

PUBLIC REPORT BY PROMTPRESS

Channel audit

Джейпег Малевича



@malepeg

Here's a solid channel about IT hype, cyberpunk, and digital stuff For all inquiries: @Alivian Channel link: @malepeg Assistant: @alfapolo Working with @Tgpodbor_official, @swaymedia and...

SUBSCRIBERS

560 522

-38687 per month

ERR (% SEE POSTS)

3.0%

per day 1.5%

REACH/POST

11.5K

ad reach 8.4K/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 560 522 —	 SUBSCRIBER REACH 2.05% avg % of subs see post	 VIEWS/POST 11.5K median 11.4K · 29 days	 POSTS/DAY 13.5 ~94 per week
 7D TREND +9.0% vs previous week	 REACTIONS/POST 91.4 total 36,560 reactions, 38,737 reposts, 0 comments	 POST LENGTH 306 chars median 304 · 29 days	 POSTS ANALYZED 400 29 days
 AD REACH 8.4K 24h avg	 CHURN / MONTH -38687 last month	 CITATION RATE 1 083 citation index · 2,724 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 21.10.2021

AI EDITOR SUMMARY

Channel «Джейпер Малевича» — 560 522 subs. Each post averages 11.5K people (2% of subs), reach is low — need to expand audience. Publishes 94 posts per week (~14/day) — very active posting. For week 22–28 Jun reach grew by +9.0% by week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **400** posts over 29 days.
- 02 Dominant format — **Photo** (252/400 posts).
- 03 Avg post length — **306** chars (median 304).
- 04 Audience peak activity — **Thursday**, 23:00 MSK.
- 05 Top posts get **3x** more views than the weakest (20.5K avg for top vs 7.3K for bottom) — among 400 posts over 29 days. Worth analyzing what the top ones share: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 21:10 VIDEO Even valerian won't help: this guy made the most mind-blowing kind card ever. Where Satan studied — he taught 🤖	VIEWS 21 601 REP. 198	REACTIONS 133 ER 3.9%
Nº2 06.06 · 16:01 VIDEO Google Earth of the future: dev shows prototype of entire Earth as photorealistic 3D world, working right in...	VIEWS 20 952 REP. 300	REACTIONS 78 ER 3.7%
Nº3 27.06 · 16:16 PHOTO «ChatGPT, explain simply how to suck snake venom from my buddy». British scouts will now get badges for AI and digital...	VIEWS 18 856 REP. 32	REACTIONS 102 ER 3.4%

Nº4

26.06 • 21:06

PHOTO

Telegram will become like Discord — test version found new 'Communities' feature. It lets you combine several groups into...

VIEWS

18 838

REP.

98

REACTIONS

109

ER

3.4%

Nº5

27.06 • 12:09

PHOTO

AI data centers turn locals into shashlik — in the UK, people complain about hellish heat near the largest data center...

VIEWS

18 016

REP.

70

REACTIONS

101

ER

3.2%

WORST 3

↓ 08.06 • 17:40 VIDEO

Siri can find a photo from gallery by query and description. Stalkers approve 😬

VIEWS

7 391

REP.

22

REACTIONS

32

ER

1.3%

↓ 08.06 • 17:38 PHOTO

Siri AI will live in iPhone notch — bald guy showed its functionality. Gotta admit, looks cute 😬

VIEWS

7 274

REP.

12

REACTIONS

23

ER

1.3%

↓ 08.06 • 17:52 PHOTO

Men no longer needed — Siri will see what the user is looking at and can give advice for an evening outfit. Siri AI is falling apart...

VIEWS

7 174

REP.

12

REACTIONS

26

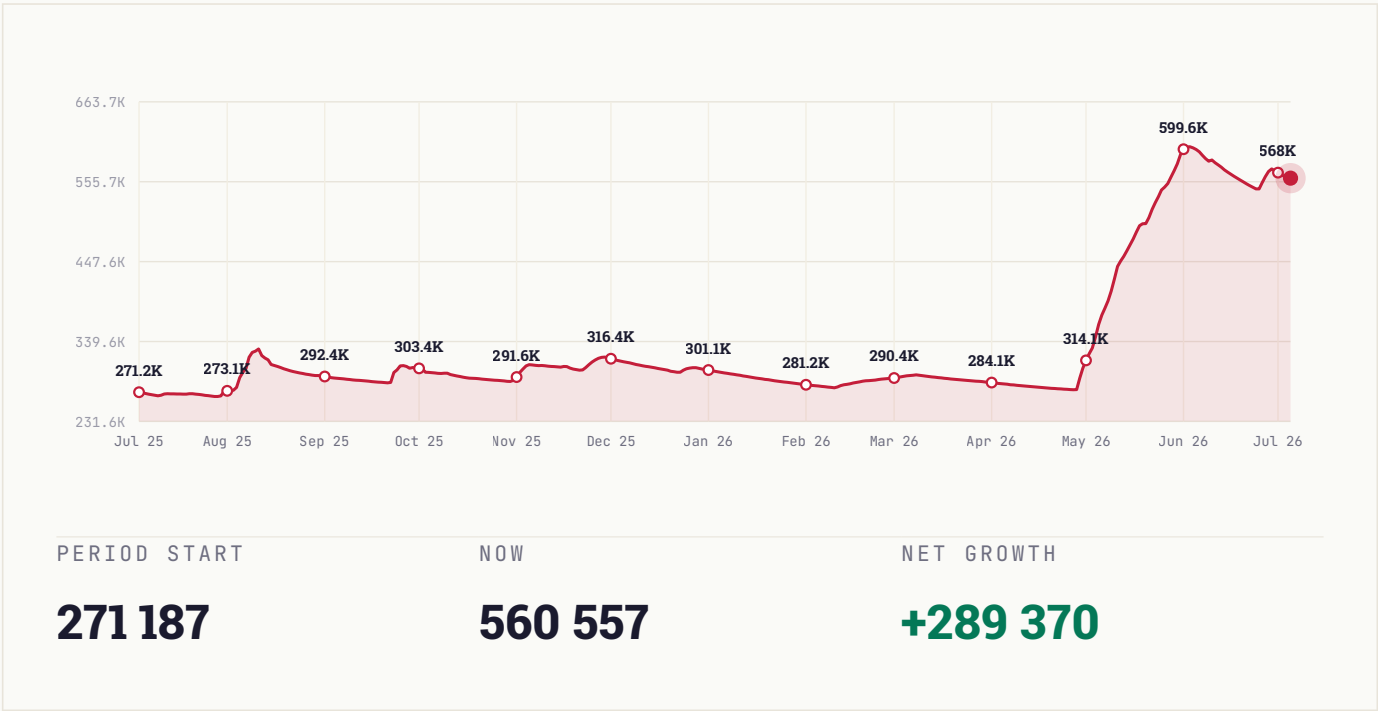
ER

1.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

