

PROMTPRESS PUBLIC REPORT

Channel audit

EGOR MATIKOVICH



@mat_stethem

Link to my OGE prep course: <https://egormatikovich.ru/> Verified by RKN: <https://clck.ru/3Jd3fw> - My name is EGOR MATIKOVICH - I'm a math tutor - All students passed OGE with...

SUBS

49 312

-10237 per month

ERR (% SEE POSTS)

26.0%

in 24 hrs 10.8%

REACH/POST

11.1K

ad reach 5.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 49 312 —	 SUB REACH 22.46% avg % subs see post	 VIEWS/POST 11.1K median 12.2K · 29 days	 POSTS/WK 17.8 for the period
 7D TREND -14.9% vs previous week	 REACTIONS/POST 386.0 total 28,949 reactions, 850 reposts, 2,904 comments	 POST LENGTH 50 chars median 34 · 29 days	 POSTS ANALYZED 75 29 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH -10237 for the last month	 CITATION RATE 0 citation index · 9 channels mentioned all time	 CHANNEL AGE 2 years 6 months created 09.01.2024

AI EDITOR SUMMARY

Channel «EGOR MATIKOVICH» — 49 312 subs. Each post averages 11.1K people (22% of subs), average reach — room to grow. Publishes 18 posts per week (~3/day) — regular pace. For week Jul 6–12 reach dropped -14.9% by week Jun 29 – Jul 5 — worth analyzing causes.

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 75 posts over 29 days.
- 02 Dominant format — Text (34/75 posts).
- 03 Avg post length — 50 chars (median 34).
- 04 Peak audience activity — Sunday, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (16.9K avg for top vs 8.4K for worst) — among 75 posts in 29 days. Worth analyzing what the top has in common — topic, format, time.

TOP 5 POSTS

Nº1 28.06 · 13:39 PHOTO (post without caption — photo)	VIEWS 17 289 REPOSTS 10	REACTIONS 453 ER 35.1%
Nº2 29.06 · 17:41 PHOTO I refueled!!!!!!!!!!!!!!!!!!!!	VIEWS 17 129 REPOSTS 9	REACTIONS 1 103 ER 34.7%
Nº3 28.06 · 10:42 PHOTO Today is a blogger's birthday, you know him) Thank you all for trust, kind words, jokes, memes - for...	VIEWS 16 266 REPOSTS 20	REACTIONS 931 ER 33.0%

Nº4 23.06 • 08:59 PHOTO SOS CLASS REGISTRATION REGISTER FOR 2026-2027 ACADEMIC YEAR VIA LINK OR BUTTON BELOW. 👉 REGISTER WITH MATIKOVICH	VIEWS 15 991 REACTIONS 109 REPOSTS 14 ER 32.4%
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Nº5 21.06 • 11:25 PHOTO What a DIY!!!	VIEWS 15 929 REACTIONS 541 REPOSTS 4 ER 32.3%
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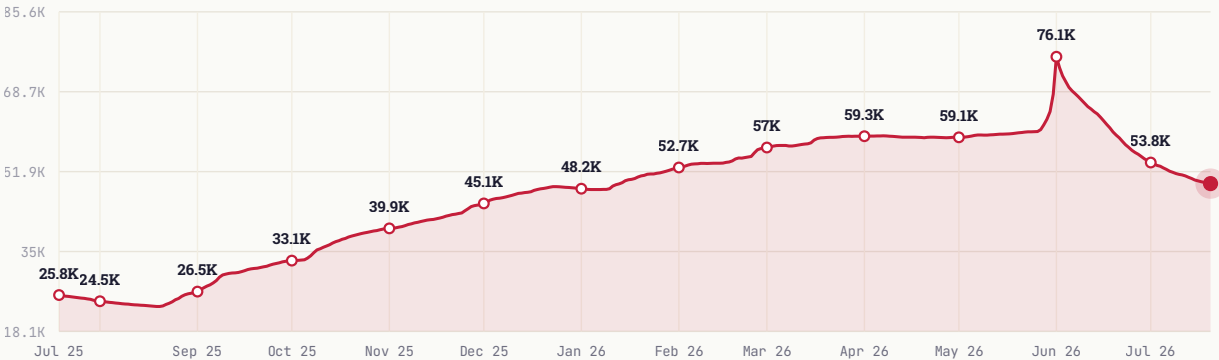
WORST 3

↓ 15.07 • 12:25 POLL Vote in poll	VIEWS 8 849 REACTIONS 95 REPOSTS 5 ER 17.9%
↓ 13.07 • 09:35 POLL (post without caption – poll)	VIEWS 8 509 REACTIONS 85 REPOSTS 3 ER 17.3%
↓ 16.07 • 13:38 TEXT WHY MESSI WILL FAIL THE OGE?! Here's why: https://vt.tiktok.com/ZSXUaceo7/	VIEWS 7 976 REACTIONS 108 REPOSTS 5 ER 16.2%

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 subscribers.

