

PROMTPRESS PUBLIC REPORT

# Channel audit

## KENELI



@kenelysaykss

Dad – Hilmi, mom – Instasamka. Look alike? Any collab (admin)  
 @saykson Ads: @dtam1zz , @maryana\_segment, @saintvandall ,  
 @pr\_venre , @salutiko1 , @NAGEE999 , @soffi\_media,...

SUBSCRIBERS

**52 372**

-1331 per month

ERR (% SEE POSTS)

**3.0%**

daily 0.8%

REACH / POST

**1.3K**

ad reach 428/24h

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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.

|                                                                                                                                                    |                                                                                                                                                                                  |                                                                                                                                                                                        |                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>52 372</div> <div>—</div>            | <div> SUBSCRIBER REACH</div> <div>2.48%</div> <div>avg % subs see post</div>                    | <div> VIEWS / POST</div> <div>1.3K</div> <div>median 1.1K · 26 days</div>                             | <div> POSTS / WEEK</div> <div>14.3</div> <div>over period</div>                    |
| <div> 7D TREND</div> <div>-8.2%</div> <div>vs previous week</div> | <div> REACTIONS / POST</div> <div>12.8</div> <div>703 reactions, 77 reposts, 124 comments</div> | <div> POST LENGTH</div> <div>54 chars</div> <div>median 42 · 26 days</div>                            | <div> POSTS ANALYZED</div> <div>55</div> <div>26 days</div>                        |
| <div> AD REACH</div> <div>428</div> <div>24h avg</div>           | <div> CHURN / MONTH</div> <div>-1331</div> <div>last month</div>                               | <div> CITATION RATE</div> <div>1 156</div> <div>citation index · 1,562 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>2 years 3 months</div> <div>created 16.03.2024</div> |

AI EDITOR SUMMARY

Channel «KENELI» — 52 372 subs. Each post avg views 1.3K people (2% of subs), reach low — need to expand audience. Publishes 14 posts/week (~2/day) — regular schedule. Week Jun 29 – Jul 5 reach dropped -8.2% to week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 55 posts in 26 days.
- 02 Dominant format – Video (42/55 posts).
- 03 Avg post length – 54 chars (median 42).
- 04 Peak audience activity – Thu, 10:00 MSK.
- 05 Strongest posts get 3x more views than weakest (2.2K avg top vs 813 worst) – among 55 posts in 26 days. Worth analyzing what top have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                |                                                                   |                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>18.06 · 07:07</div><div>TEXT</div></div> <div>Gardener is burning💔😭</div>                              | <div>VIEWS</div> <div>2 464</div> <div>REPOSTS</div> <div>7</div> | <div>REACTIONS</div> <div>8</div> <div>ER</div> <div>4.7%</div>  |
| <div><div>Nº2</div><div>17.06 · 10:12</div><div>VIDEO</div></div> <div>This trend is just for us😏</div>                        | <div>VIEWS</div> <div>2 092</div> <div>REPOSTS</div> <div>3</div> | <div>REACTIONS</div> <div>20</div> <div>ER</div> <div>4.0%</div> |
| <div><div>Nº3</div><div>18.06 · 22:03</div><div>PHOTO</div></div> <div>Sleeping in the bath today, good night everyone❤️</div> | <div>VIEWS</div> <div>1 994</div> <div>REPOSTS</div> <div>2</div> | <div>REACTIONS</div> <div>25</div> <div>ER</div> <div>3.8%</div> |

|                                                                                                                    |                                                                   |                                                                  |
|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>12.06 · 15:53</div><div>TEXT</div></div> <div>today at bloggers concert in Luzhniki🥰</div> | <div>VIEWS</div> <div>1 945</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>18</div> <div>ER</div> <div>3.7%</div> |
|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|

|                                                                                                         |                                                                   |                                                                  |
|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº5</div><div>13.06 · 11:24</div><div>VIDEO</div></div> <div>(captionless post – video)</div> | <div>VIEWS</div> <div>1 942</div> <div>REPOSTS</div> <div>6</div> | <div>REACTIONS</div> <div>48</div> <div>ER</div> <div>3.7%</div> |
|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|

|

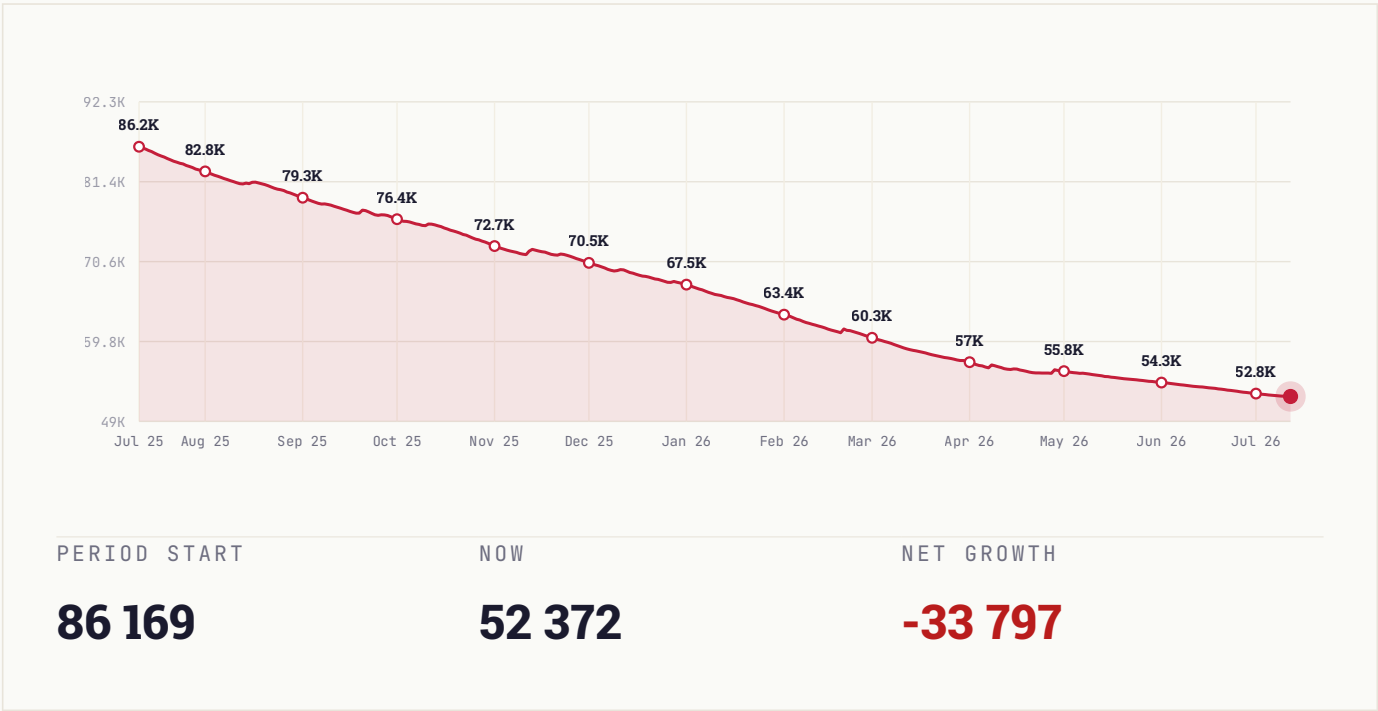
WORST 3

|                                                                                                                               |                                                                 |                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>29.06 · 15:24</div><div>VIDEO</div></div> <div>(captionless post – video)</div>                         | <div>VIEWS</div> <div>934</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>11</div> <div>ER</div> <div>1.8%</div> |
| <div><div>↓</div><div>08.07 · 09:08</div><div>TEXT</div></div> <div>took 3 days off without phone, now back in action👉👈</div> | <div>VIEWS</div> <div>755</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>10</div> <div>ER</div> <div>1.4%</div> |
| <div><div>↓</div><div>08.07 · 09:07</div><div>VIDEO</div></div> <div>(captionless post – video)</div>                         | <div>VIEWS</div> <div>752</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>10</div> <div>ER</div> <div>1.4%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