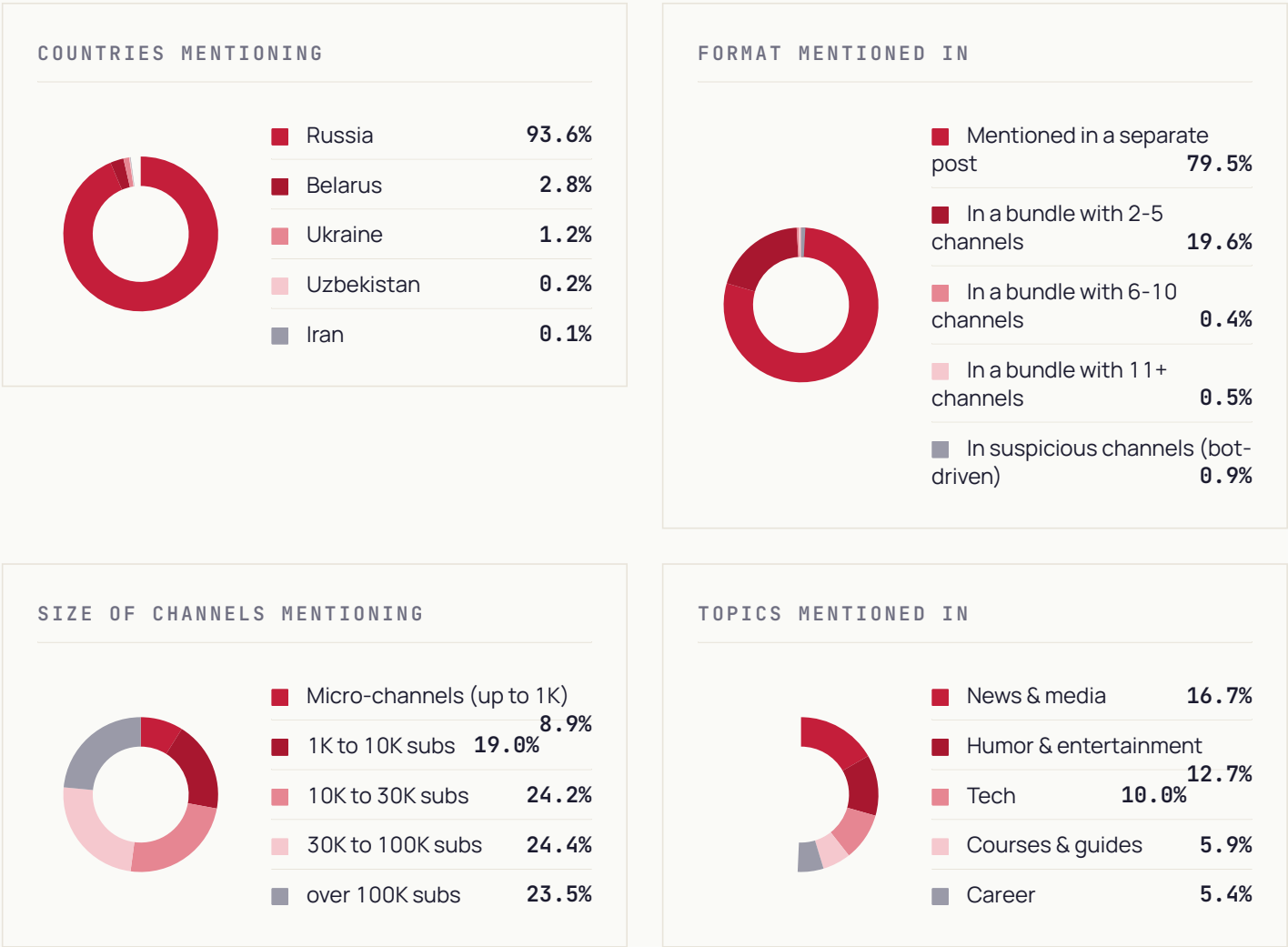
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

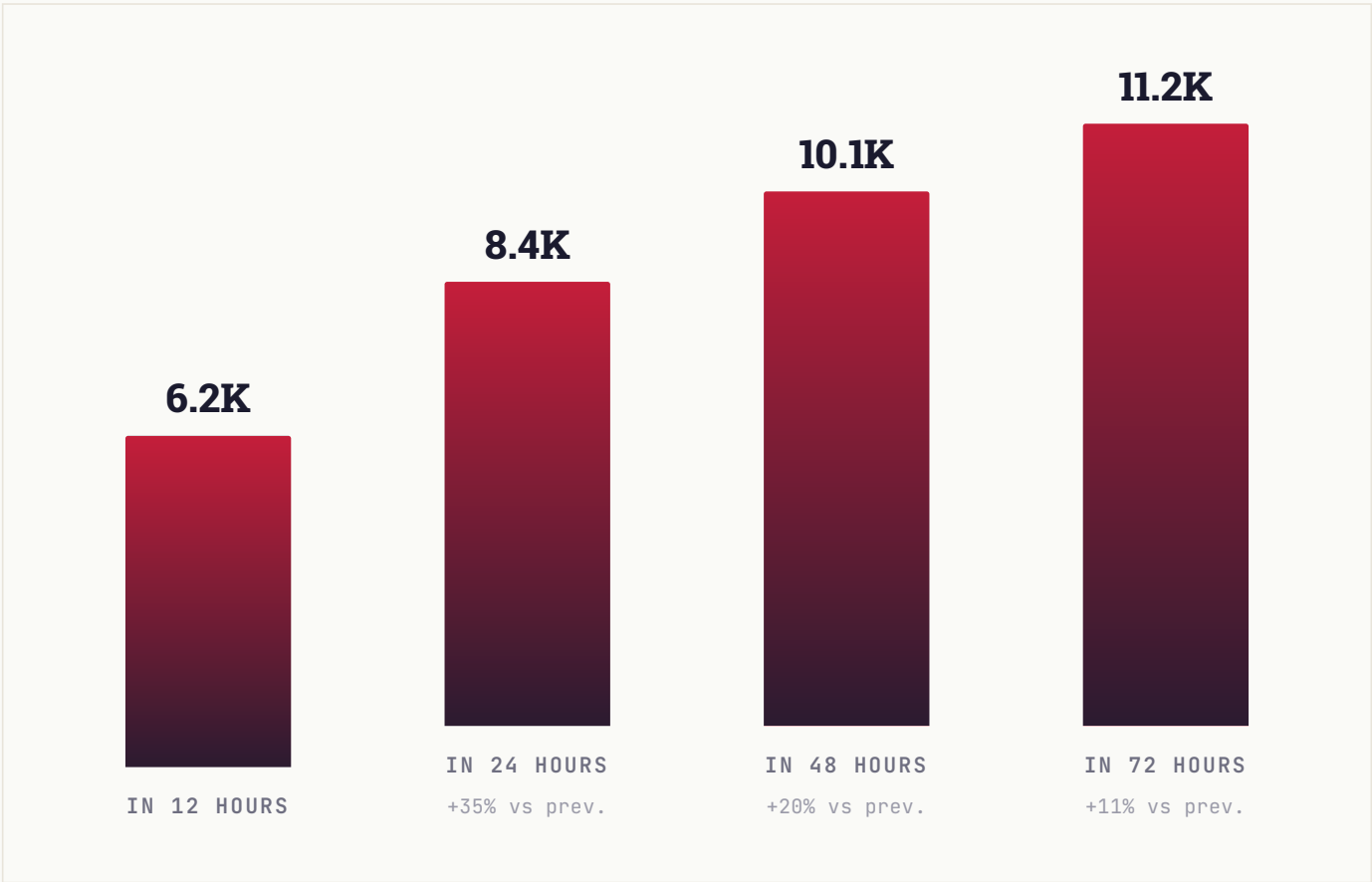
Citation index **1 083** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **2 724** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should live.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
SE Search	1.4M
TR Trendly	1.2M
KV Customer is always right	1.1M
TB trends by russia	1.1M
SV Trending today	1M
TZ Set trends	939.7K
TV Trend or leave	920.5K
DM Джейпер Малевича YOU	560.5K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#20 of 99). Leader — My feed trends (2.5M). Goal for coming months: enter niche top-10 through systematic traffic work.

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 **340**, they brought **129 386** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	0
December 2025	0	0	6 091
November 2025	1	1	40 139
October 2025	1	1	1 836
Sep 2025	9	7	24 221
August 2025	329	315	57 099
TOTAL MENTIONS			340
MONTHS OF DATA			6
GAINED SUBSCRIBERS			129 386

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Marketing, PR, ads» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#20

/100

RANK IN NICHE

Channel in top 20% — strong position

SUBSCRIBERS

better than 71% of niche

median 144.1K

39.4K

560 522 — your channel

1.2M

AVG REACH / POST

11% below median

median 12.9K

113

11 475 — your channel

56.9K

CITATION INDEX

better than 65% of niche

median 244

0

1 083 — your channel

3.1K

— 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 Thursday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best time for
an important
post**

02

ER below niche benchmark — rethink formats

Current ER 2.05% vs norm 3.0%. Try polls & interactive formats.

EFFECT

+1.0pp ER

03

System traffic buy

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further? Run ads with us and hit your growth target
in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager