

PROMTPRESS PUBLIC REPORT

Channel audit

Dana Malkina

WB



@malkinawb

Channel about leading marketplaces♥ Only useful, up-to-date info and working tools📖 Training course for the most in-demand profession of 2026📖 My Instagram: www.instagram.com/malkina.dana

SUBSCRIBERS

87 487

-234 per month

ERR (% SEE POSTS)

7.0%

per day 4.3%

REACH / POST

5K

ad reach 3.7K/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 87 487 —	 SUBSCRIBER REACH 5.67% avg % subs see post	 VIEWS / POST 5K median 5.3K · 28 days	 POSTS / WEEK 8.1 over period
 7D TREND -6.5% vs prev week	 REACTIONS/POST 45.0 only 1,484 reactions, 0 reposts, 238 comments	 POST LENGTH 356 chars median 318 · 28 days	 POSTS ANALYZED 33 28 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH -234 last month	 QUOTABILITY 3 citation index · 13 channels mentioned it ever	 CHANNEL AGE 4 years 4 months created 25.01.2022

AI EDITOR SUMMARY

Channel «Dana Malkina WB» — 87 487 subs. Each post averages 5K people (6% of subs), reach is low — consider expanding audience. Publishes 8 posts per week (~1/day) — consistent schedule. For week 1–7 June, reach dropped -6.5% by week 25–31 May — worth investigating why.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **33** posts over 28 days.
- 02 Dominant format – **Photo** (17/33 posts).
- 03 Avg post length – **356** characters (median 318).
- 04 Audience peak activity – **Monday**, 10:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6.5K avg for top vs 3.8K for bottom) – among 33 posts in 28 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 05:56 PHOTO I love that with each cohort, students produce more unique and original work – that's amazing! That's why we're here...	VIEWS 7 000 REPOSTS —	REACTIONS 88 ER 8.0%
Nº2 07.06 · 08:47 PHOTO What can I say? Hand on heart – this was the most eventful year of my life: finished renovations, bought a car...	VIEWS 6 324 REPOSTS —	REACTIONS 144 ER 7.2%
Nº3 22.05 · 10:58 PHOTO Let's say our Amina, a VIP tariff student, found her first order via word of mouth, through friends☺ First, my...	VIEWS 6 091 REPOSTS —	REACTIONS 38 ER 7.0%

Nº4

01.06 · 07:41

PHOTO

Today is not just Monday. We celebrate a very important holiday - Children's Day🎉. Children are our most...

VIEWS

6 033

REPOSTS

—

REACTIONS

89

ER

6.9%

Nº5

18.05 · 06:57

TEXT

Friends, how's the weather with you? In Tatarstan it's incredibly hot, which everyone has been waiting for, but in best traditions...

