

PUBLIC REPORT PROMTPRESS

Channel audit

MAI



@maiuniversity

Latest from Moscow Aviation Institute ✈️🔧🛠️ For applicants:
@postupi_v_mai Suggest news: @MAImessage_bot Under notice
№021582 resource is included in the list...

SUBSCRIBERS

21 131

+45 per month

ERR (% SEE POSTS)

20.0%

per day **11.9%**

REACH/POST

4.3K

ad reach **2.5K/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 21 131 —	 SUBSCRIBER REACH 20.14% avg % subs see post	 VIEWS/POST 4.3K median 4K · 29 days	 POSTS/WEEK 26.1 over period
 7D TREND -21.5% vs previous week	 REACTIONS/POST 167.8 total 18,799 reactions, 9,766 reposts, 372 comments	 POST LENGTH 617 chars median 694 · 29 days	 POSTS ANALYZED 112 29 days
 AD REACH 2.5K avg per 24h	 CHURN / MONTH +45 last month	 CITATION RATE 314 citation index · 1,306 channels mentioned all time	 CHANNEL AGE 10 yrs 1 mo created 31.05.2016

AI EDITOR SUMMARY

Channel «MAI» — 21 131 subs. Each post avg views 4.3K people (20% of subs), avg reach — room to grow. Publishes 26 posts/week (~4/day) — active posting. For week Jun 29 – Jul 5 reach dropped -21.5% to week Jun 22–28 — worth analyzing why.

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 112 posts over 29 days.
- 02 Dominant format — Photo (79/112 posts).
- 03 Avg post length — 617 chars (median 694).
- 04 Peak audience activity — Friday, 17:00 MSK.
- 05 Top posts get 5x more views than the weakest (15.6K avg top vs 3.1K worst) — among 112 posts over 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 14:04 TEXT Aiming to see the full satellite creation cycle, we went to Zheleznogorsk, Krasnoyarsk Krai 🙄 Our destination is JSC...	VIEWS 31 208 REP. 327	REACTIONS 285 ER 147.7%
Nº2 29.06 · 17:59 PHOTO 800 points for two 🎉 MAI Pre-University held its sixth graduation. This year, two of 29 graduates scored max on the Unified State Exam...	VIEWS 7 906 REP. 368	REACTIONS 257 ER 37.4%
Nº3 22.06 · 09:29 PHOTO First in Russia — first in the new academic year 😎 Along with the start of the admission campaign at Moscow Aviation Institute, enrollment opened for...	VIEWS 7 616 REP. 277	REACTIONS 191 ER 36.0%

Nº4 06.07 • 11:40 PHOTO Don't miss this chance — tell everyone who finished 10th grade 😊 MAI Pre-University announces enrollment for 11th grade. Spend...	VIEWS 5 884 REP. 65 REACTIONS 72 ER 27.8%
Nº5 27.06 • 13:12 VIDEO When dreams shatter against the misunderstanding of those closest, what remains — defend your principles or listen to those who...	VIEWS 5 823 REP. 856 REACTIONS 1 104 ER 27.6%

