

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mils Kel (Play)



@meels_kel

Blogger, playboy, Brawl Stars player, and just a soulful and stuffy person
Collaboration - meels_play@mediar.pro

SUBSCRIBERS

324 855

+4789 per month

ERR (% SEE POSTS)

57.0%

daily 16.2%

REACH/POST

172.3K

ad reach 52.5K/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 brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position 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 324 855 —	 SUBSCRIBER REACH 53.05% avg % subs see post	 VIEWS/POST 172.3K median 166.8K · 26 days	 POSTS/WEEK 2.4 for the period
 7D TREND — no data for period	 REACTIONS/POST 10125.4 total 91,129 reactions, 4,347 reposts, 17,690 comments	 POST LENGTH 199 chars median 157 · 26 days	 POSTS ANALYZED 9 26 days
 AD REACH 52.5K 24h avg	 CHURN / MONTH +4789 last month	 CITATION RATE 51 citation index · 521 channels mentioned all time	 CHANNEL AGE 5 years 8 months created 02.10.2020

AI EDITOR SUMMARY

Channel «Mils Kel (Play)» — 324 855 subs. Each post avg views 172.3K people (53% from subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts over 26 days.
- 02 Dominant format – Photo (4/9 posts).
- 03 Avg post length – 199 chars (median 157).
- 04 Peak audience activity – Monday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (251.4K avg for top vs 133.9K for worst) – among 9 posts in 26 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 18:03 PHOTO We want to have a blast this summer and leave vivid memories, so we decided to shoot tons of content for you and fulfill this...	VIEWS 341 661 REPOSTS 2 315	REACTIONS 10 915 ER 105.2%
Nº2 10.06 · 16:21 TEXT Congrats on Roblox unban Now you can finally play my game 🔒 Still waiting for it to pass 16+ rating, now waiting for Roblox to allow...	VIEWS 213 790 REPOSTS 578	REACTIONS 15 558 ER 65.8%
Nº3 01.06 · 15:30 PHOTO Happy summer everyone ✨	VIEWS 198 635 REPOSTS 203	REACTIONS 14 926 ER 61.1%

№4 01.06 • 13:00 TEXT ☒ Giveaway Results: ☒ Winners: 1. Irun_ka 2. гелк (@geklaee) 3. златик♥ (@Zlatikrrr) 4. VIP_1307_RIP (@VIP_1307_RIP) 5. Таня...	VIEWS 180 204 REPOSTS 22 REACTIONS 4 172 ER 55.5%
№5 15.06 • 13:07 VIDEO (video post without caption)	VIEWS 166 850 REPOSTS 687 REACTIONS 16 669 ER 51.4%

WORST 3

↓ 30.05 • 05:51 PHOTO YAY Summer is coming So today there will be an important stream on Twitch. Don't miss it. I'll need your help!!!	VIEWS 155 502 REPOSTS 187 REACTIONS 13 744 ER 47.9%
↓ 30.05 • 15:01 TEXT STREAM on Twitch - https://www.twitch.tv/meelskel2	VIEWS 142 092 REPOSTS 90 REACTIONS 4 447 ER 43.7%
↓ 20.06 • 06:56 TEXT Now watching episode 9 of UCC - https://www.twitch.tv/meelskel2	VIEWS 104 248 REPOSTS 126 REACTIONS 5 531 ER 32.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

