

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Maryana Batkovna



@maryananaumova

Maryana Naumova Athlete, Komsomol member, public figure, host of the special project «We Are Alive» on Channel One Roskomnadzor statement № 4778947125 Collaboration: mariananaumova@mail.ru For inquiries:...

SUBSCRIBERS

**70 452**

-115 per month

ERR (% SEE POSTS)

**9.0%**

per day 3.4%

REACH/POST

**7K**

ad reach 2.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

|                                                                                                                                                     |                                                                                                                                                                                             |                                                                                                                                                                                       |                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>70 452</div> <div>—</div>             | <div> SUBSCRIBER REACH</div> <div>9.95%</div> <div>avg % of subs see post</div>                            | <div> VIEWS/POST</div> <div>7K</div> <div>median 4.8K · 29 days</div>                                | <div> POSTS/WEEK</div> <div>14.8</div> <div>for period</div>                        |
| <div> 7D TREND</div> <div>-63.5%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>247.9</div> <div>total 15,372 reactions, 1,740 reposts, 752 comments</div> | <div> POST LENGTH</div> <div>775 chars</div> <div>median 999 · 29 days</div>                         | <div> POSTS ANALYZED</div> <div>62</div> <div>29 days</div>                         |
| <div> AD REACH</div> <div>2.4K</div> <div>24h avg</div>          | <div> CHURN / MONTH</div> <div>-115</div> <div>last month</div>                                          | <div> QUOTABILITY</div> <div>1 072</div> <div>citation index · 2,496 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>4 years 3 months</div> <div>created 30.03.2022</div> |

AI EDITOR SUMMARY

Channel «Maryana Batkovna» — 70 452 subs. Each post averages 7K people (10% from subs), reach is low — consider expanding audience. Publishes 15 posts per week (~2/day) — consistent schedule. For week Jun 29 – Jul 5, reach dropped -63.5% to week Jun 22–28 — 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.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **62** posts in 29 days.
- 02 Dominant format — **Video** (35/62 posts).
- 03 Avg post length — **775** chars (median 999).
- 04 Audience peak activity — **Thu, 21:00 MSK**.
- 05 Top posts get **15x** more views than the weakest (top avg 49.5K vs worst 3.2K) — among 62 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                  |                                                                      |                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------------------|
| <div><div>Nº1</div><div>25.06 · 18:59</div><div>VIDEO</div></div> <div>WAR CORRESPONDENT MARYANA NAUMOVA JOINS PUBLIC CHAMBER: As a war correspondent, I constantly meet people whose lives...</div>                             | <div>VIEWS</div> <div>116 450</div> <div>REPOSTS</div> <div>65</div> | <div>REACTIONS</div> <div>337</div> <div>ER</div> <div>165.3%</div> |
| <div><div>Nº2</div><div>17.06 · 18:27</div><div>VIDEO</div></div> <div>IF YOUR CAR IS ATTACKED BY A DRONE: Enemy FPV drones attacked civilian trucks in Belgorod, within city limits, near the exit towards...</div>             | <div>VIEWS</div> <div>20 875</div> <div>REPOSTS</div> <div>767</div> | <div>REACTIONS</div> <div>856</div> <div>ER</div> <div>29.6%</div>  |
| <div><div>Nº3</div><div>17.06 · 14:57</div><div>PHOTO</div></div> <div>Invited by «Movement of the First» I took part in the marathon «First. Skills for Life». This is an educational online marathon where experts in...</div> | <div>VIEWS</div> <div>11 191</div> <div>REPOSTS</div> <div>11</div>  | <div>REACTIONS</div> <div>161</div> <div>ER</div> <div>15.9%</div>  |

|                                                                                                                                                                                                                   |                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 26.06 • 08:36 <span>TEXT</span><br><p>The price of what we fight for is far higher than the price of our lives.. Today the first Head of the DPR, Alexander Zakharchenko, Bata, turns 50. Happy...</p> | <div>VIEWS</div> <b>9 403</b><br><div>REPOSTS</div> <b>25</b><br><div>REACTIONS</div> <b>288</b><br><div>ER</div> <b>13.3%</b> |
| <b>Nº5</b> 25.06 • 07:48 <span>VIDEO</span><br><p>NEXT STOP - DONETSK: A few years ago, Donetsk railway station was on the front line, until the Russian army...</p>                                              | <div>VIEWS</div> <b>9 210</b><br><div>REPOSTS</div> <b>21</b><br><div>REACTIONS</div> <b>177</b><br><div>ER</div> <b>13.1%</b> |

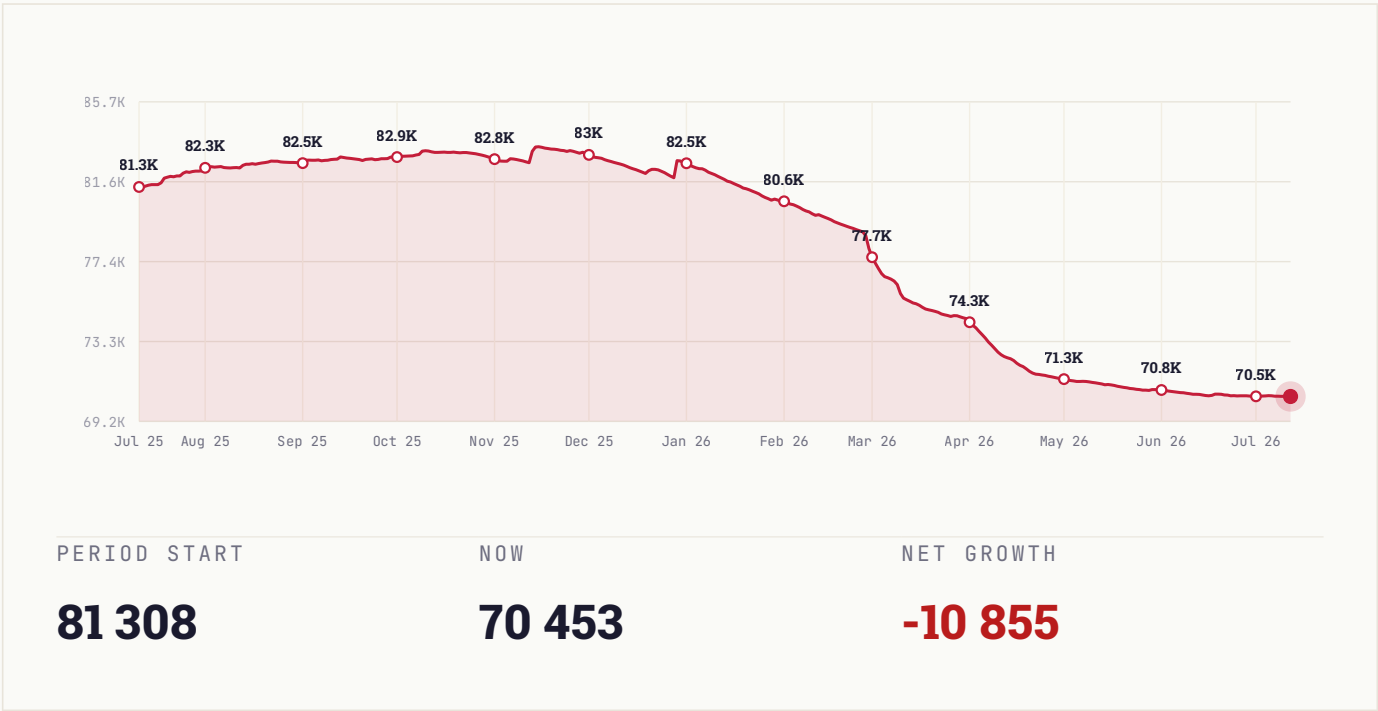
## WORST 3

|                                                                                                                                                                            |                                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| ↓ 06.07 • 18:14 <span>PHOTO</span><br><p>COURSE SOUTH – SAFETY INSTRUCTIONS: Friends! The days when you could just pack your bags, jump in the car and fly to Yalta...</p> | <div>VIEWS</div> <b>3 297</b><br><div>REPOSTS</div> <b>40</b><br><div>REACTIONS</div> <b>224</b><br><div>ER</div> <b>4.7%</b> |
| ↓ 03.07 • 12:04 <span>PHOTO</span><br><p>All events in Russia – in one place From top news to key details Subscribe</p>                                                    | <div>VIEWS</div> <b>3 278</b><br><div>REPOSTS</div> <b>6</b><br><div>REACTIONS</div> <b>164</b><br><div>ER</div> <b>4.7%</b>  |
| ↓ 06.07 • 16:17 <span>PHOTO</span><br><p>FOUR MINUTES TO TELL YOUR STORY: Last year I joined the jury of the youth documentary film contest 'Eurasia.DOC...</p>            | <div>VIEWS</div> <b>3 046</b><br><div>REPOSTS</div> <b>11</b><br><div>REACTIONS</div> <b>91</b><br><div>ER</div> <b>4.3%</b>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

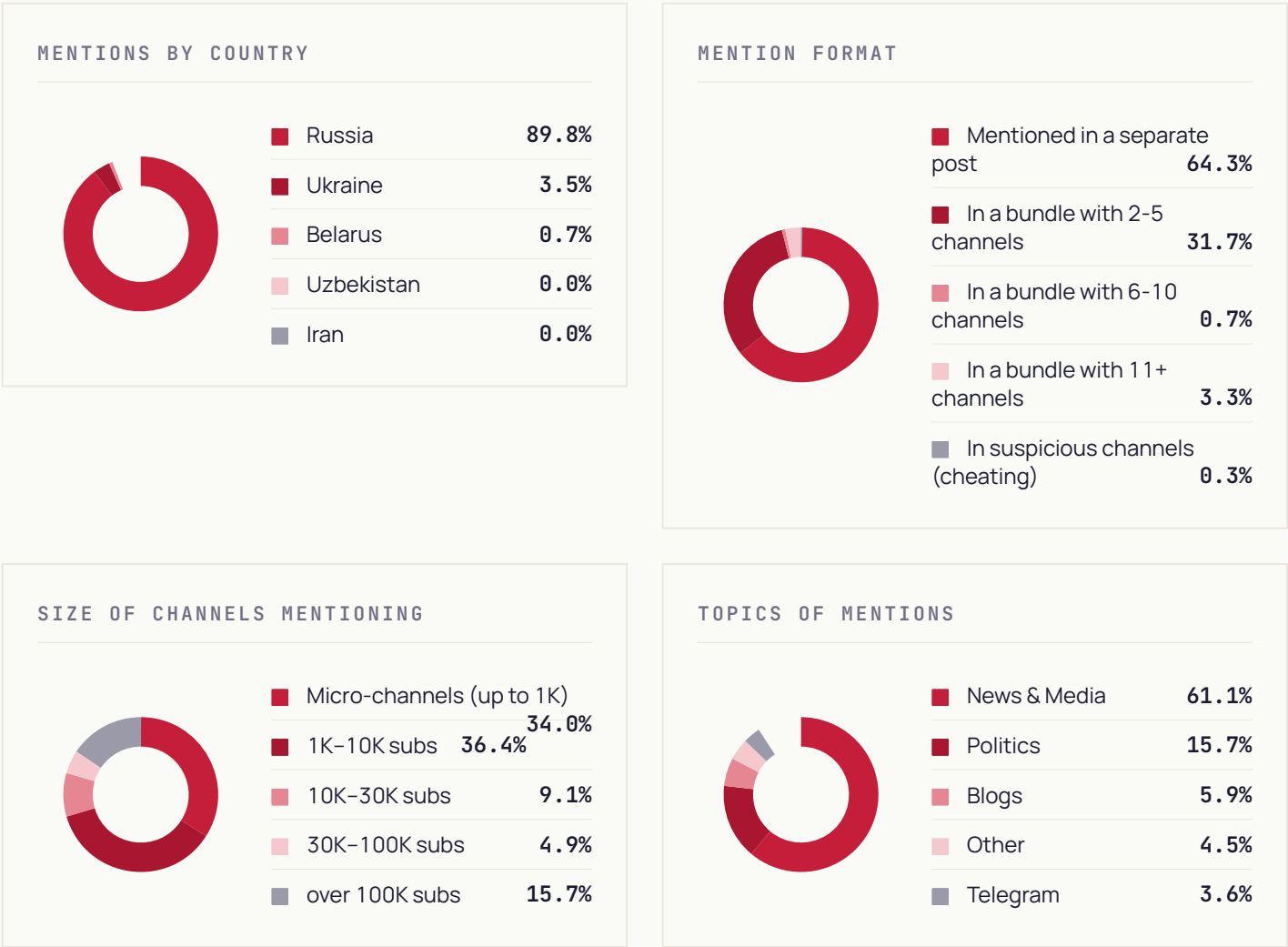
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