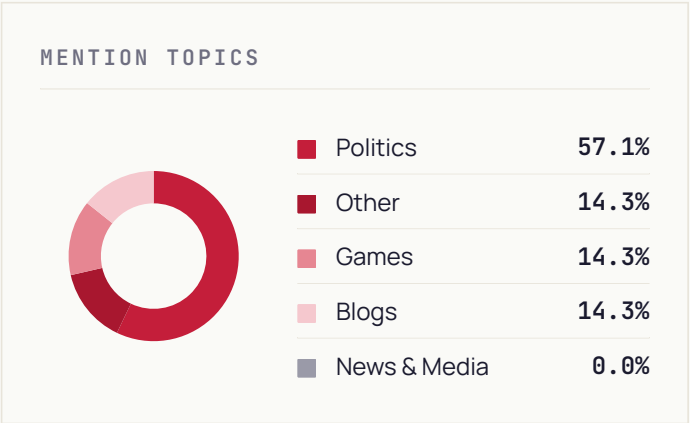
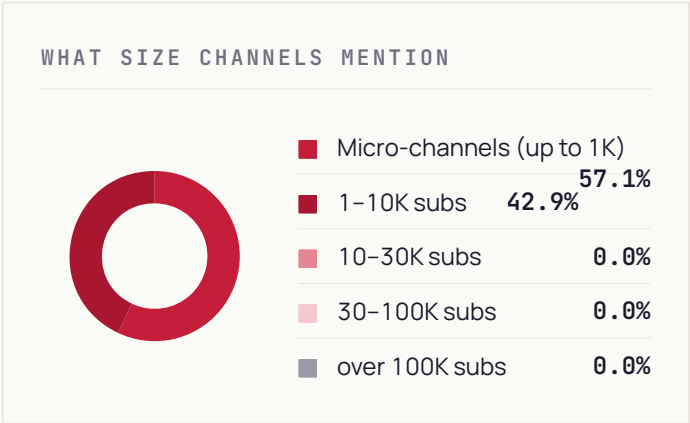
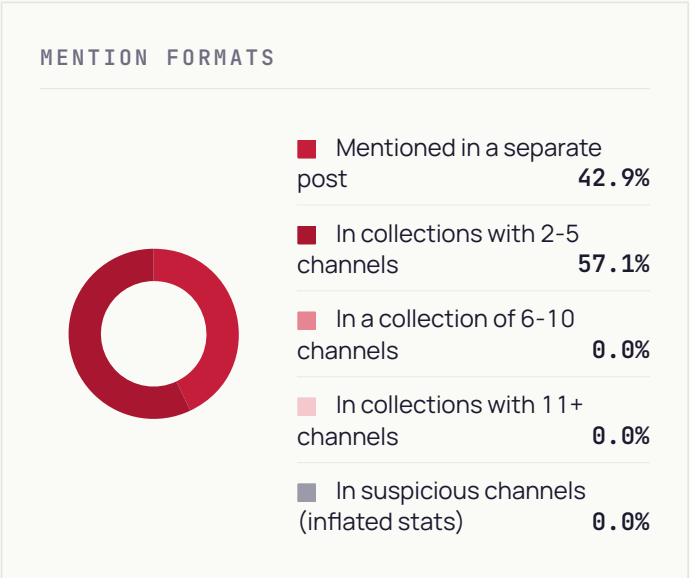
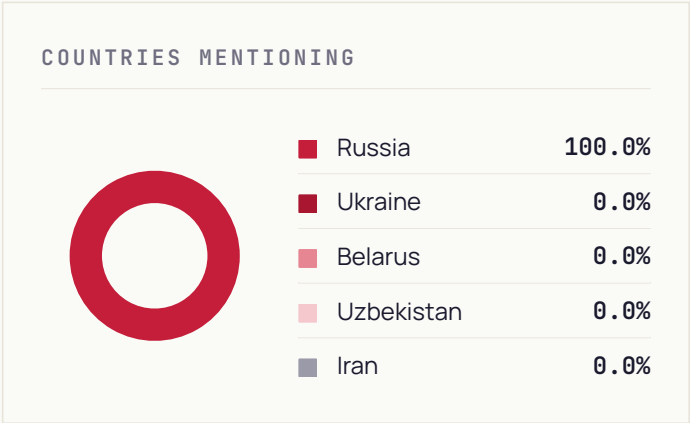


START OF PERIOD	NOW	NET GROWTH
25 792	49 321	+23 529

SECTION 04 · MENTIONS

Who and how mentions the channel

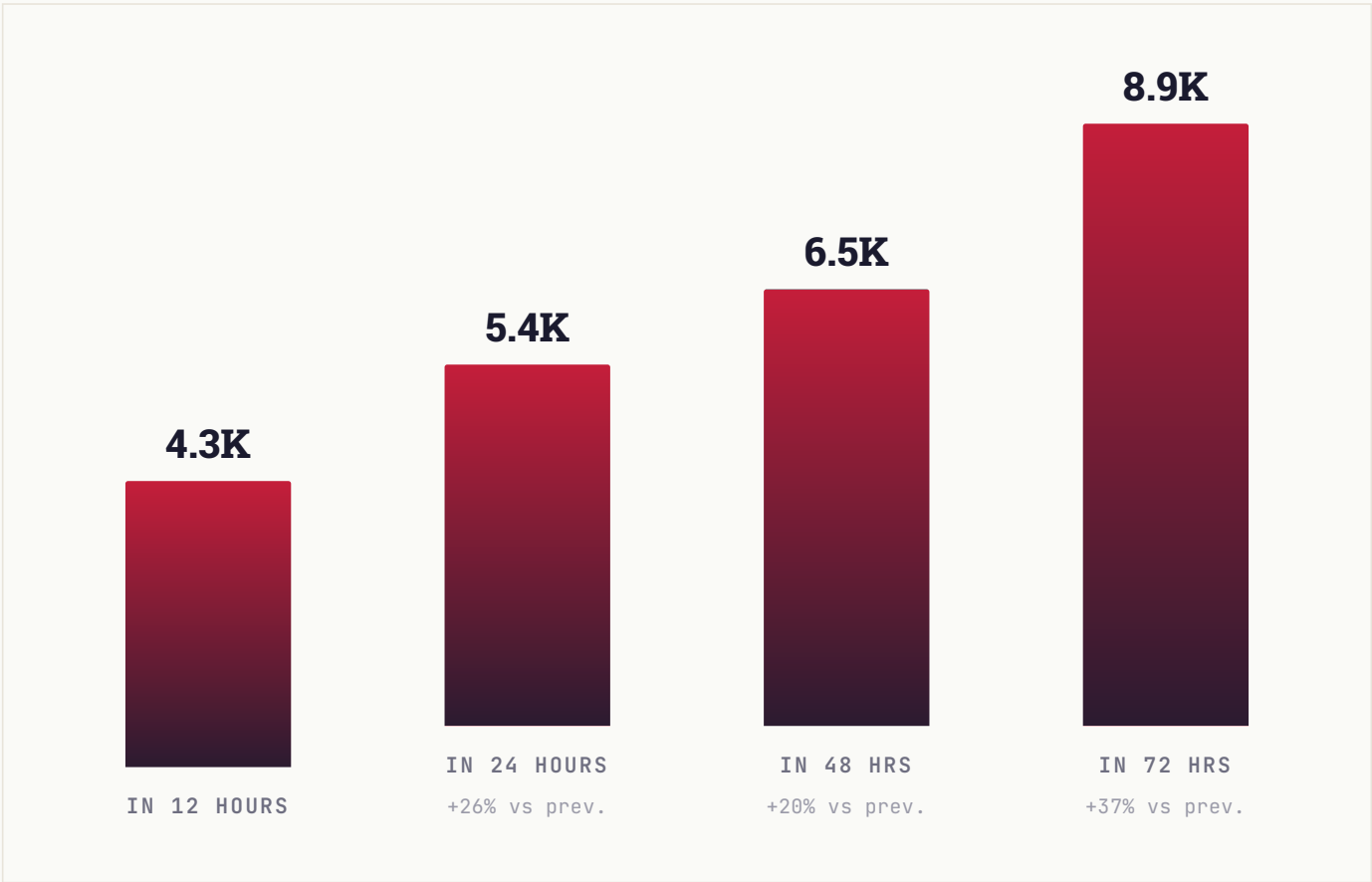
Citation index 0 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions: 9 different channels.



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. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBS
نا نیمار ابن الانبار	4.6M
MB Maths By Gagan Pratap	2.3M
اد اخبار درسی فوری	1.6M
Rojgar with Ankit™ 🏆	1.3M
شك شام كاش	1.1M
شم شبكة ملازمنا	1.1M
سن سوالات نهایی	1M
MA Mathematician Andrey	997.6K
UC Utkarsh Classes	992.9K
يد ي دانش آموز	983.4K
EM EGOR MATIKOVICH YOU	49.3K

COMPARATIVE INSIGHT

Channel is not yet outside top 100 niche — early growth stage. Niche leader — نیمار ابن الانبار (4.6M), top-100 median: 420.2K. 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 **0**, they brought **29 732** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	4 445
December 2025	0	0	3 799
Nov 2025	0	0	5 065
Oct 2025	0	0	6 795
Sep 2025	0	0	6 662
August 2025	0	0	2 966

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	29 732

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Education» (Russia) and compared your channel. 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 this report in a month.

01**Main post of the week — on Sunday**

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post****02****System 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****03****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 lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same niche.
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 — what we can do in a few minutes based on public data. Want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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