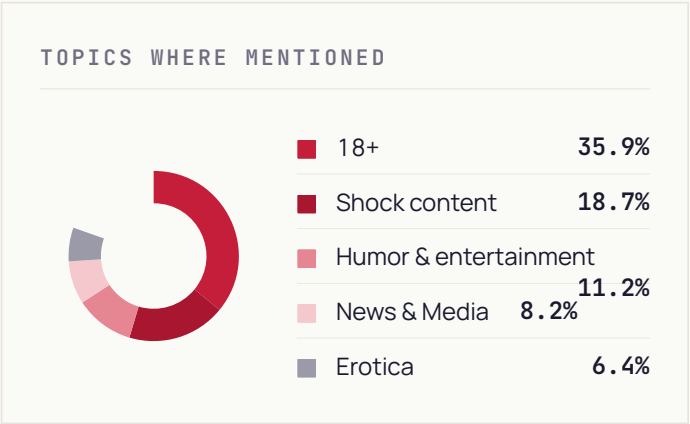
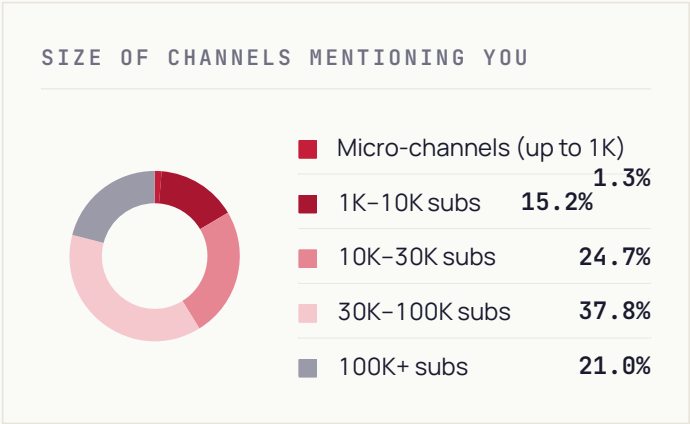
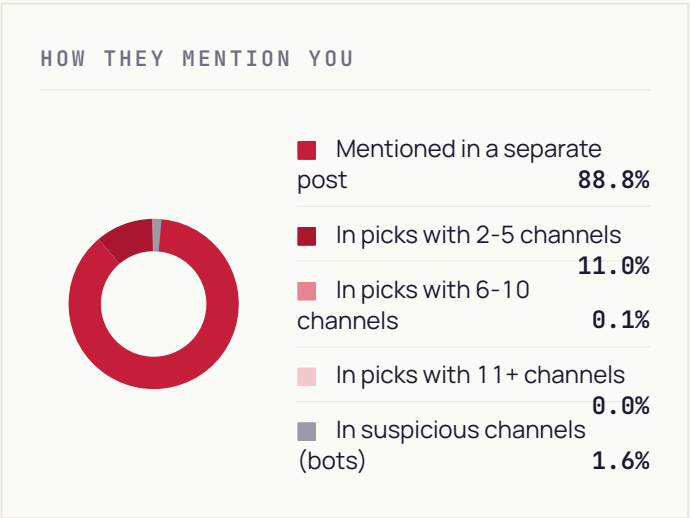
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who & how mentions the channel

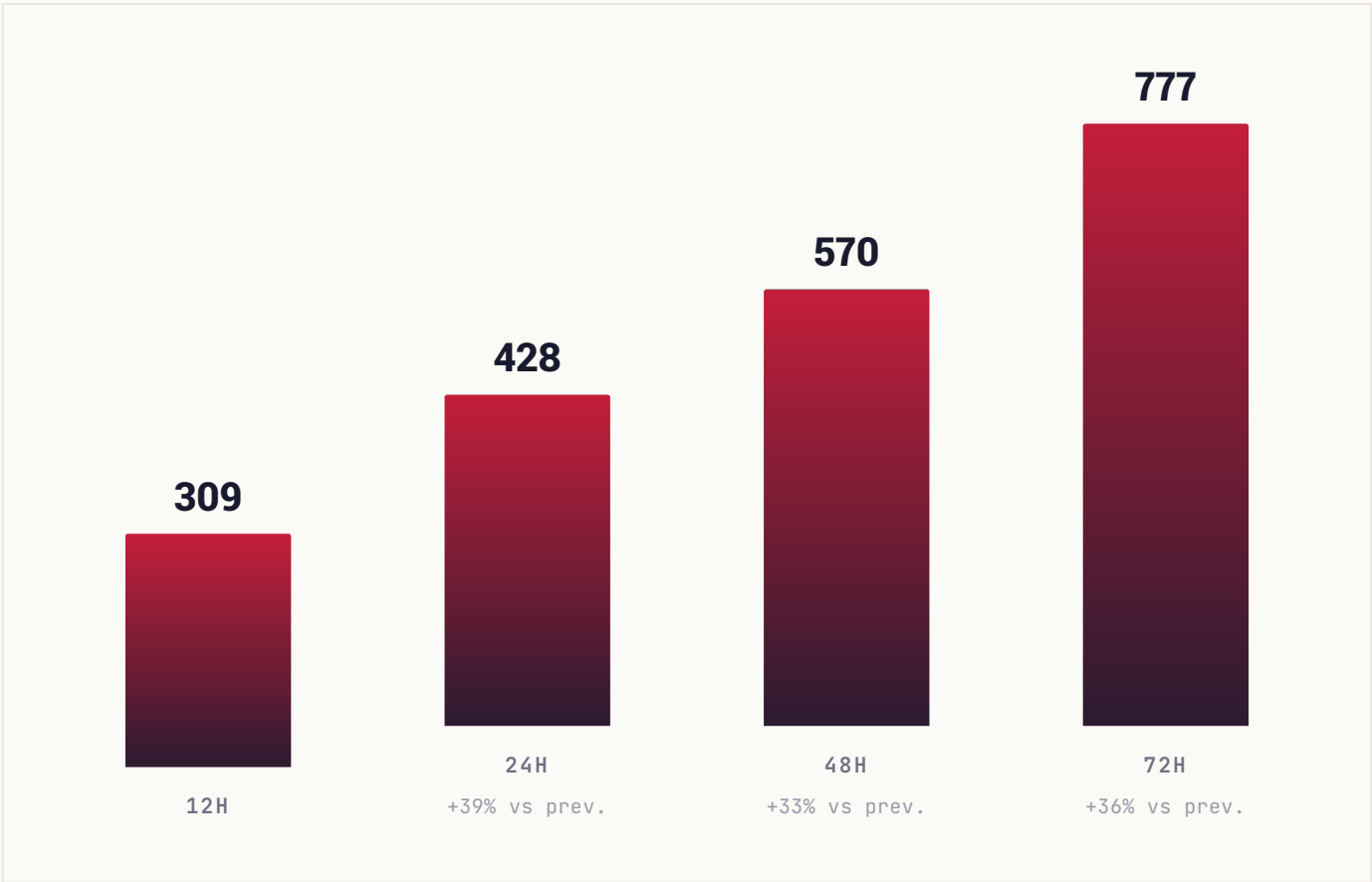
Citation index **1 156** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 562** different channels.



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. Your channel is highlighted — you can see its place among niche neighbors.

| CHANNEL                                    | SUBSCRIBERS |
|--------------------------------------------|-------------|
| <div>DM</div> <div>Dima Maslennikov</div>  | 2.2M        |
| <div>LI</div> <div>LITVIN</div>            | 1.6M        |
| <div>EX</div> <div>Exile</div>             | 1.4M        |
| <div>AZ</div> <div>Alexander Zubarev</div> | 1.3M        |
| <div>B🍄</div> <div>Booster 🍄</div>         | 1.2M        |
| <div>KB</div> <div>Bloody Lady</div>       | 1.1M        |
| <div>EI</div> <div>EVELONE 192</div>       | 1.1M        |
| <div>LJ</div> <div>broen lives here</div>  | 1.1M        |
| <div>PA</div> <div>PARADEEVICH</div>       | 1M          |
| <div>NE</div> <div>NEVZOROV</div>          | 1M          |
| <div>KE</div> <div>KENELI YOU</div>        | 52.4K       |

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 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

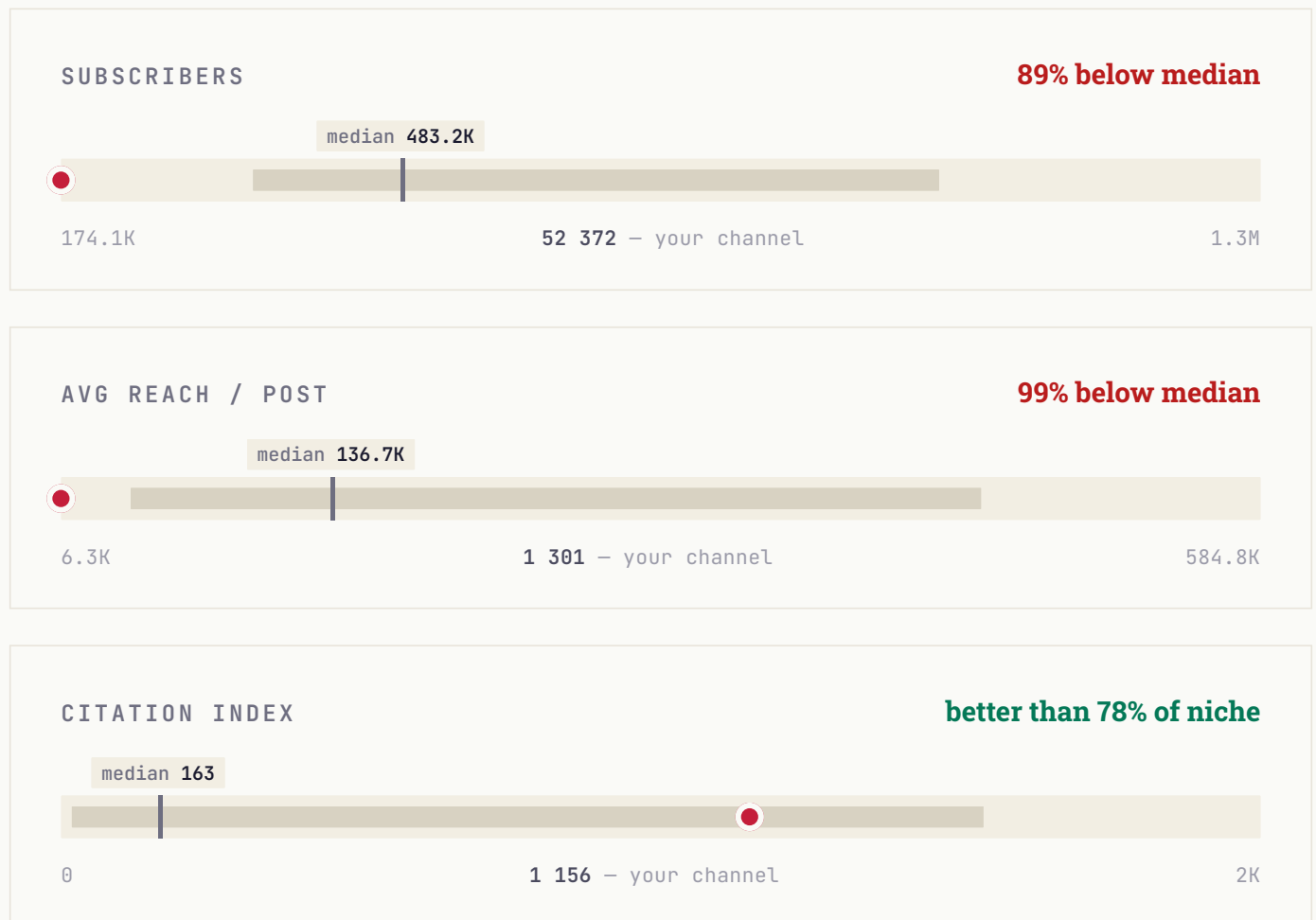
Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **2**, they brought **2 189** new subs.

| PERIOD         | MENTIONS       | CHANNELS | BROUGHT SUBSCRIBERS   |
|----------------|----------------|----------|-----------------------|
| January 2026   | 0              | 0        | 0                     |
| December 2025  | 1              | 1        | 301                   |
| November 2025  | 0              | 0        | 857                   |
| October 2025   | 0              | 0        | 207                   |
| September 2025 | 1              | 1        | 501                   |
| August 2025    | 0              | 0        | 323                   |
| TOTAL MENTIONS | MONTHS OF DATA |          | ATTRACTED SUBSCRIBERS |
| 2              | 6              |          | 2 189                 |

## — SECTION 08 • NICHE COMPARISON

# Where the channel ranks in its league

Took top-100 channels in category «Blogs» (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 ranked by expected impact. Check off and revisit in a month.

- 01

**Best post day — Thursday**  
 Audience is most active on this day at 10:00 MSK.

EFFECT  
**Best window for an important post**
- 02

**ER below niche benchmark — rethink formats**  
 Current ER 2.48% vs norm 5.5%. Try polls and interactive formats.

EFFECT  
**+3.0pp ER**
- 03

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

EFFECT  
**+1000-3000 subs**
- 04

**Test polls and interactive formats**  
 Posts with polls/reactions usually boost ER by 5-15%.  
 One weekly poll on a hot topic — easy growth lever.

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 this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

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**01**      **Launch ads in Telegram**      <https://panel.promptpress.com/register>

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**02**      **Contact manager**      [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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