VIEWS

5 943

REPOSTS

—

REACTIONS

54

ER

6.8%

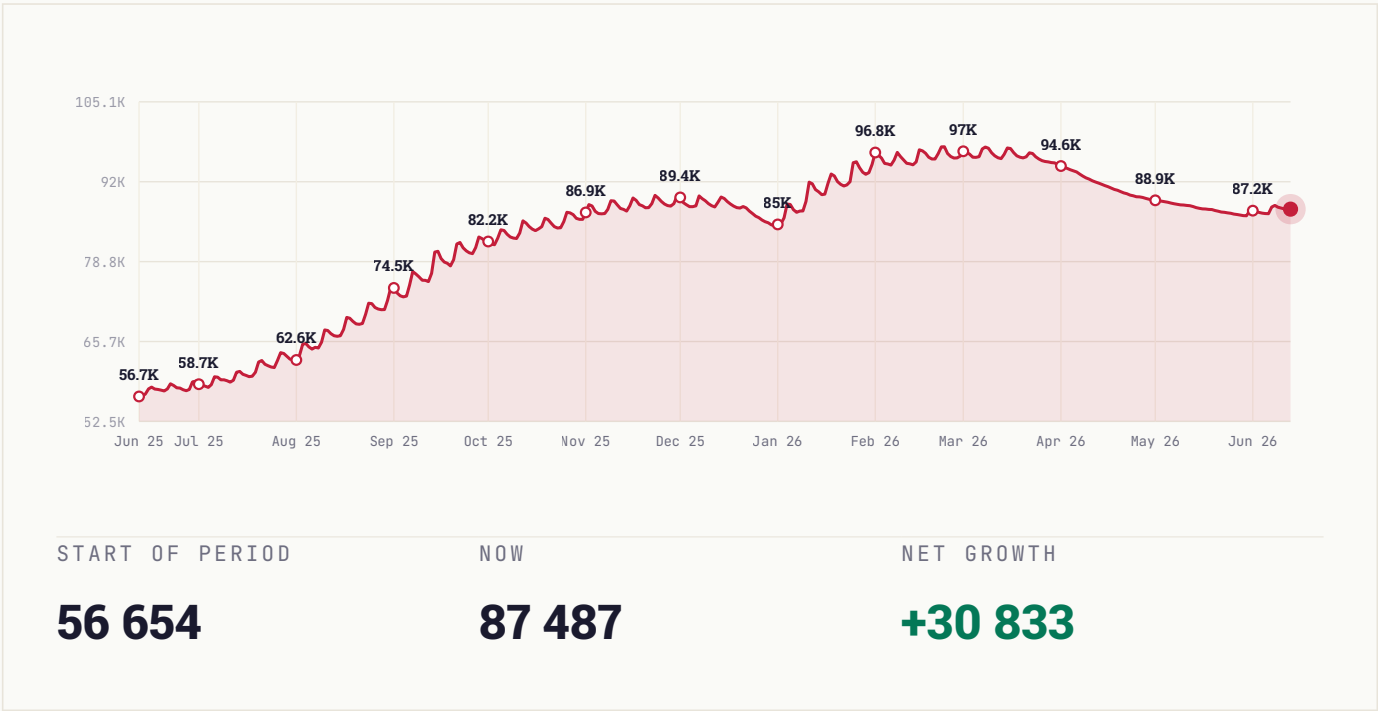
WORST 3

↓ 09.06 · 07:29 TEXT Good sunny Tuesday morning everyone) We missed the weekly training announcement with my holiday, though those who read carefully...	VIEWS 3 955 REPOSTS —	REACTIONS 24 ER 4.5%
↓ 05.06 · 20:11 TEXT This week we're missing the infographic, but I believe it's key to student earnings for those who...	VIEWS 3 933 REPOSTS —	REACTIONS 10 ER 4.5%
↓ 09.06 · 19:21 TEXT So, what did you get?) Show us your results) We'll publish the best Tuesday works, we haven't had this rubric for a while🎉	VIEWS 3 422 REPOSTS —	REACTIONS 32 ER 3.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

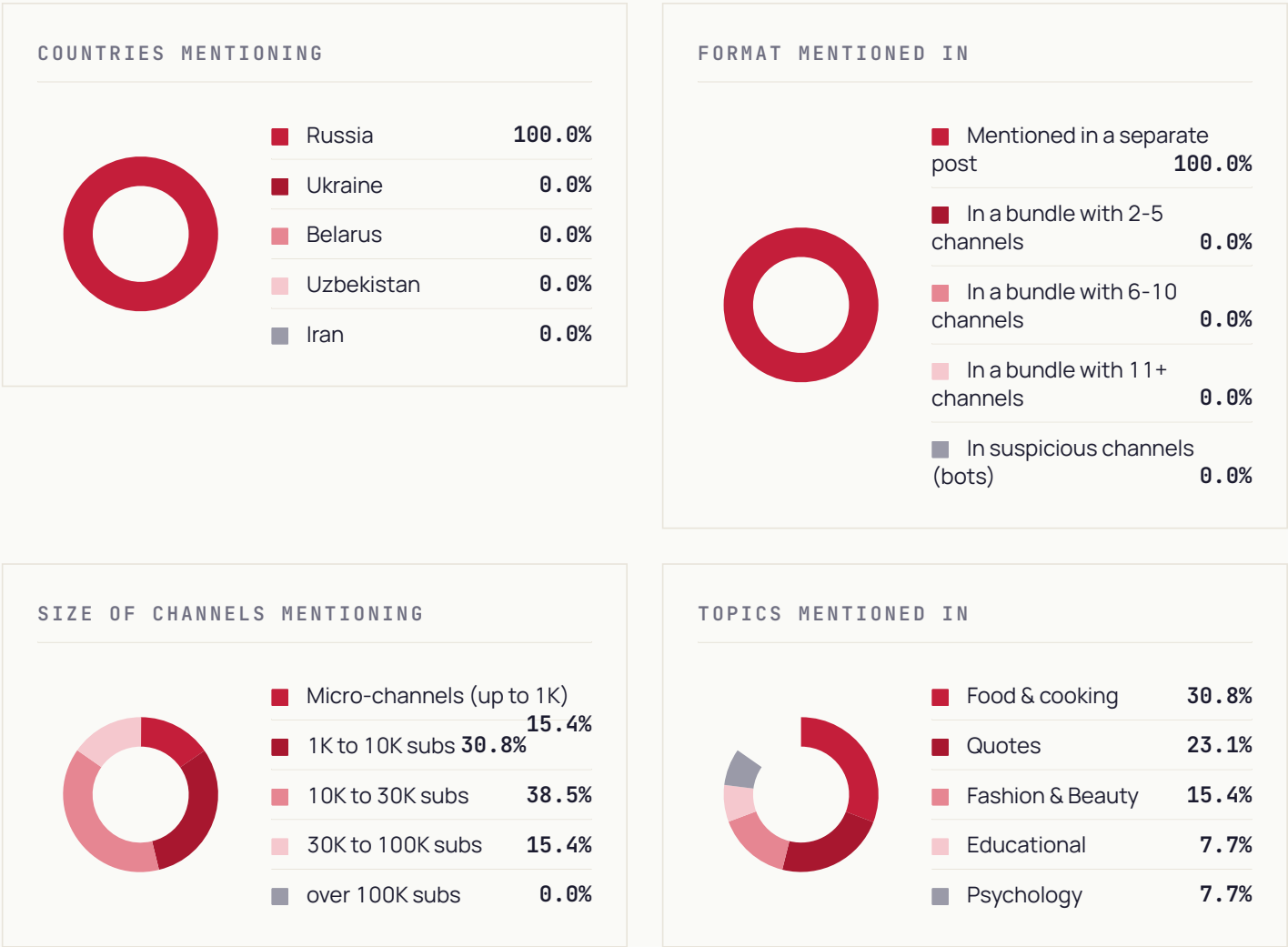
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

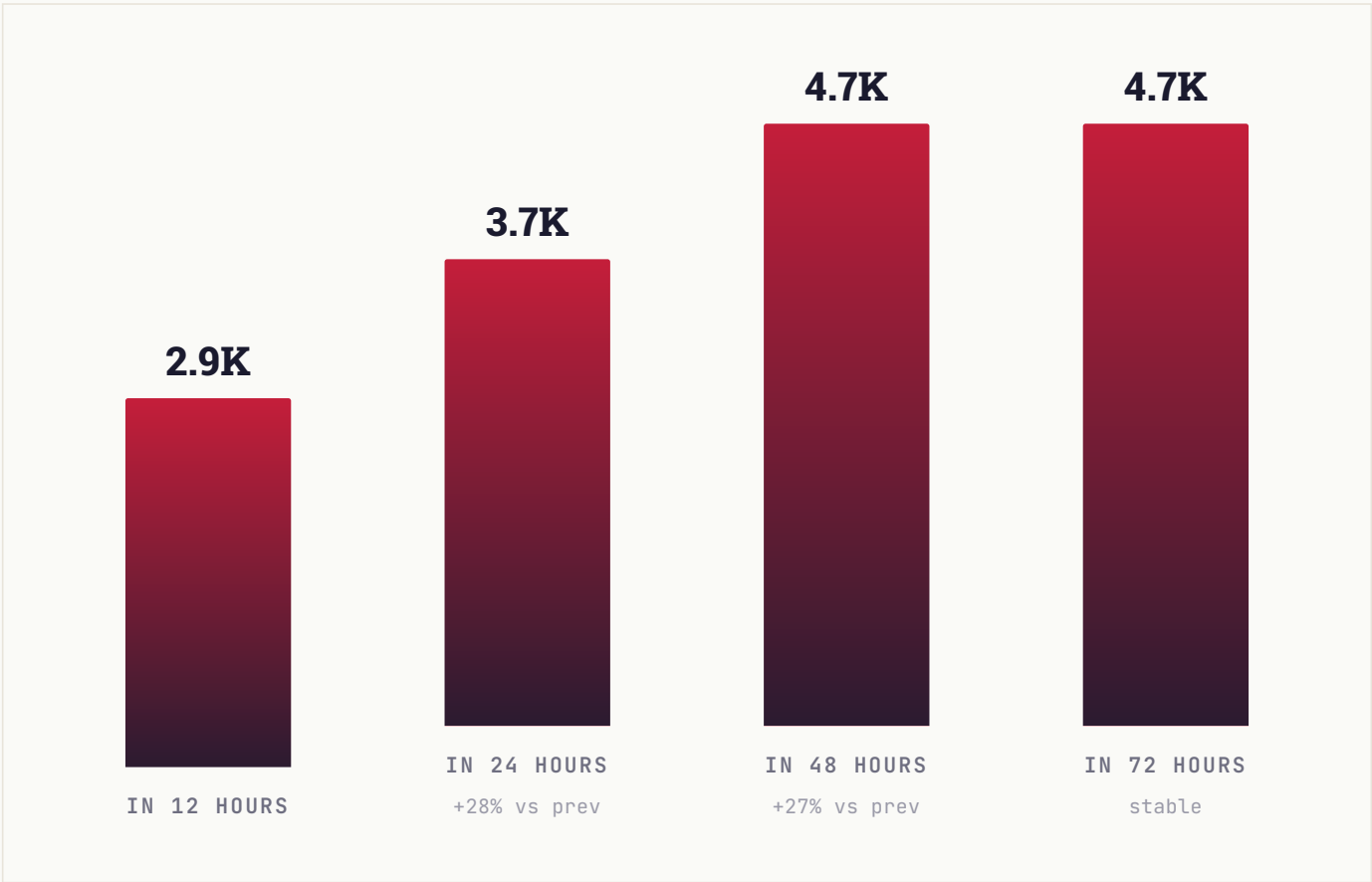
Citation index **3** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from one with 1K. All time channel was mentioned **13** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million Books Business Blog	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th hour • Business & Finance	288.4K
BB Business without gloss	256.5K
DM Dana Malkina WB YOU	87.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#63 of 100). Niche median — 102.7K subs. First growth KPI — reach the median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions like this **1**, they brought **64 582** new subs.

PERIOD	MENTIONS	CHANNELS	SUBSCRIBERS ACQUIRED
December 2025	0	0	3 669
Nov 2025	0	0	10 477
Oct 2025	1	1	9 978
September 2025	0	0	15 752
August 2025	0	0	16 122
July 2025	0	0	8 584

