

— PUBLIC REPORT BY PROMTPRESS

Channel audit

liza_shmakova_cas

LI

@liza_shmakova_casting

№5362854647

SUBSCRIBERS

15 026

+284 per month

ERR (% SEE POSTS)

40.0%

per day 18.0%

REACH/POST

6K

ad reach 2.7K/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 15 026 —	 SUBS REACH 40.03% avg % subs see post	 VIEWS/POST 6K median 5.7K · 26 days	 POSTS/WEEK 4.6 over period
 7D TREND -8.1% vs previous week	 REACTIONS/POST 46.4 total 788 reactions, 772 reposts, 101 comments	 POST LENGTH 306 chars. median 240 · 26 days	 POSTS ANALYZED 17 26 days
 AD REACH 2.7K 24h avg	 CHURN / MONTH +284 over last month	 CITATION RATE 7 citation index · 88 channels mentioned all time	 CHANNEL AGE 4 years 4 months created Feb 26, 2022

AI EDITOR SUMMARY

Channel «liza_shmakova_casting» – 15 026 subs. Each post averages 6K people (40% of subs), wide reach for a channel this size. Publishes 5 posts per week (~1/day) – rare. For week Jul 6–12, reach dropped -8.1% by week of Jun 29 – Jul 5 – worth analyzing the reasons.

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 17 posts over 26 days.
- 02 Dominant format — Text (15/17 posts).
- 03 Avg post length — 306 chars (median 240).
- 04 Peak audience activity — Friday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (8.7K avg for top vs 4.9K for worst) — among 17 posts in 26 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 12:14 TEXT Valeria Lipatnikova («ПЫШКА»): Vk : https://vk.ru/pushkacasting Tg: https://t.me/pushkakasting Lada Naumova: https://t.me/nowmovie_casting...	VIEWS 9 198 REPOSTS 128	REACTIONS 54 ER 61.2%
Nº2 26.06 · 14:31 TEXT Yesterday the kindest theater was born in Moscow. Gena and Natasha Nazarov's children got a home. Like true young people, they rented an apartment, made it...	VIEWS 8 545 REPOSTS 25	REACTIONS 136 ER 56.9%
Nº3 21.06 · 09:13 TEXT URGENT CASTING! For a short fiction film we need a slim actress, model type, 18-25, small fee...	VIEWS 8 355 REPOSTS 107	REACTIONS 23 ER 55.6%

Nº4 30.06 · 08:06 **TEXT**
<https://t.me/nazarovtsy25/1030>

VIEWS
8 162

REACTIONS
14

REPOSTS
4

ER
54.3%

Nº5 30.06 · 08:19 **TEXT**
For KIDS! INTENSIVE «ACTING CLASSES. KIDS» from July 7 to 14! Stay tuned!

VIEWS
8 072

REACTIONS
41

REPOSTS
9

ER
53.7%

WORST 3

↓ 08.07 · 12:14 **TEXT**
My «CASTING DIRECTOR» course students are graduating soon. Each batch is unique, but this one I find especially warm and dear...

VIEWS
5 215

REACTIONS
56

REPOSTS
15

ER
34.7%

↓ 04.07 · 15:20 **TEXT**
Long but useful post incoming!

VIEWS
4 983

REACTIONS
19

REPOSTS
1

ER
33.2%

↓ 06.07 · 09:57 **TEXT**
Artist is not the same as artist... some artists have a merchant streak...

VIEWS
4 580

REACTIONS
15

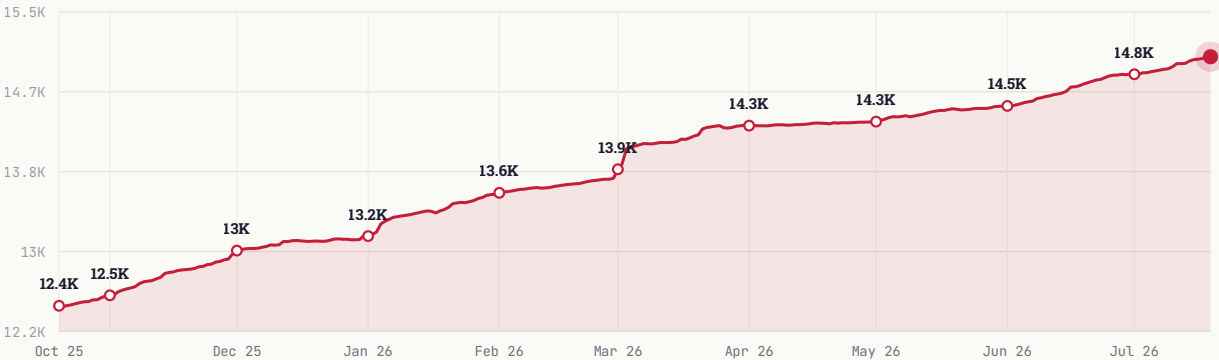
REPOSTS
3

ER
30.5%

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.

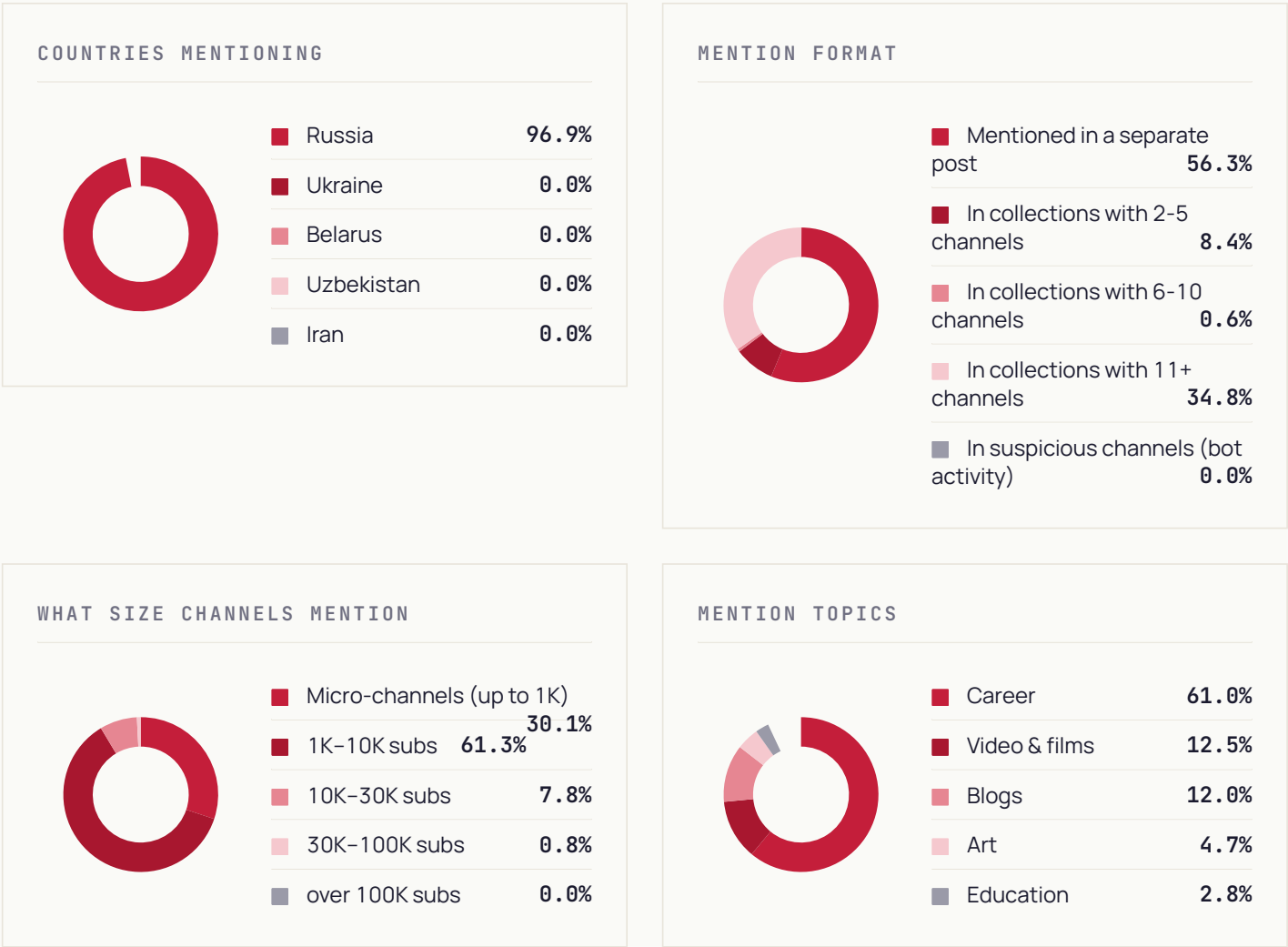


START OF PERIOD	NOW	NET GROWTH
12 430	15 026	+2 596

SECTION 04 · CITATIONS

Who mentions the channel and how

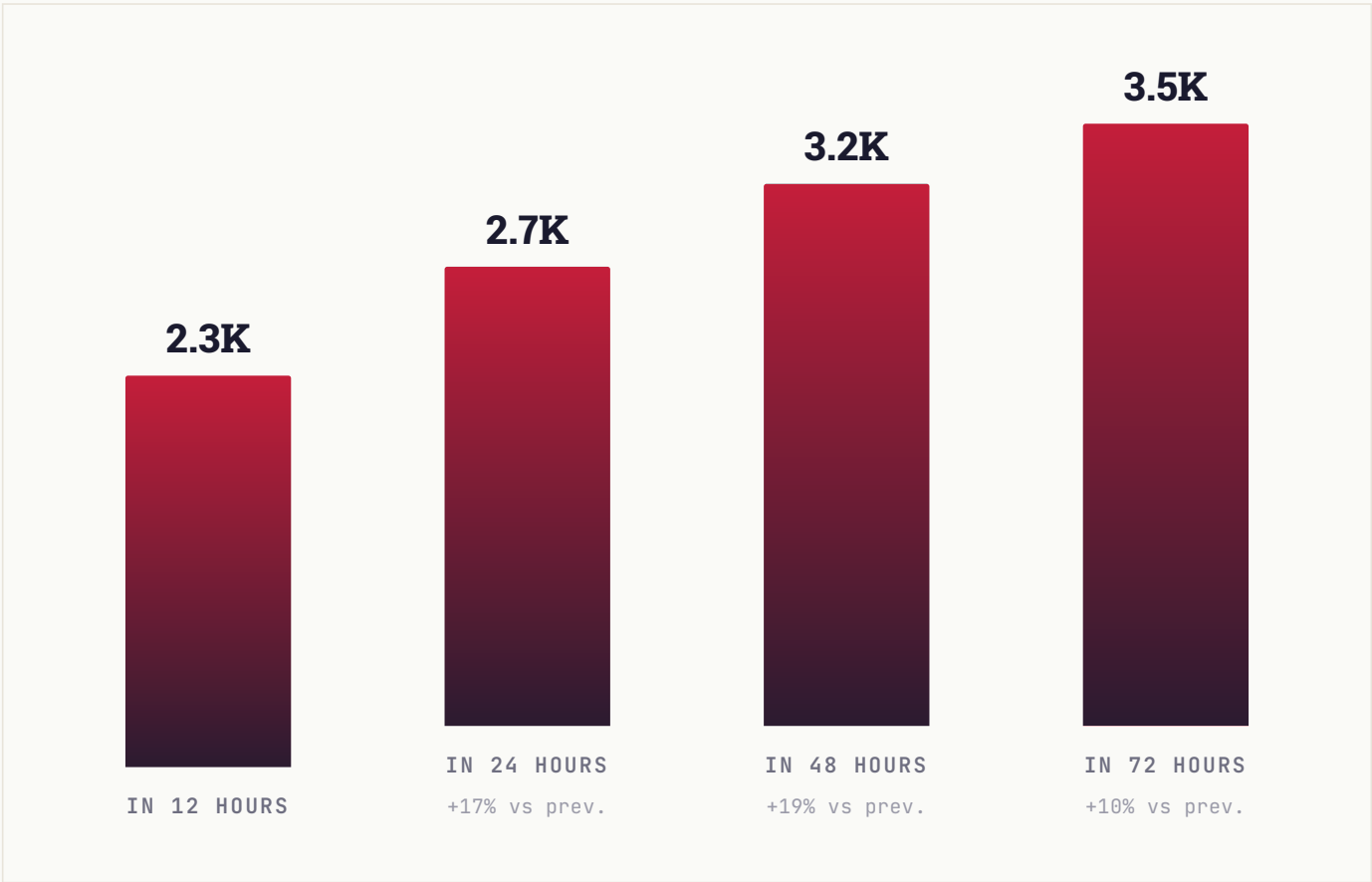
Citation index 7 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **88** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
و وظائف - أي وظيفة 	1.2M
قو قناة وظائف - وظيفتك علينا 	814.8K
UB Remote no experience - Freelance	794K
اا اى استخدام	648.8K
求职 求职招聘	637.9K
سا ساحة الوظائف  	538.9K
PM JOBS MOSCOW VACANCIES	477.9K
SW SR W  RLD	464K
شغ شغل	457.4K
SI SeoJob Earn online	429.2K
LI liza_shmakova_casting YOU	15K

COMPARATIVE INSIGHT

Channel not yet outside top 96 of niche — early growth stage. Niche leader — وظائف - أي وظيفة  (1.2M), top-96 median: 172.5K. First goal — enter top-96 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 **125**, they brought **1 225** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	17	9	459	
December 2025	29	6	219	
November 2025	31	5	438	
October 2025	24	4	109	
September 2025	10	8	0	
August 2025	14	12	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
125	6	1 225

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, a darker beige bar representing a peer group, a red dot representing the channel's performance, and a vertical line representing the median. The data is as follows:

Metric	Channel Value	Median	Peer Group Range	Performance Relative to Median
SUBSCRIBERS	15,026	171.5K	67.9K - 503.9K	91% below median
AVG REACH / POST	6,015	6.4K	38 - 22.8K	6% below median
CITATION INDEX	7	17	0 - 678	60% below median

— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 4.6 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

Audience is most active on this day at 5:00 PM MSK.

EFFECT

**Best window
for important
post**

03

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

04

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.**

05

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

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager