

PROMTPRESS PUBLIC REPORT

Channel audit

KIM



@kimmarina

State Duma deputy, TV host, journalist and mother of many. Author's channel. A woman's view on important topics in Russia and for Russia Channel registration: <https://clck.ru/3FQra5> #A8DGZ

SUBSCRIBERS

26 194

-1353 per month

ERR (% SEE POSTS)

8.0%

daily 1.8%

REACH/POST

2.8K

ad reach 478/24h

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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 26 194 —	SUBSCRIBER REACH 10.86% avg % subs see post	VIEWS/POST 2.8K median 942 · 29 days	POSTS/WEEK 20.5 over period
7D TREND -11.3% vs previous week	REACTIONS/POST 27.0 only 2,320 reactions, 492 reposts, 0 comments	POST LENGTH 682 chars median 736 · 29 days	POSTS ANALYZED 86 29 days
AD REACH 478 24h avg	CHURN / MONTH -1353 last month	CITATION RATE 1 027 citation index · 2,560 channels mentioned ever	CHANNEL AGE 7 years 1 month created 01.06.2019

AI EDITOR SUMMARY

Channel «KIM» — 26 194 subs. Each post avg views 2.8K people (11% from subs), reach low — should grow audience. Publishes 20 posts/week (~3/day) — regular schedule. Week Jun 29–Jul 5 reach dropped -11.3% to week Jun 22–28 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **86** posts in 29 days.
- 02 Dominant format — **Video** (48/86 posts).
- 03 Avg post length — **682** chars (median 736).
- 04 Peak audience activity — **Thu**, 11:00 MSK.
- 05 Top posts get **118x** more views than weakest (56.2K avg top vs 476 worst) — among 86 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 08:17 VIDEO The world changed forever. Digital tech erased the line between front and civilian life. No rear, no borders...	VIEWS 74 530 REP. 94	REACTIONS 30 ER 284.5%
Nº2 06.07 · 07:03 VIDEO What is justice? Where does this feeling come from — from law, faith, upbringing? Where does it end and begin...	VIEWS 54 565 REP. 48	REACTIONS 12 ER 208.3%
Nº3 21.06 · 17:33 VIDEO Documentary «Unlived Lives» They just went to sleep. An ordinary evening. An ordinary life. And in the morning she was gone. AFU strikes on...	VIEWS 39 518 REP. 14	REACTIONS 21 ER 150.9%

Nº4 17.06 · 19:52 VIDEO Got a video of thanks from journalist & animal advocate Denis Dzhagania – author of channel «Special Correspondent». Denis...	VIEWS 1 589 REACTIONS 39 REP. 13 ER 6.1%
Nº5 18.06 · 15:21 VIDEO Filming started with a siren. Missile danger – everyone to shelter. That's how my film about Starobelsk began. What I saw there cannot...	VIEWS 1 350 REACTIONS 30 REP. 10 ER 5.2%

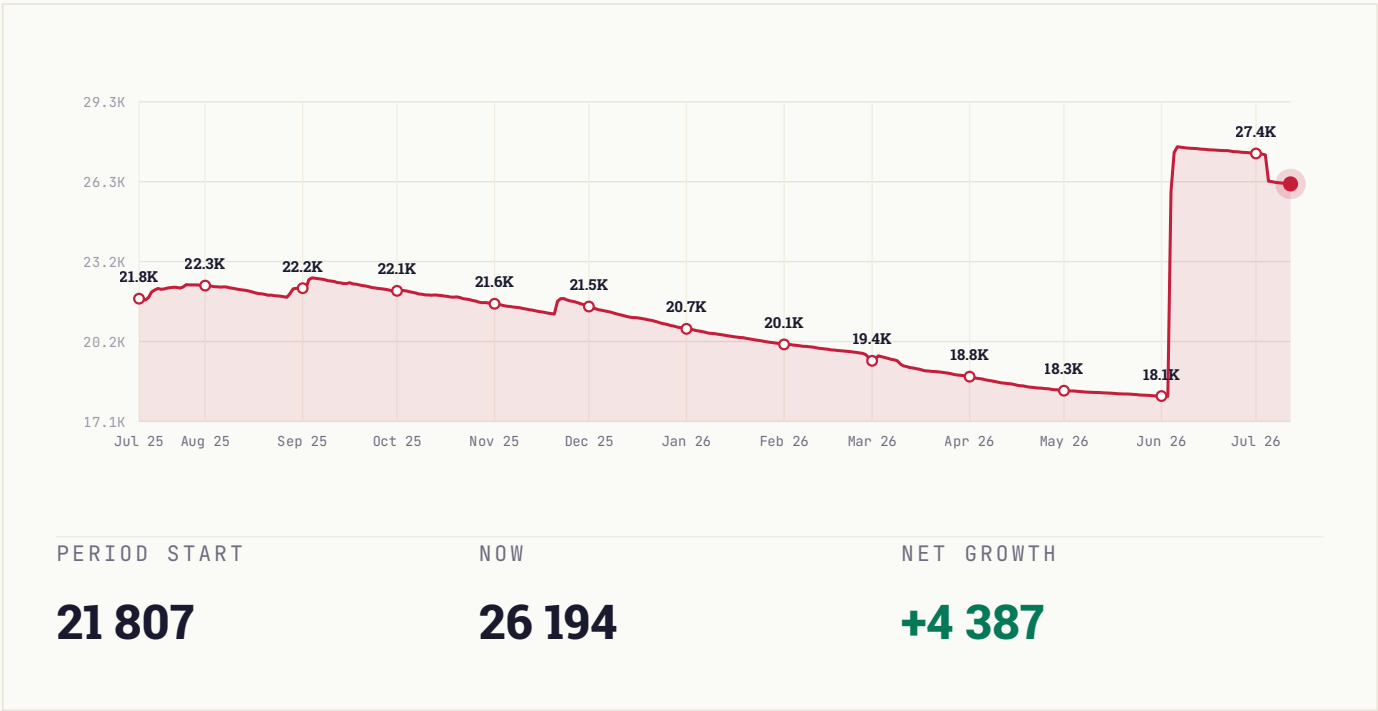
WORST 3

↓ 08.07 · 10:10 VIDEO Today 'Fair Russia' submitted documents to the CEC for certifying its federal candidate list for the State Duma elections...	VIEWS 531 REACTIONS 10 REP. 6 ER 2.0%
↓ 08.07 · 11:56 VIDEO Symbolically, this stage begins on Family, Love and Fidelity Day. For us, family is not just a value but the foundation of a person's entire life...	VIEWS 470 REACTIONS 22 REP. 2 ER 1.8%
↓ 08.07 · 12:55 VIDEO 25 000 rubles for newlyweds for a wedding trip across Russia. Mechanism – like the Pushkin Card, but for newlyweds...	VIEWS 429 REACTIONS 21 REP. 3 ER 1.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

