

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Ekaterina Agranovich



@kaagranovich

Media technologist, producer! Head of project bureau «Smysl Media» @smyslmedia Feedback, ads @kg_answer Registered in RKN <https://clck.ru/3SNYqQ>

SUBSCRIBERS

36 542

-360 per month

ERR (% SEE POSTS)

14.0%

daily 4.8%

REACH/POST

5K

ad reach 1.8K/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 covers.

SUBSCRIBERS 36 542 —	SUBS REACH 13.63% avg % subs see post	VIEWS/POST 5K median 5.6K · 16 days	POSTS/WEEK 3.0 over period
7D TREND -36.9% vs previous week	REACTIONS/POST 244.4 only 1,711 reactions, 64 reposts, 97 comments	POST LENGTH 284 chars median 225 · 16 days	POSTS ANALYZED 7 16 days
AD REACH 1.8K 24h avg	CHURN / MONTH -360 last month	QUOTABILITY 1 142 citation index · 3,184 channels mentioned ever	CHANNEL AGE 9 years 9 months created 12.10.2016

AI EDITOR SUMMARY

Channel "Ekaterina Agranovich" — 36 542 subs. Each post avg views 5K people (14% from subs), low reach — expand audience. Publishes 3 posts/week (~0/day) — rare. Week Jun 29–Jul 5 reach dropped -36.9% to week Jun 22–28 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 7 posts in 16 days.
- 02 Dominant format — Text (4/7 posts).
- 03 Avg post length — 284 chars (median 225).
- 04 Peak audience activity — Wednesday, 18:00 MSK.
- 05 Top posts get 2x more views than weakest (6.1K avg top vs 3.7K worst) — among 7 posts in 16 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 15:33 TEXT The workshop of Alexander Zhuravsky as part of the strategic committee of the "New Media Workshop" has ended, where I was lucky to be one of...	VIEWS 6 483 REP. 4	REACTIONS 72 ER 17.7%
Nº2 25.06 · 17:56 PHOTO Was on NTV. Discussed why Russians need to know foreigners love us, like some insecurity. I think that...	VIEWS 5 960 REP. 9	REACTIONS 213 ER 16.3%
Nº3 23.06 · 07:42 TEXT Friends, as of today I am no longer a member of the Public Chamber of the Russian Federation! I am very grateful for all the opportunities that were...	VIEWS 5 890 REP. 11	REACTIONS 269 ER 16.1%

Nº424.06 · 12:55 VIDEO
(video post without caption)

VIEWS	REACTIONS
5 556	223
REP.	ER
8	15.2%

Nº502.07 · 15:05 TEXT
Good news, dear subs! Part 2 of 'The Reservists' is happening
🙏

VIEWS	REACTIONS
3 899	200
REP.	ER
10	10.7%

WORST 3

↓ 02.07 · 15:05 TEXT
Good news, dear subs! Part 2 of 'The Reservists' is happening
🙏

VIEWS	REACTIONS
3 899	200
REP.	ER
10	10.7%

↓ 03.07 · 19:38 TEXT
My hometown was liberated 12 years ago minus two days

VIEWS	REACTIONS
3 741	270
REP.	ER
19	10.2%

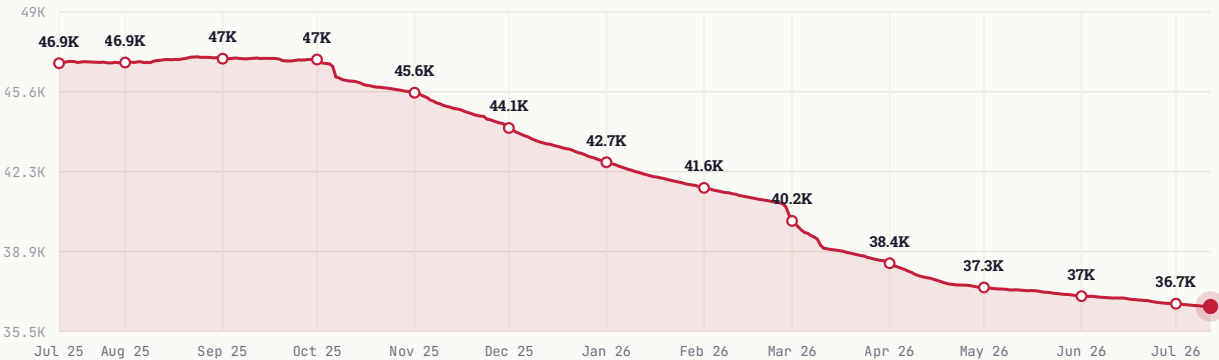
↓ 03.07 · 20:30 PHOTO
I turned 28 two days ago!👏

VIEWS	REACTIONS
3 348	464
REP.	ER
3	9.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

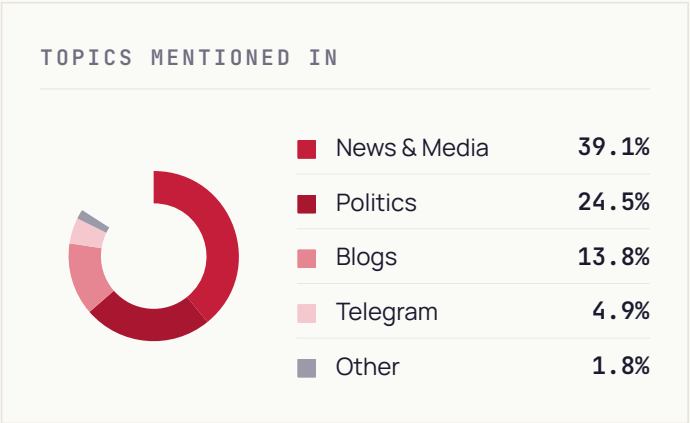
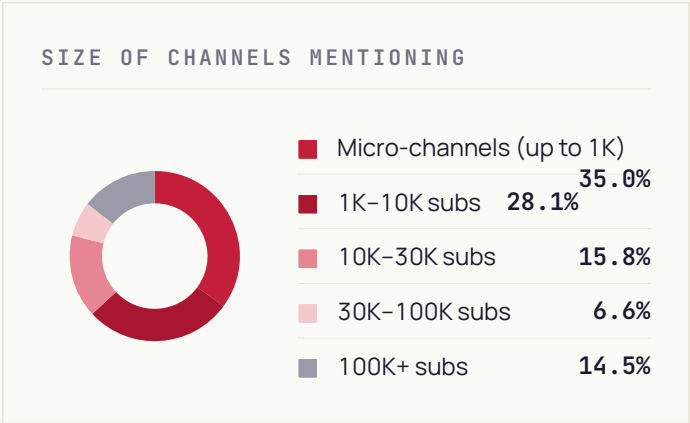
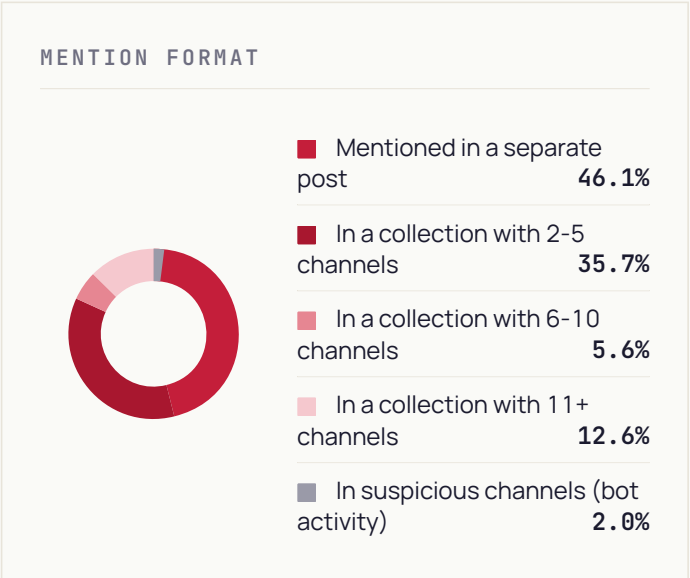
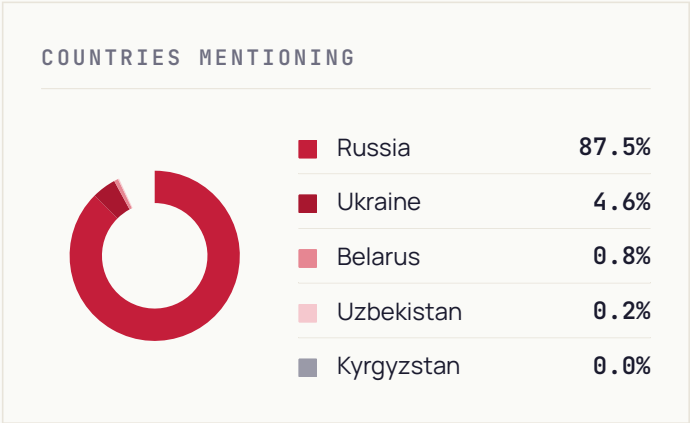


START OF PERIOD	NOW	NET GROWTH
46 856	36 542	-10 314

SECTION 04 · CITATIONS

Who mentions the channel and how

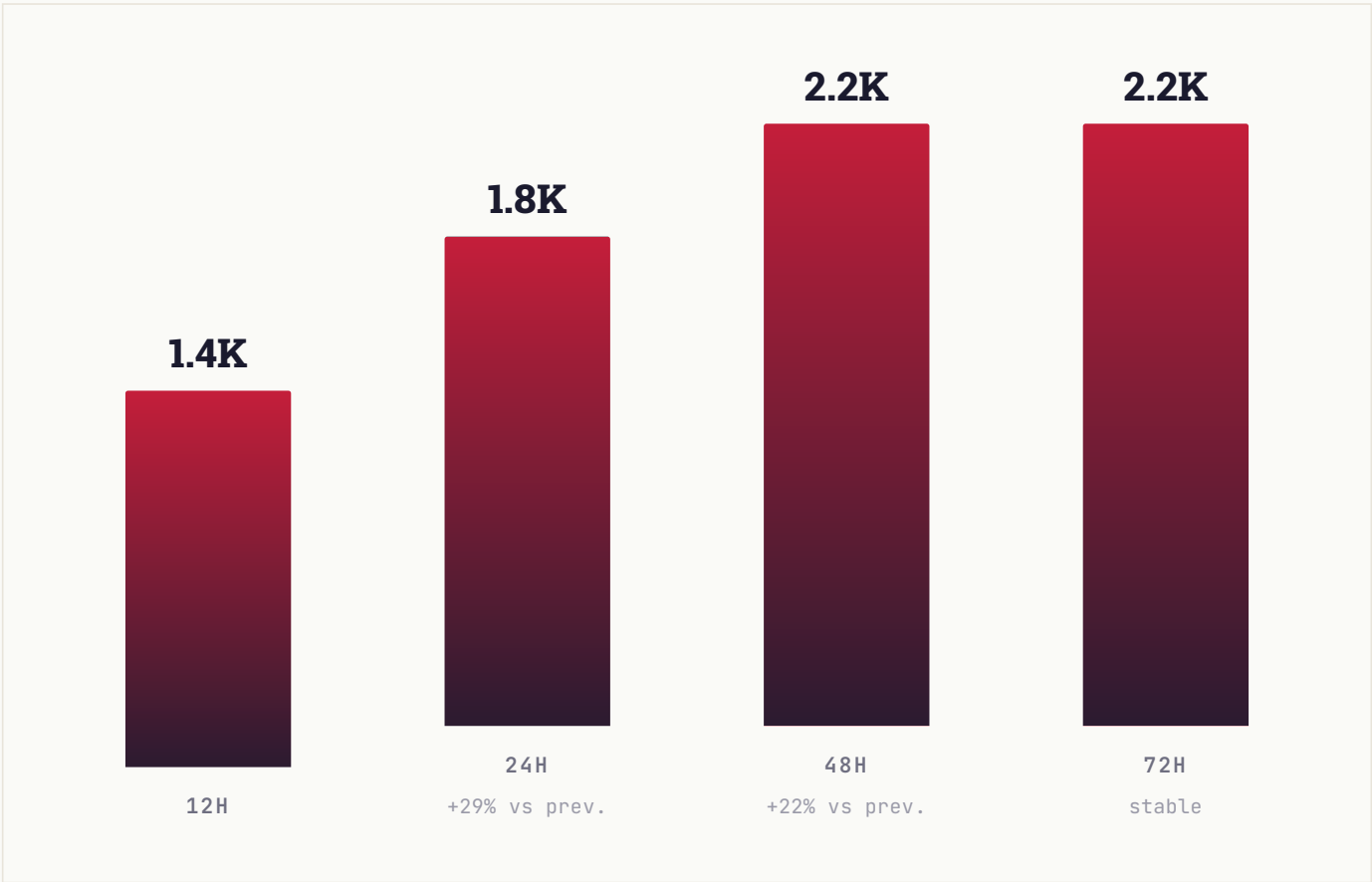
Citation index **1 142** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel 'weighs' more than from 1K. All-time channel mentions: **3 184** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of a promo post by time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand 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
ZZ here lives broen	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
EA Ekaterina Agranovich YOU	36.5K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 through systematic traffic & content work.

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 **120**, they brought **531** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	4	4	0	
December 2025	40	38	0	
November 2025	7	6	0	
October 2025	36	35	11	
Sep 2025	23	22	170	
August 2025	10	10	350	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
120	6	531

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Blogs» (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 this report in a month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 3.0 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Wednesday
Audience is most active on this day at 18:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic — easy growth point. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want us to do this **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 ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
