

PROMTPRESS PUBLIC REPORT

Channel audit

Maria Shukshina



@mariashukshina

I love this quote: "Let me put it beautifully: if you want to be a master, dip your pen in truth. Nothing else will surprise." Vasily Shukshin. Notice No. 049910

SUBSCRIBERS

154 893

-883 per month

ERR (% SEE POSTS)

15.0%

per day 4.8%

REACH/POST

23.1K

ad reach 7.5K/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 was calculated for.

 SUBSCRIBERS 154 893 —	 SUBS REACH 14.93% avg % subs see post	 VIEWS/POST 23.1K median 20.8K · 29 days	 POSTS/WK 3.8 over period
 7D TREND -31.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 723 chars median 838 · 29 days	 POSTS ANALYZED 16 29 days
 AD REACH 7.5K 24h avg	 CHURN / MONTH -883 last month	 CITATION INDEX 792 citation index · 3,198 channels mentioned all time	 CHANNEL AGE 5 years 10 months created 17.08.2020

AI EDITOR SUMMARY

Channel «Maria Shukshina» — 154 893 subs. Each post averages 23.1K people (15% from subs), reach low — need to grow audience. Publishes 4 posts per week (~1/day) — rare posts. For week Jun 29 – Jul 5 reach dropped by -31.6% by week 22–28 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 16 posts over 29 days.
- 02 Dominant format – Text (7/16 posts).
- 03 Avg post length – 723 chars (median 838).
- 04 Peak audience activity – Tuesday, 12:00 MSK.
- 05 Top posts get 3x more views than the weakest (47.9K avg for top vs 13.7K for worst) – among 16 posts in 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 09:19 TEXT Gambling business wants to be equated to a socially significant phenomenon? The merchants have completely lost their minds. Although what am I saying, wherever you look...	VIEWS 92 865 REPOSTS 258	REACTIONS — ER 60.0%
Nº2 27.06 · 10:15 TEXT At the St. Petersburg International Legal Forum, Chairman of the Investigative Committee of Russia Alexander Ivanovich Bastrykin called to recall the positive Soviet...	VIEWS 25 954 REPOSTS 412	REACTIONS — ER 16.8%
Nº3 12.06 · 13:07 TEXT Poem by Nikolay Rubtsov «Visions on the Hill»: I'll run up the hill and fall into the grass. And suddenly antiquity will blow from the valley! And suddenly pictures...	VIEWS 24 856 REPOSTS 79	REACTIONS — ER 16.0%

Nº4 24.06 • 13:41 **PHOTO**
(post without caption – photo)

VIEWS
22 317

REACTIONS
—

REPOSTS
14

ER
14.4%

Nº5 24.06 • 13:39 **PHOTO**
In Srostki, the native village of Vasily Shukshin, we plan to erect a monument to his mother Maria Sergeevna Kuksina. The location is determined...

VIEWS
22 112

REACTIONS
—

REPOSTS
21

ER
14.3%

WORST 3

↓ 07.07 • 14:41 **VIDEO**
One of the last issues of the newsreel "Fitil" (2008) before its final closure. I call you Russia, The only one I call. I don't know...

VIEWS
14 589

REACTIONS
—

REPOSTS
568

ER
9.4%

↓ 05.07 • 20:25 **PHOTO**
A rather unusual choice for the height of summer season War movies rarely become unexpected hits on streaming platforms, but this one...

VIEWS
14 165

REACTIONS
—

REPOSTS
86

ER
9.1%

↓ 07.07 • 08:38 **TEXT**
Nativity of the Prophet and Forerunner of the Lord John. In Judea, in the days of King Herod, lived the prophet Zechariah. He had a wife Elizabeth, but no children. Barren...

VIEWS
12 353

REACTIONS
—

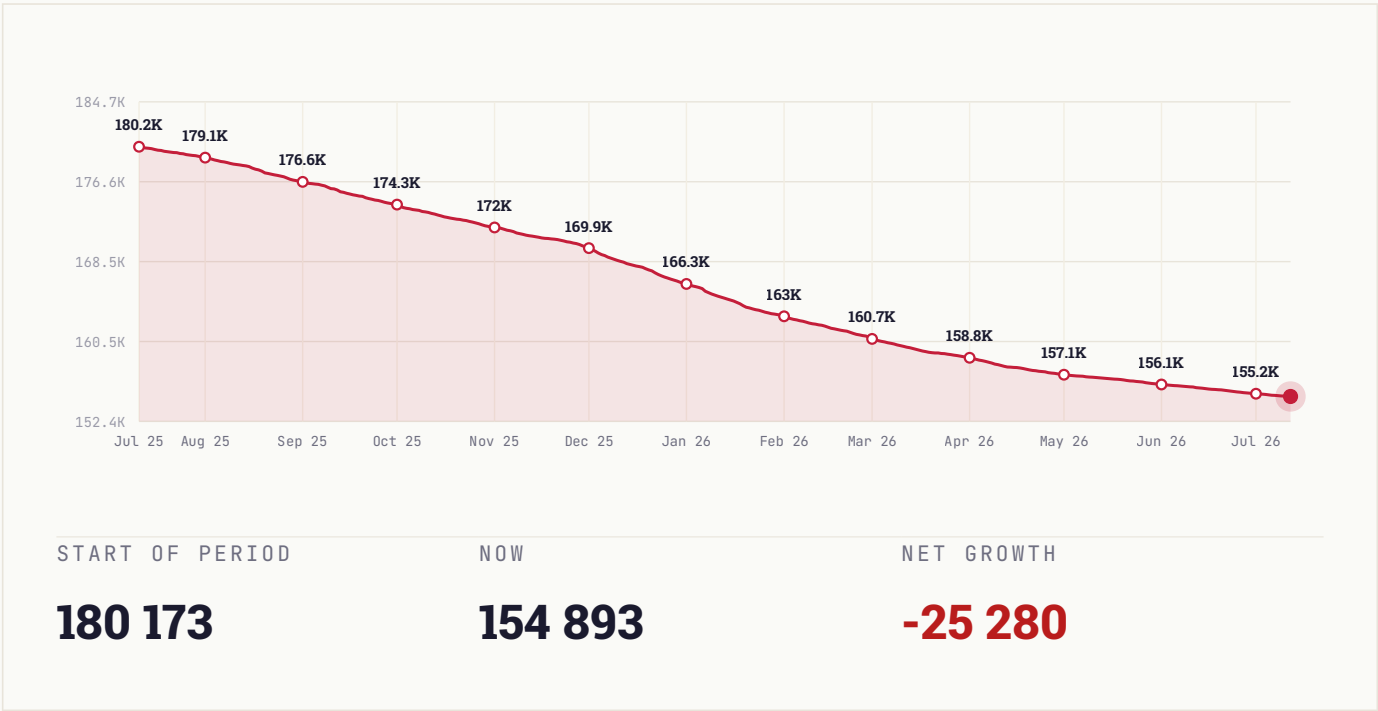
REPOSTS
14

ER
8.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

