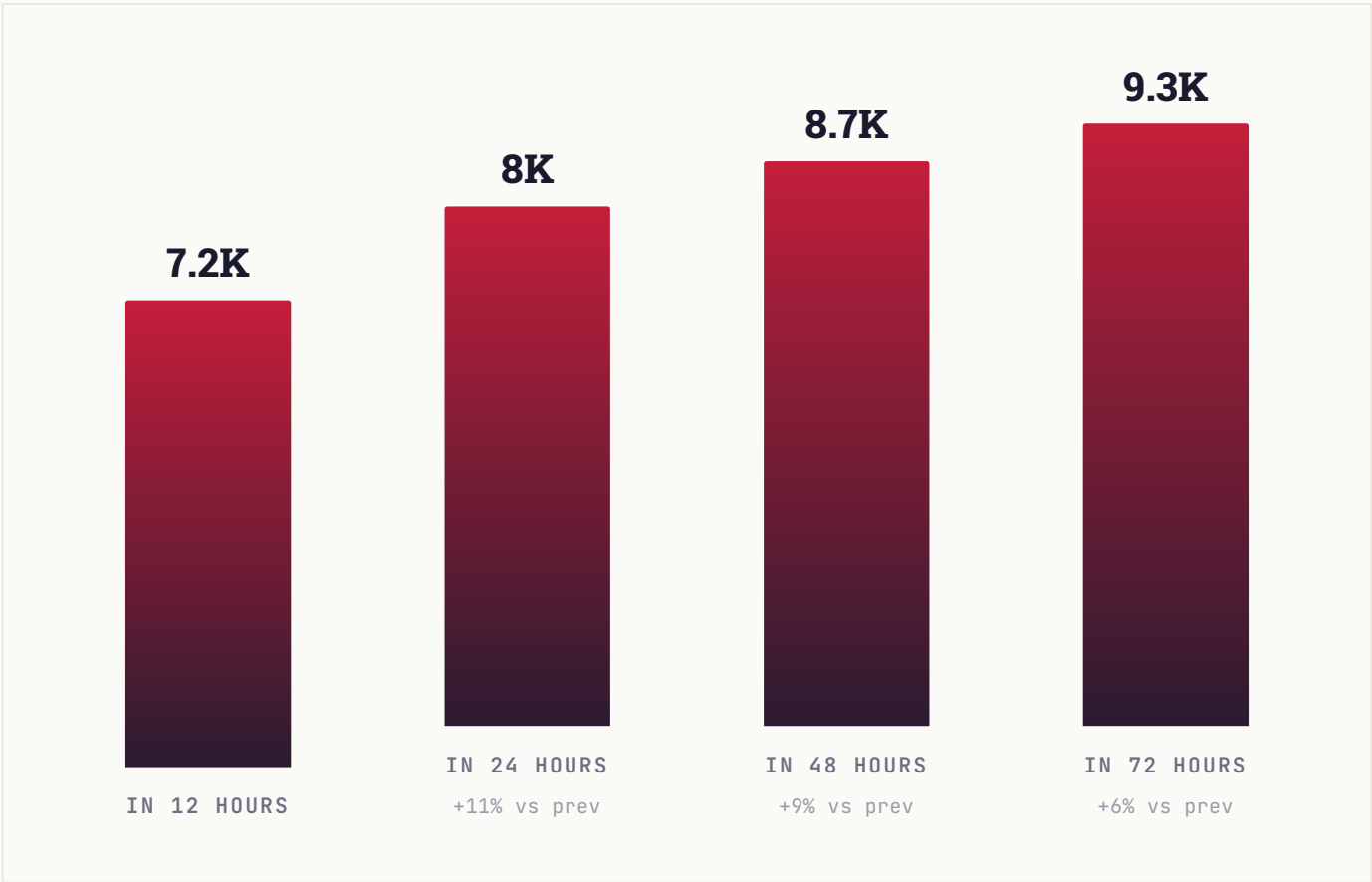
Citation index **15** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **325** different channels.



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

CHANNEL	SUBS
نا نیمار ابن الانبار	4.6M
MB Maths By Gagan Pratap	2.3M
اد اخبار درسی فوری	1.6M
Rojgar with Ankit™	1.3M
شك شام کاش	1.1M
شم شبكة ملازمنا	1.1M
سن سوالات نهایی	1M
MA Mathematician Andrey	997.6K
UC Utkarsh Classes	992.9K
يد ي دانش آموز	983.4K
⚡ ITMOLNIYA ⚡ YOU	22.3K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — early growth stage. Niche leader — نیمار ابن الانبار (4.6M), top-100 median: 420.2K. First goal: enter top-100 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

We track posts in other channels that mention yours. Over the last **6 months** such mentions were **16**, they brought **4 007** new subs.

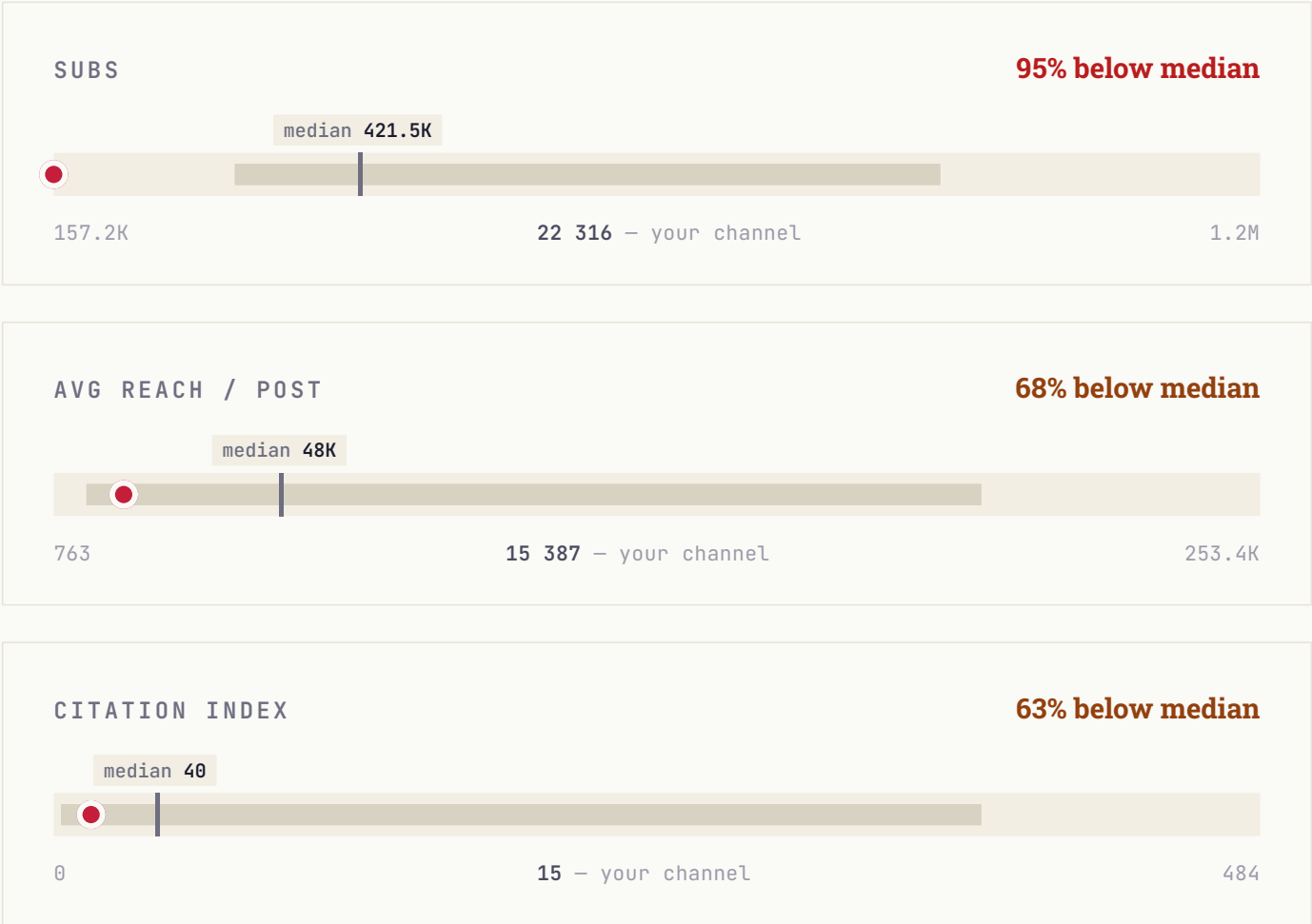
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	3	2	145
December 2025	2	2	5
November 2025	2	1	20
October 2025	3	3	29
September 2025	2	2	825
August 2025	4	4	2 983

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
16	6	4 007

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Education» (Russia) and compared your channel. 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 sorted by expected impact. Check off and revisit in a month.

01**Post more frequently**

Now 4.2 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Monday**

Audience most active on this day at 15:00 MSK.

EFFECT

**Best window
for important
posts****03****Increase video posts share**

Video in Telegram keeps audience longer & boosts
algorithm ranking. Aim for 15-25%.

EFFECT

**Video retains
audience
better****04****Systematic traffic buying**

3 formats for your media: **Inhouse** (premium channels),
Native (native integrations), **Premium** (target
audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs****05****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
point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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