

— PROMTPRESS PUBLIC REPORT

Channel audit

Alexey Khokhlov



@khokhlov

Blog of academician A.R. Khokhlov on events important for Russian science and education

SUBSCRIBERS

13 876

+66 per month

ERR (% SEE POSTS)

72.0%

in 24 hours **25.9%**

REACH/POST

9.5K

ad reach **3.6K**/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 is calculated for.

 SUBSCRIBERS 13 876 —	 SUBS REACH 68.66% avg % subs see post	 VIEWS/POST 9.5K median 8.9K · 27 days	 POSTS/WEEK 5.4 over period
 7D TREND -28.4% vs previous week	 REACTIONS/POST 179.5 only 3,770 reactions, 1,861 reposts, 0 comments	 POST LENGTH 851 chars median 1000 · 27 days	 POSTS ANALYZED 21 27 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH +66 last month	 CITATION RATE 179 citation index · 749 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 05.03.2022

AI EDITOR SUMMARY

Channel 'Alexey Khokhlov' — 13 876 subs. Each post averages 9.5K people (69% of subs), wide reach for a channel this size. Publishes 5 posts per week (~1/day) — rare. For week Jul 6–12, reach dropped -28.4% by week Jun 29 – Jul 5 — 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 21 posts over 27 days.
- 02 Dominant format – Text (21/21 posts).
- 03 Avg post length – 851 chars (median 1000).
- 04 Peak audience activity – Monday, 17:00 MSK.
- 05 Top posts get 3× more views than the weakest (17K avg for top vs 5.6K for worst) – among 21 posts in 27 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 02.07 · 15:13 TEXT In this TG channel I wrote a lot about the rather vague work of the Russian Center for Scientific Information (RCSI). In the Russian scientific community...	VIEWS 18 017 REPOSTS 102	REACTIONS 113 ER 129.8%
Nº2 29.06 · 14:18 TEXT An amazing story illustrating the stubborn narrow-mindedness of major scientific publishers in following certain ideological clichés – as...	VIEWS 17 156 REPOSTS 299	REACTIONS 322 ER 123.6%
Nº3 09.07 · 15:37 TEXT The scandalous story continues to develop, linked to the fact that two articles by the great physicist Max Planck ended up in the retracted articles database...	VIEWS 15 858 REPOSTS 114	REACTIONS 197 ER 114.3%