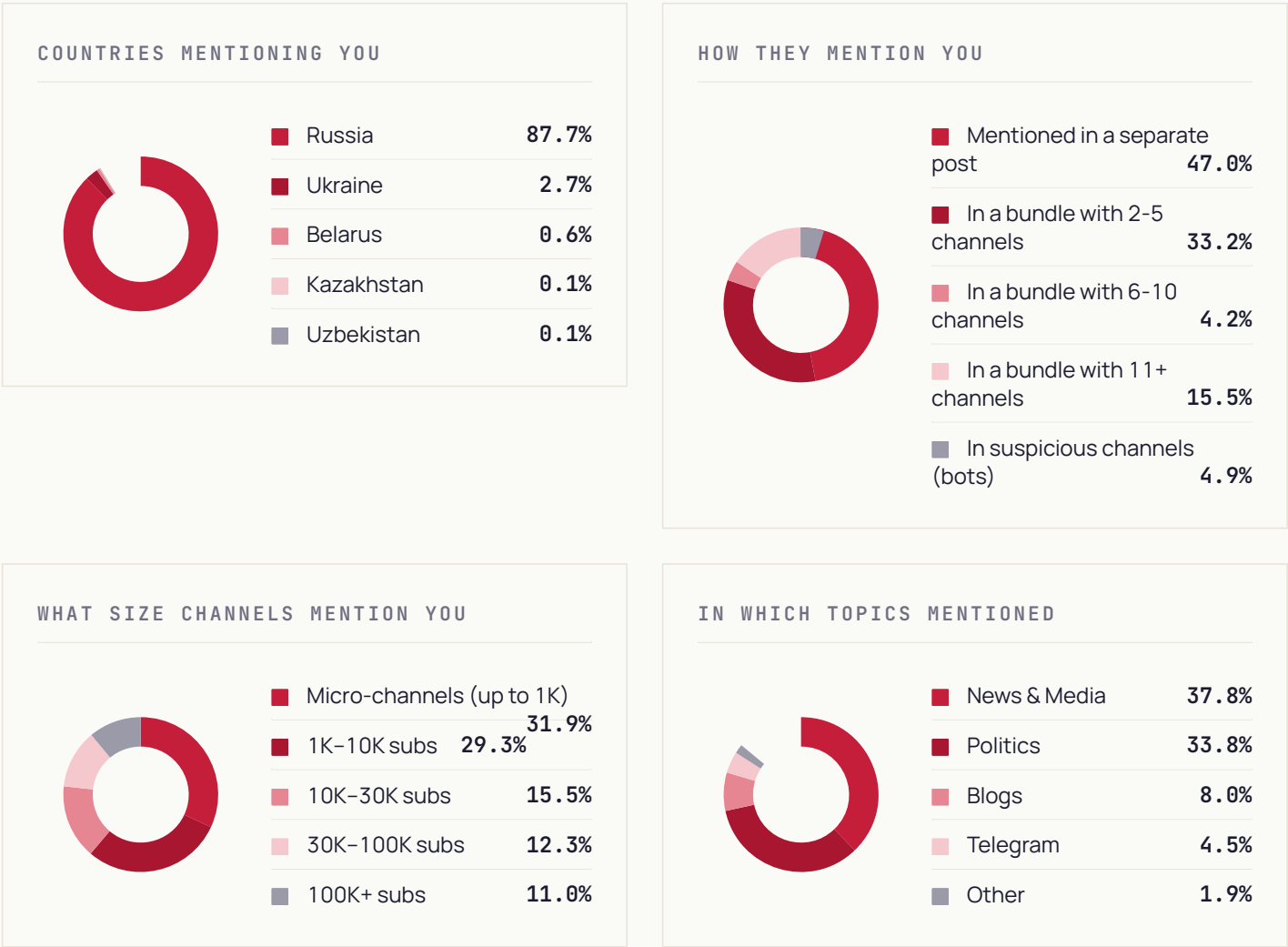
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

