

PUBLIC REPORT BY PROMTPRESS

Channel audit

Безвольные каменщики



@kamenschiki

A scientific take on the familiar. Feedback (human):
 @ask_kamenschiki_bot Willpower consultations:
 @yakutenko_consult_bot Ad offers: @Blossom_Agency_Tg
 Channel number in the RK registry:...

SUBSCRIBERS

56 060

-86 per month

ERR (% SEE POSTS)

28.0%

in 24h 12.9%

REACH/POST

15.4K

ad reach 7.2K/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 56 060 —	 SUBSCRIBER REACH 27.53% avg % subs see post	 VIEWS/POST 15.4K median 16K · 28 days	 POSTS/WEEK 5.8 for period
 7D TREND -13.1% vs prev week	 REACTIONS/POST 328.3 total 7,879 reactions, 2,789 reposts, 286 comments	 POST LENGTH 861 chars median 1000 · 28 days	 POSTS ANALYZED 24 28 days
 AD REACH 7.2K 24h avg	 CHURN / MONTH -86 last month	 CITATION RATE 151 citation index · 914 channels mentioned all time	 CHANNEL AGE 7 years 7 months created 26.11.2018

AI EDITOR SUMMARY

Channel «Willless Masons» — 56 060 subs. Each post averages 15.4K people (28% of subs), good reach. Posts 6 posts/week (~1/day) — rare. Week 8–14 Jun reach dropped -13.1% by week 1–7 Jun — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 24 posts in 28 days.
- 02 Dominant format – Text (21/24 posts).
- 03 Avg post length – 861 chars (median 1000).
- 04 Peak audience activity – Wed, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (20.8K avg for top vs 12.8K for worst) – among 24 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

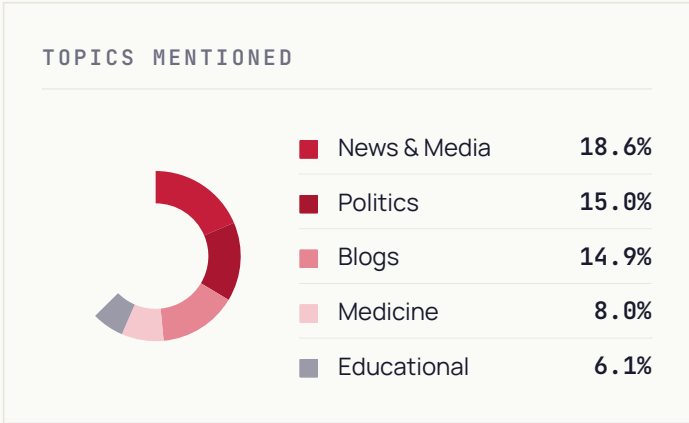
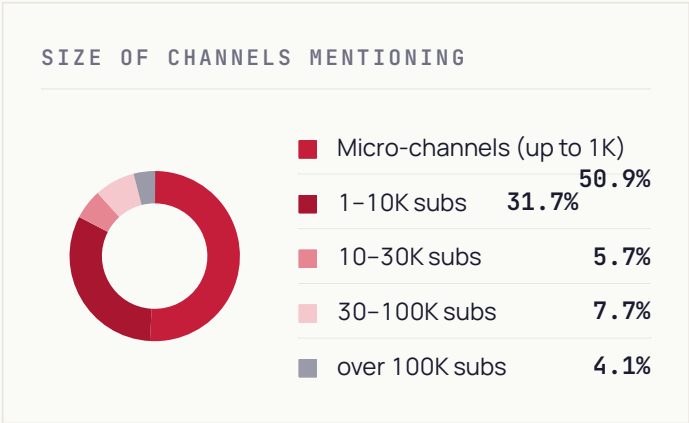
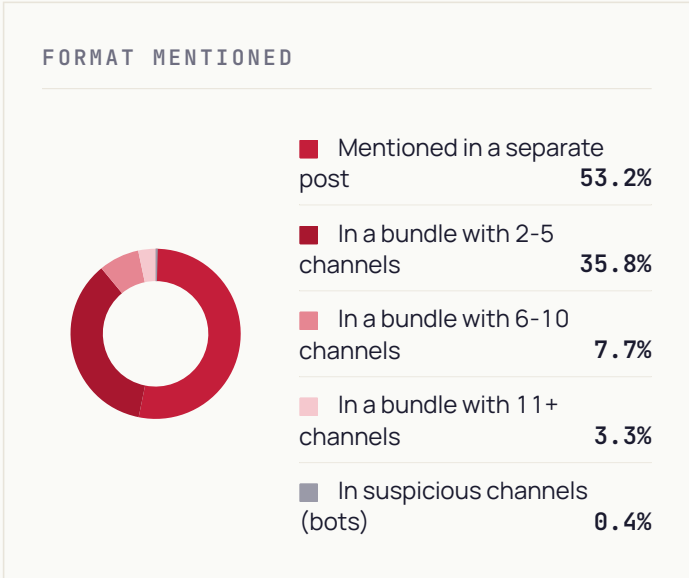
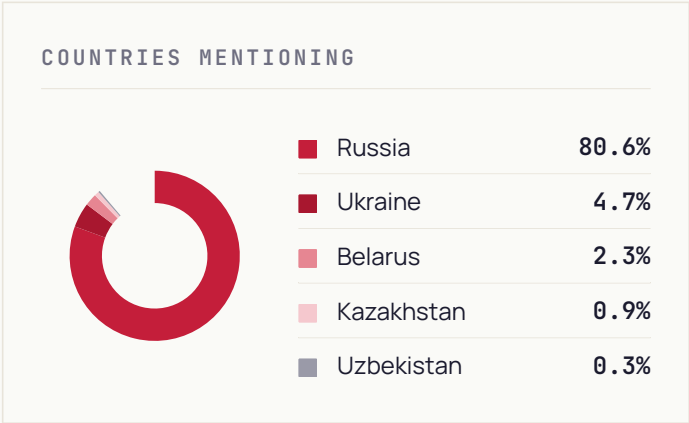
Nº1 27.05 · 13:48 TEXT Meanwhile, it's Wednesday, which means it's time for the weekly stream [1]. Today we'll talk about the pressing issue of mosquitoes. You've probably...	VIEWS 22 031 REP. 101	REACTIONS 298 ER 39.3%
Nº2 27.05 · 10:55 TEXT In Czechia, first child death from diphtheria since 1969*. Three-year-old boy, unvaccinated. Of his five siblings, vaccinations...	VIEWS 21 106 REP. 139	REACTIONS 441 ER 37.6%
Nº3 01.06 · 13:05 TEXT Cuteness of the day: In a US study [1], scientists and owners taught parrots to video call each other. And...	VIEWS 19 158 REP. 1 061	REACTIONS 762 ER 34.2%

Nº4 02.06 • 12:08 TEXT Continuation of the post on magnetoreception in bird livers Authors suggest magnetic macrophages act as a collective sensor: weak...	VIEWS 18 602 REP. 72 REACTIONS 341 ER 33.2%
Nº5 30.05 • 14:44 TEXT «Prove it!» – we say to someone trying to convince us of a great viewpoint. We think evidence is what...	VIEWS 18 055 REP. 157 REACTIONS 317 ER 32.2%
WORST 3	
↓ 15.06 • 14:58 TEXT Posted a new video [1] about why news on a universal coronavirus vaccine you've likely seen lately...	VIEWS 13 891 REP. 14 REACTIONS 194 ER 24.8%
↓ 17.06 • 08:21 TEXT It's Wednesday again, which means our weekly stream [1]. Today we'll talk about banning social media for kids in England. On June 15, the government...	VIEWS 12 446 REP. 39 REACTIONS 197 ER 22.2%
↓ 18.06 • 11:16 TEXT Amazing work [1], where the result is more or less known in advance, but the authors spent a lot of effort and time to...	VIEWS 12 142 REP. 34 REACTIONS 138 ER 21.7%

SECTION 03 · CITATIONS

Who mentions the channel and how

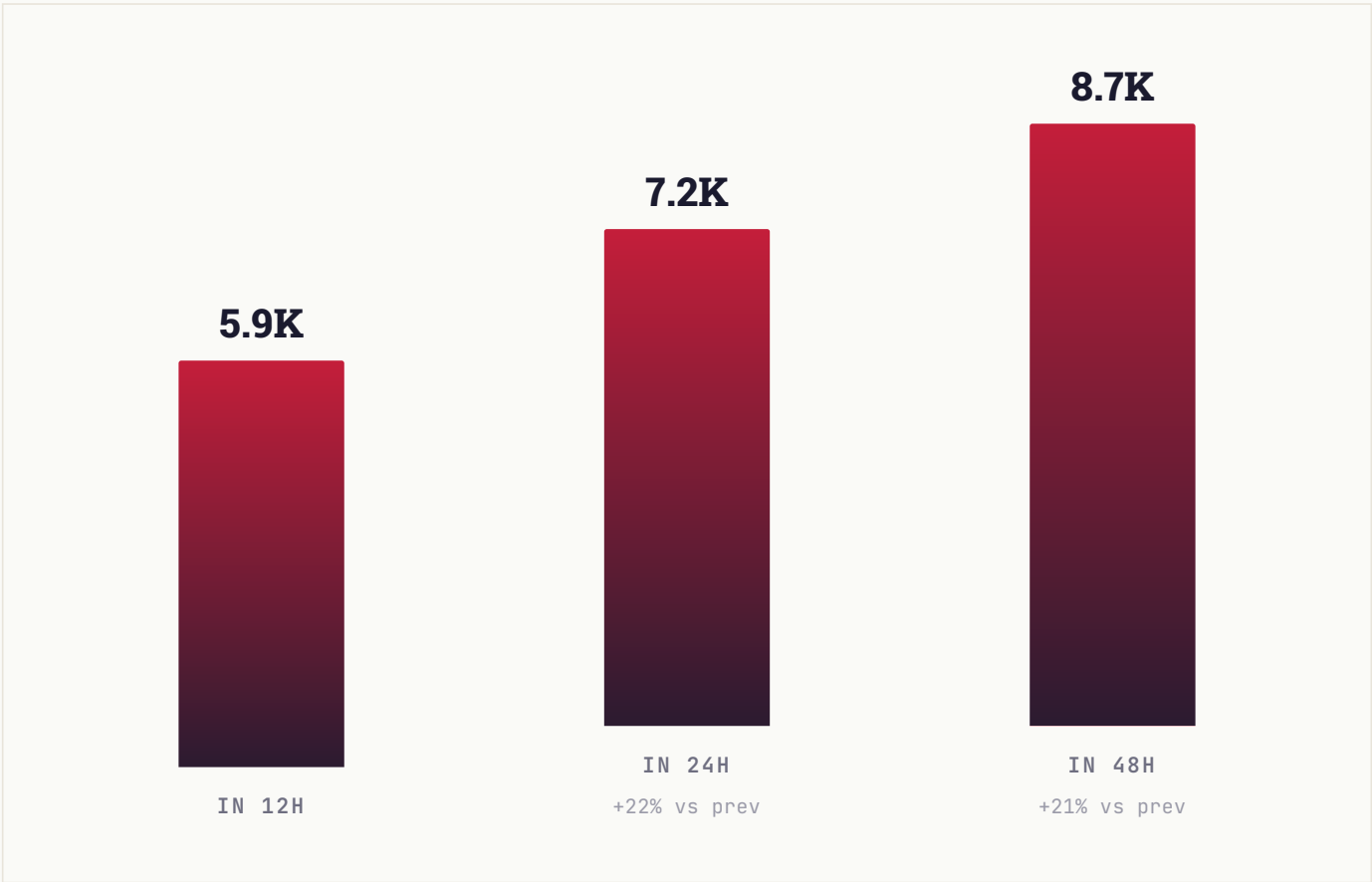
Citation index **151** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **914** different channels.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BI Blog from the morgue	359.3K
EM Endocrinologist Magerya	293.9K
EP EXPERIENCED PHARMACIST	267K
MM Moscow Medicine	238.8K
HC HealthControl	223.6K
CD Dr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mycerinus. Childbirth? Call the midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
PH Forensic expert's notes	171.5K
