

PUBLIC REPORT BY PROMTPRESS

Channel audit

Masha Ivakova



@mashaivakova

Balancing spiritual and material, sharing thoughts, books, music, style, travel, practices, and everything interesting. Ads: formashaivakova@gmail.com

SUBSCRIBERS

65 912

+27256 per month

ERR (% SEE POSTS)

22.0%

last 24 hrs **19.8%**

REACH/POST

15.2K

ad reach **7.7K/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 65 912 —	 SUBSCRIBER REACH 23.14% avg % subs see post	 VIEWS/POST 15.2K median 17.2K · 26 days	 POSTS/WEEK 1.9 for period
 7D TREND — no data for period	 REACTIONS/POST 729.4 only 5,106 reactions, 570 reposts, 91 comments	 POST LENGTH 642 chars median 687 · 26 days	 POSTS ANALYZED 7 26 days
 AD REACH 7.7K 24h avg	 CHURN / MONTH +27256 last month	 CITATION RATE 17 citation index · 92 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 28.01.2018

AI EDITOR SUMMARY

Channel «Masha Ivakova» — 65 912 subs. Each post averages 15.2K people (23% of subs), average reach — room to grow. Publishes 2 posts per week (~0/day) — rare posts.

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 7 posts over 26 days.
- 02 Dominant format — Photo (4/7 posts).
- 03 Avg post length — 642 chars (median 687).
- 04 Peak audience activity — Thursday, 12:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (18.7K avg for top vs 11.2K for worst) — among 7 posts in 26 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 09:52 TEXT 108 days of no shopping are over !!! Yay, I made it! Actually it was easy and almost painless :) seems like I need...	VIEWS 19 321 REPOSTS 18	REACTIONS 824 ER 29.3%
Nº2 02.07 · 08:33 VIDEO You've probably seen roofers Ivan Birkus and Angelina Nikolau climb the Empire State Building spire, reaching almost 450...	VIEWS 18 531 REPOSTS 254	REACTIONS 1 179 ER 28.1%
Nº3 04.07 · 08:07 PHOTO Answered the most popular questions: MARIA, WHERE FROM???????	VIEWS 18 195 REPOSTS 20	REACTIONS 330 ER 27.6%

Nº4

03.07 · 21:18

PHOTO

A cathartic performance. I've been trying for almost a week to write about my feelings after Butusov's 'The Seagull'. This play shook my soul and everything...

VIEWS

17 229

REPOSTS

87

REACTIONS

591

ER

26.1%

Nº5

03.07 · 13:59

PHOTO

I stumbled upon a very intriguing artist – Peter Birkhäuser. He has a very interesting story. For almost twenty...

VIEWS

13 831

REPOSTS

84

REACTIONS

590

ER

21.0%

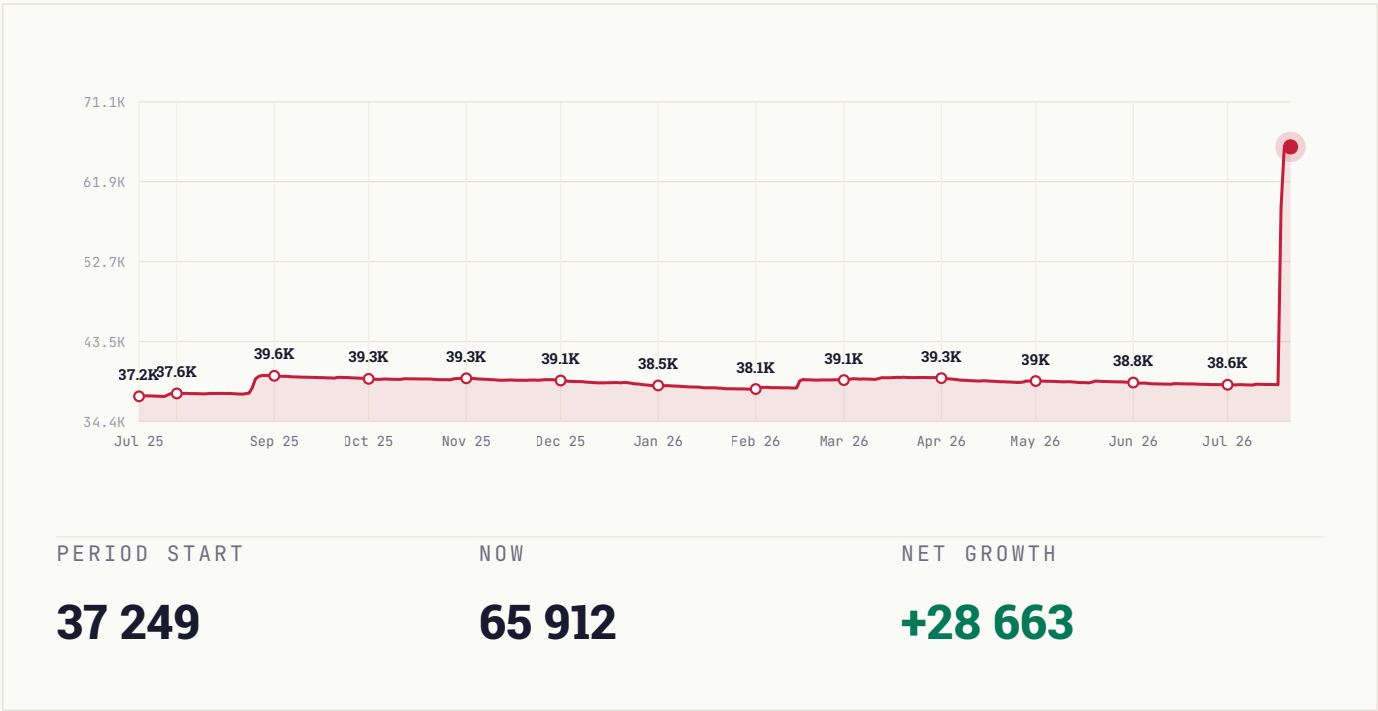
WORST 3

↓ 03.07 · 13:59 PHOTO I stumbled upon a very intriguing artist – Peter Birkhäuser. He has a very interesting story. For almost twenty...	VIEWS 13 831 REPOSTS 84 REACTIONS 590 ER 21.0%
↓ 15.07 · 15:08 PHOTO Found a hard drive with photos from my first wedding. I haven't told anyone about it for 15 years 😬 All these years I remembered it as something...	VIEWS 13 790 REPOSTS 17 REACTIONS 831 ER 20.9%
↓ 21.07 · 14:15 TEXT Ever had this? You look at a friend and totally don't get why she chose HIM. Not because he's not your type...	VIEWS 5 850 REPOSTS 90 REACTIONS 761 ER 8.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