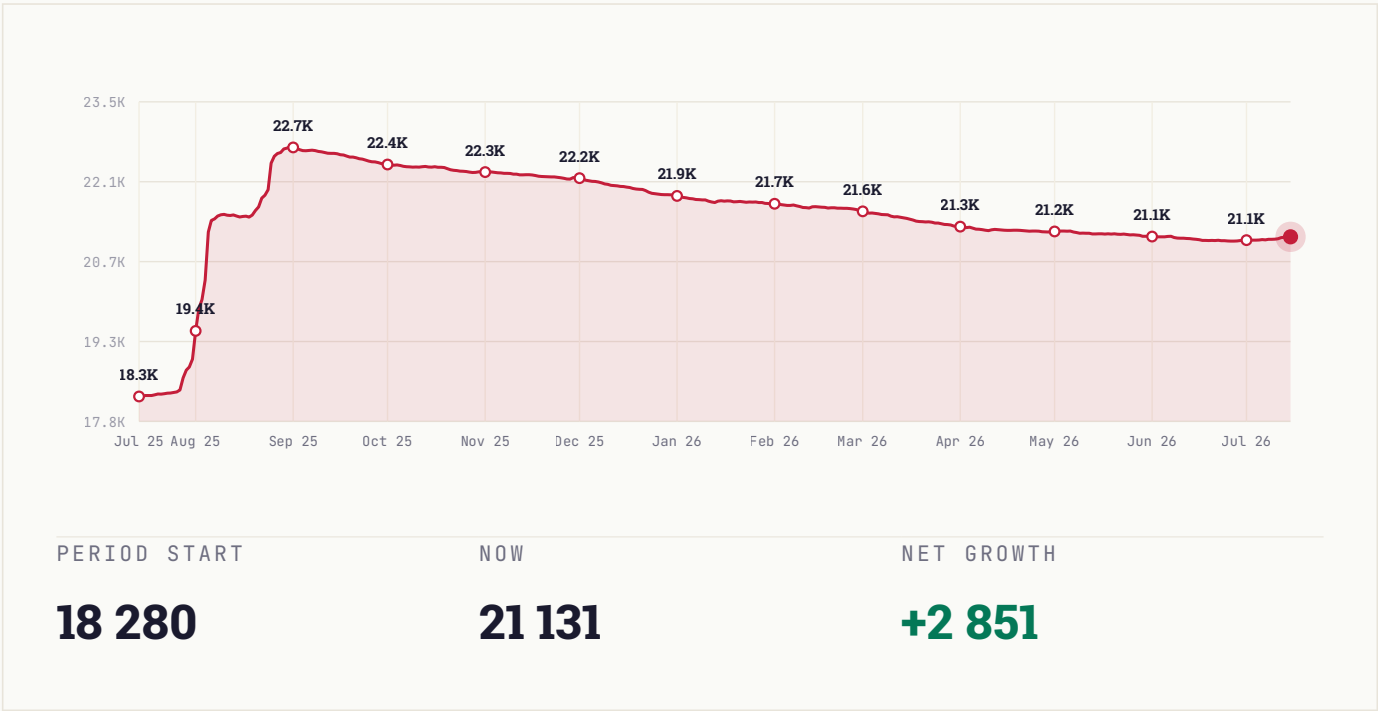
WORST 3

↓ 08.07 • 10:07 PHOTO They did it 🏆 MAI-MBA, Russian basketball champions among student teams, beat the team of Northwestern Polytechnic...	VIEWS 3 201 REP. 27 REACTIONS 111 ER 15.1%
↓ 07.07 • 14:32 PHOTO TeleDoctor, you're out of this world! 🥰 Modern society is used to a doctor arriving within minutes...	VIEWS 3 172 REP. 6 REACTIONS 32 ER 15.0%
↓ 07.07 • 12:12 PHOTO Moving to a new platform 🤖 Scientists from Department 305 of MAI, together with Status Consult, developed a smart unmanned cargo...	VIEWS 3 077 REP. 22 REACTIONS 48 ER 14.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

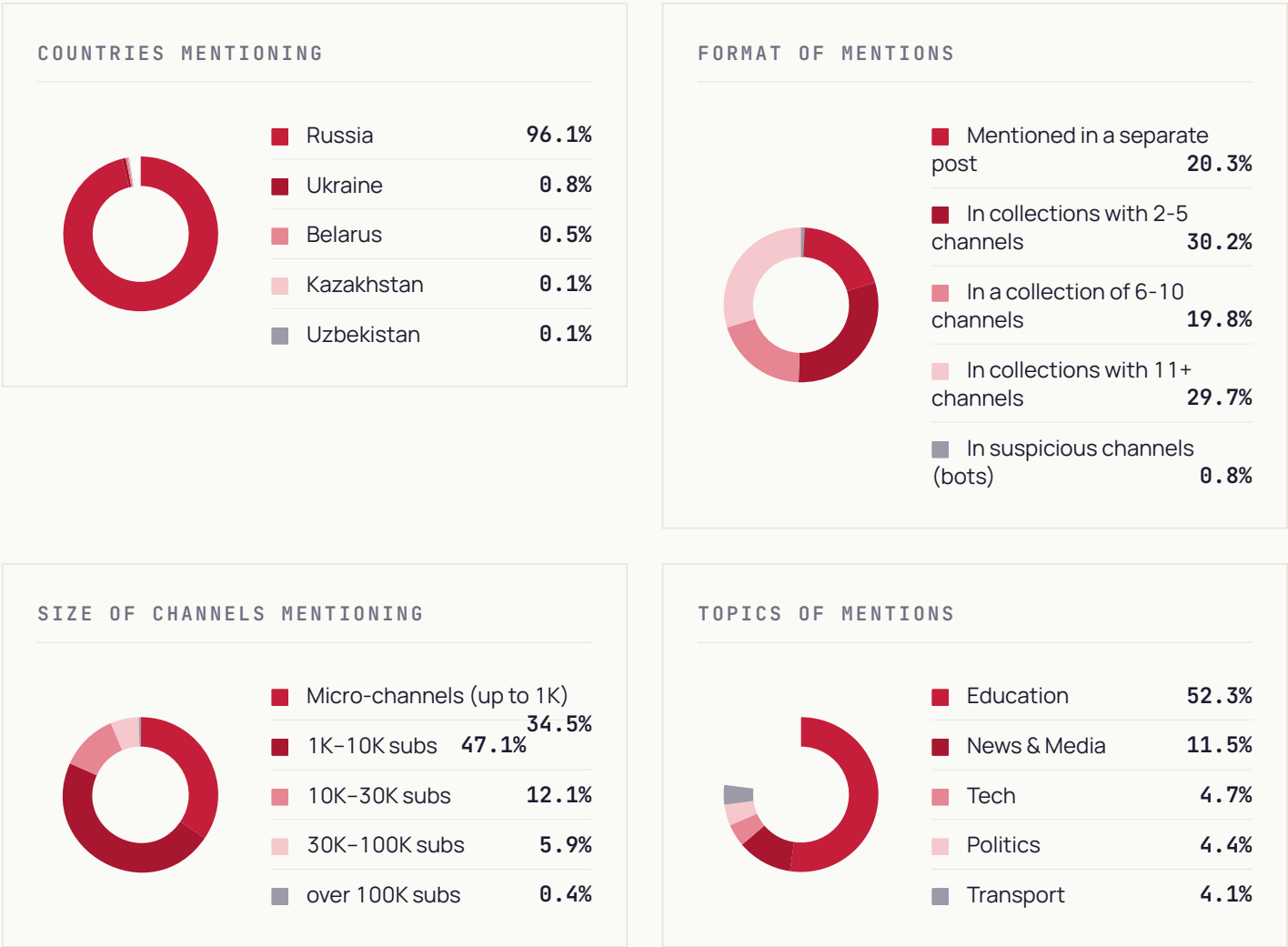
Yearly subscriber growth chart. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

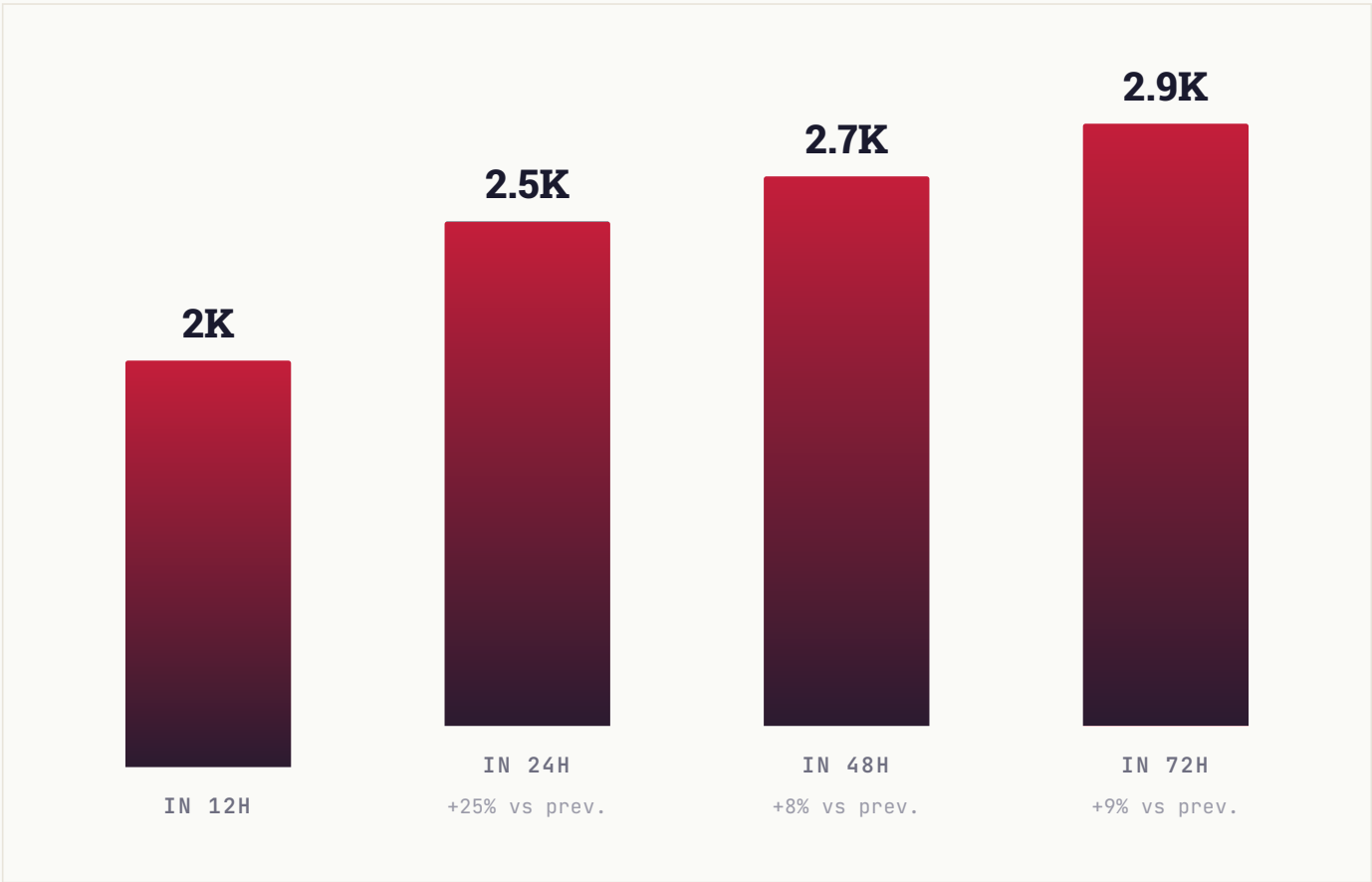
Citation index **314** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 306** different channels.



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 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
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 UmSkul Territory of Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
MA MAI YOU	21.1K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 niche — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal: enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **228**, they brought **4 002** new subs.

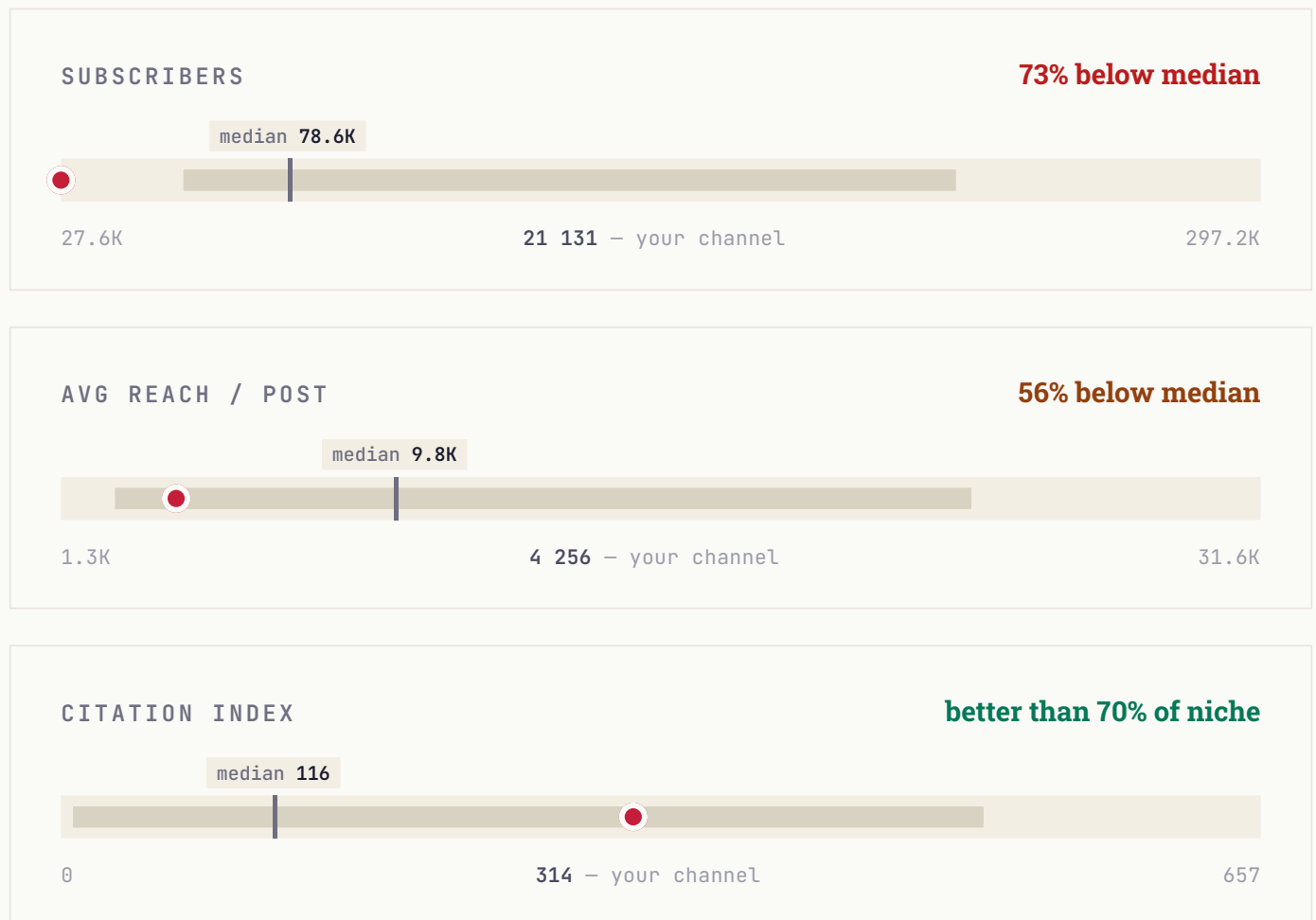
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	20	17	53
December 2025	36	29	0
Nov 2025	48	34	34
Oct 2025	36	29	42
September 2025	39	36	9
August 2025	49	26	3 864

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
228	6	4 002

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category "Education» (Russia) and compared your channel. 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. Check off and revisit this report in a month.

01**Main post of the week — on Friday**

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post****02****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs****03****Test polls and 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**04****Cross-promo with neighboring channels**

Exchange posts quarterly with channels in the same segment. No need 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 this done by **PromptPress?**

This audit is what we can do in minutes using 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
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02	Contact manager	t.me/PromptPress_manager
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