

PUBLIC REPORT BY PROMTPRESS

Channel audit

Kristina Potupchik



@krispotupchik

Founder of 'K2' agency For ads @TgPodbor_bot Book, movie & photo reviews. Feedback @Tupcha_bot <https://www.instagram.com/krispotupchik/> Registered with Roskomnadzor...

SUBSCRIBERS

151 372

-25 per month

ERR (% SEE POSTS)

12.0%

daily 9.2%

REACH/POST

18.9K

ad reach 14K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 151 372 —	 SUBSCRIBER REACH 12.49% avg % subs see post	 VIEWS/POST 18.9K median 15.7K · 29 days	 POSTS/WEEK 24.2 for period
 7D TREND +73.2% vs previous week	 REACTIONS/POST 52.7 only 5,374 reactions, 4,619 reposts, 71 comments	 POST LENGTH 468 chars median 278 · 29 days	 POSTS ANALYZED 102 29 days
 AD REACH 14K 24h avg	 CHURN / MONTH -25 last month	 CITATION RATE 1 790 citation index · 5,286 channels mentioned all time	 CHANNEL AGE 10 years 5 months created 08.02.2016

AI EDITOR SUMMARY

Channel «Kristina Potupchik» – 151 372 subs. Each post avg views 18.9K people (12% from subs), reach low – consider expanding audience. Publishes 24 posts/week (~3/day) – active posting. Week Jun 29 – Jul 5 reach grew +73.2% vs week Jun 22–28 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **102** posts over 29 days.
- 02 Dominant format — **Photo** (59/102 posts).
- 03 Avg post length — **468** chars (median 278).
- 04 Audience peak activity — **Tuesday**, 10:00 MSK.
- 05 Top posts get **8x** more views than weakest (109.3K avg top vs 13.7K worst) — among 102 posts over 29 days. Worth analyzing top commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 07:57 TEXT From the creators of 'iPhone is a brick'. Don't forget other life hacks: sleeping on the floor improves posture, eating is pointless...	VIEWS 179 335 REP. 747	REACTIONS 130 ER 118.5%
Nº2 17.06 · 10:34 PHOTO We have a big political new release: «The Devil's Chessboard» by David Talbot. It's a massive historical investigation and biography...	VIEWS 78 768 REP. 867	REACTIONS 170 ER 52.0%
Nº3 03.07 · 10:34 TEXT Honestly, impressed by the resilience of Crimean entrepreneurs who keep working. That alone is enough to buy, I think, but...	VIEWS 69 664 REP. 383	REACTIONS 157 ER 46.0%

Nº4 03.07 · 13:11 VIDEO «Just don't tell me it's St. Christopher's Day and I have to hear about the 'Dogheads' again. Oh, just International Dog Day?...	VIEWS 23 464 REP. 19	REACTIONS 131 ER 15.5%
Nº5 03.07 · 06:04 PHOTO Their free market economy vs our state capitalism. But hard to argue: the company is private, so it just...	VIEWS 22 910 REP. 15	REACTIONS 39 ER 15.1%