Nº4 21.06 · 07:01 TEXT TG channel The Researcher published a big video interview with academician R.I. Nigmatulin. Robert Iskandrovich is a passionate person, and his...	VIEWS 14 308 REPOSTS 158	REACTIONS 118 ER 103.1%
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Nº5 03.07 · 10:14 TEXT Russian Government Decree No. 750 'On the Transfer of Human Genetic Data Outside the Russian Federation...' was issued.	VIEWS 12 626 REPOSTS 293	REACTIONS 149 ER 91.0%
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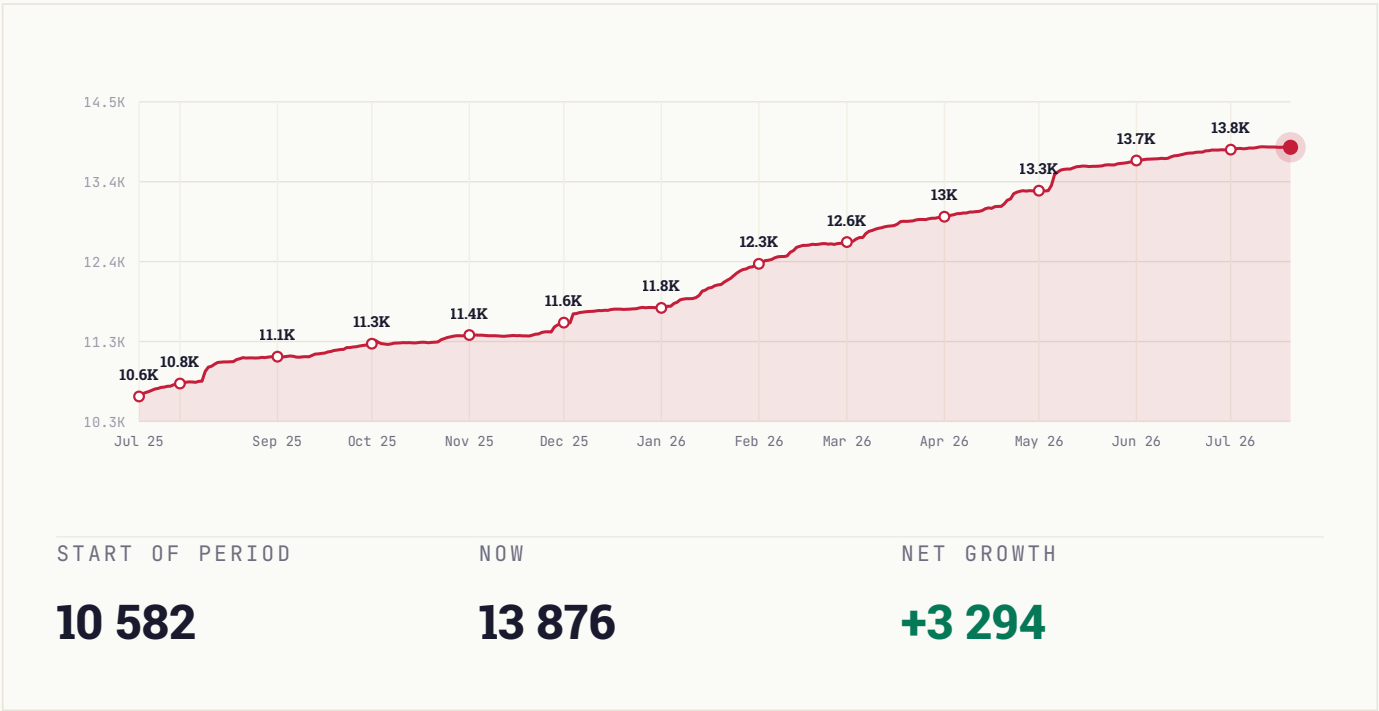
WORST 3

↓ 13.07 · 13:57 TEXT The question of declining public trust in science has again become a topic of discussion in recent days. First, an article in Nature came out on this topic: ...	VIEWS 6 835 REPOSTS 52	REACTIONS 117 ER 49.3%
↓ 15.07 · 05:54 TEXT Today marks 100 years since the birth of my father, Academician Rem Viktorovich Khokhlov. This morning, a story reminded me of this date...	VIEWS 5 476 REPOSTS 34	REACTIONS 377 ER 39.5%
↓ 15.07 · 14:15 TEXT For the centenary of Rem Viktorovich Khokhlov, 'Rossiyskaya Gazeta' published a fairly accurate article by Yuri Medvedev, as well as...	VIEWS 4 543 REPOSTS 12	REACTIONS 145 ER 32.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

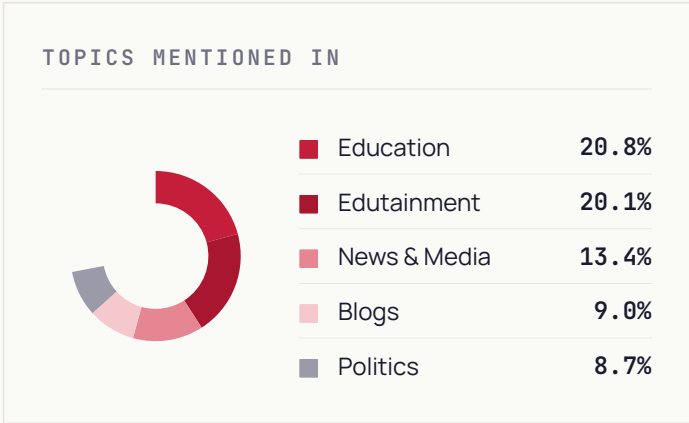
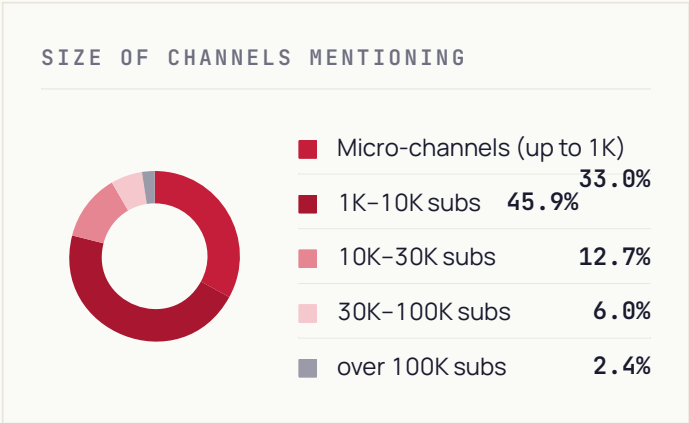
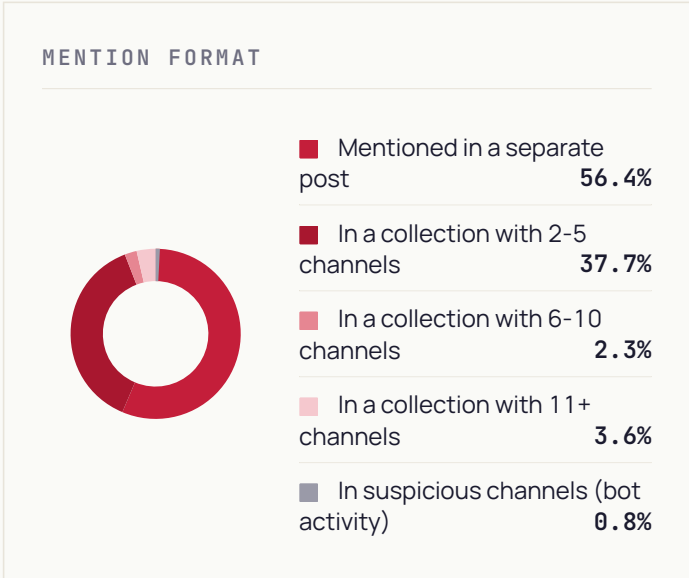
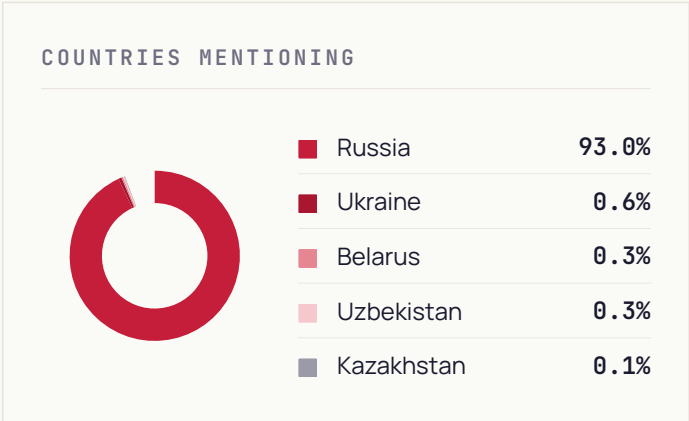
Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and which months subscribers left.



SECTION 04 · CITATIONS

Who and how mentions the channel

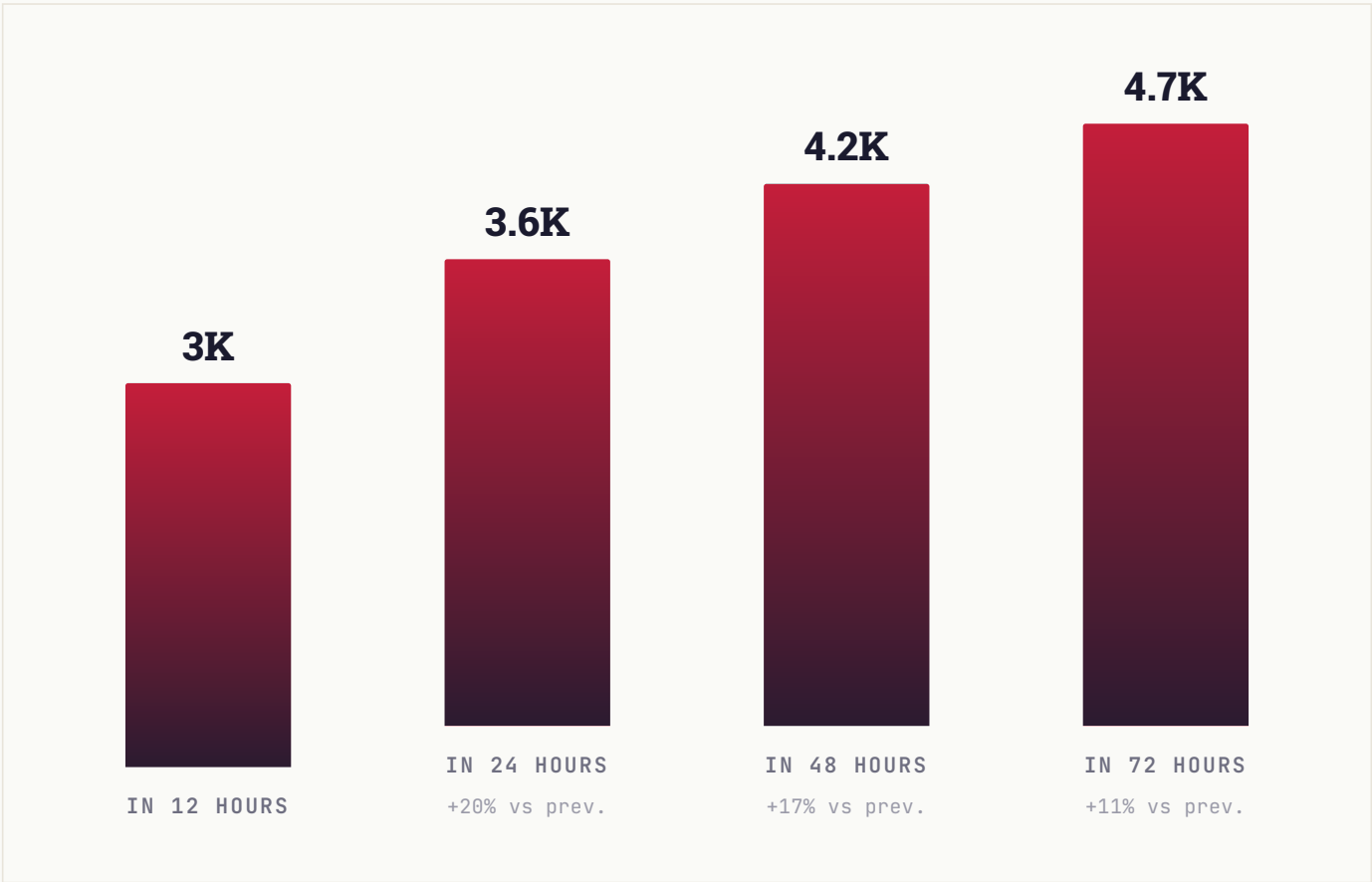
Citation index **179** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **749** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
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 شبکه ملازمتا	1.1M
سن سوالات نهایی	1M
MA Mathematician Andrey	997.6K
UC Utkarsh Classes	992.9K
ید ی دانش آموز	983.4K
AK Alexey Khokhlov YOU	13.9K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — 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 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 **235**, they brought **1 752** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	73	49	572	
December 2025	31	26	235	
Nov 2025	23	15	184	
Oct 2025	33	24	201	
Sep 2025	44	32	180	
August 2025	31	26	380	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
235		6	1 752	

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values in the niche, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is consistently below the median in the first two metrics and above the median in the third.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	13 876	421.5K	97% below median
AVG REACH / POST	9 528	48K	80% below median
CITATION INDEX	179	40	better than 66% of niche

SUBSCRIBERS 97% below median

median 421.5K

157.2K 13 876 – your channel 1.2M

AVG REACH / POST 80% below median

median 48K

763 9 528 – your channel 253.4K

CITATION INDEX better than 66% of niche

median 40

0 179 – your channel 484

— SECTION 09 · STRATEGY

What to Do Right Now

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

01

Main post of the week — on Monday

On this day at 17:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend bringing the share to 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 picks 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 with channels in the same segment once a quarter. No need to do it every day — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — 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.

01 **Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
