

PUBLIC REPORT BY PROMTPRESS

Channel audit

Kuplinov ► Play



@kuplinov_telegram

Official Telegram channel of Kuplinov. Registered with RKN - vk.cc/cEYOLA

SUBS

928 577

+327 per month

ERR (% SEE POSTS)

62.0%

daily 23.7%

REACH/POST

553.6K

ad reach 220K/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.

 SUBS 928 577 —	 SUBS REACH 59.62% avg % subs see post	 VIEWS/POST 553.6K median 485.4K · 26 days	 POSTS/WEEK 4.7 over period
 7D TREND — no data for period	 REACTS/POST 50423.8 907,628 reactions, 11,790 reposts, 9,511 comments	 POST LENGTH 123 chars median 79 · 26 days	 POSTS ANALYZED 18 26 days
 AD REACH 220K 24h avg	 CHURN / MONTH +327 last month	 CITATIONS 89 citation index · 1,033 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 08.03.2022

AI EDITOR SUMMARY

Channel «Kuplinov ► Play» — 928 577 subs. Each post gets avg 553.6K people (60% from subs), this is wide reach for a channel this size. Publishes 5 posts per week (~1/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 18 posts over 26 days.
- 02 Dominant format — Text (14/18 posts).
- 03 Avg post length — 123 chars (median 79).
- 04 Audience peak activity — Monday, 09:00 MSK.
- 05 Top posts get 3x more views than the weakest (1.1M avg for top vs 352.5K for worst) — among 18 posts in 26 days. Analyze what the top ones have in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 07:09 TEXT I'm on a short break for 3-7 days, treating throat, sleep & back 		VIEWS 1 212 177	REACTS 261 702
		REP. 1 199	ER 130.5%
Nº2 08.06 · 06:50 PHOTO Two-meter beetle!		VIEWS 1 167 840	REACTS 49 091
		REP. 903	ER 125.8%
Nº3 07.06 · 12:03 TEXT VK Video already released episode 9 of 007 First Light, three days early, of course!		VIEWS 951 210	REACTS 15 260
		REP. 55	ER 102.4%

Nº4 21.06 · 07:12 TEXT Well, how are you? Today I'm sitting down to record. Wanted to rest, but ended up even more tired 🧑	VIEWS 655 768 REP. 792	REACTS 46 965 ER 70.6%
Nº5 26.06 · 06:50 PHOTO Here's a flower for you	VIEWS 596 564 REP. 678	REACTS 59 180 ER 64.2%

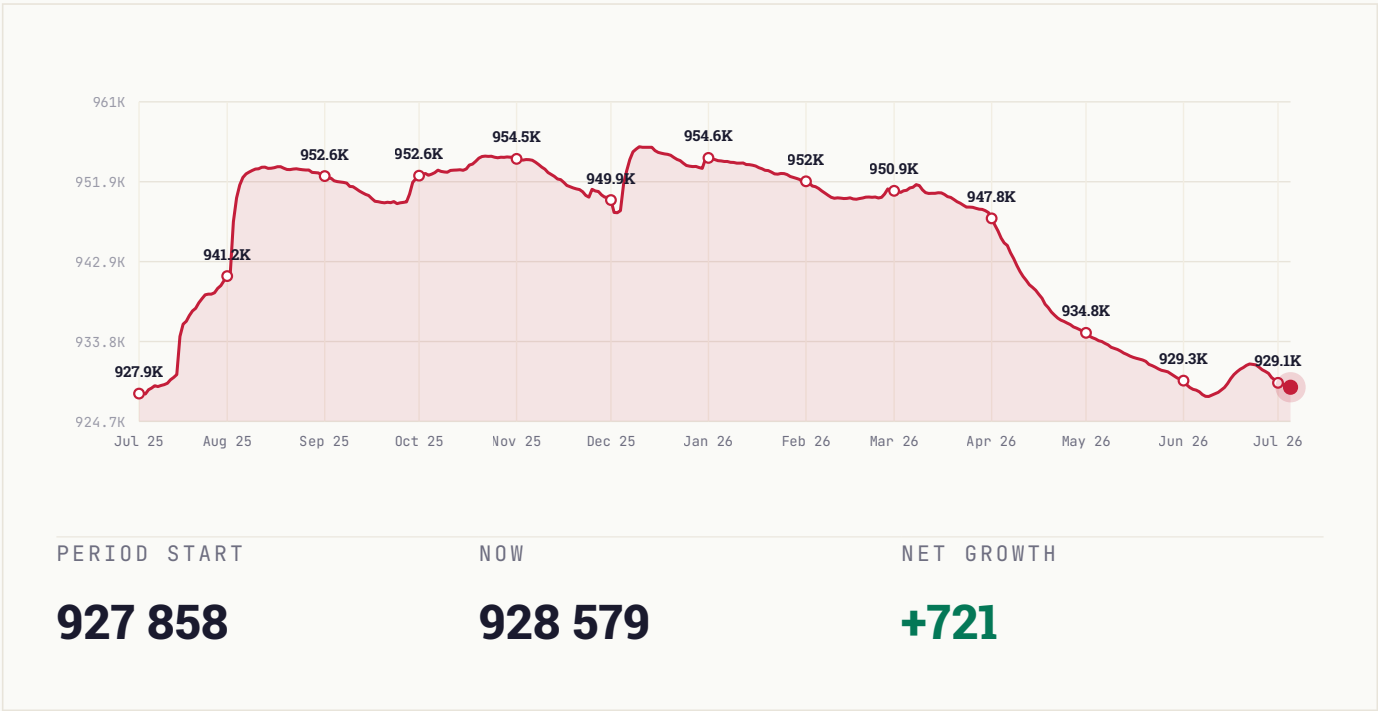
WORST 3

↓ 30.06 · 09:49 TEXT Alright, I've figured it out. Soon video durations will vary, so get ready – some videos may last 17 hours, others 30 minutes)	VIEWS 401 614 REP. 1 296	REACTS 47 801 ER 43.3%
↓ 01.07 · 15:04 TEXT In short, here's the deal: I'll record "by mood" now – feel like playing a certain game today, so that's what it'll be, feel like 100...	VIEWS 331 132 REP. 953	REACTS 51 469 ER 35.7%
↓ 01.07 · 12:04 TEXT VK Video released the final episode of 007 First Light, three days early, of course!	VIEWS 324 765 REP. 186	REACTS 24 406 ER 35.0%

SECTION 03 · SUB 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 grew and which it lost subs.

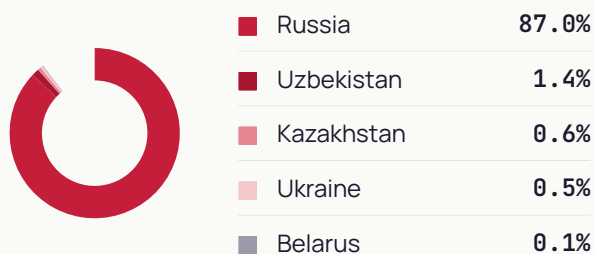


SECTION 04 • CITATIONS

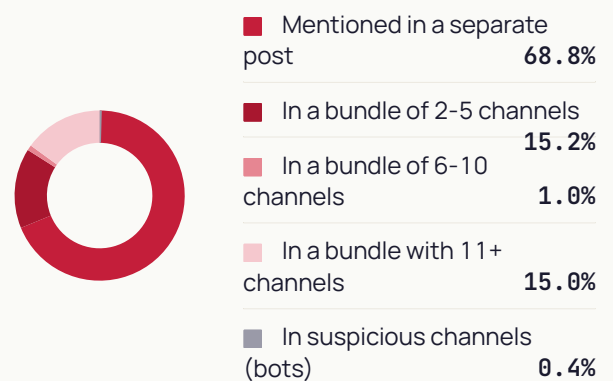
Who mentions the channel and how

Citation index **89** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **1 033** different channels.

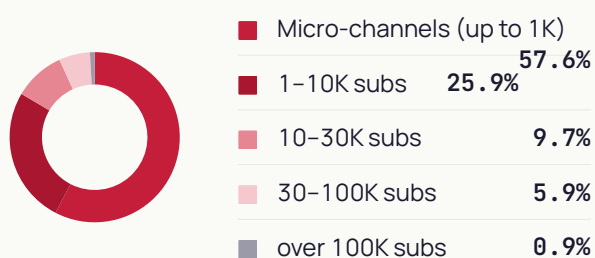
COUNTRIES MENTIONING



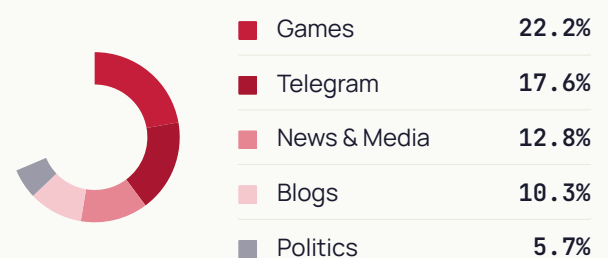
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



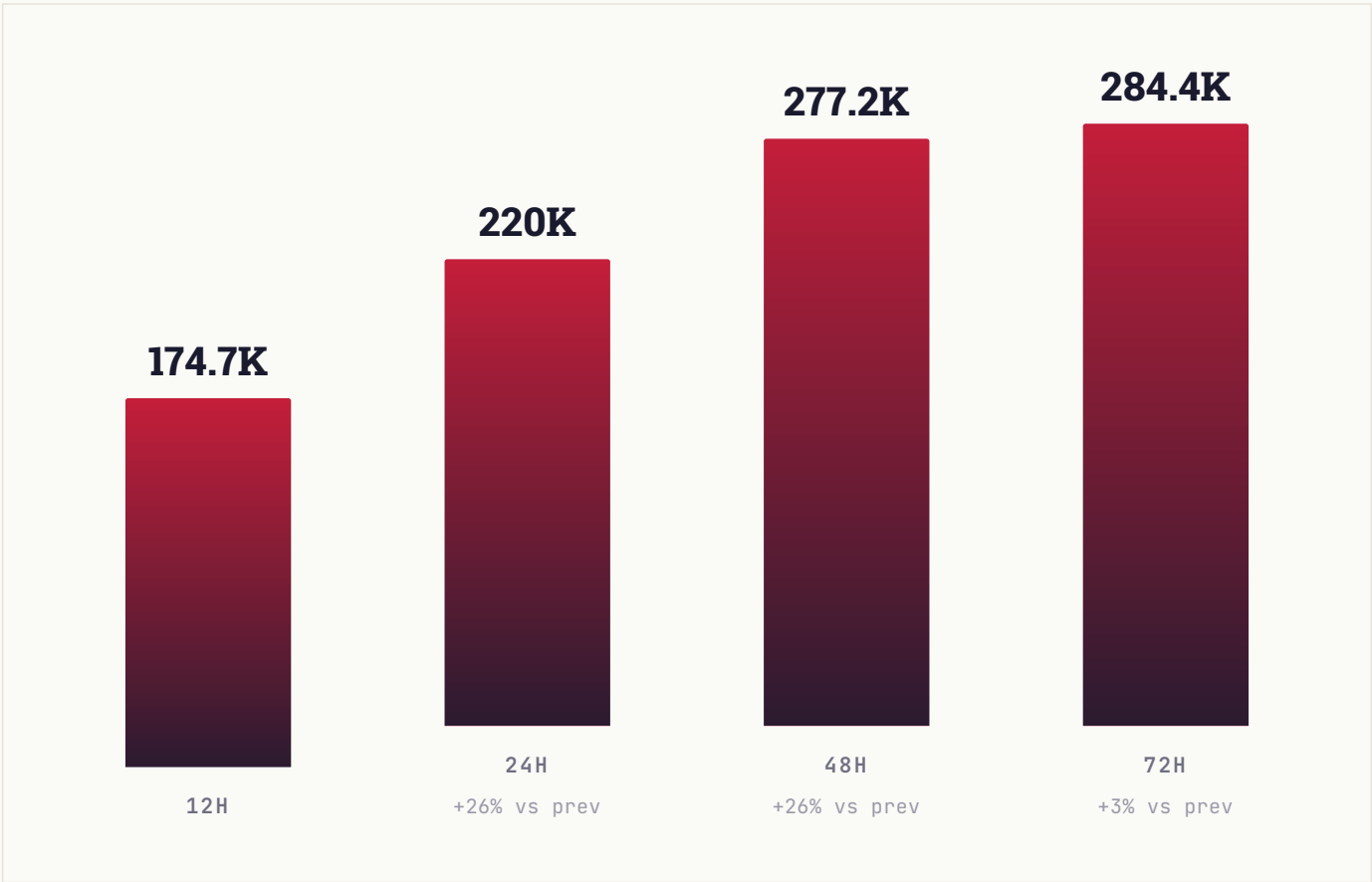
TOPICS WHERE MENTIONED



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

CHANNEL	SUBS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
E1 EVELONE 192	1.2M
KB Bloody lady	1.1M
LJ broen lives here	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
K📺 Kuplinov ▶ Play YOU	928.6K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#14 of 100). Leader — Dima Maslennikov (2.2M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

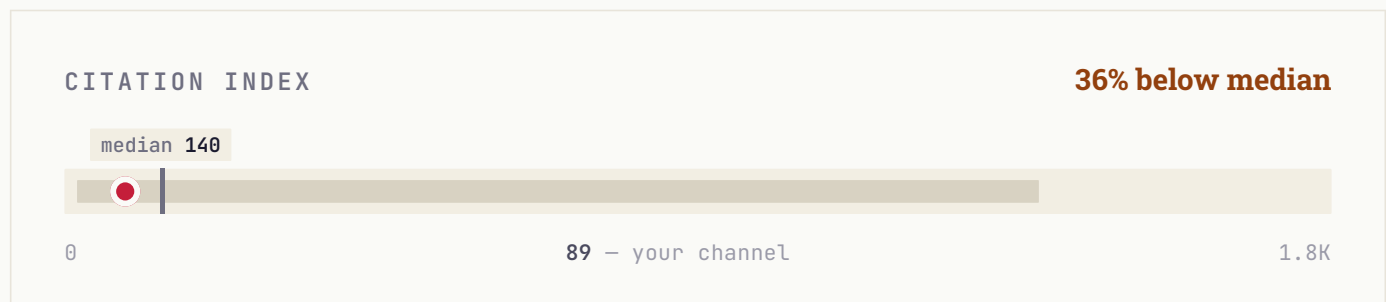
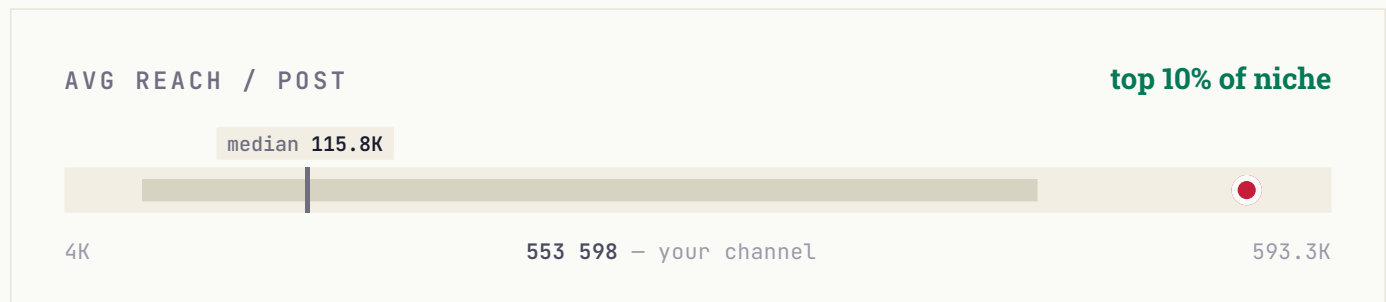
Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **73**, they brought **29 105** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	6	4	255
December 2025	31	30	8 521
Nov 2025	11	10	955
Oct 2025	12	9	3 177
September 2025	4	4	3 015
August 2025	9	9	13 182

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
73	6	29 105

Where the channel stands in its league

#14 /100 POSITION IN NICHE
Channel in top 14% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|--|--|
| 01 | Increase posting frequency
Now 4.7 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Monday
Audience is most active on this day at 09:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains audience better |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (organic integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000 subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ 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 target in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
