

PUBLIC REPORT BY PROMTPRESS

Channel audit

Masha Math

from EGELAND



@matematichka_el

Free exam prep from math teacher at EGE LAND & expert I'll explain math so you score 80+ ❤️ EGE 2k27 prep 👉 @masha_el1

SUBSCRIBERS

65 698

-10294 per month

ERR (% SEE POSTS)

12.0%

per day 4.5%

REACH/POST

7.3K

ad reach 3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows period.

 SUBSCRIBERS 65 698 —	 SUBSCRIBER REACH 11.16% avg % subs see post	 VIEWS/POST 7.3K median 5.8K · 29 days	 POSTS/WEEK 28.8 for period
 7D TREND -34.3% vs previous week	 REACTIONS/POST 89.8 total 11,049 reactions, 3,067 reposts, 1,379 comments	 POST LENGTH 364 chars median 295 · 29 days	 POSTS ANALYZED 123 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH -10294 last month	 CITATION RATE 359 citation index · 3,405 channels mentioned all time	 CHANNEL AGE 3 years 3 months created 15.04.2023

AI EDITOR SUMMARY

Channel «Masha Math from EGELAND» — 65 698 subs. Each post avg views 7.3K people (11% of subs), reach low — should expand audience. Publishes 29 posts/week (~4/day) — active posting. Week Jun 29 – Jul 5 reach dropped -34.3% 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 **123** posts over 29 days.
- 02 Dominant format: **Photo** (56/123 posts).
- 03 Avg post length — **364** chars (median 295).
- 04 Peak audience activity — **Thu, 21:00 MSK**.
- 05 Top posts get **4x** more views than the weakest (15.1K avg top vs 3.8K worst) — among 123 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 18:59 PHOTO PROFILE RESULTS ARE COMING!!!! Waiting for RCIA to finally wake up, and here are my top 3 thoughts you should remember...	VIEWS 15 447 REP. 257	REACTIONS 308 ER 23.5%
Nº2 16.06 · 09:38 PHOTO INSTRUCTIONS: WHAT TO DO IF REZS COME? I know your heart will race, but keep cool. No...	VIEWS 15 179 REP. 209	REACTIONS 150 ER 23.1%
Nº3 18.06 · 20:30 PHOTO MASHAAAA, I'M SHOCKED!! Got my result!!! 😭😭😭 Started with 17 points, lol, then grew slowly. First I...	VIEWS 14 560 REP. 19	REACTIONS 155 ER 22.2%

Nº4 16.06 • 12:09 **PHOTO**

Check?

VIEWS

14 117

REP.

7

REACTIONS

344

ER

21.5%

Nº5 17.06 • 09:06 **PHOTO**

I'm an expert and I know the 2027 Unified State Exam stats.
Chatted with you in the comments about Russian, and now I'm
addressing the class of 2027 —...

VIEWS

13 836

REP.

106

REACTIONS

118

ER

21.1%

WORST 3



05.07 • 08:29 **PHOTO**

Another expert tip... To make Russian your safety net, learn
from the best. My favorite...

VIEWS

3 993

REP.

11

REACTIONS

20

ER

6.1%



05.07 • 09:04 **VIDEO**

FIRST LESSON LEAK OF SUMMER SCHOOL
We've started,
waiting a few minutes and we're off 📺 Watch on VK 📺 ...

VIEWS

3 655

REP.

19

REACTIONS

25

ER

5.6%



06.07 • 09:09 **TEXT**

Actually, there's another formula I want to show you today...

VIEWS

3 624

REP.

—

REACTIONS

49

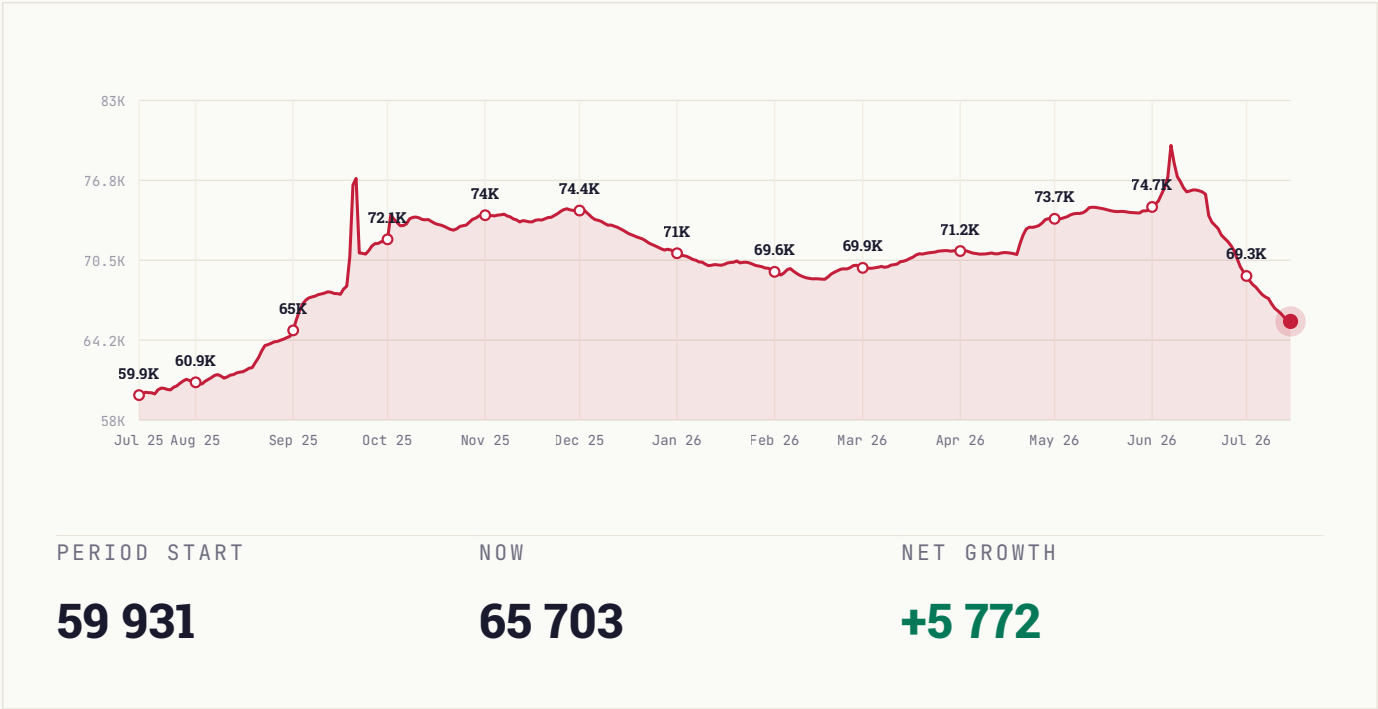
ER

5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How channel grew over the year

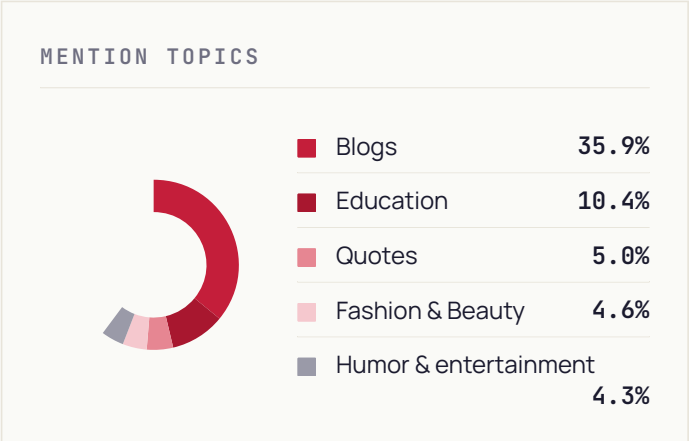
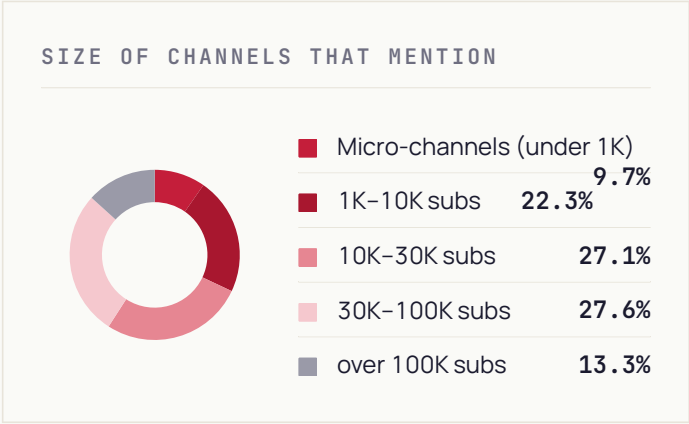
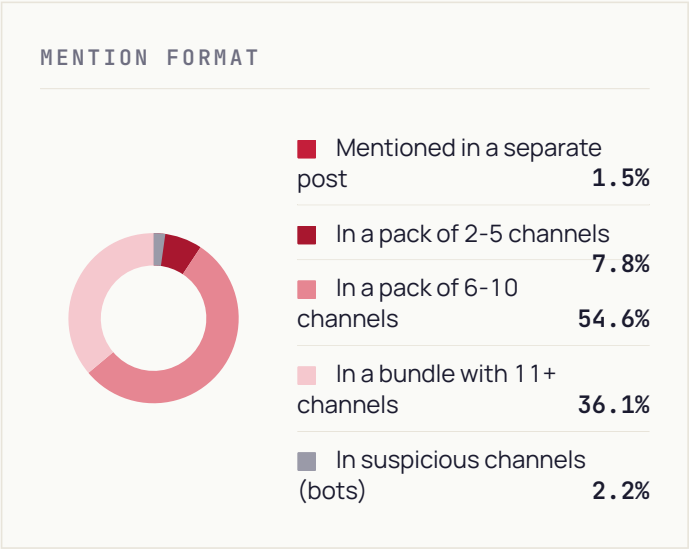
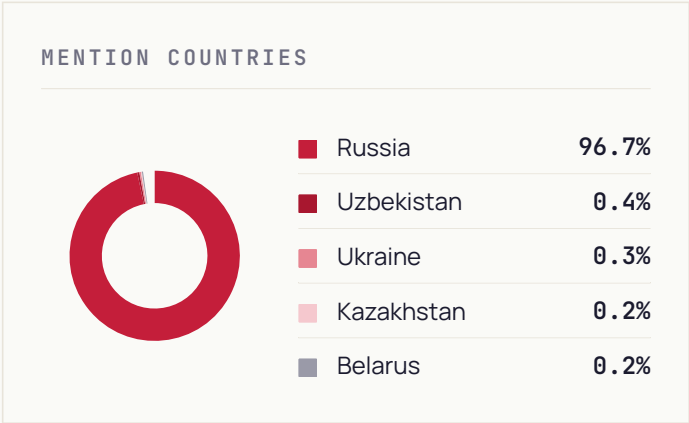
Yearly subscriber growth chart. Key months show exact subs. See gains and losses.



SECTION 04 · CITATIONS

Who & how mentions channel

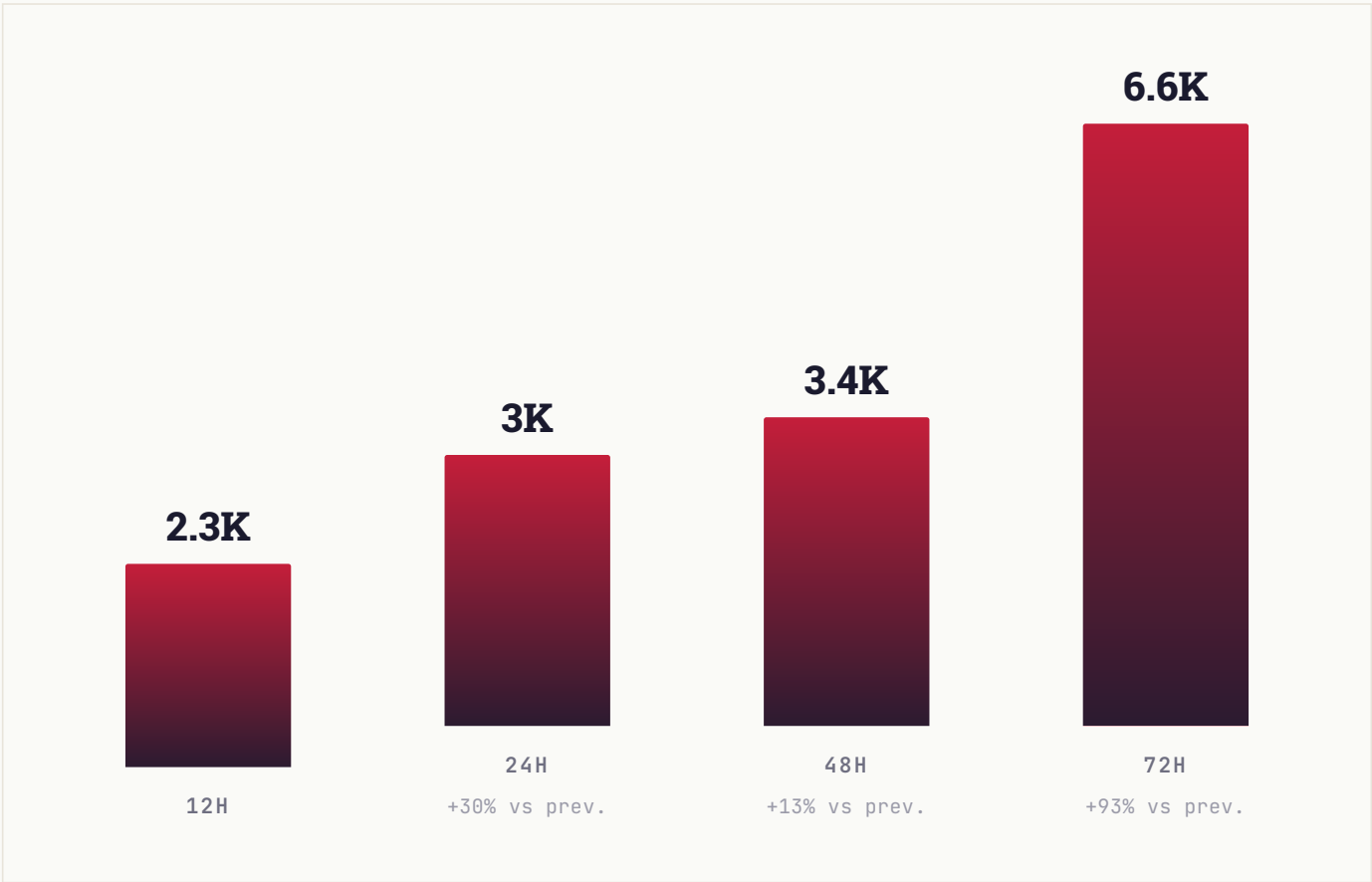
Citation index **359** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **3 405** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an 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 & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umskul Territory of Russian Language	297.1K
EH Excel Hacks Бухгалтерия и Аналитика	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
MM Masha Math from EGELAND YOU	65.7K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#70 of 99). Niche median — 78.8K subs. First growth KPI — reach median. Leader: Mathematician Andrey (1M).

SECTION 07 · MENTION DYNAMICS

How often channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **191**, they brought **23 580** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	479
December 2025	2	2	228
November 2025	9	7	1 337
October 2025	3	1	3 956
September 2025	81	75	13 570
August 2025	96	92	4 010

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
191	6	23 580

SECTION 08 • NICHE COMPARISON

Where channel ranks 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.

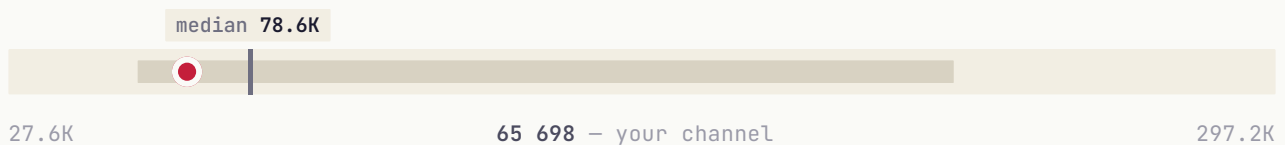
#70 /100

POSITION IN NICHE

Channel in bottom half of ranking

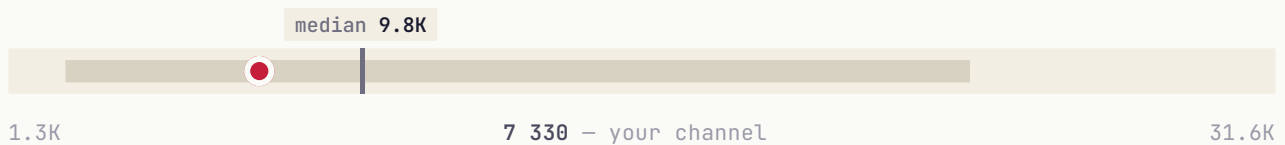
SUBSCRIBERS

16% below median



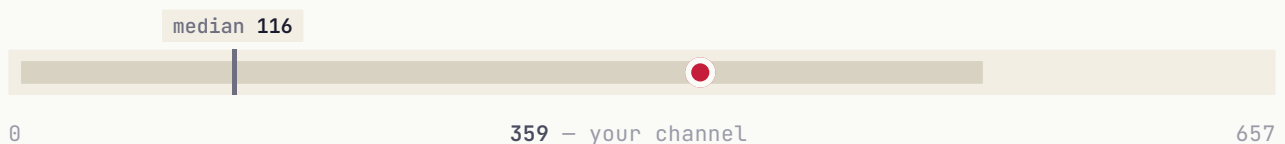
AVG REACH / POST

worse than median by 25%



CITATION INDEX

better than 74% of niche



— 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**Best post day: Thursday**

Audience most active on this day at 21:00 MSK.

EFFECT

**Best window
for important
post****02****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****03****Test polls and interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

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

Exchange posts with channels in the same segment once a quarter. No need to do it 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes using 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
