

PROMTPRESS PUBLIC REPORT

Channel audit

Mikhail Bentsa



@mihailbentsa

Our media: https://t.me/Scaletta_Agency Channel link: <https://t.me/+nrnubBrOHVZhOTVi> All questions: @bnc_msh № 6996326965

SUBS

53 828

-899 per month

ERR (% SEE POSTS)

5.0%

per day 1.6%

REACH/POST

2.3K

ad reach 855/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 53 828 —	 SUBSCRIBER REACH 4.34% avg % of subs see post	 VIEWS/POST 2.3K median 2.5K · 19 days	 POSTS/WK 2.2 over period
 7D TREND -43.5% vs previous week	 REACTIONS/POST 35.3 total 212 reactions, 21 reposts, 37 comments	 POST LENGTH 1,000 chars median 1K · 19 days	 POSTS ANALYZED 6 19 days
 AD REACH 855 24h avg	 CHURN / MONTH -899 last month	 CITATION RATE 391 citation index · 447 channels mentioned all time	 CHANNEL AGE 3 years 1 month created 20.05.2023

AI EDITOR SUMMARY

Channel «Mikhail Bentsa» — 53 828 subs. Each post averages 2.3K people (4% from subs), reach is low — consider expanding audience. Publishes 2 posts per week (~0 per day) — rare publications. For the week of June 15–21, reach dropped by -43.5% to week Jun 8–14 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts over 19 days.
- 02 Dominant format – Text (3/6 posts).
- 03 Avg post length – 1000 chars (median 1000).
- 04 Peak audience activity – Monday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.9K avg for top vs 1.8K for worst) – among 6 posts in 19 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 13:27 TEXT Entrepreneurs & experts, a post for you. Helping close client deals) As many know, I am a partner of a procurement agency...	VIEWS 3 244 REPOSTS 3	REACTIONS 18 ER 6.0%
Nº2 05.06 · 11:08 TEXT You know what's the best ad for a traffic buyer? No ad at all ☒ One of the most common fears for beginners – 'how will I find...	VIEWS 2 955 REPOSTS 3	REACTIONS 63 ER 5.5%
Nº3 11.06 · 07:04 PHOTO Am I the only one noticing how trendy it is now to blame any screw-up and lack of money on external circumstances? Everyone just...	VIEWS 2 553 REPOSTS 3	REACTIONS 30 ER 4.7%

Nº4 12.06 · 10:20 TEXT I caught myself thinking that my life over the past couple of months has turned into some endless Groundhog Day and routine 😊 Seems like...	VIEWS 2 439 REPOSTS 4	REACTIONS 50 ER 4.5%
Nº5 17.06 · 14:22 PHOTO "So I learn your ad buying, then what? Who needs me without experience?" This fear sits in every second newbie's head. And I perfectly...	VIEWS 1 653 REPOSTS 4	REACTIONS 28 ER 3.1%

|

WORST 3

↓ 12.06 · 10:20 TEXT I caught myself thinking that my life over the past couple of months has turned into some endless Groundhog Day and routine 😊 Seems like...	VIEWS 2 439 REPOSTS 4	REACTIONS 50 ER 4.5%
↓ 17.06 · 14:22 PHOTO "So I learn your ad buying, then what? Who needs me without experience?" This fear sits in every second newbie's head. And I perfectly...	VIEWS 1 653 REPOSTS 4	REACTIONS 28 ER 3.1%
↓ 20.06 · 14:38 PHOTO As you know, I've been growing my YouTube channel for quite a while Initially following trends, I tried to make videos purely about my...	VIEWS 1 167 REPOSTS 4	REACTIONS 23 ER 2.2%

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 grew and which lost subs.

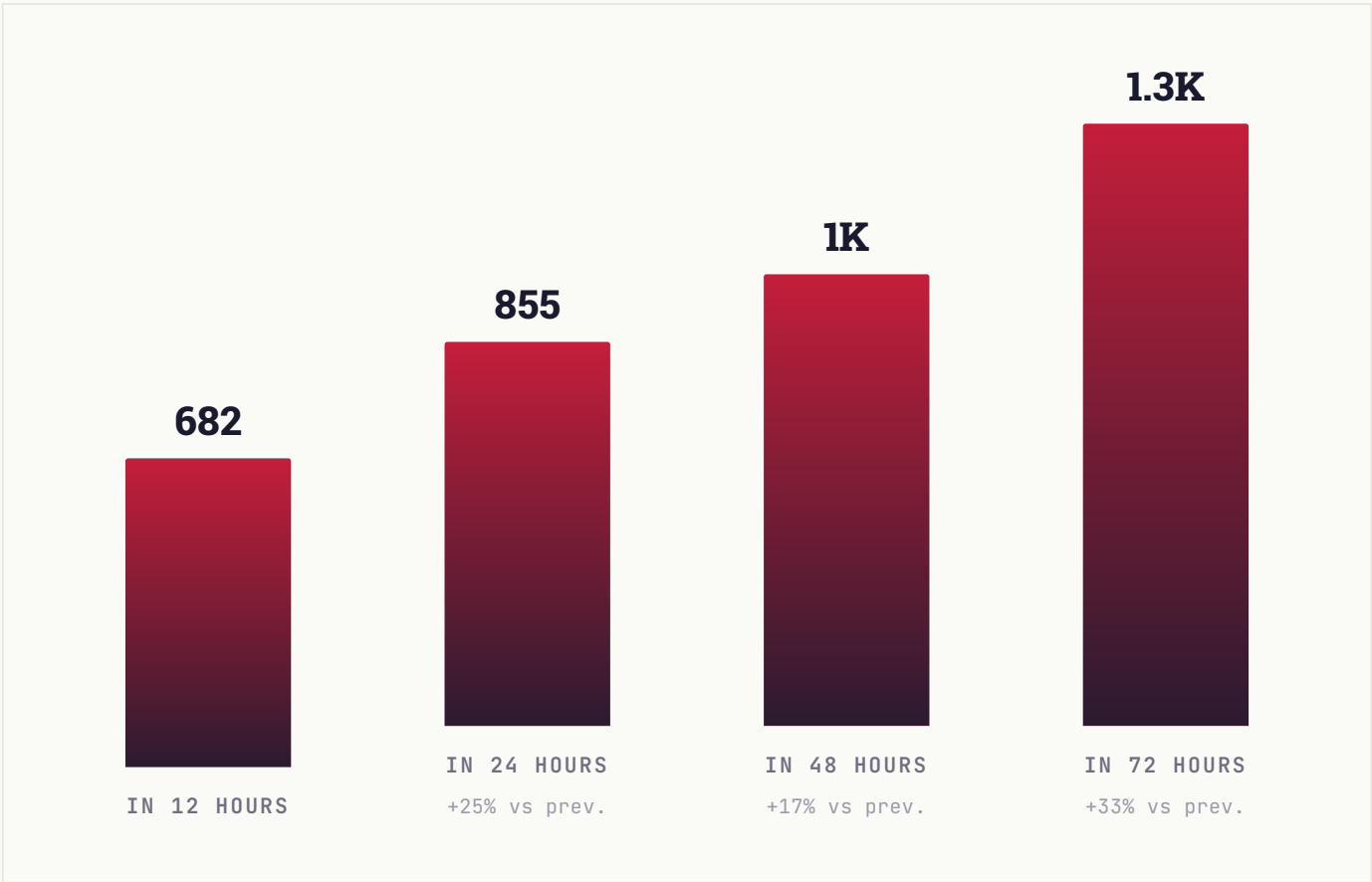


START OF PERIOD	NOW	NET GROWTH
67 067	53 828	-13 239

SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Окак	1.6M
ER Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
TB Trends by Russia	1.1M
AVG Trending today	1M
ER TV Trend or get left behind	930.8K
TR Trend watch	904.7K
MB Mikhail Bentsa YOU	53.8K

COMPARATIVE CONCLUSION

Channel yet outside top-99 niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.4K. First goal — enter top-99 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. In the last **6 months** such mentions were **1**, they brought **5 228** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	0	0	217
November 2025	0	0	0
October 2025	0	0	0
September 2025	0	0	838
August 2025	1	1	2 529
July 2025	0	0	1 644

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
1	6	5 228

— SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Marketing, PR, advertising» (Russia) and saw how your channel compares. Gray band — range for 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 ranked by expected impact. Check off & return in a month.

- | | | |
|-----------|--|--|
| 01 | Post more often
Now 2.2 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — Monday
Audience most active on this day at 16:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase video post share
Video in Telegram retains audience longer & is
algorithm-friendly. Aim for 15-25% share. | 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 poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
