

PROMTPRESS PUBLIC REPORT

Channel audit

Dima Maslennikov



@maslennikovliga

This is the official channel of blogger Dmitry Maslennikov Ads:
@toma_tam My YT: <https://youtube.com/user/pognalishow> My VK:
vk.com/dima_maslen Registered in the list of page owners in...

SUBSCRIBERS

2 196 542

-23242 per month

ERR (% SEE POSTS)

45.0%

per day 22.1%

REACH/POST

1M

ad reach 485.8K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content Analysis

Top-5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad Potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in «Blogs» category

09 Strategy

5 priority actions

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 2 196 542 —	SUBSCRIBER REACH 47.36% avg % subs see post	VIEWS/POST 1M median 1.1M · 23 days	POSTS/WEEK 6.5 for the period
7D TREND -14.1% vs previous week	REACTIONS/POST 59360.7 total 1,305,936 reactions, 45,053 reposts, 0 comments	POST LENGTH 262 chars median 225 · 23 days	POSTS ANALYZED 22 23 days
AD REACH 485.8K 24h avg	CHURN / MONTH -23242 last month	CITATION RATE 199 citation index · 1,355 channels mentioned all time	CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «Dima Maslennikov» – 2 196 542 subs. Each post avg views 1M people (47% from subs), wide reach for a channel this size. Publishes 6 posts per week (~1/day) – rare publications. For week Jun 22–28 reach dropped -14.1% by week Jun 15–21 – worth analyzing why.

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 22 posts over 23 days.
- 02 Dominant format — Photo (15/22 posts).
- 03 Avg post length — 262 chars (median 225).
- 04 Peak audience activity — Wed, 20:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.5M avg top vs 910.1K worst) — among 22 posts over 23 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 17:39 PHOTO Too bad, Azamat, you really shouldn't have done that... Aze had a brilliant idea to take assignments from bloggers and stars that he was supposed to...	VIEWS 1 629 915 REACTIONS 53 933 REPOSTS 2 167 ER 74.2%
Nº2 10.06 · 09:45 PHOTO News! 🤖 I've been away almost a week. Key updates: 1. Gostabster out by end of week! Editing almost done 💪...	VIEWS 1 499 950 REACTIONS 65 859 REPOSTS 1 849 ER 68.3%
Nº3 18.06 · 15:03 PHOTO Over years of shooting videos, I realized: myths and horror stories pop up around any topic 🤖 But this year, the Unified State Exam and OGE threw so many updates that...	VIEWS 1 296 686 REACTIONS 34 935 REPOSTS 575 ER 59.0%

Nº4 16.06 • 14:38 **POLL**
(post without caption – poll)

VIEWS
1 280 650

REACTIONS
53 644

REPOSTS
1 529

ER
58.3%

Nº5 16.06 • 14:36 **PHOTO**
Watched the new GOST? Time to think where to go next! Visa issues with Great Britain... so we'll try again...

VIEWS
1 208 169

REACTIONS
61 673

REPOSTS
226

ER
55.0%

WORST 3

↓ 23.06 • 11:50 **TEXT**
(post without caption – text)

VIEWS
939 839

REACTIONS
51 793

REPOSTS
1 204

ER
42.8%

↓ 28.06 • 07:40 **TEXT**
Watched the vlog on Just Butter? 🍌 which story vibed with you most? First watch the episode, then vote ❤️ everyone has different tastes...

VIEWS
923 390

REACTIONS
27 429

REPOSTS
91

ER
42.0%

↓ 27.06 • 17:23 **TEXT**
Rendering issue on Prosto Maslo 🤖

VIEWS
867 178

REACTIONS
37 843

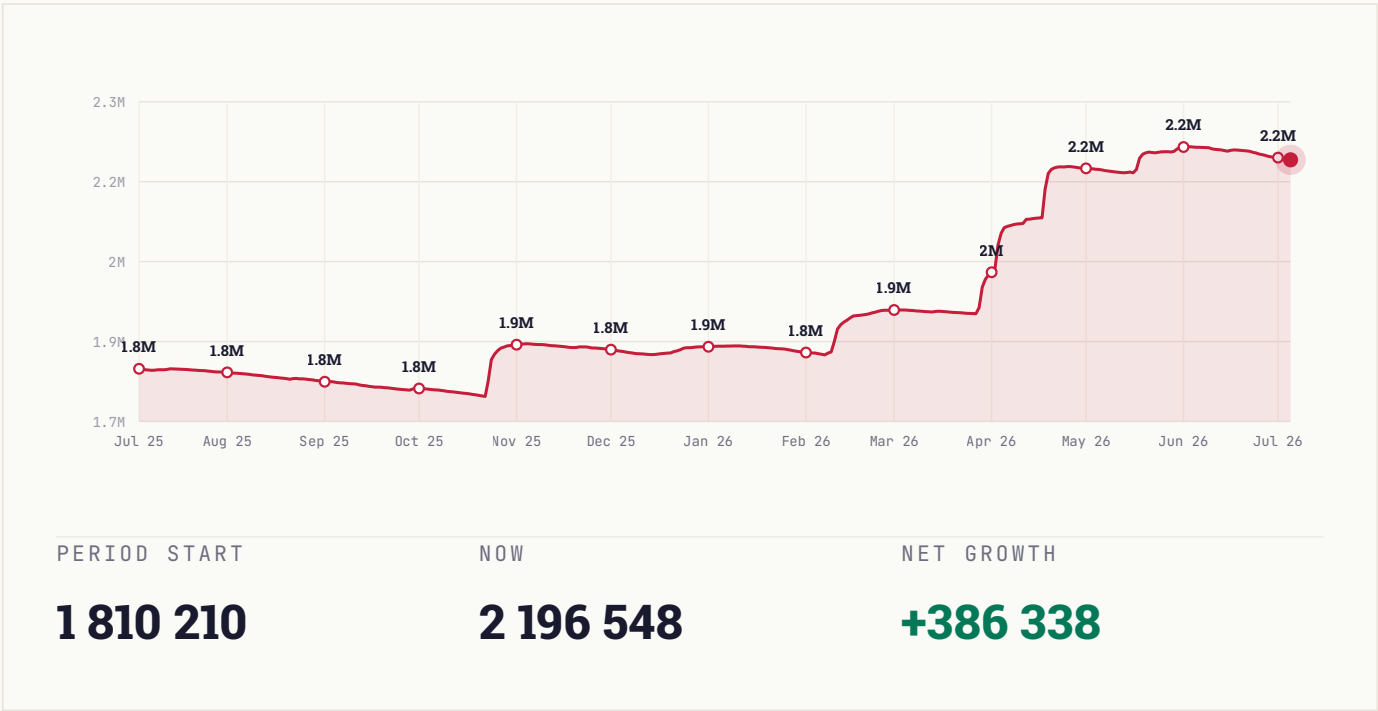
REPOSTS
309

ER
39.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