TOTAL MENTIONS	MONTHS OF DATA	SUBSCRIBERS ATTRACTED
1	6	64 582

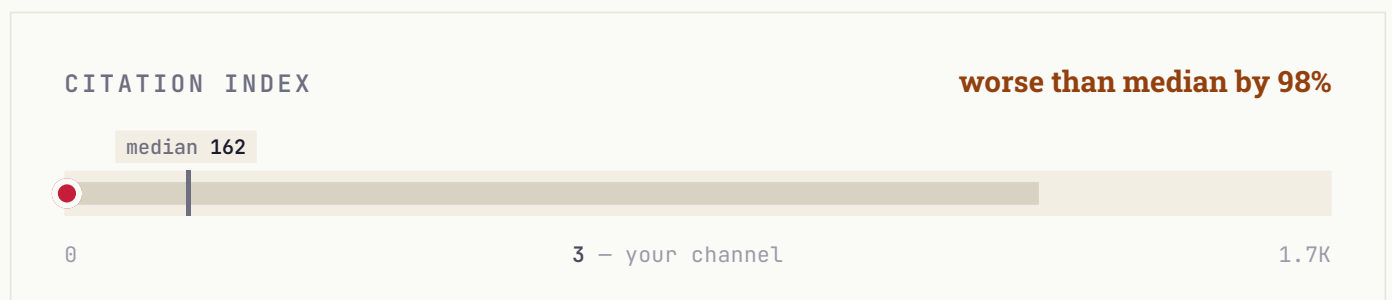
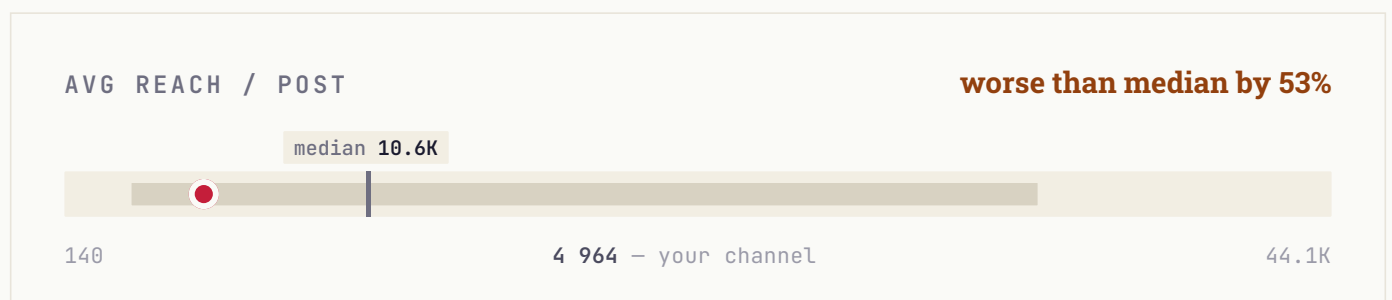
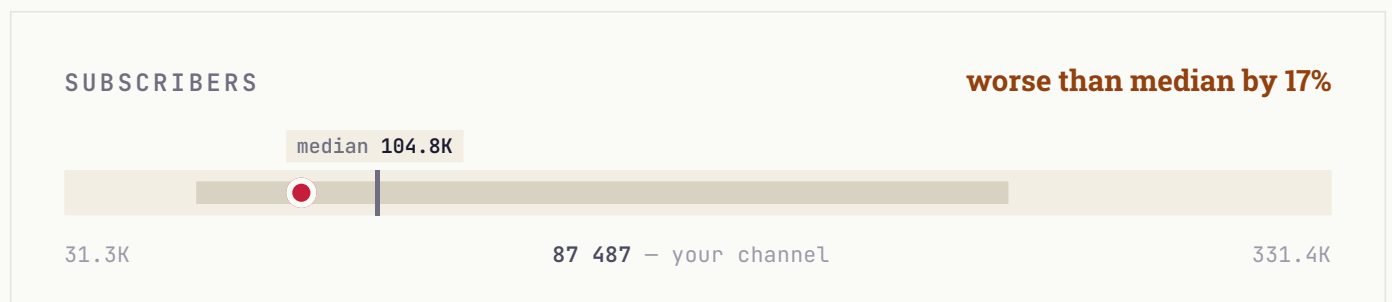
— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Business & startups» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#63/100

RANK IN NICHE
Channel in the lower half of the ranking



— 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 Monday

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

IMPACT

Best time for important posts
- 02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. Recommend reaching 15-25%.

IMPACT

Video retains audience better
- 03

Systematic traffic buying

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

IMPACT

+1000-3000 subs
- 04

Test polls & interactive formats

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

IMPACT

+5-15% ER
- 05

Cross-promo with adjacent channels

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

IMPACT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
