

PUBLIC REPORT BY PROMTPRESS

Channel audit

Demidov Now



@justdemidovit

Entrepreneur Igor Demidov. Co-Founder @nowagency (#2 event agency in Russia, 100 awards) and @teammateagency (#1 digital agency in Russia, 30 awards). Entrepreneurship & lifestyle. Questions & ads:...

SUBSCRIBERS

40 425

+952 per month

ERR (% SEE POSTS)

37.0%

last day 20.2%

REACH/POST

14.9K

ad reach 8K/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 was calculated for.

 SUBSCRIBERS 40 425 —	 SUBS REACH 36.74% avg % subs see post	 VIEWS/POST 14.9K median 14.6K · 28 days	 POSTS/WEEK 9.1 for period
 7D TREND +4.0% vs previous week	 REACTIONS/POST 189.9 total 7,025 reactions, 539 reposts, 110 comments	 POST LENGTH 920 chars median 1000 · 28 days	 POSTS ANALYZED 37 28 days
 AD REACH 8K 24h average	 CHURN / MONTH +952 last month	 CITATION RATE 43 citation index · 236 channels mentioned ever	 CHANNEL AGE 3 years 3 months created 26.03.2023

AI EDITOR SUMMARY

Channel «Demidov Now» — 40 425 subs. Each post averages 14.9K people (37% of subs), good reach. Publishes 9 posts/week (~1/day) — regular pace. Week 22–28 Jun reach stable (+4.0% vs week of June 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts over 28 days.
- 02 Dominant format – Photo (25/37 posts).
- 03 Avg post length – 920 chars (median 1000).
- 04 Peak audience activity – Monday, 12:00 MSK.
- 05 Top posts get 1x more views than the weakest (17.8K avg for top vs 13.8K for worst) – among 37 posts over 28 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 22.06 · 09:17 VIDEO Sad Wild Mint. This weekend the annual Wild Mint festival took place. It so happens that every year, for a couple of weeks we live with...	VIEWS 19 200 REPOSTS 112	REACTIONS 200 ER 47.5%
Nº2 18.06 · 06:32 PHOTO Where to find a 'blue ocean' when there's a 'bloody' one around? When the whole market looks at FIFA 2026 and thinks: 'Well, another reason to launch...	VIEWS 17 507 REPOSTS 84	REACTIONS 199 ER 43.3%
Nº3 19.06 · 06:34 PHOTO There are two types of people in June. Some open vacation calendars, others travel spreadsheets. I'm usually in the second. And sometimes I look at the first with...	VIEWS 16 783 REPOSTS 2	REACTIONS 167 ER 41.5%

Nº4

20.06 • 13:32

PHOTO

Most effective sports by calories burned per hour. Nice weather today, so I went for a bike ride. Did 30 km...

VIEWS

16 618

REPOSTS

4

REACTIONS

207

ER

41.1%

Nº5

24.06 • 06:16

VIDEO

I love events because they create the deepest contact with the audience, and also give those goosebumps that we love events for...

VIEWS

16 616

REPOSTS

10

REACTIONS

197

ER

41.1%

WORST 3

↓ 17.06 • 16:53 PHOTO

Just got back from the dacha where we went with family, came to Moscow for a few days for meetings and caught this "Moscow energy". At the dacha in...

VIEWS

13 880

REPOSTS

4

REACTIONS

191

ER

34.3%

↓ 17.06 • 09:21 PHOTO

I use neural networks very actively. But, as they say, there is no limit to perfection. I constantly try to improve the skill: take courses, take...

VIEWS

13 871

REPOSTS

11

REACTIONS

194

ER

34.3%

↓ 17.06 • 06:20 PHOTO

Won GOLD at NPBK Efficiency award with TEAMMATE! Confidently closing the festival season, where this year with TEAMMATE we...

VIEWS

13 693

REPOSTS

5

REACTIONS

204

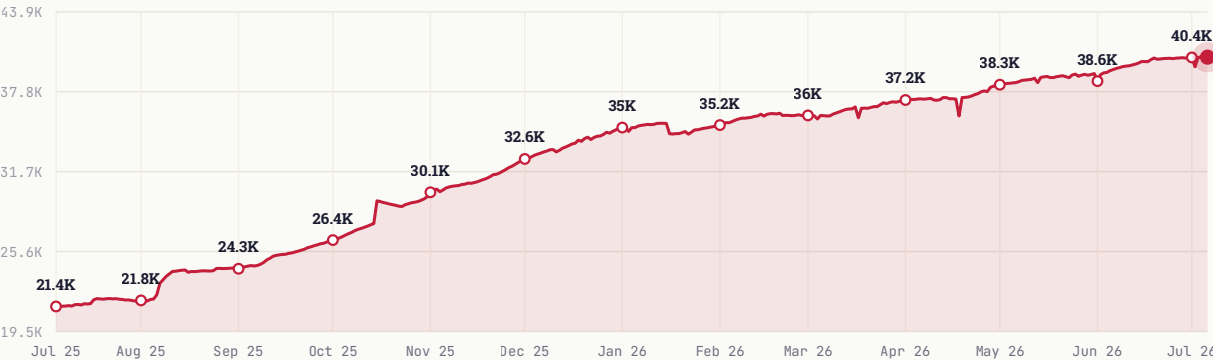
ER

33.9%

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 grew and which it lost subs.

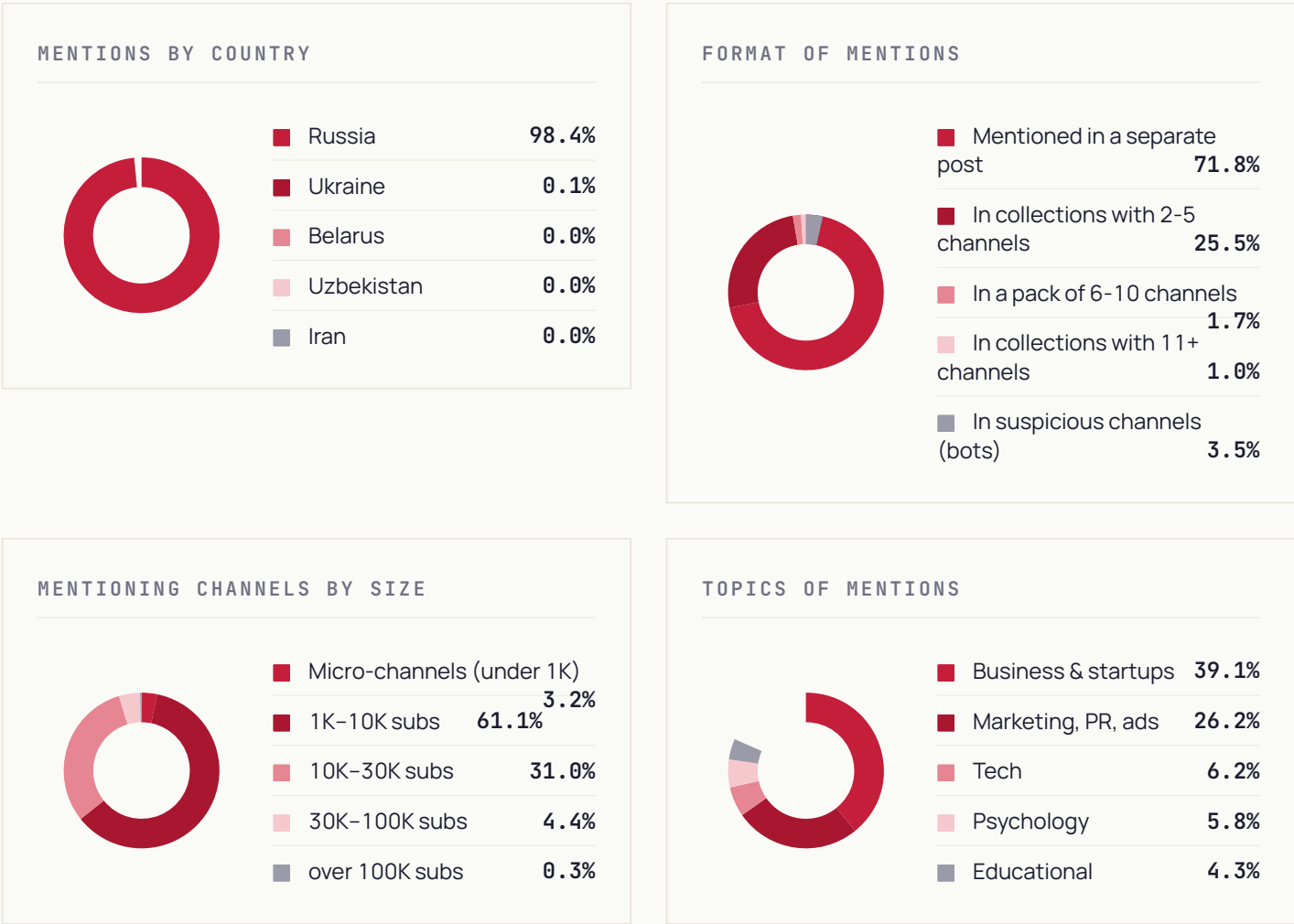


PERIOD START	NOW	NET GROWTH
21 374	40 425	+19 051

SECTION 04 · MENTIONS

Who mentions the channel and how

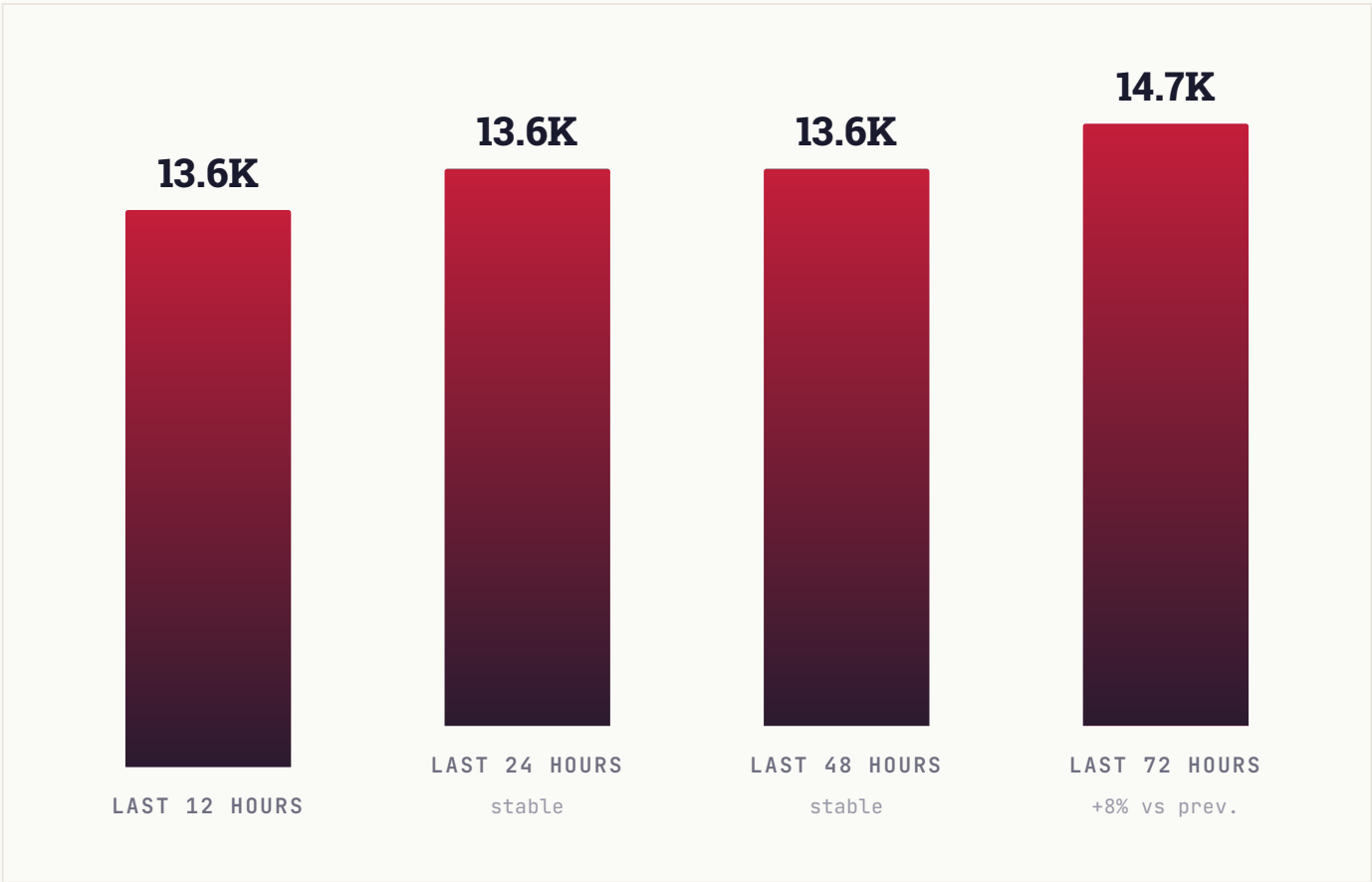
Citation index **43** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **236** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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. Highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1M
CN Million Dollar Books business blog	864.8K
RP Roxman typing...	538.5K
AB Business Shark	498.5K
SS Merger & acquisition	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
DS Demidov Now YOU	40.4K

COMPARATIVE CONCLUSION

Channel yet outside top 98 of niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal: enter top-98 through systematic work on traffic and content.

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 **71**, they brought **16 299** new subs.

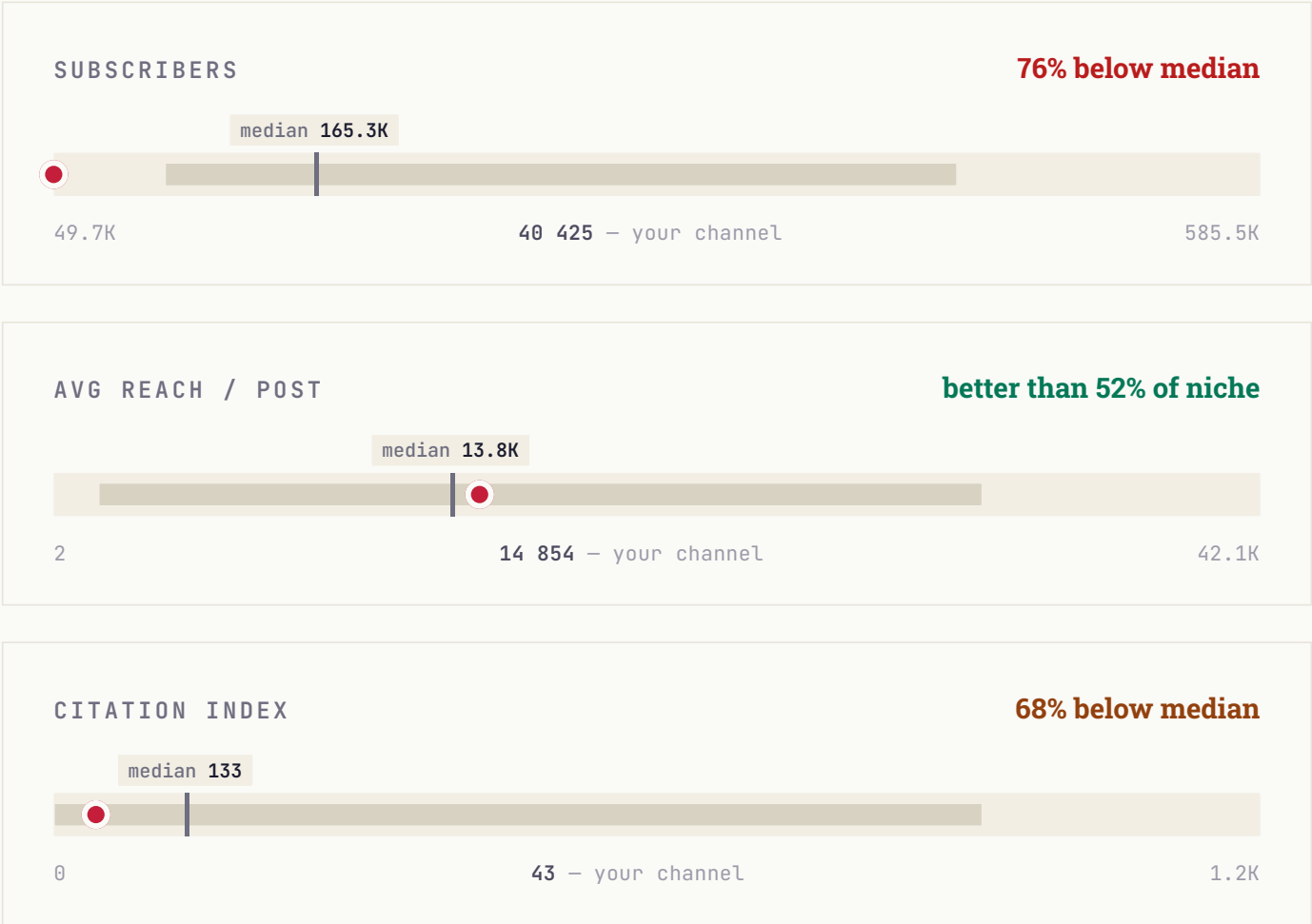
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	2	2	1 580
December 2025	4	4	2 978
Nov 2025	16	8	2 979
Oct 2025	8	7	3 814
Sep 2025	23	20	2 133
August 2025	18	9	2 815

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
71	6	16 299

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Business & startups» (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 sorted by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Monday

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 holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

03

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**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — 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