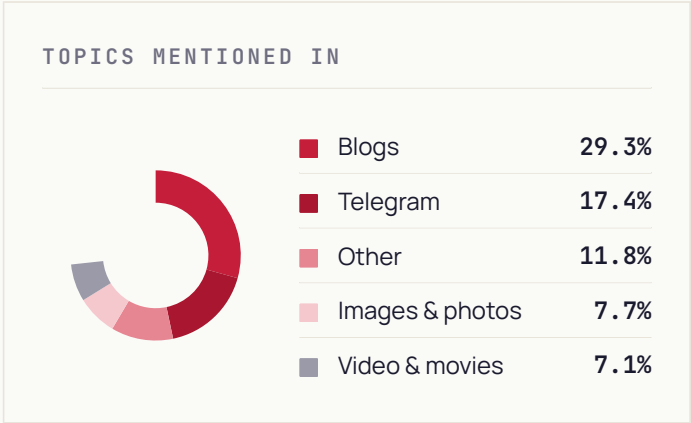
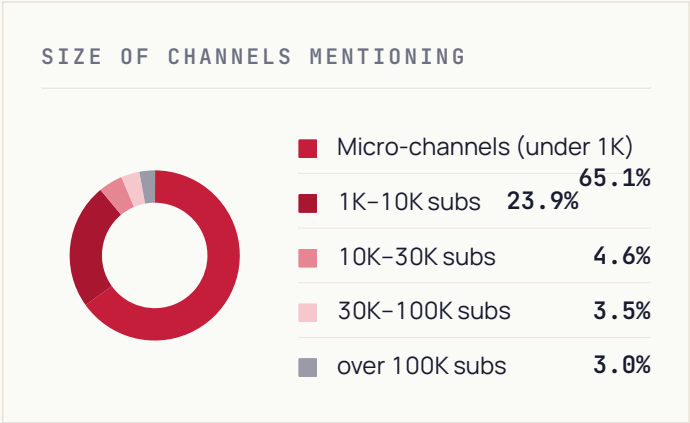
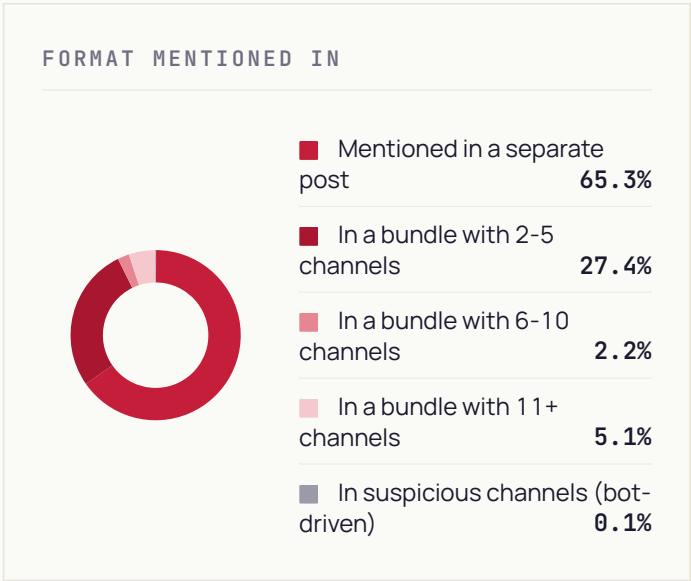
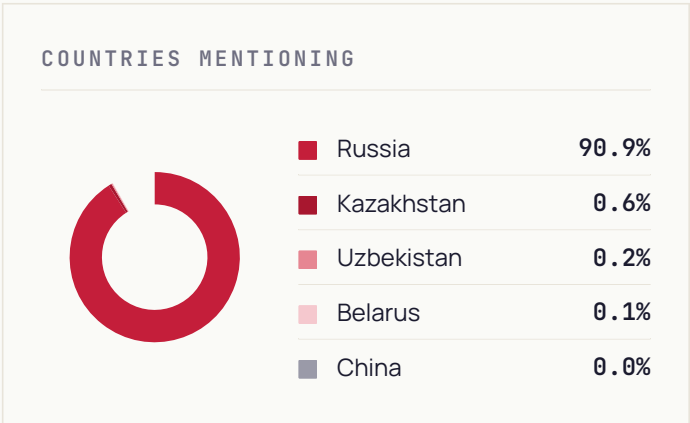
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

