

PUBLIC REPORT BY PROMTPRESS

Channel audit

Masha Poluyanova



@mashapoluyanova

I show where to find your audience and how to sell anything through content. Marketer since 2006, ex-Yandex author, Calltouch Academy lecturer Ads: <http://clck.ru/3CiGVY> Contact:...

SUBS

66 818

+450 per month

ERR (% SEE POSTS)

13.0%

per day **5.8%**

REACH/POST

8.2K

ad reach **3.9K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBS 66 818 —	 SUBSCRIBER REACH 12.26% avg % subs see post	 VIEWS/POST 8.2K median 9K · 26 days	 POSTS/WK 4.6 for the period
 7D TREND -10.7% vs previous week	 REACTIONS/POST 255.1 total 4,337 reactions, 650 reposts, 58 comments	 POST LENGTH 657 chars. median 918 · 26 days	 POSTS ANALYZED 17 26 days
 AD REACH 3.9K 24h avg	 CHURN / MONTH +450 for the last month	 MENTIONABILITY 947 citation index · 1,752 channels mentioned ever	 CHANNEL AGE 8 years 2 months created 11.04.2018

AI EDITOR SUMMARY

Channel «Masha Poluyanova» – 66 818 subs. Avg views per post: 8.2K people (12% subs), reach is low – need to grow audience. Publishes 5 posts/week (~1/day) – rare. Week of June 15–21 reach dropped -10.7% by week of June 8–14 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 17 over 26 days.
- 02 Dominant format – Text (9/17 posts).
- 03 Avg post length – 657 chars (median 918).
- 04 Peak audience activity – Thursday, 12:00 MSK.
- 05 Top posts get 3x more views than the weakest (11K avg for top vs 4K for worst) – among 17 posts over 26 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 09:09 TEXT Marketing dead in 2026 or still alive: what works, what doesn't, what to replace banned stuff with Folks, I'll be speaking at a conf again...	VIEWS 11 165 REPOSTS 93	REACTIONS 89 ER 16.7%
Nº2 01.06 · 12:51 PHOTO Cyclicity I started a blog in blocked Telegram in 2018, then it was unblocked, and now it's blocked again – here's an example...	VIEWS 10 974 REPOSTS 37	REACTIONS 246 ER 16.4%
Nº3 01.06 · 13:10 TEXT By the way, funny I'm in Vietnam now – a socialist republic with a one-party system where all social networks work. And I came from...	VIEWS 10 759 REPOSTS 62	REACTIONS 550 ER 16.1%

Nº4

27.05 • 08:44

PHOTO

How to diversify traffic if your business is only on Telegram
Hi, I'm Maria Poluyanova, a marketer with 20 years of experience...

VIEWS

10 482

REPOSTS

67

REACTIONS

171

ER

15.7%

Nº5

08.06 • 06:13

TEXT

I'm a loser I recently went to a cash-flow financial game, my request was 'get new experience'. The point of the game is you roll a dice...

VIEWS

10 098

REPOSTS

43

REACTIONS

578

ER

15.1%

WORST 3

↓ 22.06 • 09:01 TEXT

Ad clients don't pay off If you sell to them only once In 2026, infobiz schemes no longer work – poured into blog 2x...

VIEWS

4 203

REPOSTS

20

REACTIONS

56

ER

6.3%

↓ 22.06 • 10:16 VIDEO

Instagrammers told me this is the best video

VIEWS

4 200

REPOSTS

25

REACTIONS

847

ER

6.3%

↓ 22.06 • 10:13 TEXT

Beautiful life – expectation vs reality Telling about a party with Instagram bloggers Backstory Abroad, my...

VIEWS

3 742

REPOSTS

37

REACTIONS

220

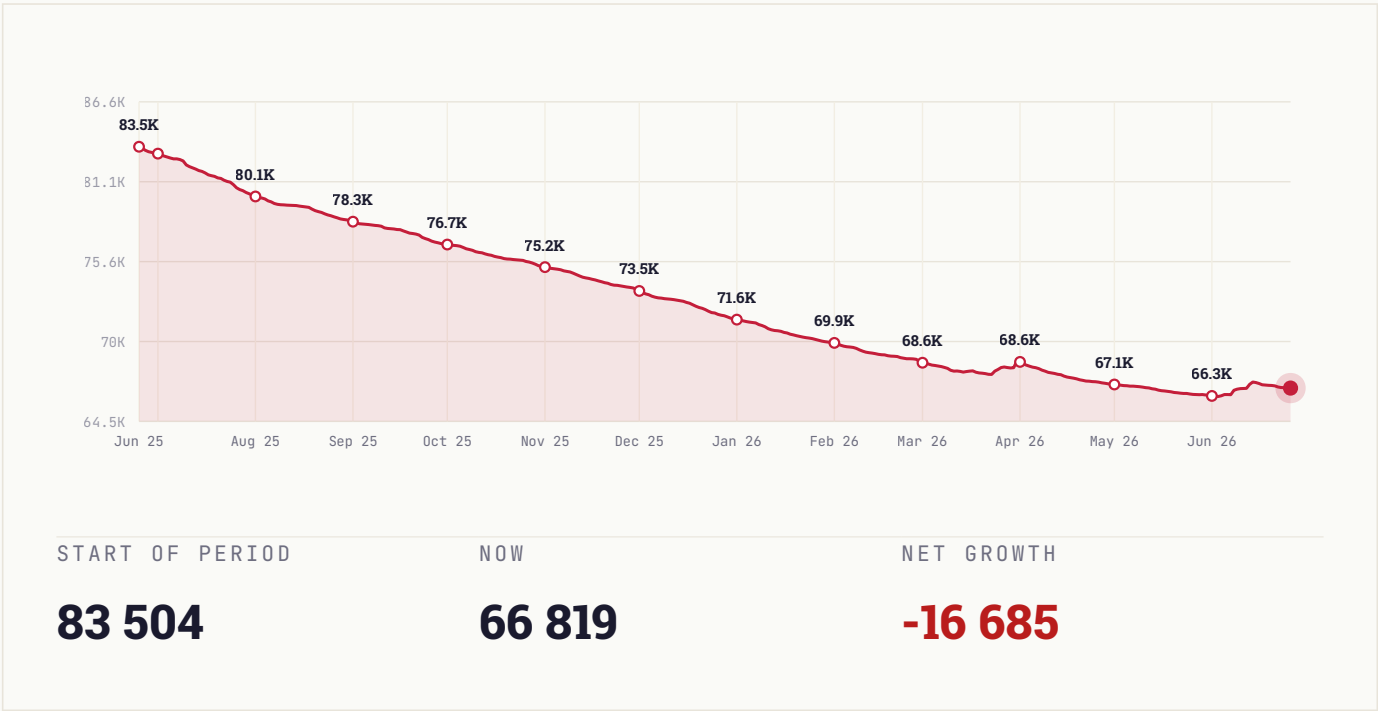
ER

5.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.

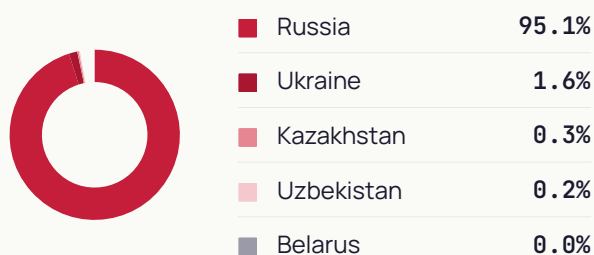


SECTION 04 • MENTIONS

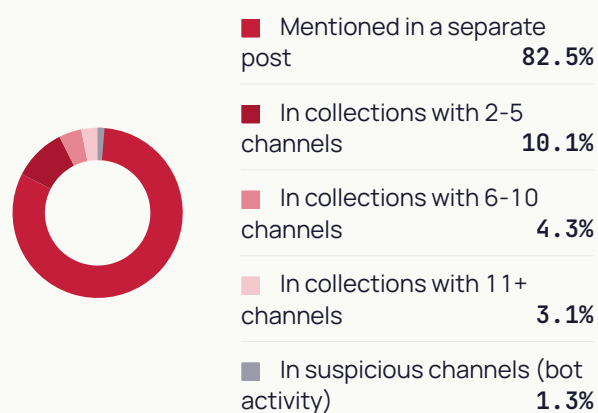
Who and how mentions the channel

Citation index **947** — 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 **1 752** different channels.

COUNTRIES MENTIONING



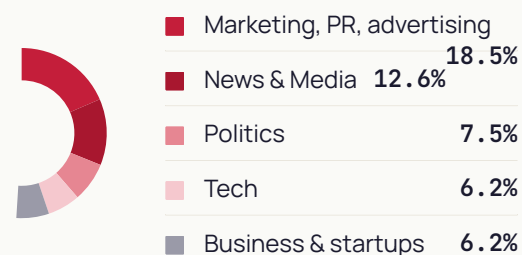
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



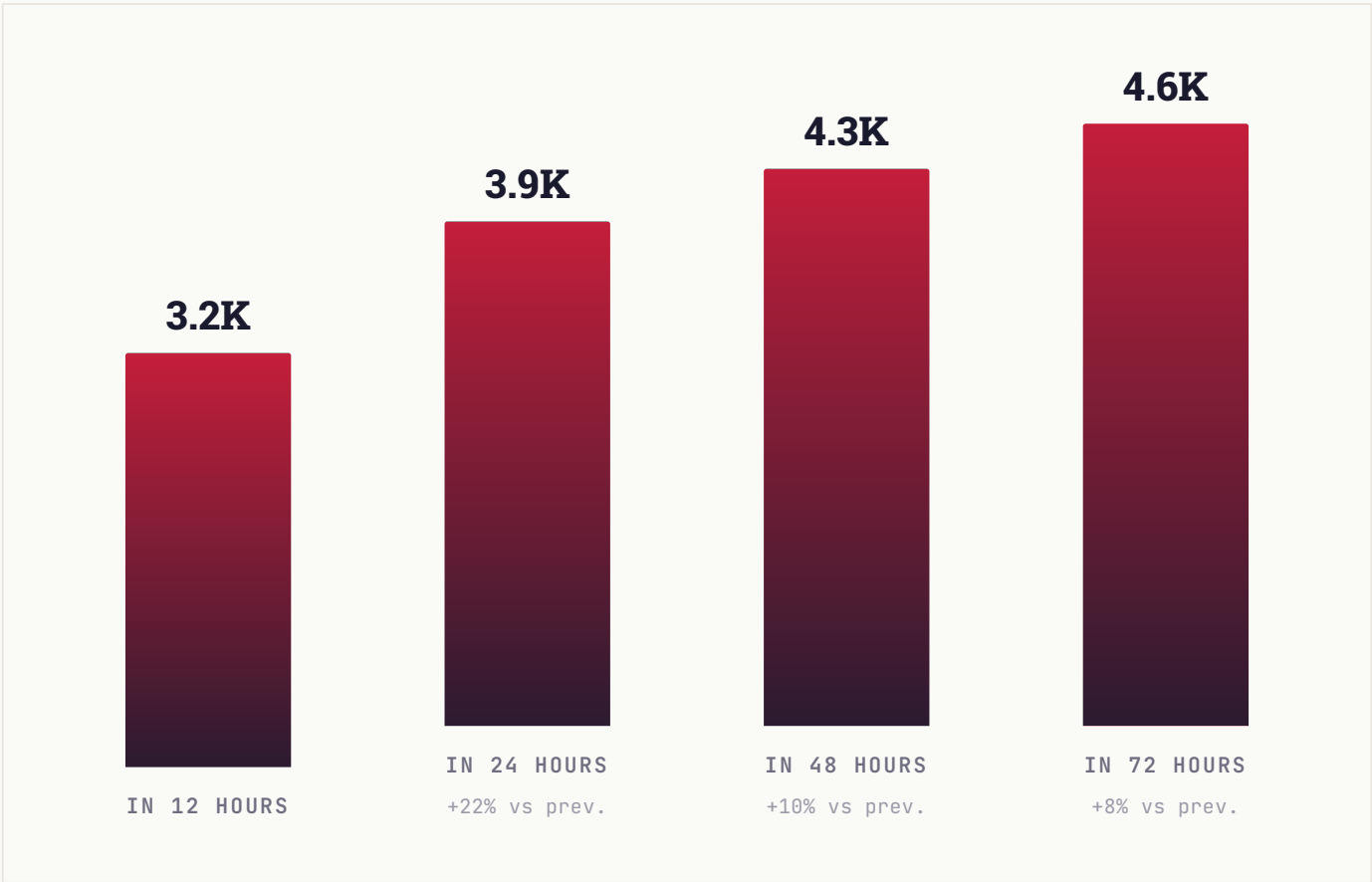
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps gauge how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Okak	1.6M
Today Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
Yesterday Trending today	1M
TB trends by rasha	1M
TV Trend or leave	935.3K
TR Trending	909.3K
MP Masha Poluyanova YOU	66.8K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#82 of 99). Niche median — 125.2K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 07 • NICHE COMPARISON

Where your channel stands in its league

Took top-100 channels in category "Marketing, PR, advertising» (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.

#82 /100

RANK IN NICHE

Channel in bottom half of ranking

SUBS

46% below median

median 123.8K

29.7K

66 818 — your channel

1.1M

AVG REACH / POST

28% below median

median 11.4K

73

8 192 — your channel

50.1K

CITATION INDEX

better than 61% of niche

median 366

0

947 — your channel

3.1K

— SECTION 08 · STRATEGY

What to do right now

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

01

Increase post frequency

Now 4.6 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week – Thursday

Audience 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 finds sources for your niche.

EFFECT

**+1000-3000
subs.**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ 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 hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