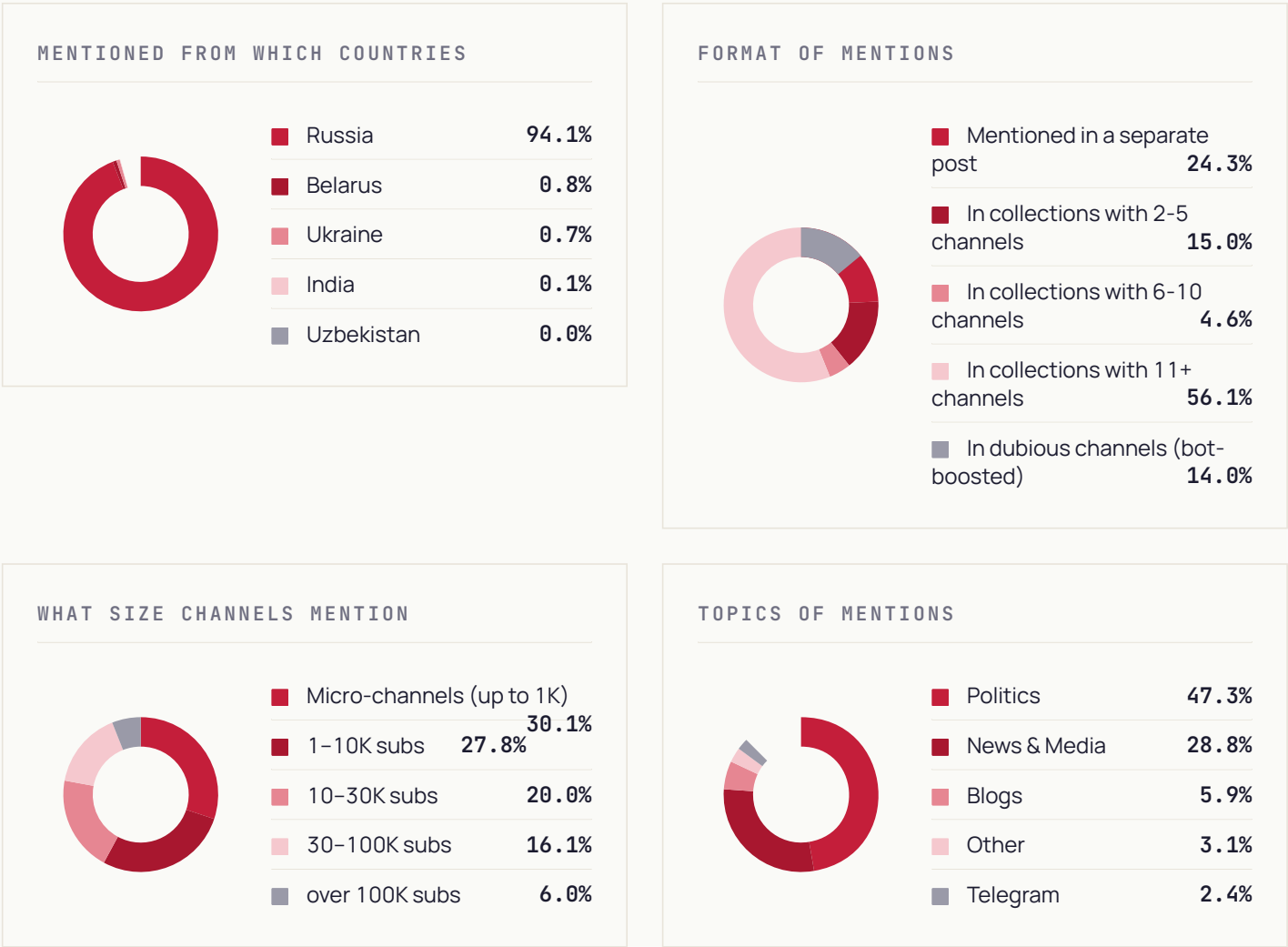
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

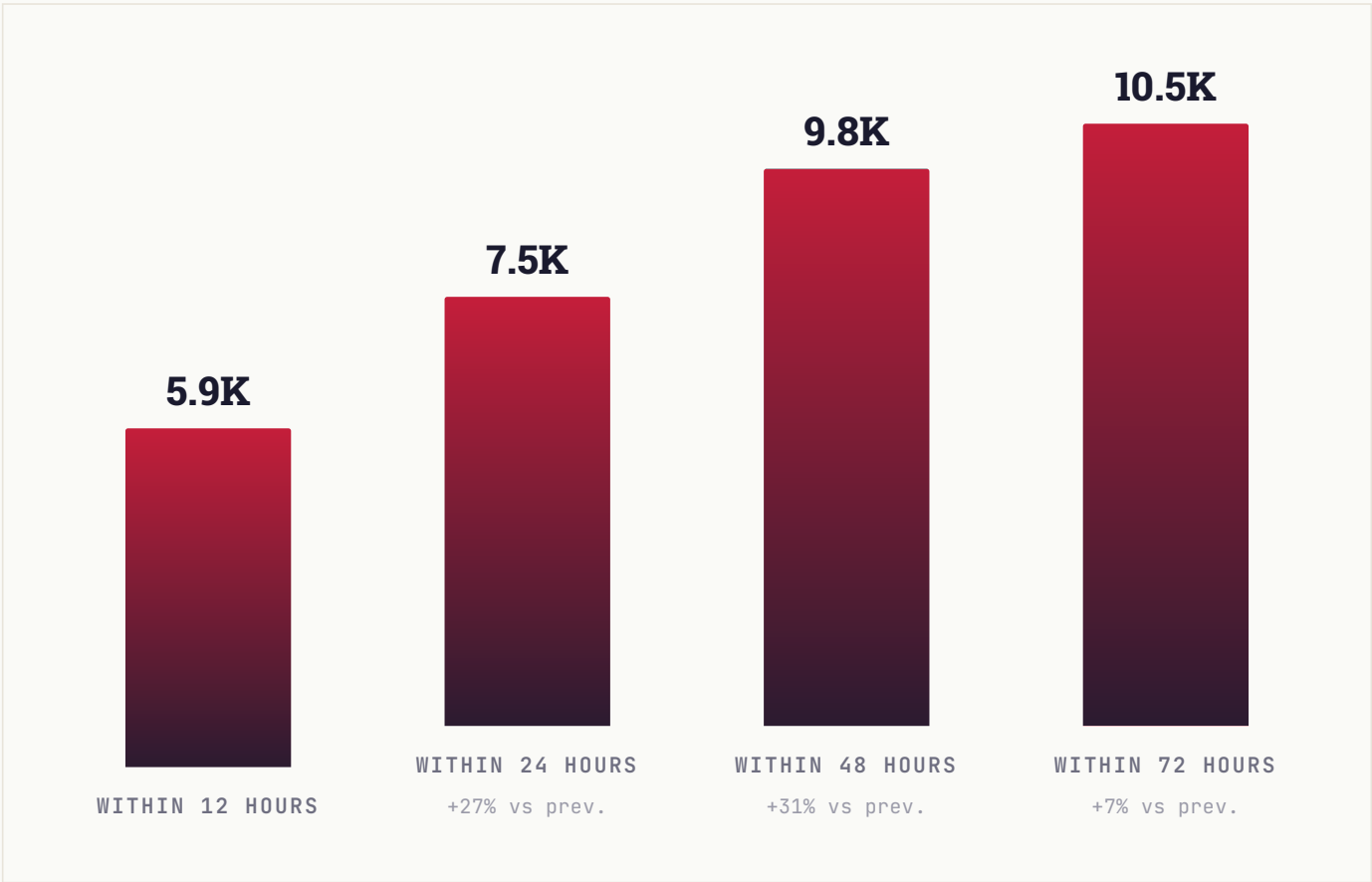
Citation index **792** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **3 198** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad reach over time since publication. Helps gauge 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 peers.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.1M
EI EVELONE 192	1.1M
zhZ here lives брoен	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
MSh Maria Shukshina YOU	154.9K

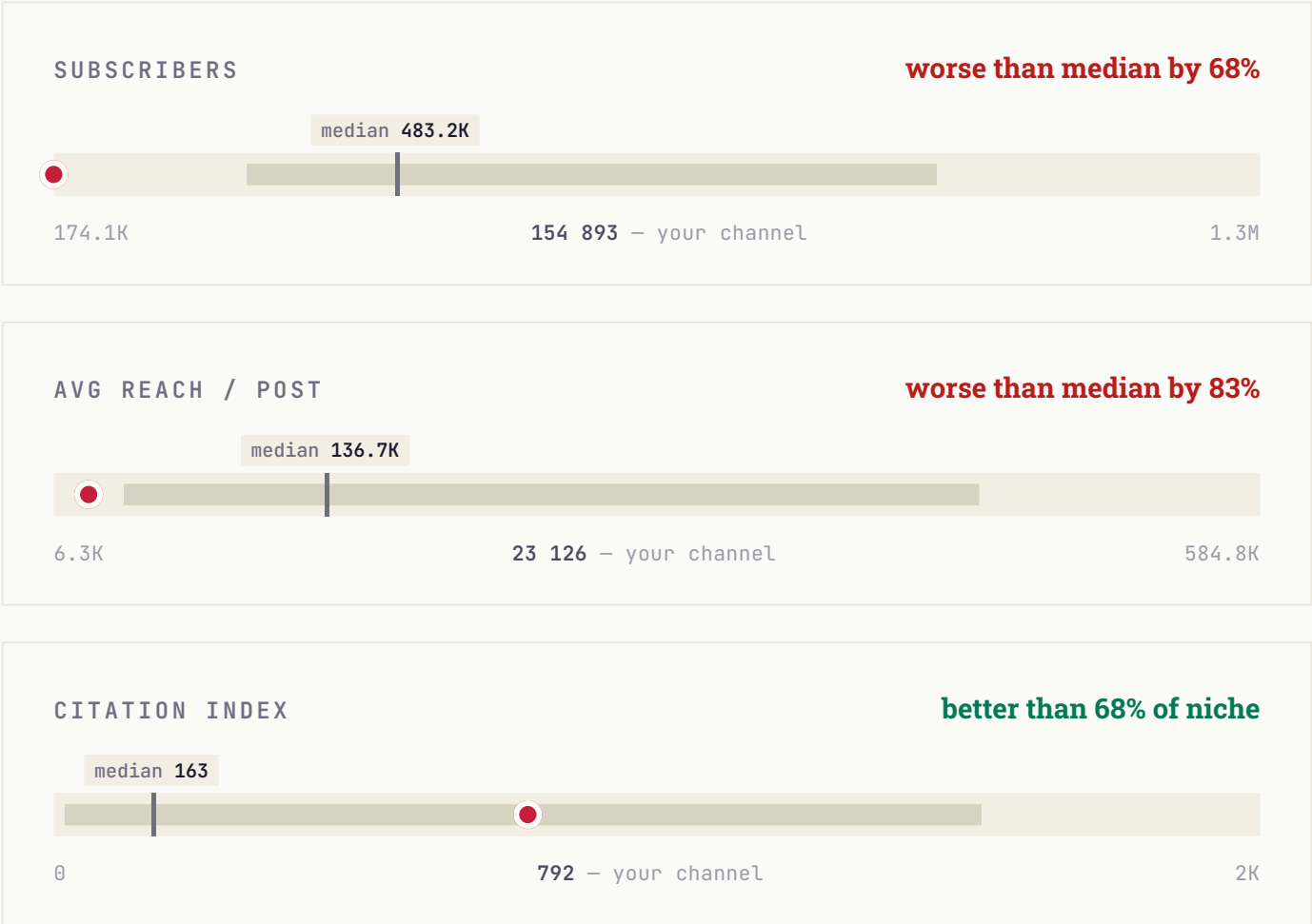
COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal — enter top-100 through systematic work with traffic and content.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Blogs» (Russia) and compared your channel.
Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median.
Red dot – your channel.



— SECTION 08 · 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

Currently 3.8 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Tuesday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

03

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**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment 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 is what we can do in minutes using public data. Want to go further? Run ads with us and close your growth plan in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

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