|

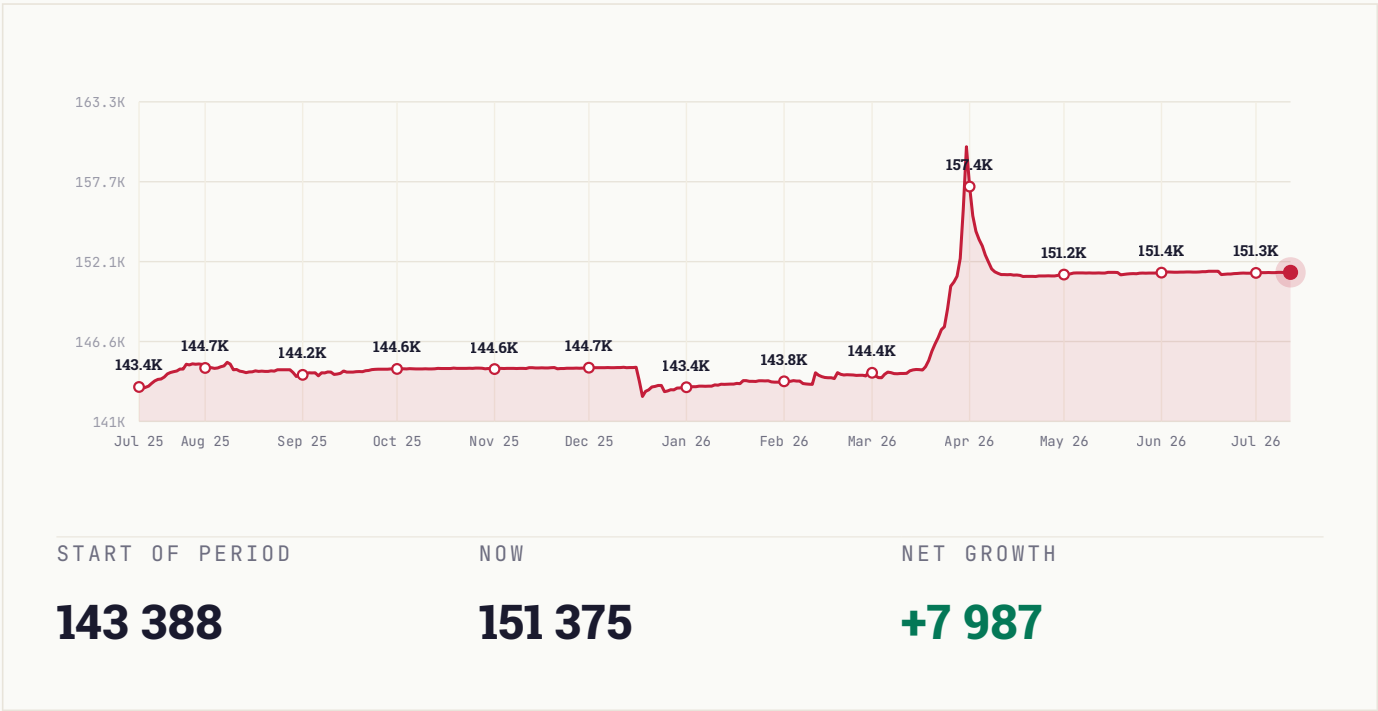
WORST 3

↓ 24.06 · 11:53 PHOTO If Bill Gates denies involvement in Epstein's crimes, there's nothing to accuse him of. Hard to argue with that. But...	VIEWS 13 773 REP. 12	REACTIONS 37 ER 9.1%
↓ 23.06 · 12:34 TEXT Active AI use at work reduces our own skills. According to a US healthcare survey, 77% of doctors and 70%...	VIEWS 13 765 REP. 56	REACTIONS 24 ER 9.1%
↓ 22.06 · 08:10 TEXT At the annual Antarctic Treaty meeting, the US suddenly proposed dropping the term 'climate change'...	VIEWS 13 591 REP. 10	REACTIONS 22 ER 9.0%

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.

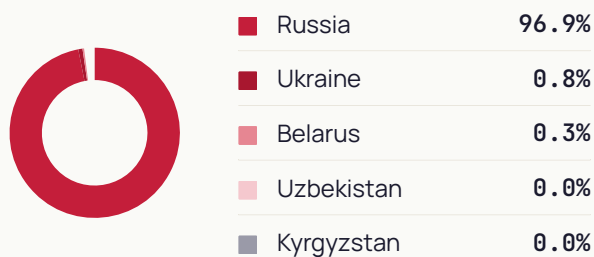


SECTION 04 • MENTIONS

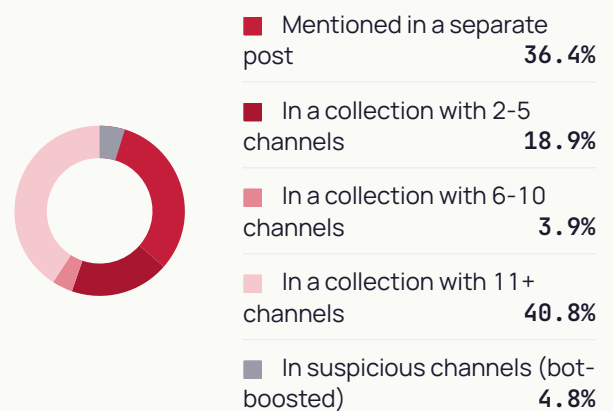
Who & how mentions the channel

Citation index **1 790** — 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 mentions: **5 286** different channels.

COUNTRIES MENTIONING



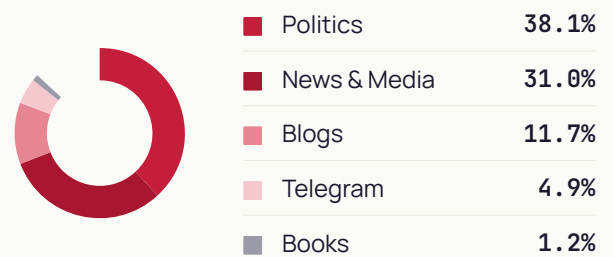
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



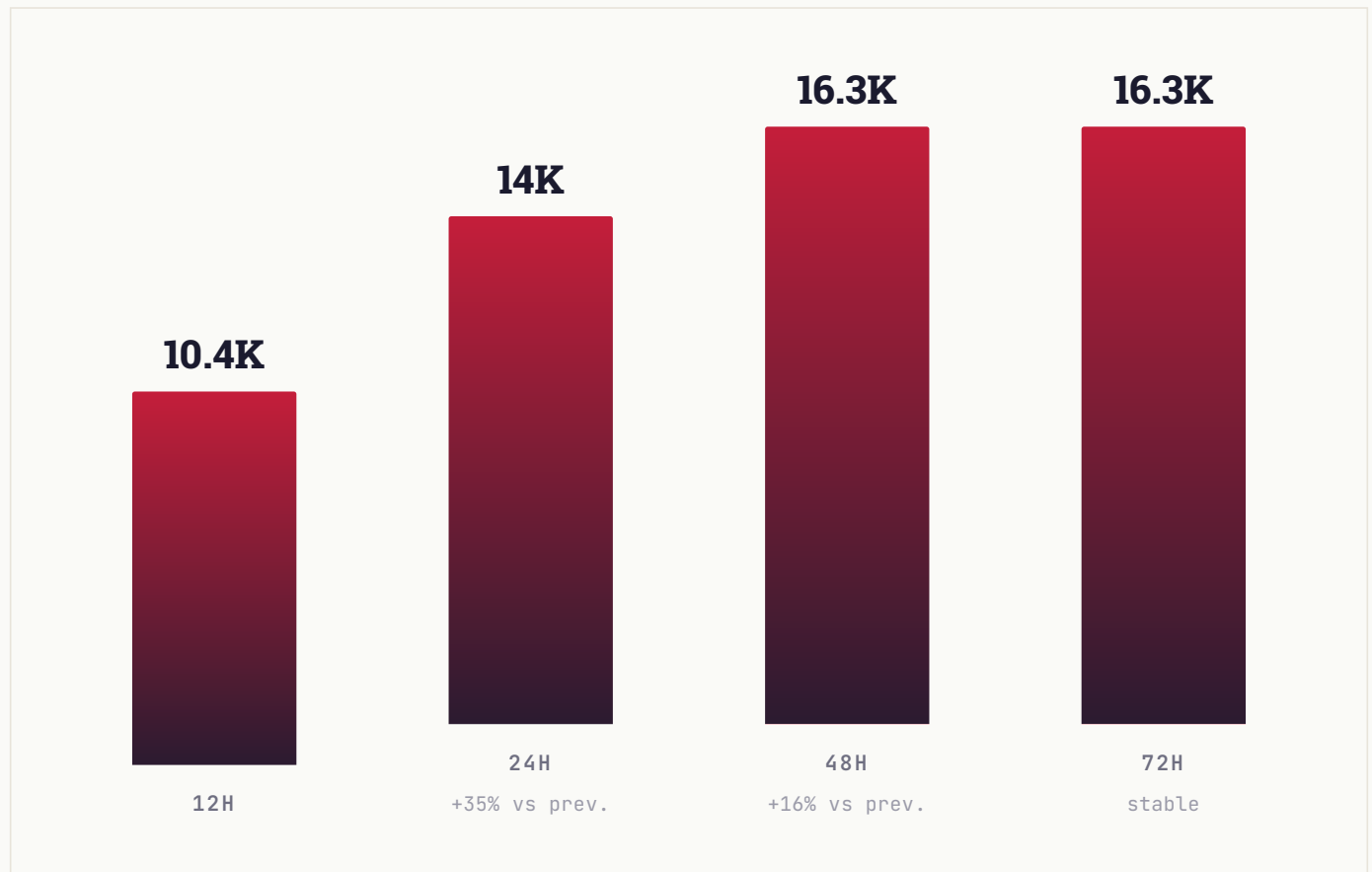
MENTION TOPICS



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 & audience. Your channel highlighted — see its rank among niche peers.

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
ZJ here lives broen	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
KP Kristina Potupchik YOU	151.4K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 095**, they brought **3 906** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	112	85	585
December 2025	173	114	1 170
Nov 2025	123	110	245
Oct 2025	183	61	140
Sep 2025	260	89	926
August 2025	244	91	840

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
1 095	6	3 906

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 for 80% of niche channels (p10-p90). Black line: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit next month.

01

Main post of the week — on Tuesday

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best time for
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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 win.

EFFECT

+5-15% ER

05

Cross-promo with similar channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes from 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