

PUBLIC REPORT BY PROMTPRESS

Channel audit

hey! it's mariana!



@marillokelhere

collab: marianna.llokel@yahoo.com ad manager: @elisavetta_a

<https://knd.gov.ru/license?>

id=67443bba31a9292acd394d97®istryType=bloggersPermission

SUBSCRIBERS

296 093

-3620 per month

ERR (% SEE POSTS)

12.0%

in 24h **4.4%**

REACH/POST

33.2K

ad reach **13.1K**/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 296 093 —	 SUBSCRIBER REACH 11.22% avg % subs see post	 VIEWS/POST 33.2K median 34.6K · 28 days	 POSTS/WEEK 12.2 over period
 7D TREND -10.3% vs previous week	 REACTIONS/POST 1763.9 total 88,193 reactions, 2,000 reposts, 0 comments	 POST LENGTH 150 chars median 135 · 28 days	 POSTS ANALYZED 50 28 days
 AD REACH 13.1K 24h avg	 CHURN / MONTH -3620 last month	 CITATION RATE 139 citation index · 313 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «hey! it's mariana!» — 296 093 subs. Each post averages 33.2K people (11% of subs), reach low — need to expand audience. Publishes 12 posts per week (~2/day) — regular schedule. Week 15–21 Jun reach dropped -10.3% by week 8–14 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 50 posts in 28 days.
- 02 Dominant format – Photo (26/50 posts).
- 03 Avg post length – 150 chars (median 135).
- 04 Peak audience activity – Saturday, 11:00 MSK.
- 05 Strongest posts gather 2x more views than the weakest (47.6K avg for top vs 21.1K for worst) – among 50 posts in 28 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 30.05 · 08:05 VIDEO ⚡CLIP 'HUNTING AT SEA' IS OUT!! well, dive in!😁👀👀 https://youtu.be/CXUVvIKlurQ?si=9vF2cjirJ55kHiPT who will appear in the clip?👀	VIEWS 50 004 REPOSTS 84	REACTIONS 1 956 ER 16.9%
Nº2 31.05 · 09:52 PHOTO ⚡I'M PERFORMING AT TOPFEST ON JUNE 12👀 Moscow! Big news! On June 12, me and ⚡Wow Veronika are performing at the 'TopFest' festival in Luzhniki! Don't...	VIEWS 47 105 REPOSTS 44	REACTIONS 1 602 ER 15.9%
Nº3 28.05 · 09:35 VIDEO in 👀Lokelchiki👀 folks discuss whose voice is in the track 'Na morya okhota'...👀 we'll find out soon👀	VIEWS 45 642 REPOSTS 30	REACTIONS 1 327 ER 15.4%

Nº4 02.06 · 07:29 PHOTO ➤SUMMER HAS ARRIVED, WHICH MEANS... SUMMER CONCERTS OF THE NANO TOUR ARE COMING SOON😊 quick, find your city on the poster and grab your tickets for...	VIEWS 44 973 REPOSTS 33	REACTIONS 1 595 ER 15.2%
Nº5 04.06 · 16:11 VIDEO when you crave the sea so much you release a new sound🌊 shooting with our kitties and doggies in 🌊TIK TOK🌊 and 🌊 LIKE🌊	VIEWS 44 620 REPOSTS 59	REACTIONS 1 904 ER 15.1%

|

WORST 3

↓ 21.06 · 13:14 VIDEO (post without caption – video)	VIEWS 22 520 REPOSTS 28	REACTIONS 1 836 ER 7.6%
↓ 22.06 · 16:36 VIDEO (post without caption – video)	VIEWS 20 556 REPOSTS 37	REACTIONS 1 732 ER 6.9%
↓ 22.06 · 16:36 VIDEO enjoying your videos on Ivan Kupala😊	VIEWS 20 247 REPOSTS 27	REACTIONS 1 176 ER 6.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