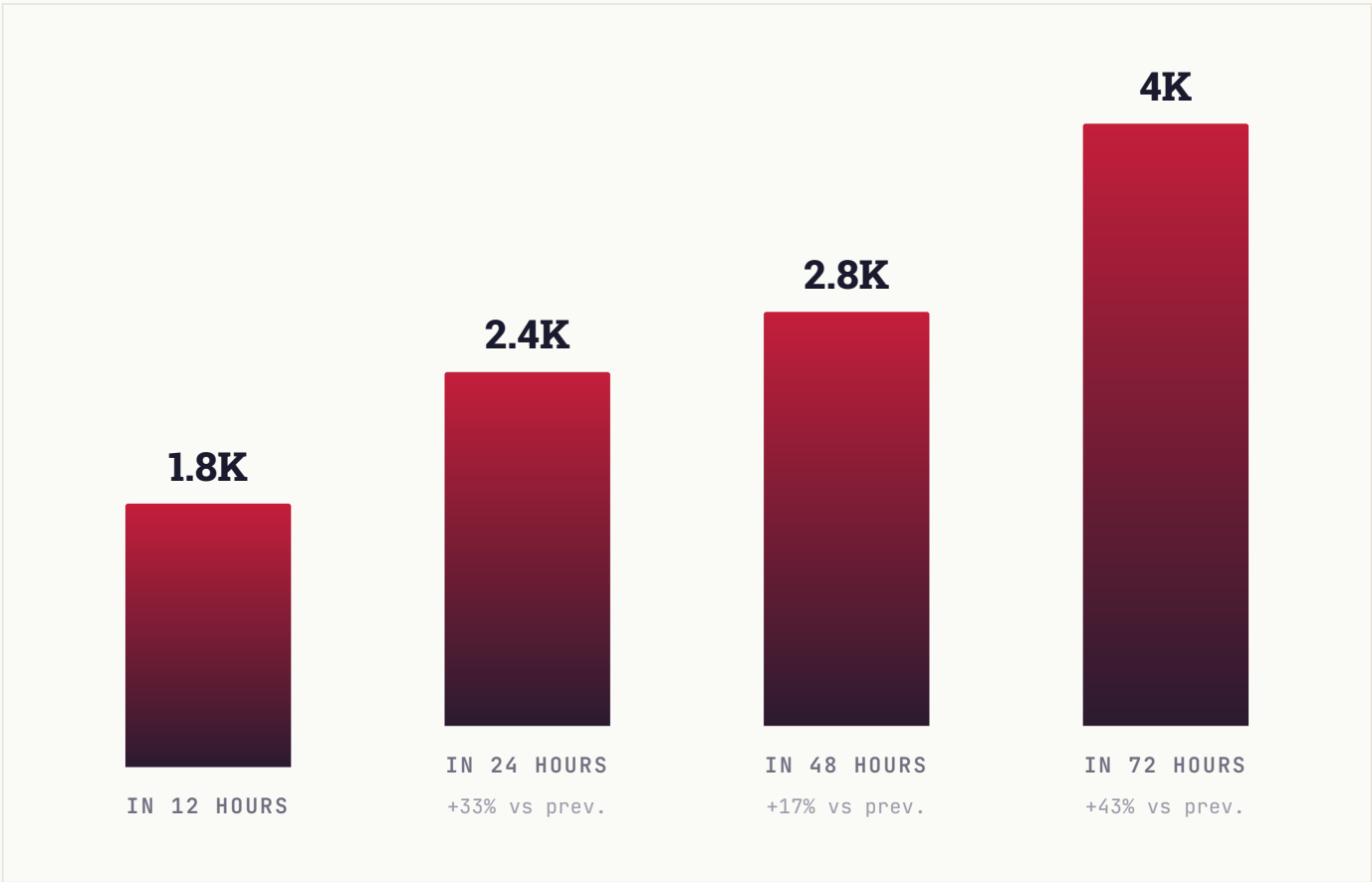
Citation index **1 072** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K one. All time mentions: **2 496** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of an ad post by time since publication. Helps estimate 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 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <div>DM</div> <div>Dima Maslennikov</div>                                                                                                                                                          | 2.2M        |
| <div>LI</div> <div>LITVIN</div>                                                                                                                                                                    | 1.6M        |
| <div>EX</div> <div>Exile</div>                                                                                                                                                                     | 1.4M        |
| <div>AZ</div> <div>Alexander Zubarev</div>                                                                                                                                                         | 1.3M        |
| <div>B</div> <div>Booster </div> | 1.2M        |
| <div>KB</div> <div>Bloody Lady</div>                                                                                                                                                               | 1.1M        |
| <div>EI</div> <div>EVELONE <div>192</div></div>                                                                                                                                                    | 1.1M        |
| <div>ZJ</div> <div>here lives broen</div>                                                                                                                                                          | 1.1M        |
| <div>PA</div> <div>PARADEYEVICH</div>                                                                                                                                                              | 1M          |