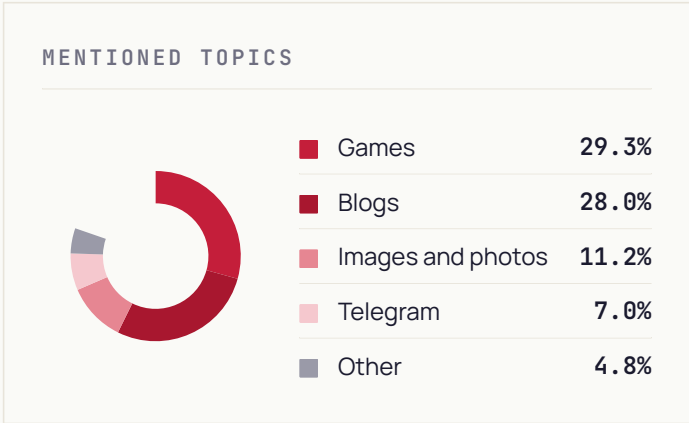
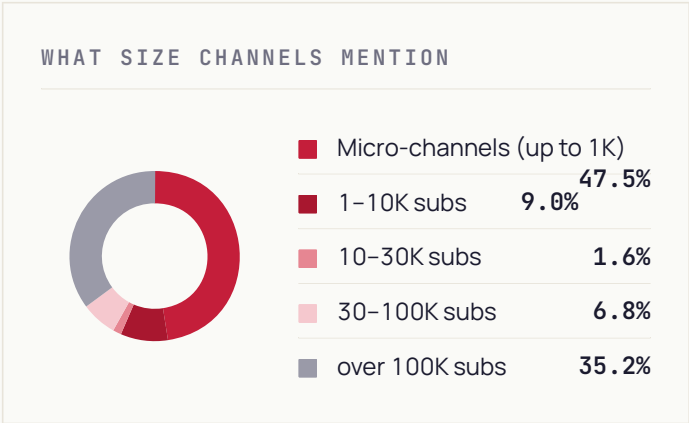
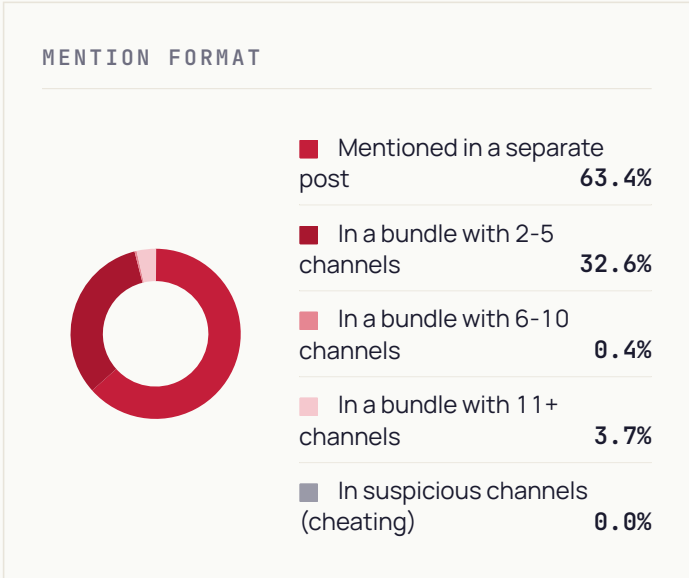
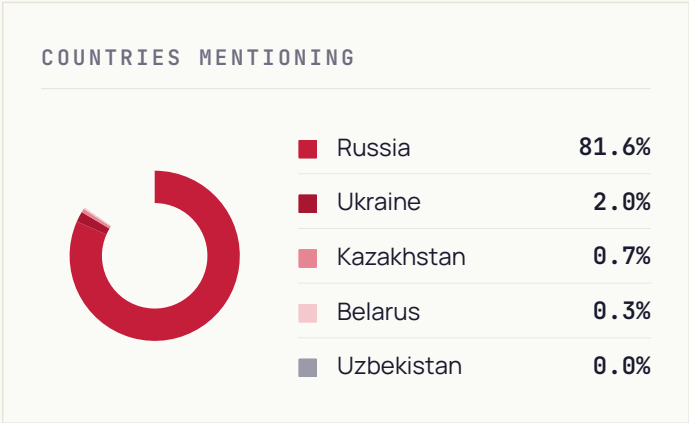
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

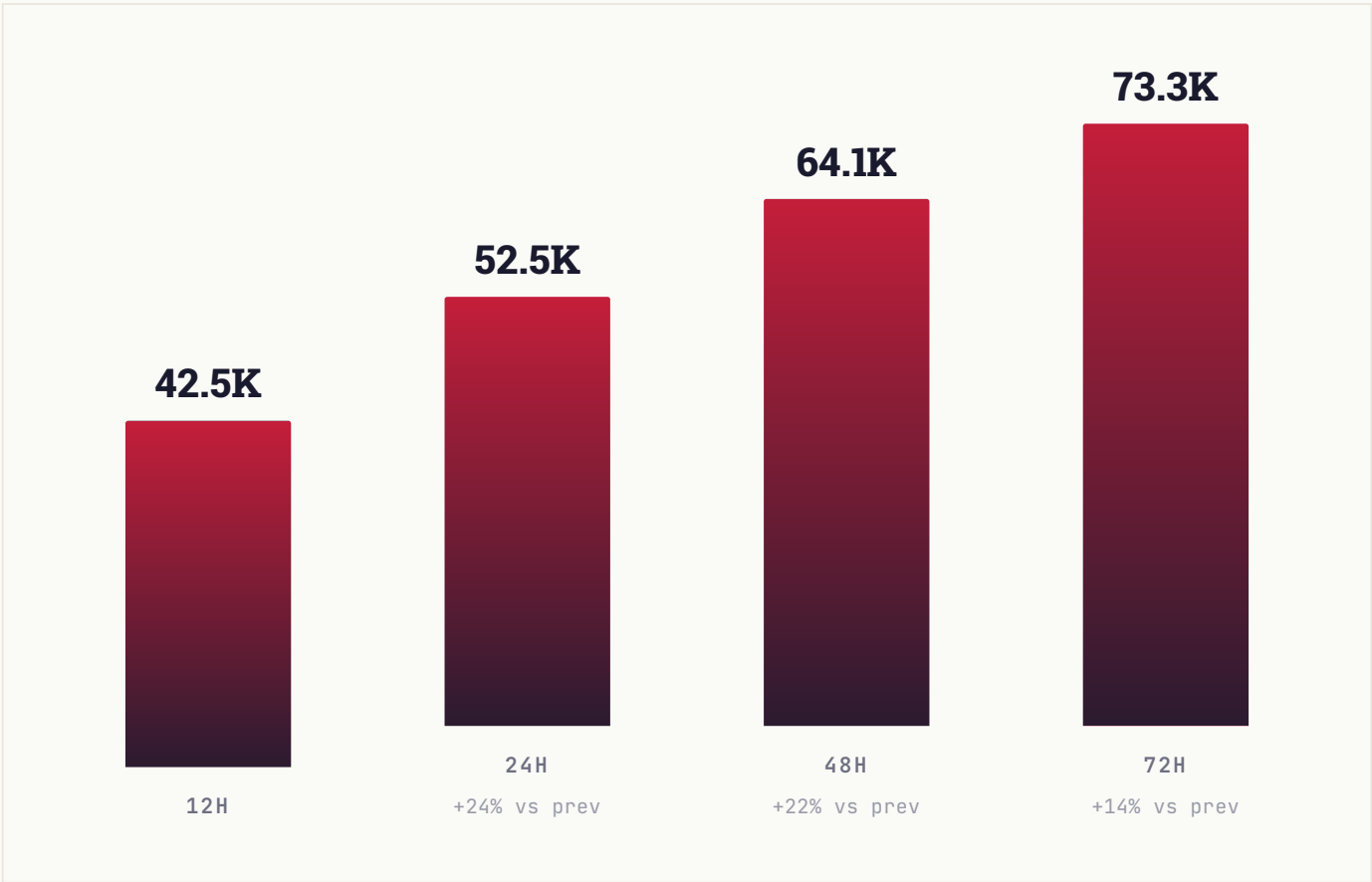
Citation index **51** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **521** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publish. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see your niche rank.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
AZ Alexander Zubarev	1.4M
EX Exile	1.4M
B Booster	1.2M
EI EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ broen lives here	1.1M
PA PARADEYEVICH	1M
MK Mils Kel (Play) YOU	324.9K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 493.6K. First goal: enter top-100 via systematic traffic and content work.

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 **34**, they brought **11 256** new subs.