BC Безвольные каменщики YOU	56.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#69 of 96). Niche median — 70.8K subs.
First KPI: reach median. Leader: Blog from the morgue (359.3K).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **103**, they brought **2 086** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	14	13	287	
Nov 2025	16	16	629	
Oct 2025	35	21	473	
September 2025	13	12	396	
August 2025	6	6	38	
July 2025	19	16	263	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
103	6	2 086

— SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

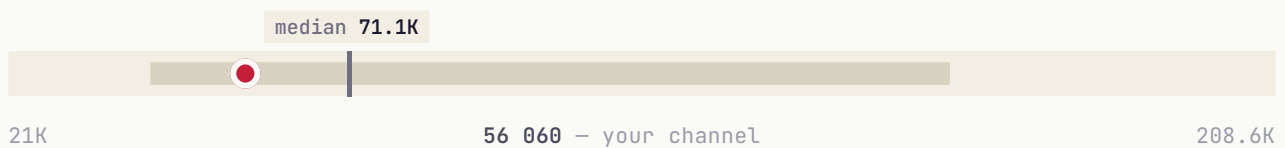
Took top-100 channels in category «Medicine» (Russia) and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#69 /100

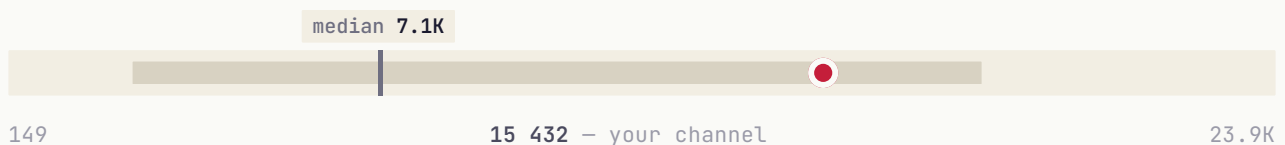
RANK IN NICHE

Channel in the bottom half of the ranking

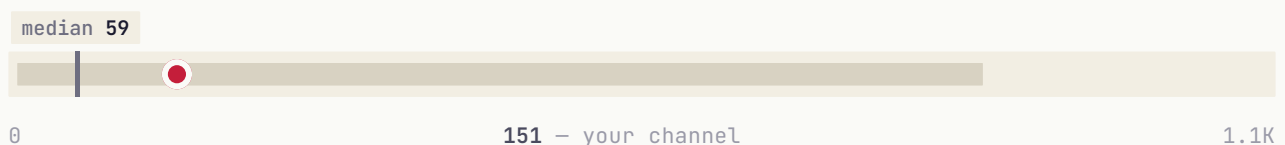
SUBSCRIBERS

21% below median

AVG REACH / POST

better than 79% of niche

CITATION INDEX

better than 54% of niche

— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- 01

Top post of the week — on Wednesday

Audience is most active on this day at 16:00 MSK.

EFFECT

Best window for key posts
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Recommend reaching 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). 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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes using public data. If you want to go further — run ads through 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