| <div>NE</div> <div>NEVZOROV</div>                                                                                                                                                                  | 1M          |
| <div>MB</div> <div>Maryana Batkovna <div>YOU</div></div>                                                                                                                                           | 70.5K       |

COMPARATIVE INSIGHT

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 traffic & content 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 **724**, they brought **3 863** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS          |
|----------------|----------|----------|------------------------------|
| January 2026   | 124      | 56       | 60 <div><div></div></div>    |
| December 2025  | 120      | 50       | 1 101 <div><div></div></div> |
| November 2025  | 104      | 48       | 1 054 <div><div></div></div> |
| October 2025   | 130      | 74       | 393 <div><div></div></div>   |
| September 2025 | 115      | 47       | 596 <div><div></div></div>   |
| August 2025    | 131      | 45       | 659 <div><div></div></div>   |
| TOTAL MENTIONS |          |          | ATTRACTED SUBSCRIBERS        |
| 724            |          |          | 3 863                        |

SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

Took top-100 channels in category "Blogs» (Russia) and saw how your channel compares. Gray band: 80% of niche channels (p10-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 next month.

- 01

**Main post of the week — on Thursday**  
Audience most active on this day at 21:00 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). PromtPress picks sources for your niche.

EFFECT  
**+1000-3000 subs**
- 03

**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**
- 04

**Cross-promo with neighboring channels**  
Swap 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 a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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

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**02**      **Contact manager**      [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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