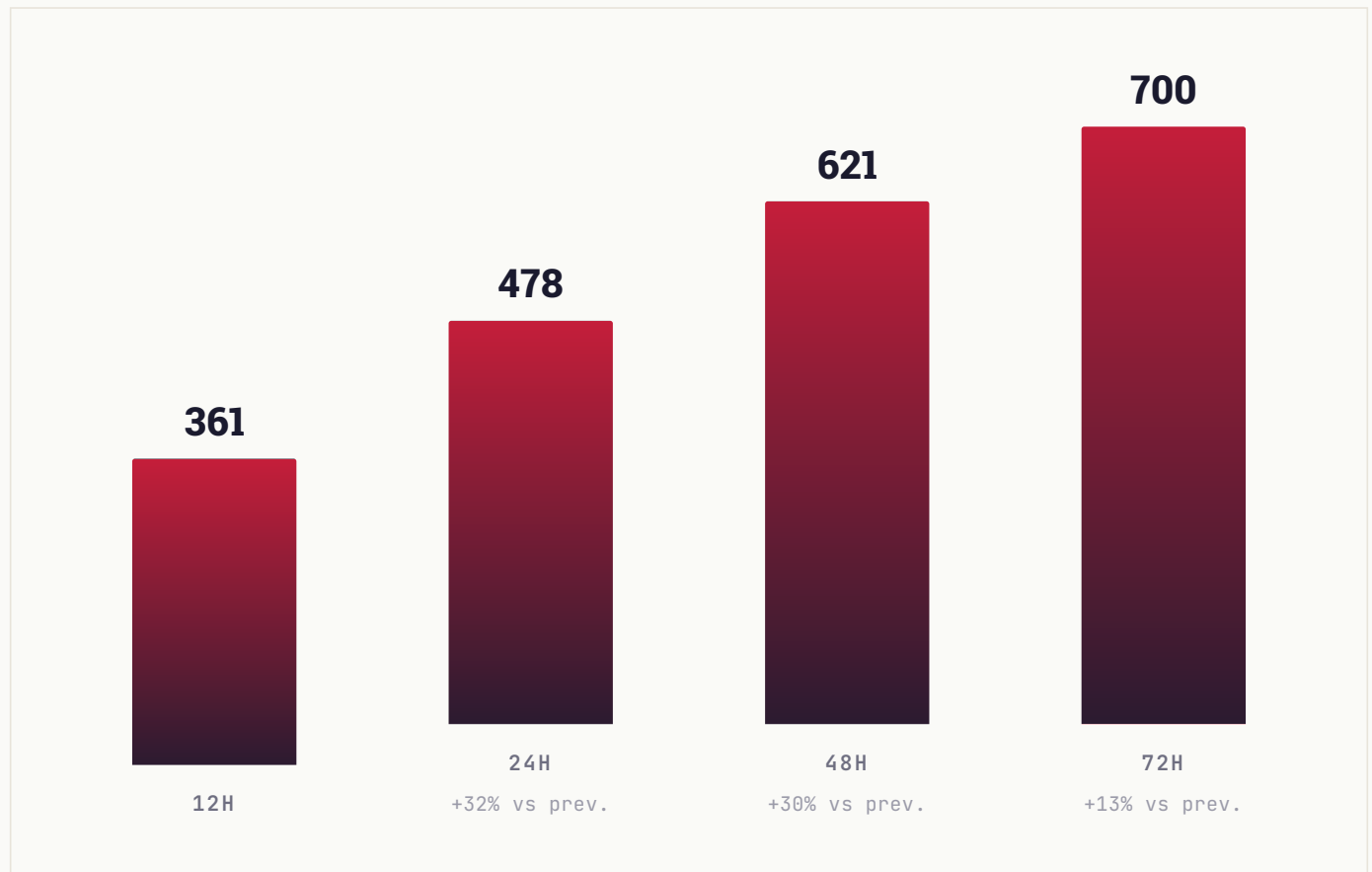
Citation index **1 027** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K one. All time the channel was mentioned **2 560** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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
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
EI EVELONE 192	1.1M
Z brown bear lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
CI KIM YOU	26.2K

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 work with 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 **416**, they brought **1 497** new subs.

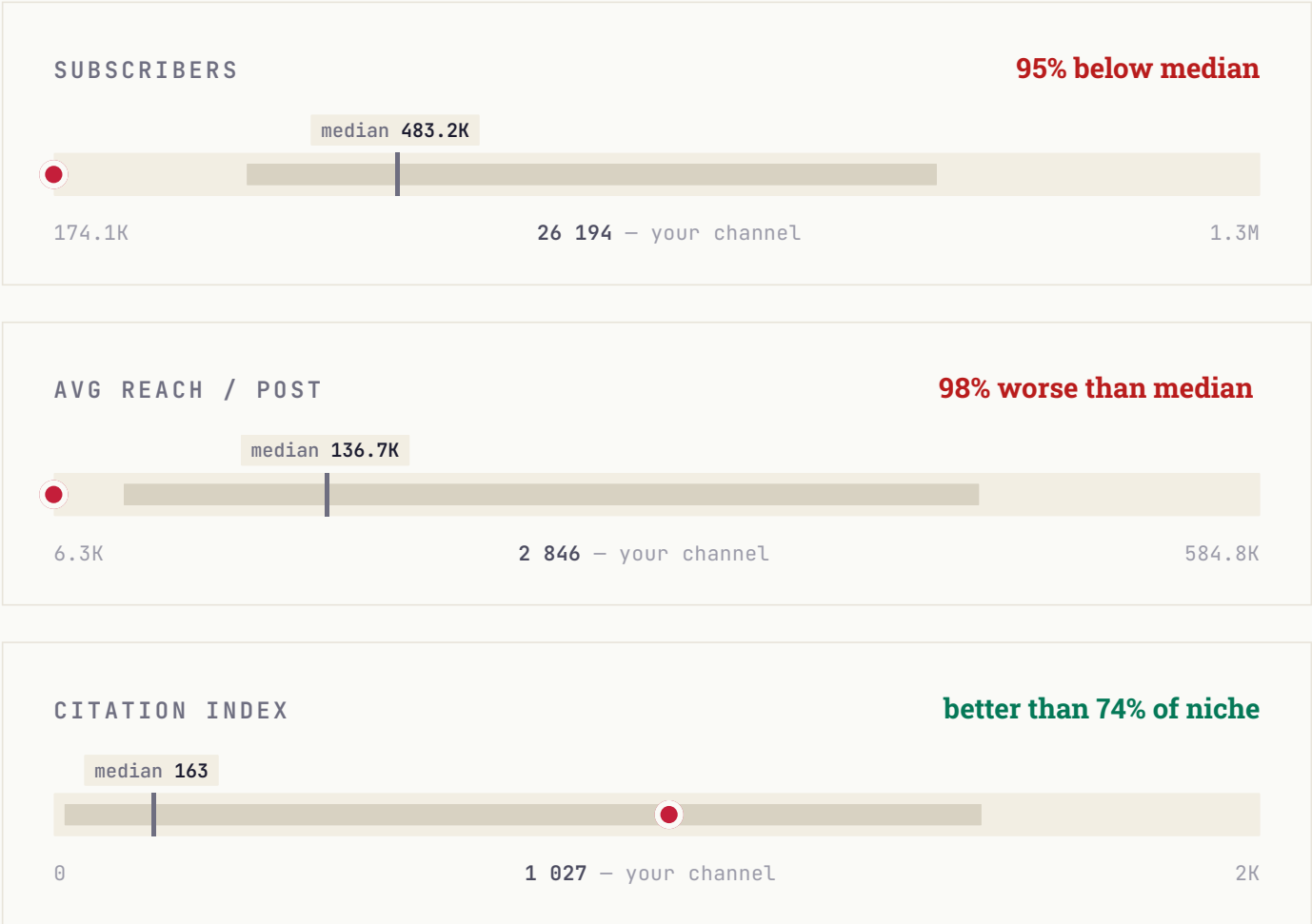
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	27	17	0	
December 2025	47	36	0	
Nov 2025	36	33	594	
Oct 2025	76	60	73	
September 2025	94	76	448	
August 2025	136	109	382	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
416	6	1 497

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Blogs» (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.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

01

Main post of the week — on Thursday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best time for
important post**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Swap posts quarterly with same-segment channels.
Not daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes based on public data. To go further — run ads through us and close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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