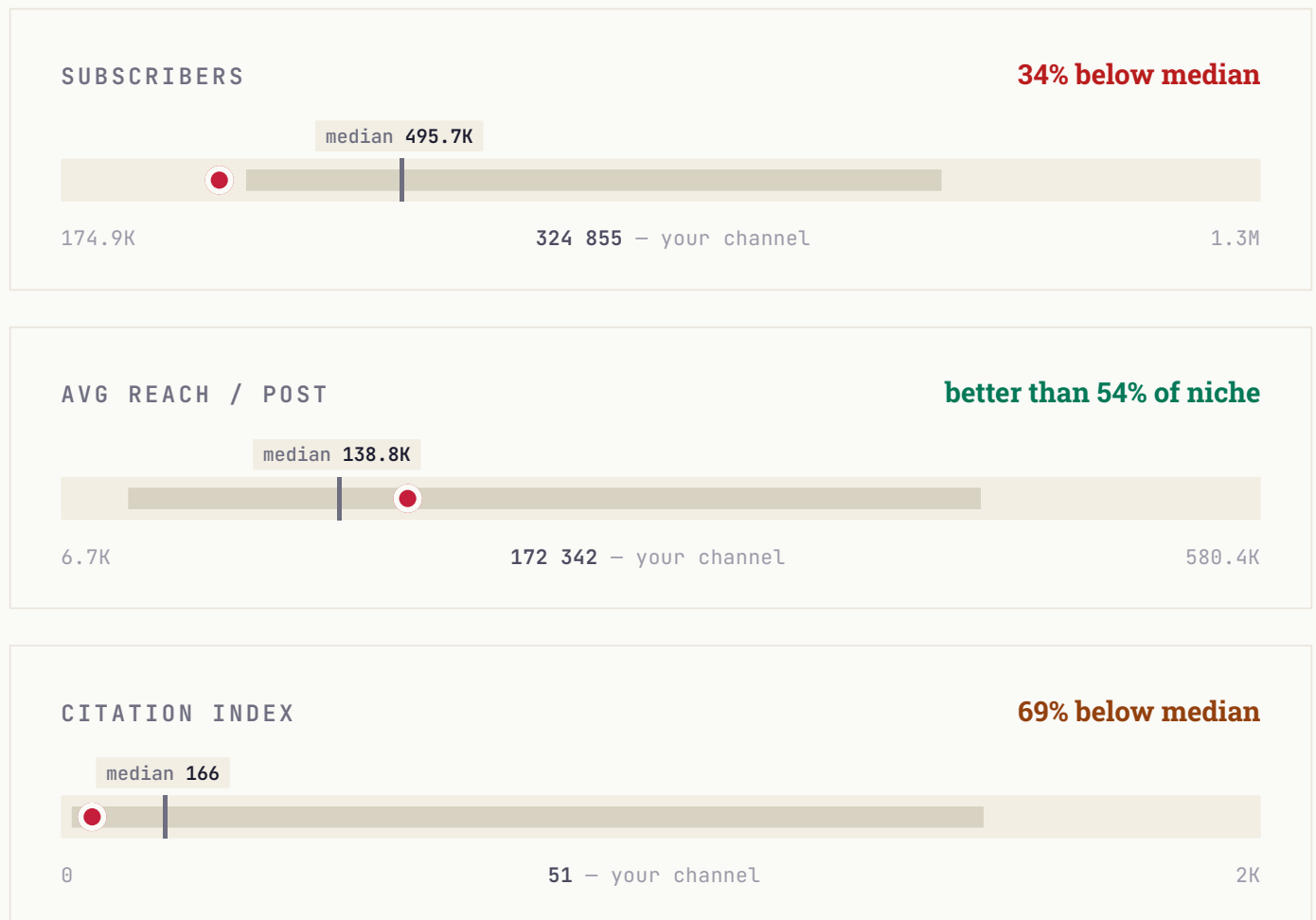
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	2	2	3 596	
November 2025	16	16	1 467	
October 2025	4	2	261	
September 2025	4	4	0	
August 2025	4	4	1 703	
July 2025	4	4	4 229	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
34	6	11 256

SECTION 08 • NICHE COMPARISON

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 | Increase posting frequency
Now 2.4 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Monday
Audience is most active on this day at 21:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing its share to 15-25%. | EFFECT
Video retains audience better |
| 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 & 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 minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager