

PUBLIC REPORT PROMTPRESS

Channel audit

Chirkov Maxim



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Entrepreneur, investor, blogger. Co-founder of «Traffic Formula» with 900 branches in 24 countries Registered in RKN: <https://gosuslugi.ru/snet/67dd6961f721e74ecd4de4dd>

SUBSCRIBERS

52 926

-2152 per month

ERR (% SEE POSTS)

6.0%

per day 2.6%

REACH/POST

2.9K

ad reach 1.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who mentions the channel and how

05 Ad potential

How long a post brings 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 shows the period.

 SUBSCRIBERS 52 926 —	 SUBSCRIBER REACH 5.43% avg % subs see post	 VIEWS/POST 2.9K median 2.9K · 21 days	 POSTS/WEEK 8.0 for the period
 7D TREND -18.5% vs previous week	 REACTIONS/POST 111.0 only 2,775 reactions, 330 reposts, 260 comments	 POST LENGTH 633 chars median 881 · 21 days	 POSTS ANALYZED 25 21 days
 AD REACH 1.4K avg over 24h	 CHURN / MONTH -2152 last month	 QUOTABILITY 1 445 citation index · 1,561 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 18.05.2020

AI EDITOR SUMMARY

Channel «Chirkov Maxim» — 52 926 subs. Each post avg views 2.9K people (5% from subs), reach is low — expand audience. Publishes 8 posts per week (~1/day) — consistent. Week Jun 29–Jul 5 reach dropped -18.5% by week Jun 22–28 — analyze 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 TOP POSTS SHARE

- 01 Analysis based on 25 posts in 21 days.
- 02 Dominant format — Text (16/25 posts).
- 03 Avg post length — 633 chars (median 881).
- 04 Peak audience activity — Tue, 14:00 MSK.
- 05 Top posts get 2x more views than the weakest (3.5K avg top vs 1.9K worst) — among 25 posts in 21 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 11:38 VIDEO Legend on sale!!! I've been driving a Rolls-Royce for 7 years now. The first one, as you remember, was burned 4 years ago, and I immediately bought a second one - here...	VIEWS 3 524 REPOSTS 11	REACTIONS 58 ER 6.7%
Nº2 13.06 · 09:26 TEXT Don't care if nothing works out, but you can't live without a dream. I've always been a dreamer: build my city, build an IT valley, go...	VIEWS 3 481 REPOSTS 15	REACTIONS 99 ER 6.6%
Nº3 15.06 · 12:51 PHOTO About 1000 days I'll spend with my kids. Evening, dead tired, rough day, lying on the couch scrolling reels, and Kosmos (younger son)...	VIEWS 3 455 REPOSTS 25	REACTIONS 186 ER 6.5%

Nº4 19.06 • 09:19 PHOTO Saved his son's life. Oscar was 4 then, we were playing, goofing around, I told him - I'll be right back, play with the toy car, I had to...	VIEWS 3 422 REPOSTS 11 REACTIONS 178 ER 6.5%
Nº5 12.06 • 08:36 TEXT I swear guys - there's nothing better than Russia Been to 67 countries and everywhere is sh!t Let's be honest: In Russia it's warm, I mean warm at home...	VIEWS 3 407 REPOSTS 35 REACTIONS 273 ER 6.4%

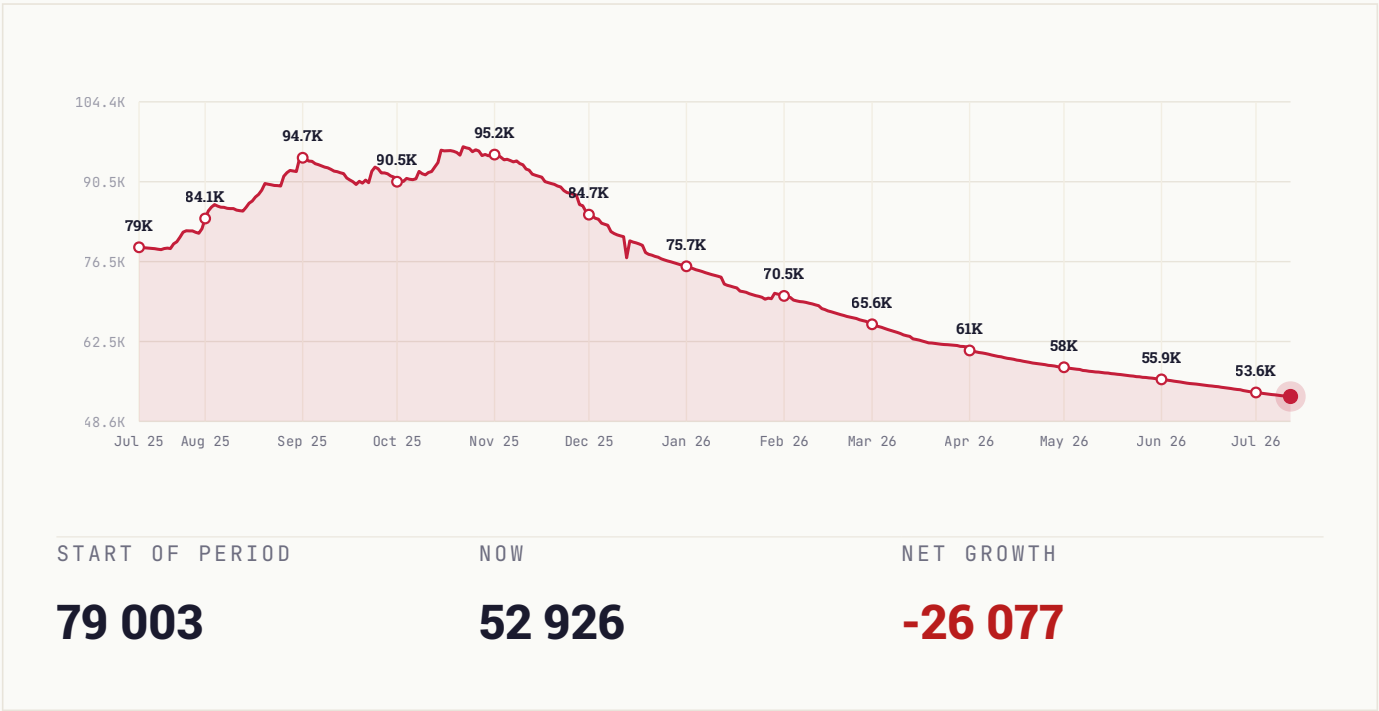
WORST 3

↓ 03.07 • 11:06 VIDEO Do you think this is an artificial fuel shortage? Or is it real?	VIEWS 1 978 REPOSTS 8 REACTIONS 18 ER 3.7%
↓ 03.07 • 11:55 TEXT Soon we'll all be happy that gas shortage is gone, buying bread 15% more expensive 😂👉 Life...	VIEWS 1 960 REPOSTS 4 REACTIONS 39 ER 3.7%
↓ 04.07 • 07:58 TEXT Never bite the hand that feeds you! I've been there myself. Someone gives you resources, opportunities, energy. Then boom, you...	VIEWS 1 702 REPOSTS 23 REACTIONS 141 ER 3.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

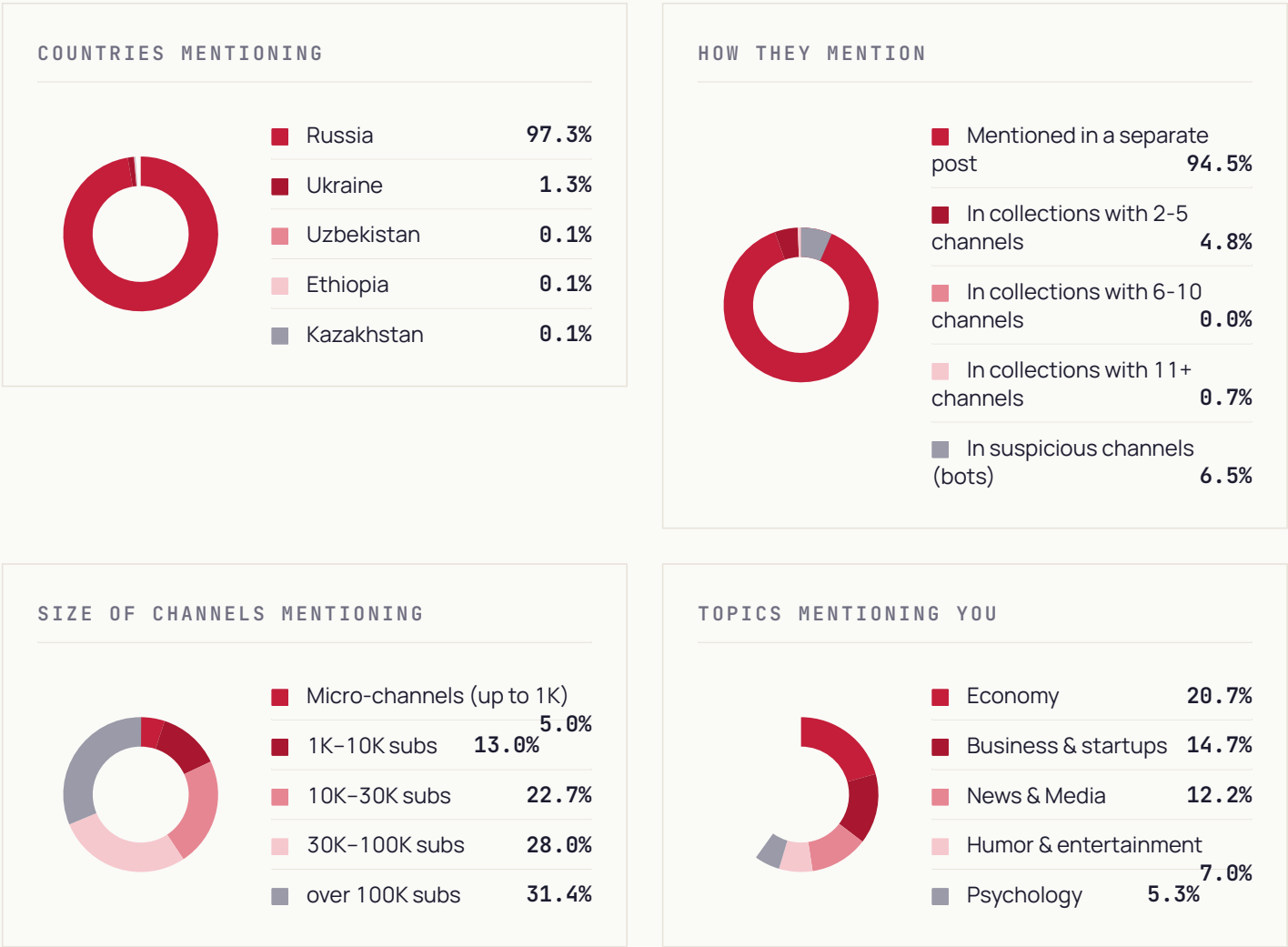
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

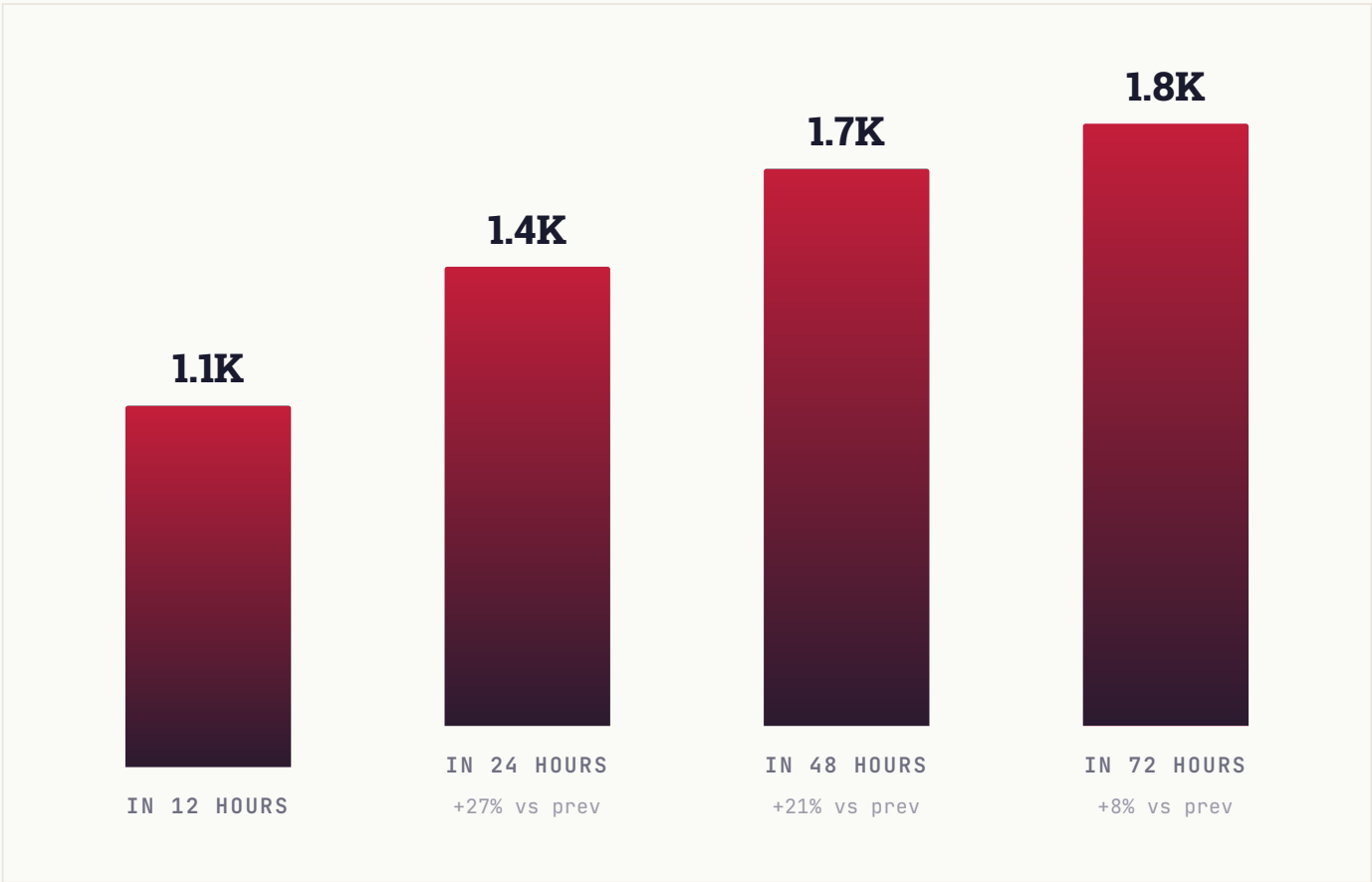
Citation index **1 445** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 561** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach 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	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody lady	1.1M
E1 EVELONE 192	1.1M
ZJ here lives broen	1.1M
PA PARADEYEVICH	1M
NOT NEVZOROV	1M
WC Chirkov Maxim YOU	52.9K

COMPARATIVE INSIGHT

Channel not yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

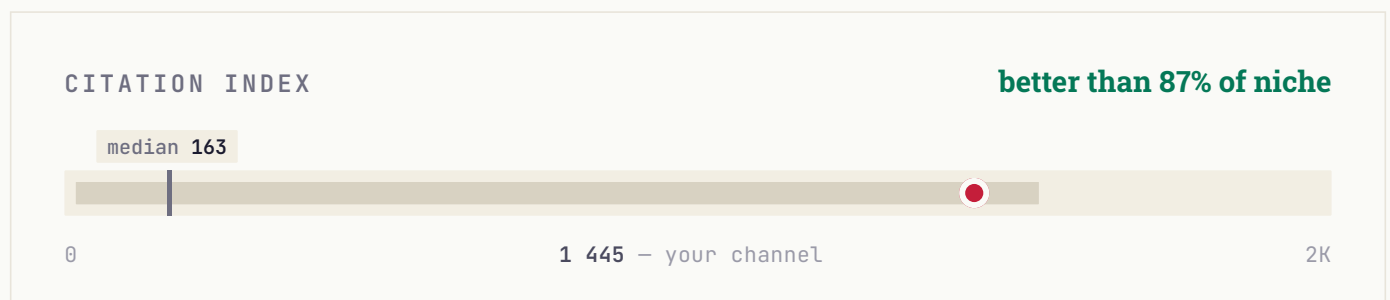
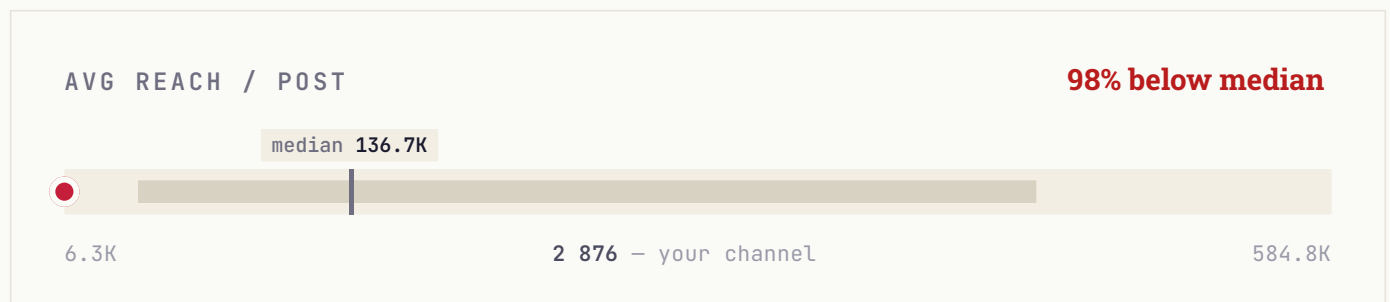
Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions occurred **333**, they brought **31 042** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	9	9	1 107
December 2025	1	1	2 949
November 2025	5	3	403
October 2025	37	37	8 563
September 2025	21	15	3 981
August 2025	260	145	14 039

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
333	6	31 042

Where the channel stands in its league

Took top-**100** channels in category "**Blogs**» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (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

Top post of the week — Tuesday

Audience is most active on this day at 14:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video posts share

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 5.43% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.1pp ER
- 04

System 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 is an 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 through us and hit your growth plan in a month.

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