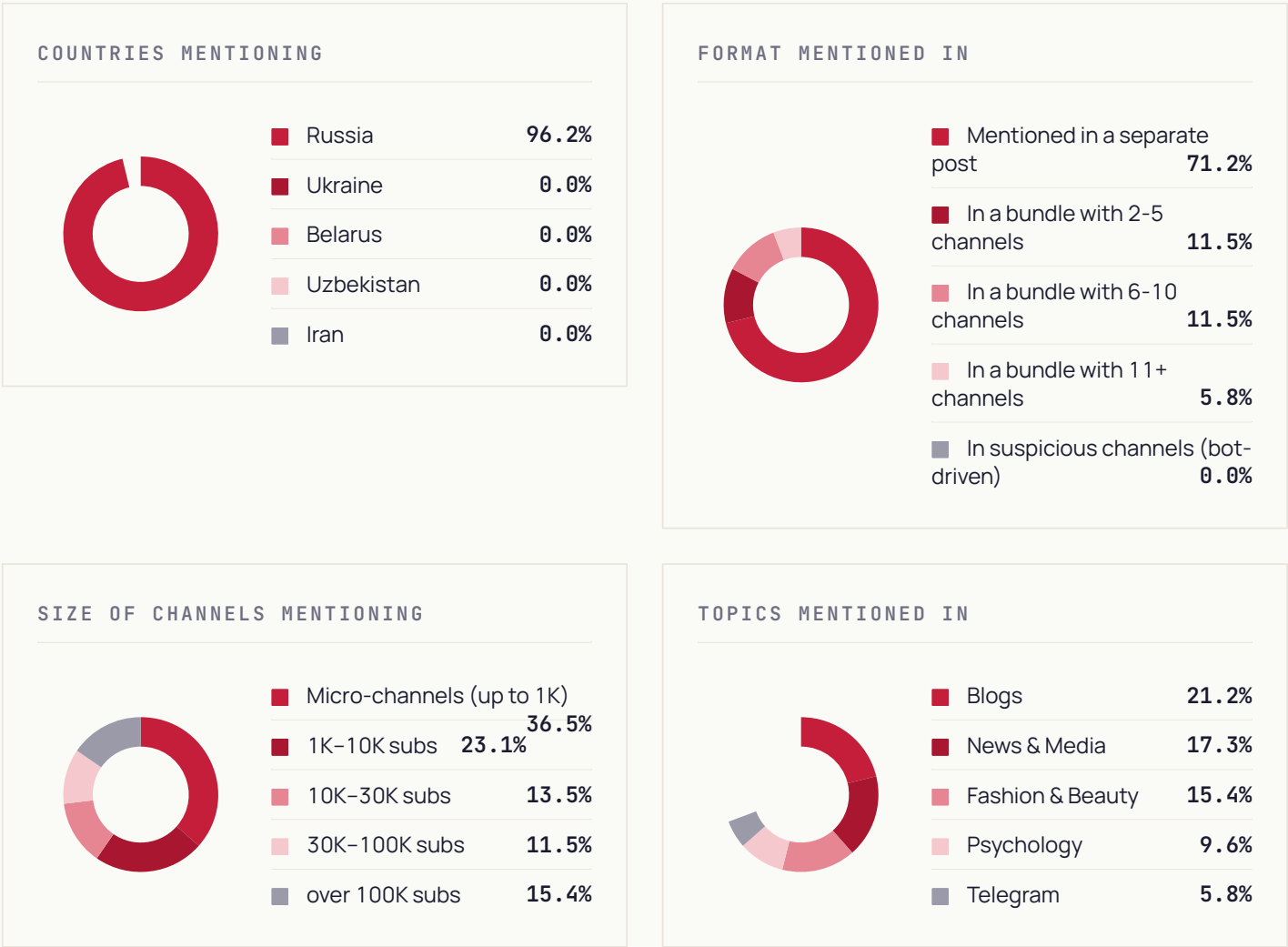
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

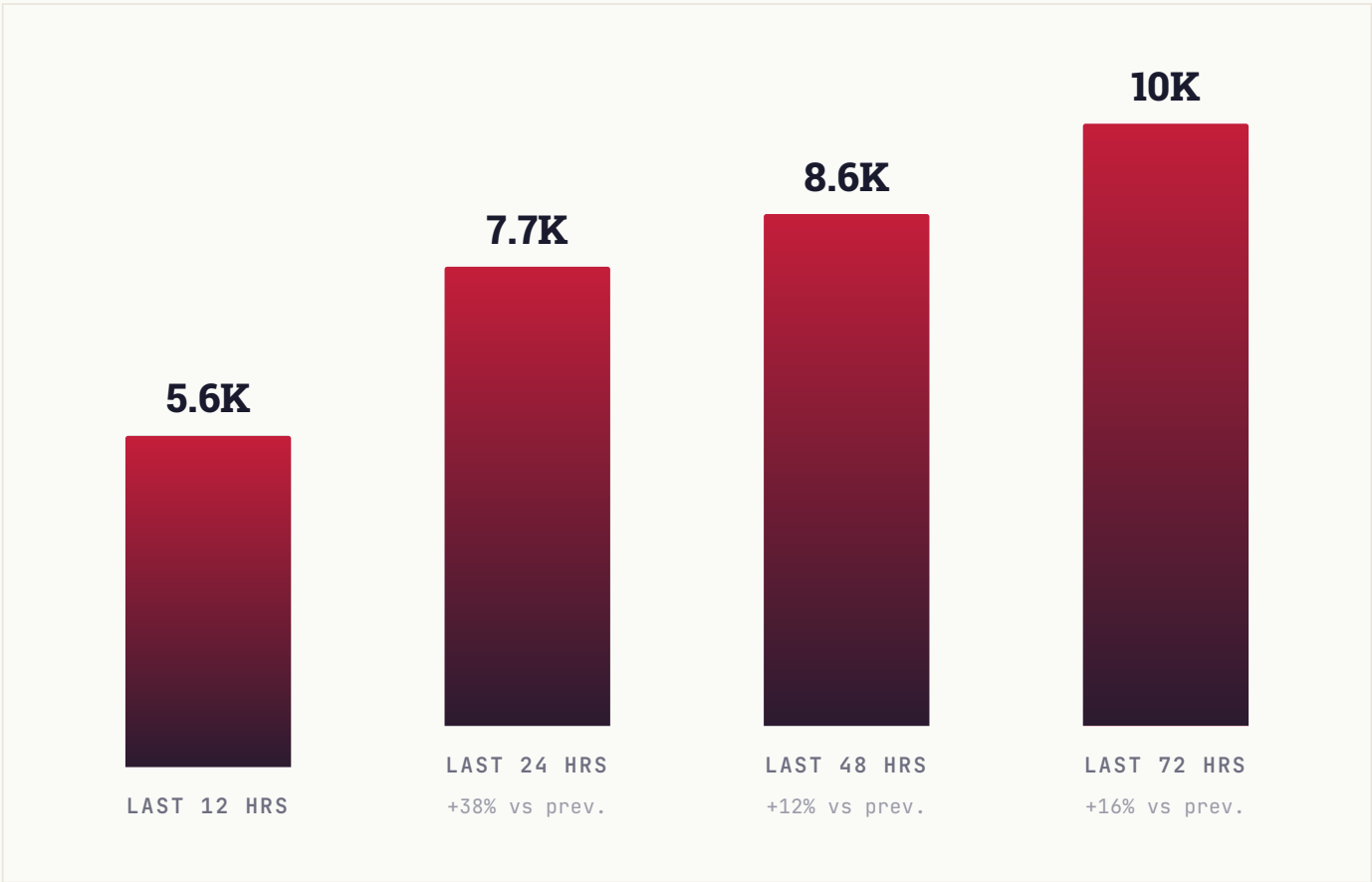
Citation index **17** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **92** different channels.



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 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.2M
E1 EVELONE 192	1.1M
AB Anastasia Bragina	1.1M
LJ broen lives here	1.1M
MI Masha Ivakova YOU	65.9K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 495.5K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

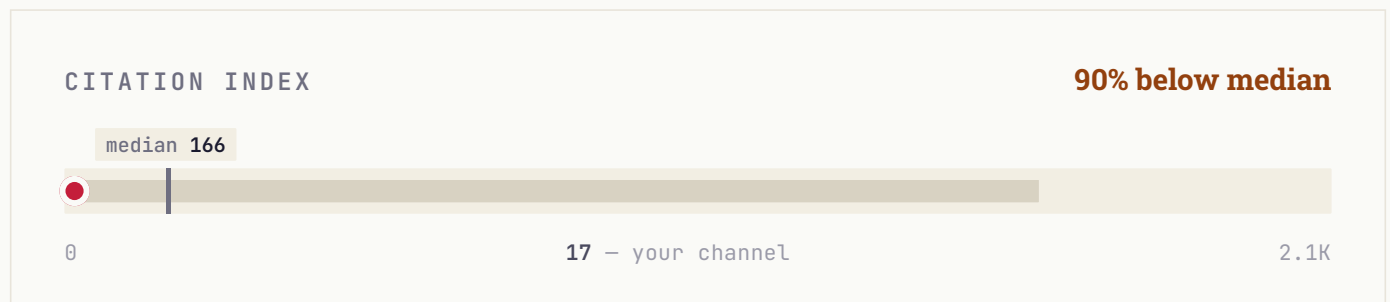
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **3**, they brought **2 877** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	19
December 2025	0	0	79
November 2025	2	2	152
October 2025	0	0	297
September 2025	0	0	105
August 2025	1	1	2 225

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3	6	2 877

Where the channel stands in its league

Gray band: range where 80% of niche channels fall (p10 to 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 | Increase posting frequency
Now 1.9 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — on Thursday
Audience is most active on this day at 12:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video retains
audience
better |
| 04 | 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 |
| 05 | Test polls and interactive formats
Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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
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02	Contact manager	t.me/PromptPress_manager
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