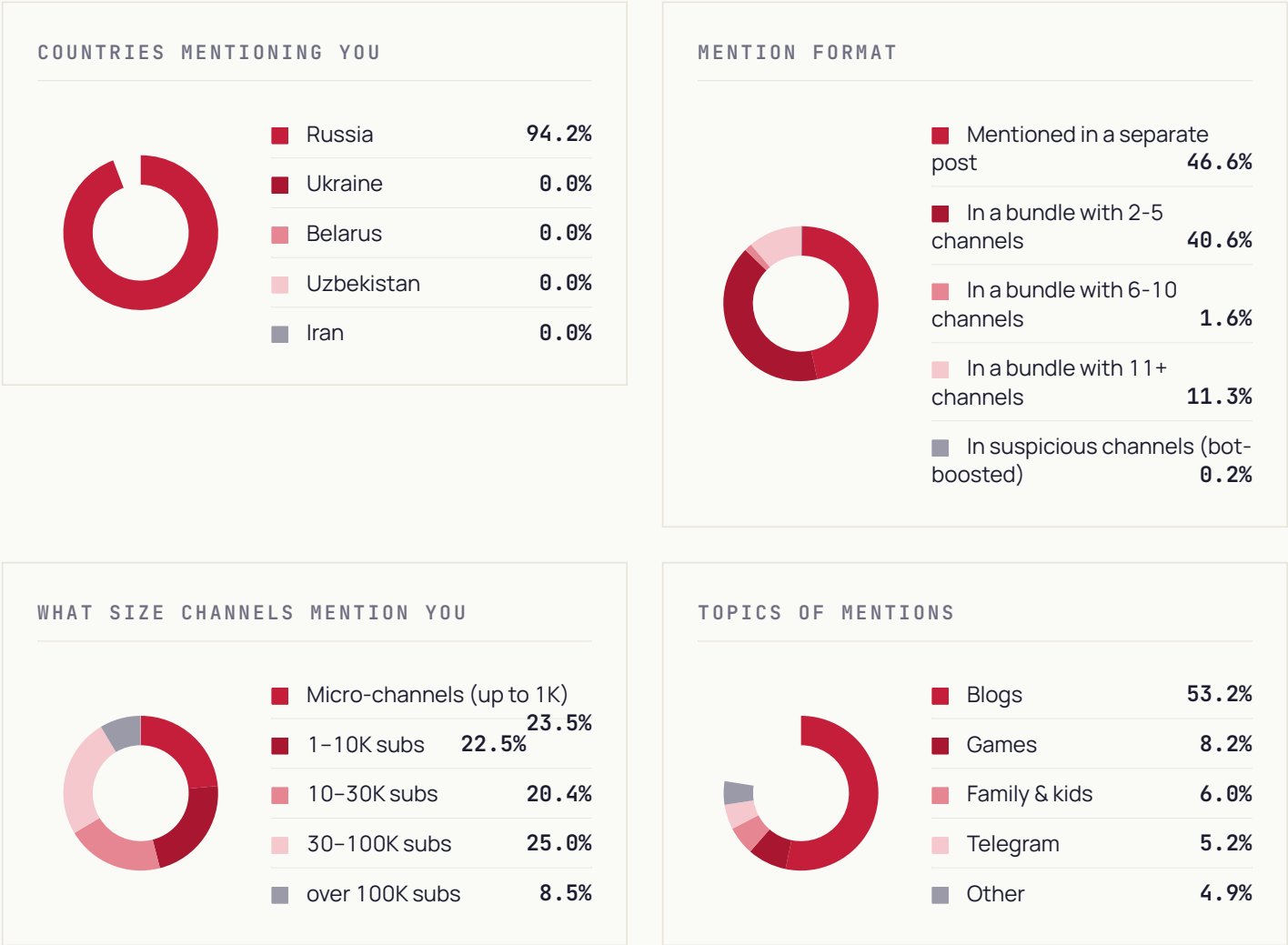
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who mentions the channel and how

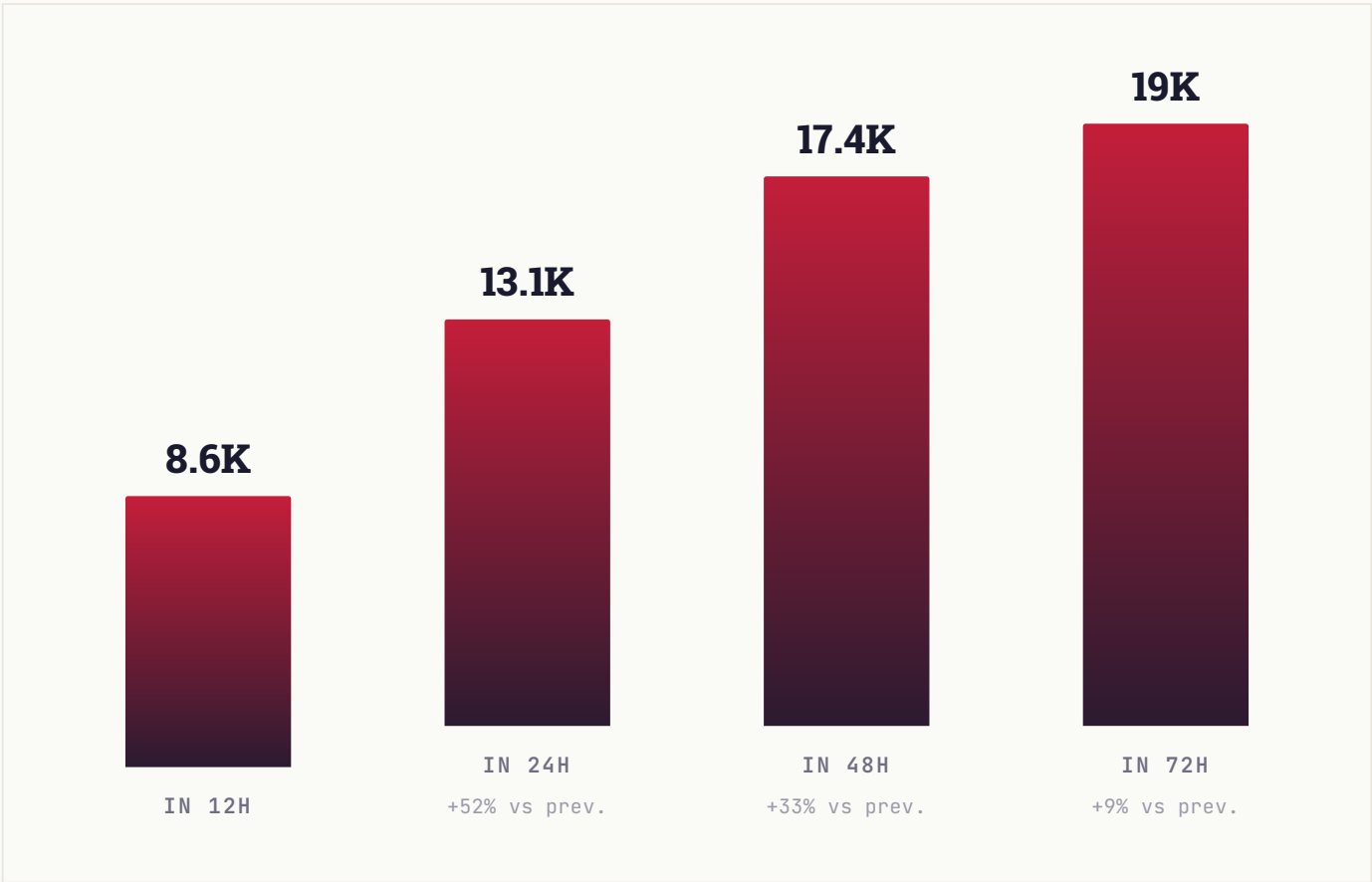
Citation index **139** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **313** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a 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 neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
AZ Alexander Zubarev	1.4M
EX Exile	1.3M
B Booster	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ broen lives here	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
HE hey! it's mariana! YOU	296.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#98 of 100). Niche median — 424.7K subs. First growth KPI — reach median. Leader: Dima Maslennikov (2.2M).

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 **58**, they brought **92 943** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	7	5	23 420
November 2025	25	21	34 041
October 2025	8	3	4 476
September 2025	7	3	9 553
August 2025	3	1	13 356
July 2025	8	2	8 097
TOTAL MENTIONS			58
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			92 943

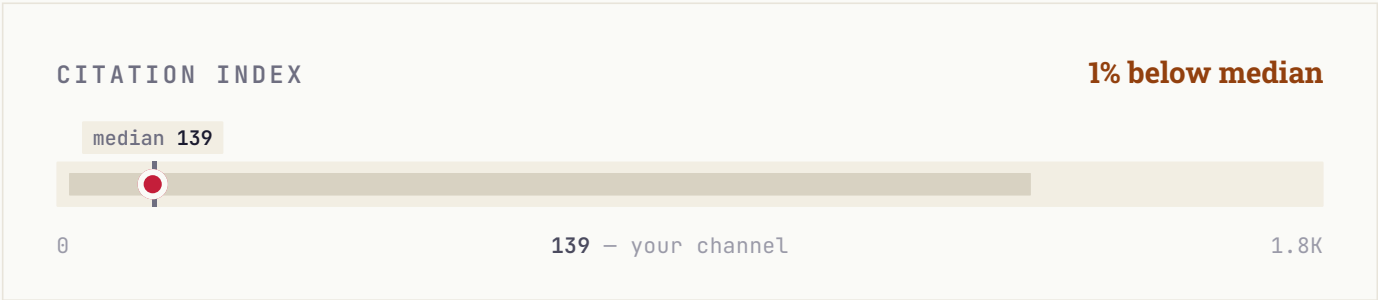
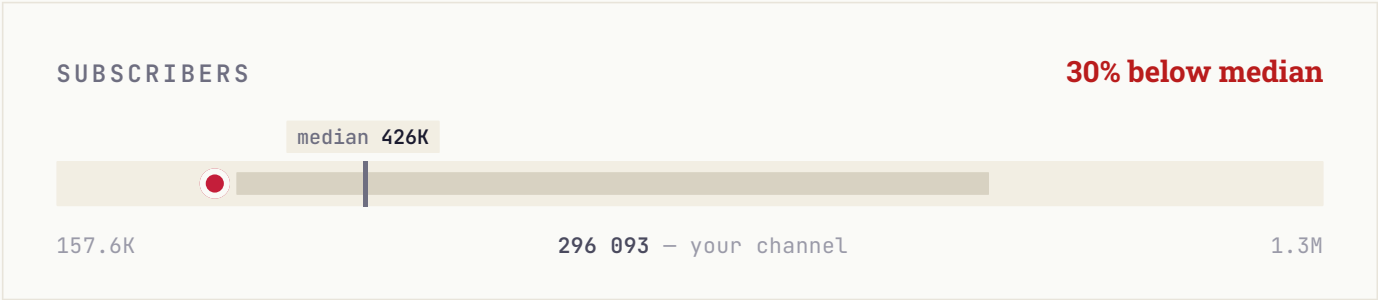
SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#98/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience is most active on this day at 11:00 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ 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 plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager