

— PUBLIC REPORT PROMTPRESS

Channel audit

MAX agency / Ilya Lightner



@max_kanalchik

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Designed VkusVill from Izbenka, the first Samokat, Pyaterochka,
Raiffeisenbank, Lukoil, Lenta, Vinlab, Skladno, Skyeng

SUBSCRIBERS

14 562

-130 per month

ERR (% SEE POSTS)

16.0%

per day 6.8%

REACH/POST

2.2K

ad reach 995/24h

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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 14 562 —	 SUBSCRIBER REACH 15.12% avg % subs see post	 VIEWS/POST 2.2K median 2.3K · 26 days	 POSTS/WEEK 3.4 for the period
 7D TREND -5.2% vs prev. week	 REACTIONS/POST 64.4 total 837 reactions, 260 reposts, 53 comments	 POST LENGTH 632 chars median 808 · 26 days	 POSTS ANALYZED 13 26 days
 AD REACH 995 24h avg	 CHURN / MONTH -130 for the last month	 CITATION RATE 137 citation index · 365 channels mentioned over all time	 CHANNEL AGE 7 years 10 months created 15.09.2018

AI EDITOR SUMMARY

Channel «MAX agency / Ilya Lightner» — 14 562 subs. Each post averages 2.2K people (15% from subs), this is average reach — room to grow. Publishes 3 posts per week (~0 per day) — rare publications. For the week of July 6–12, reach dropped by -5.2% by the week of June 29 – July 5 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 13 posts over 26 days.
- 02 Dominant format — Photo (7/13 posts).
- 03 Avg post length — 632 characters (median 808).
- 04 Audience peak activity — Thursday, 15:00 MSK.
- 05 Top posts get 1x more views than the weakest (2.8K avg for top vs 2K for worst) — among 13 posts over 26 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

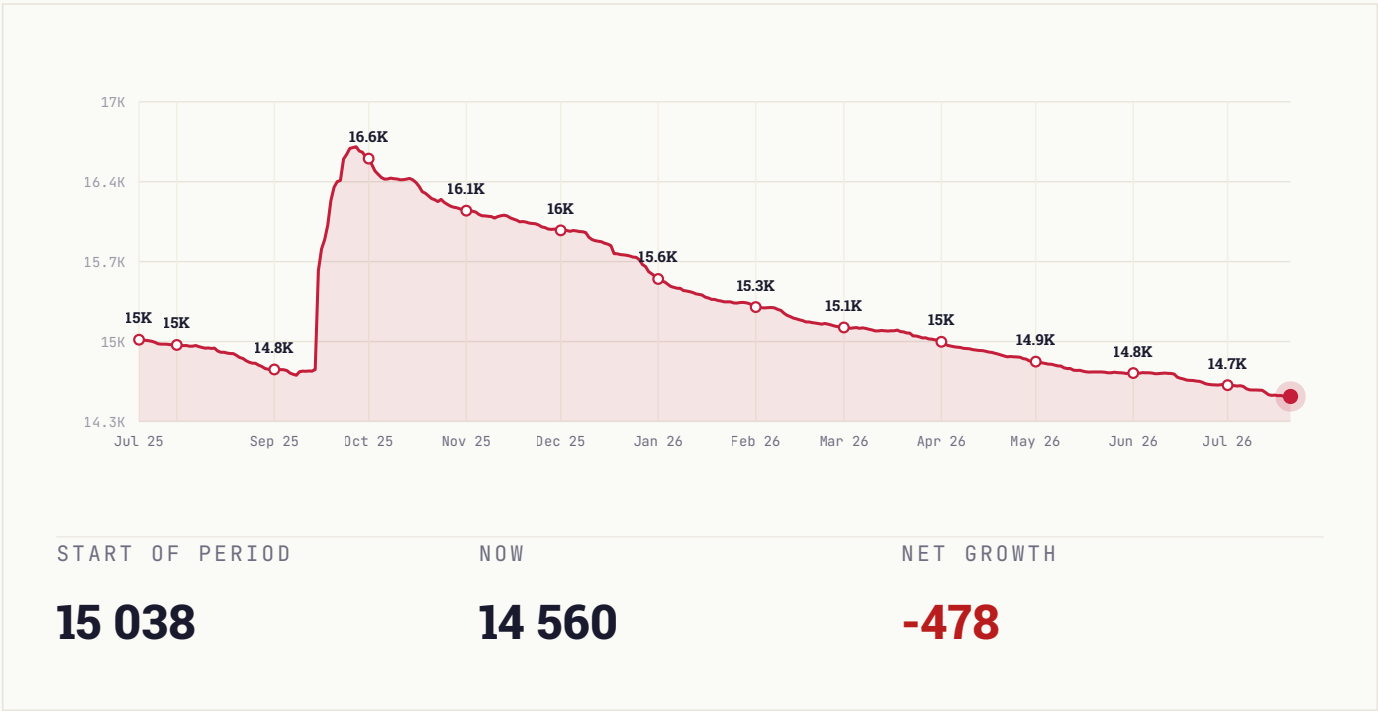
Nº1 25.06 · 12:27 PHOTO We're hiring designers and project managers The studio is growing, projects have multiplied, and we need reinforcements For example, we recently...	VIEWS 3 180 REPOSTS 91	REACTIONS 110 ER 21.8%
Nº2 23.06 · 18:01 TEXT Okay, I give up I'm a mega unsystematic person I can come up with ideas, I can hype-perform, I can make big leaps. But maintaining something...	VIEWS 2 689 REPOSTS 14	REACTIONS 54 ER 18.5%
Nº3 03.07 · 14:58 TEXT Culture of suffering Besides the agency, I also do mentoring. And almost every aspiring entrepreneur has the same problem. They...	VIEWS 2 555 REPOSTS 23	REACTIONS 72 ER 17.5%

Nº4 01.07 • 07:56 TEXT ★ The most expensive mistake — taking a client at their word I've already written that research without context is almost useless. If not...	VIEWS 2 471 REPOSTS 19 REACTIONS 49 ER 17.0%
Nº5 02.07 • 09:35 PHOTO ☺ Remember I was looking for a superhero for our TG? Meet Katya, she's great. She'll help me structure thoughts and do...	VIEWS 2 418 REPOSTS 4 REACTIONS 146 ER 16.6%
WORST 3	
↓ 06.07 • 14:31 VIDEO (post without caption — video)	VIEWS 2 195 REPOSTS 10 REACTIONS 60 ER 15.1%
↓ 13.07 • 15:11 PHOTO About Max Avdeev and Helper Guys, need to clarify something because I'm getting tons of messages There's a project called Helper. Our studio and...	VIEWS 1 954 REPOSTS 43 REACTIONS 58 ER 13.4%
↓ 14.07 • 13:01 PHOTO Meet our Head of delivery, Vlada ☺ Vlada has been running our project factory for almost a year — from art directors and project managers to...	VIEWS 1 887 REPOSTS 9 REACTIONS 69 ER 13.0%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

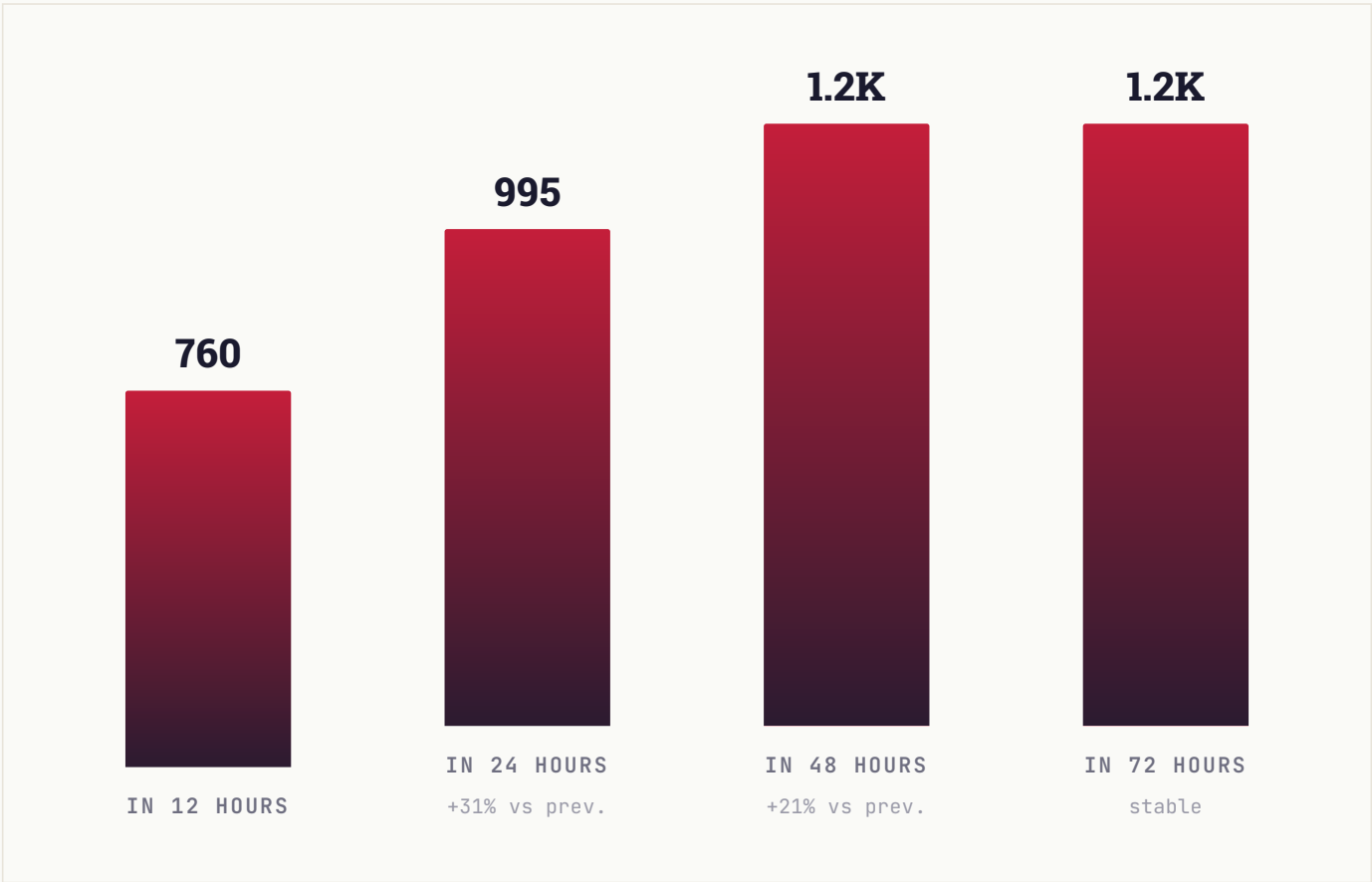
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. We highlighted your channel — you can see its place among niche peers.

CHANNEL	SUBSCRIBERS
آقای تحلیلگر	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخبار فوری خبر فوری جنگ امریکا بندرعباس	3.7M
Sharif شریف	2.8M
Trade Watcher	2.5M
قیمت لحظه ای دلار طلا خودرو	2M
KING EL GOLD 🏆	1.8M
The Economist	1.3M
Topor. Economy.	1.2M
QUBTAN EL GOLD	1.1M
MAX agency / Ilya Lightner	14.6K

COMPARATIVE CONCLUSION

Channel is still outside top-98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 349.1K. First goal — enter top-98 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **205**, they brought **2 025** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	3	2	6
December 2025	5	4	9
November 2025	14	14	30
October 2025	4	3	39
September 2025	173	4	1 931
August 2025	6	4	10

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
205	6	2 025

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 3.4 posts/week. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Thursday
Audience most active on this day at 15:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video in Telegram holds audience longer and is algorithm-friendly. Aim for 15-25% share. | EFFECT
Video better retains audience |
| 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 boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ 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 with 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