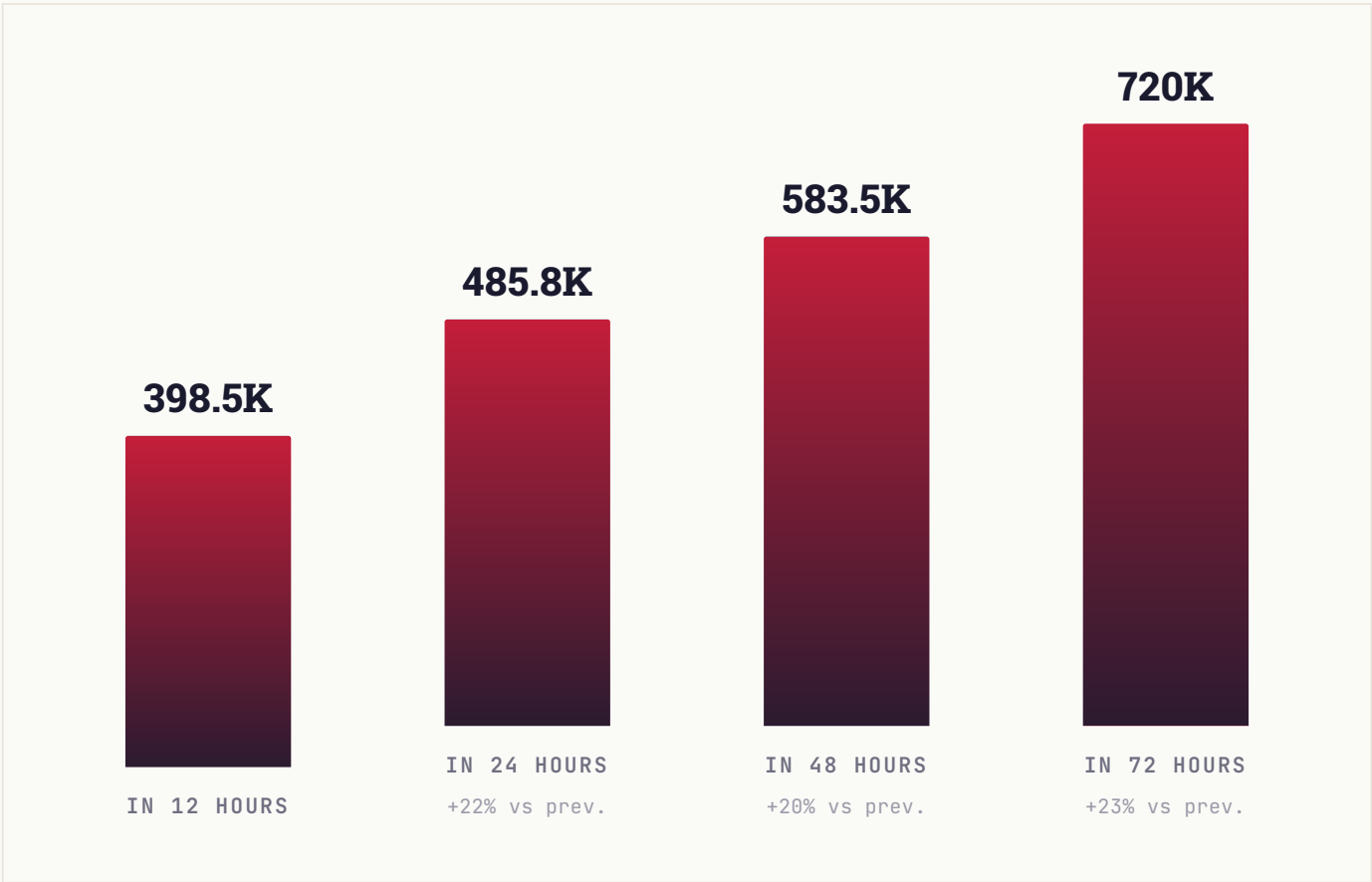
Citation index **199** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentioned **1 355** different channels.



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 peers.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov YOU	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B Booster	1.2M
EI EVELONE 192	1.2M
QB Bloody Lady	1.1M
LJ here lives broen	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
AL Artemy Lebedev	970K

COMPARATIVE CONCLUSION

Channel in top-1 niche (#1 of 100 category channels). One of the leaders — client-partners can cross-promote with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION TRENDS

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 **171**, they brought **120 898** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	17	11	1 803
December 2025	27	20	14 365
Nov 2025	22	15	3 859
Oct 2025	47	32	94 791
September 2025	23	20	4 543
August 2025	35	22	1 537
TOTAL MENTIONS			
171			
MONTHS OF DATA			
6			
ACQUIRED SUBSCRIBERS			
120 898			

SECTION 08 · NICHE COMPARISON

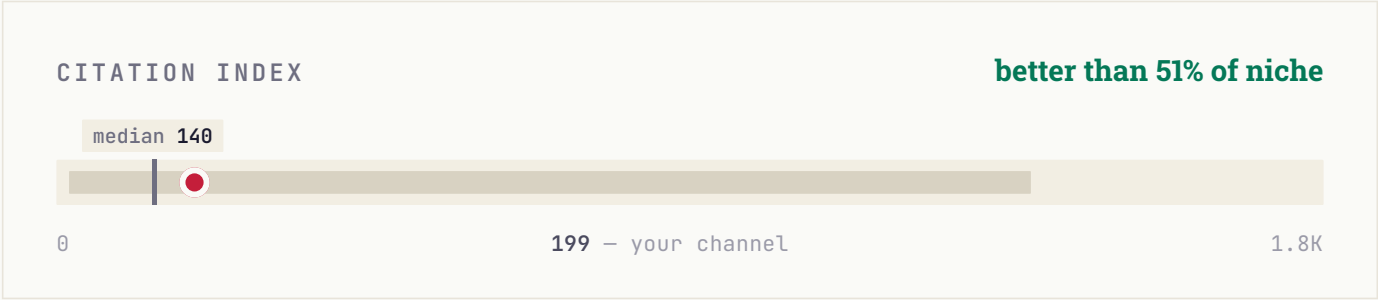
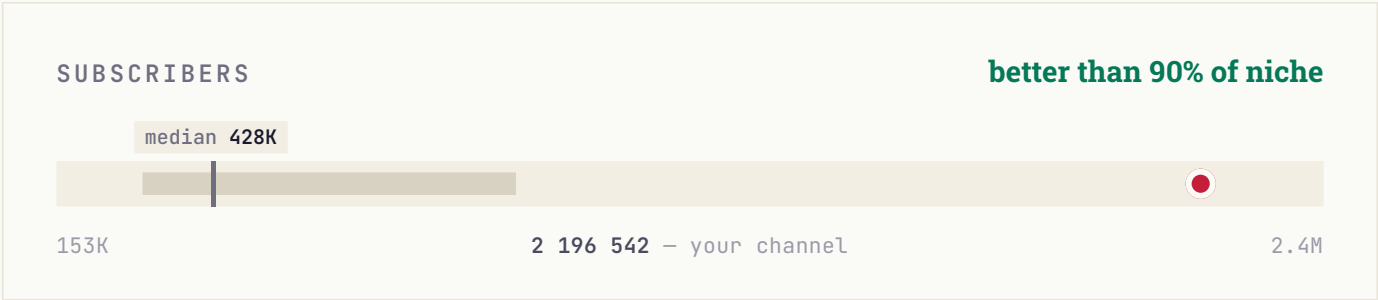
Where the channel ranks in its league

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

#1/100

RANK IN NICHE

Channel in top 1% blogs Russia



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday
Audience is most active on this day at 20:00 MSK.

EFFECT
Best time for important posts
- 02

Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT
Video retains audience better
- 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 and interactive formats
Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with nearby channels
Swap posts with same-segment channels 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 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.

01	Launch ads in Telegram	https://panel.promptpress.com/register
----	-------------------------------	---

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