

PUBLIC REPORT BY PROMTPRESS

Channel audit

Maxim Mirovich



@mirovichmedia

Official channel of Maxim Mirovich. ↗ Ads: @vikis_vikis or @politmanagertg or @glupovadmin or @politmanager

SUBSCRIBERS

103 535

-768 per month

ERR (% SEE POSTS)

44.0%

per day **36.0%**

REACH/POST

45.3K

ad reach **37.5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 103 535 —	 SUBSCRIBER REACH 43.75% avg % subs see post	 VIEWS/POST 45.3K median 45.7K · 29 days	 POSTS/WEEK 38.0 over period
 7D TREND -1.0% vs previous week	 REACTIONS/POST 1867.1 total 296,873 reactions, 45,056 reposts, 0 comments	 POST LENGTH 337 chars median 310 · 29 days	 POSTS ANALYZED 159 29 days
 AD REACH 37.5K 24h avg	 CHURN / MONTH -768 last month	 CITATION RATE 534 citation index · 1,105 channels mentioned ever	 CHANNEL AGE 7 years 3 months created 01.03.2019

AI EDITOR SUMMARY

Channel «Maxim Mirovich» — 103 535 subs. Each post averages 45.3K people (44% of subs), wide reach for a channel this size. Publishes 38 posts per week (~5/day) — active publishing. Week of Jun 15–21 reach stable (-1.0% vs week Jun 8–14).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **159** posts over 29 days.
- 02 Dominant format – **Video** (102/159 posts).
- 03 Avg post length – **337** chars (median 310).
- 04 Audience peak – **Sunday**, 17:00 MSK.
- 05 Top posts get **1x** more views than the weakest (58.6K avg for top vs 40.9K for worst) – among 159 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 10:54 VIDEO Americans used neural networks to create a cartoon about Trump's childhood. I think it turned out very stylish, funny, and most importantly accurate – all...	VIEWS	REACTIONS
	60 951	1 766
	REPOSTS	ER
	1 459	58.9%
Nº2 12.06 · 12:59 VIDEO «Greatness» sprouted in Transnistria – in this Soviet-occupied part of Moldova they started selling fruit on credit. In the «decaying...	VIEWS	REACTIONS
	58 550	1 737
	REPOSTS	ER
	315	56.6%
Nº3 08.06 · 11:35 VIDEO At the Putin forum they displayed cabinets with 'great history of Russia' – volumes with gold bindings and pomp, which turned out to be.....	VIEWS	REACTIONS
	56 261	2 239
	REPOSTS	ER
	731	54.3%

Nº4 16.06 • 10:25 PHOTO Very good about Finns and Finland, I lived in Helsinki and confirm that's how it is. Finns built the best country on Earth. And in...	VIEWS 55 829 REACTIONS 2 336 REPOSTS 965 ER 53.9%
Nº5 20.06 • 10:44 VIDEO Here's another interesting Putin from 2003: «In Ukraine and Russia we talk about European integration. Why? Because there...	VIEWS 54 700 REACTIONS 1 969 REPOSTS 597 ER 52.8%

WORST 3

↓ 29.05 • 10:30 PHOTO ☒Even a fool will earn 200,000₽+ with this new strategy Evgeny revealed on his channel the tool he worked on for more...	VIEWS 41 503 REACTIONS 263 REPOSTS 7 ER 40.1%
↓ 29.05 • 14:47 POLL (post without caption – poll)	VIEWS 40 924 REACTIONS 651 REPOSTS 8 ER 39.5%
↓ 29.05 • 14:45 VIDEO ⚓Workers of shelled ports officially told: life risks are not a reason for extra pay. ☒Leningrad Oblast officials actually...	VIEWS 40 140 REACTIONS 940 REPOSTS 59 ER 38.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

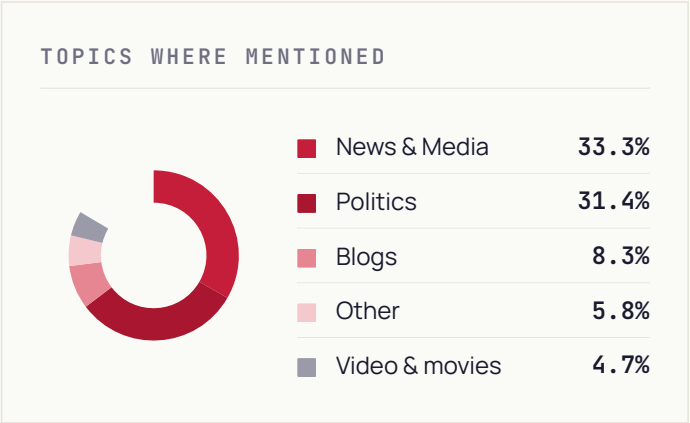
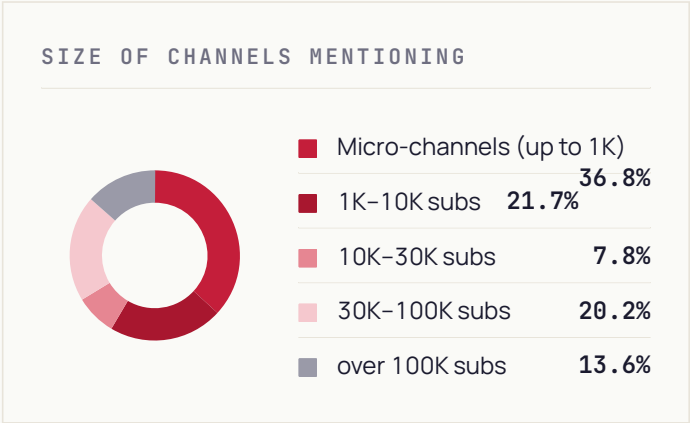
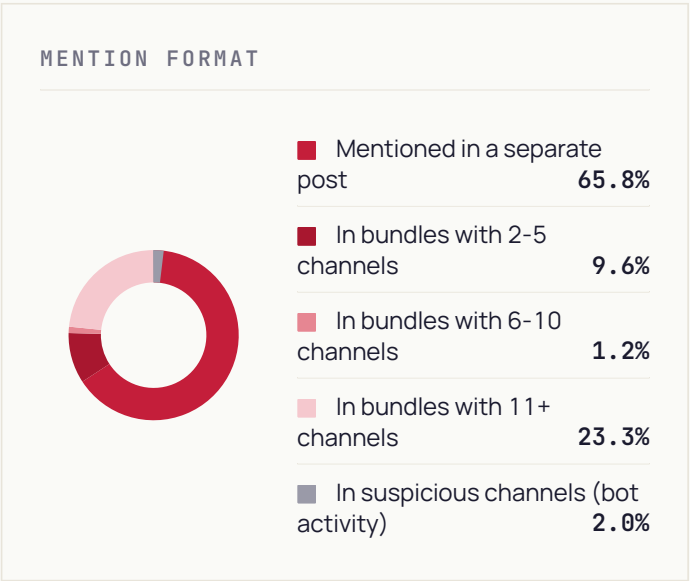
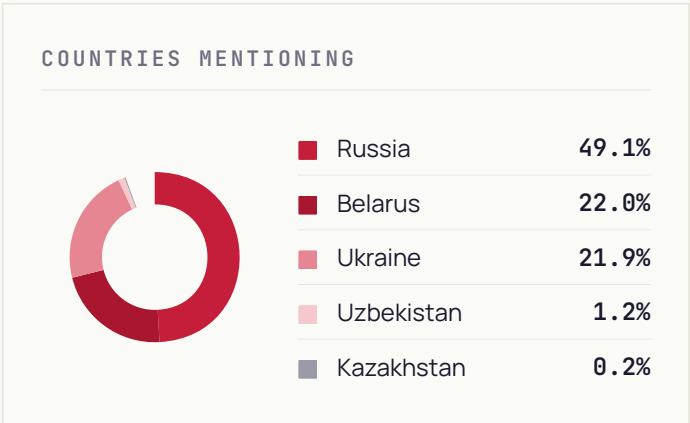
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

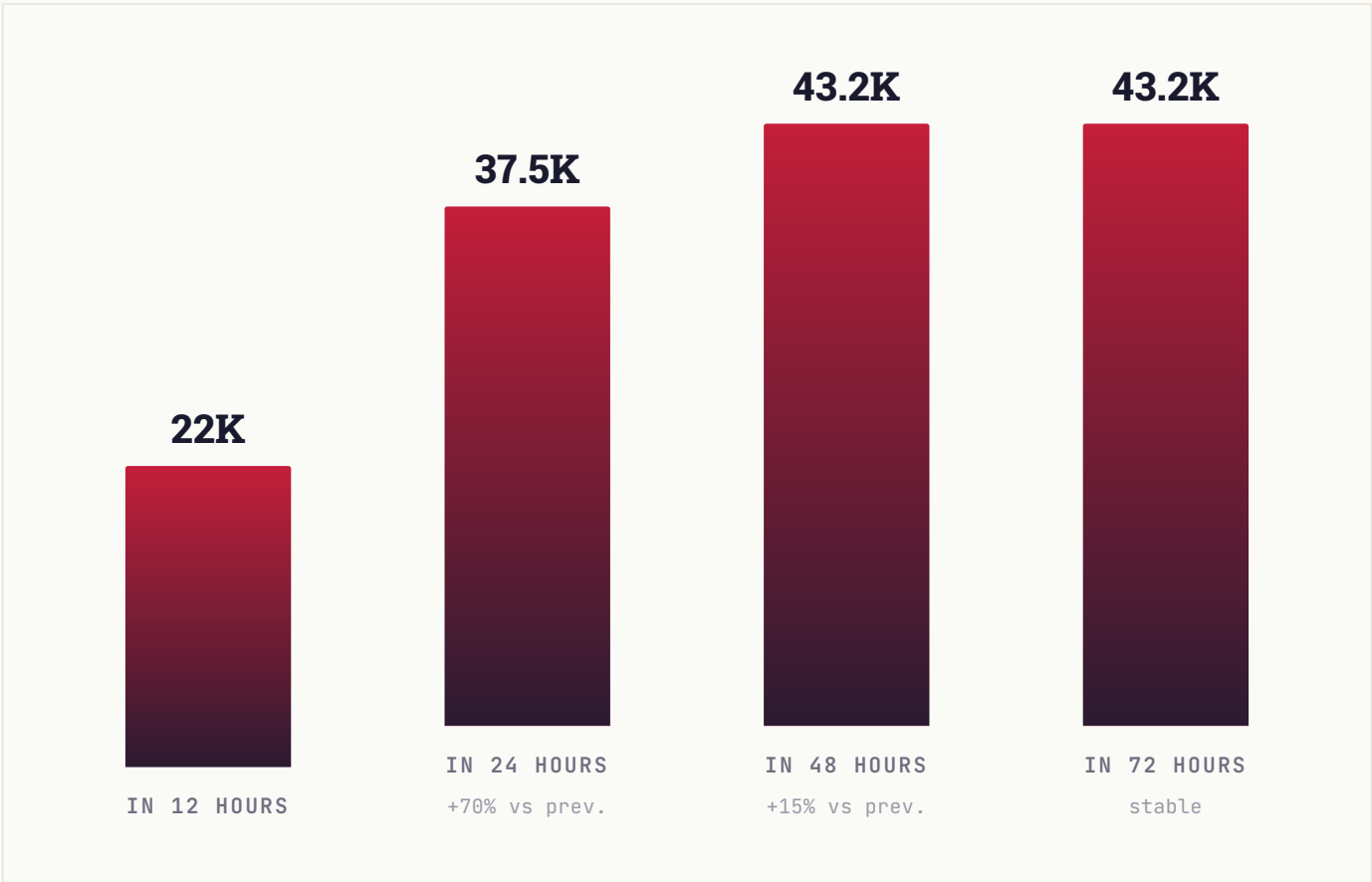
Citation index **534** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All-time channel mentioned **1 105** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
NK Unpleasant channel	498.8K
MK Nasty Kokobay	114K
MM Maxim Mirovich YOU	103.5K
AS Anton Shabashov	38.2K
CH Blueberry Farm	34.4K
shZ Off-screen buzz	24.8K
CH Chereshko_life	24K
BU BUBENITTA	23.6K
PI With sparkling☑	15.8K
KS Karasek s puzom	14.2K
GA Gulnaz Asaeva	10.3K

COMPARATIVE CONCLUSION

Channel in top 3 niches (#3 of 99 channels in category). One of the leaders — client-partners can go for cross-promo with peers; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **126**, they brought **23 025** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	24	11	3 092
November 2025	11	9	6 449
October 2025	9	8	1 946
September 2025	45	26	3 623
August 2025	21	16	2 473
July 2025	16	14	5 442

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
126	6	23 025

SECTION 08 · NICHE COMPARISON

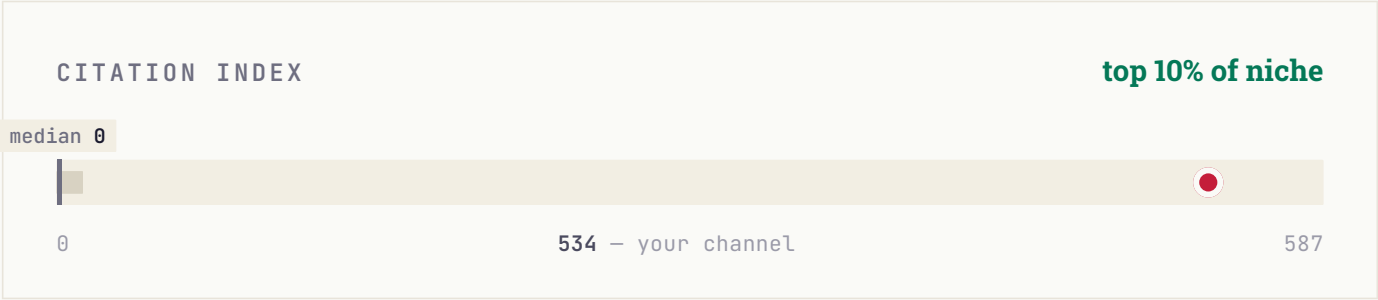
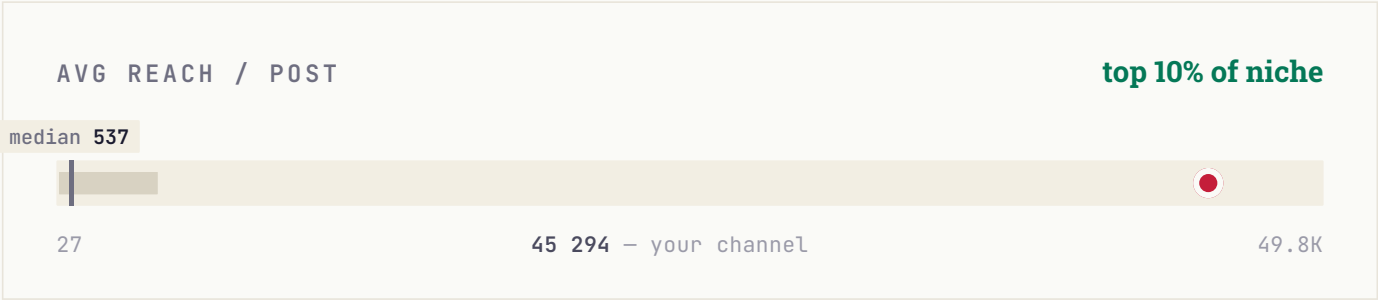
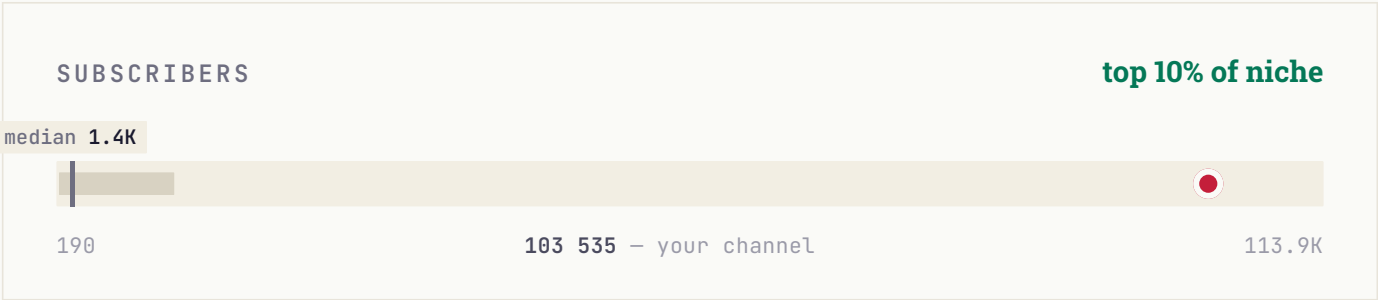
Where the channel ranks in its league

Top-100 channels in category «Blogs» (Belarus) and saw how your channel compares. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#3/100

POSITION IN NICHE

Channel in top 3% blogs Belarus



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

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

04

Cross-promo with neighboring channels

Quarterly cross-post with channels in the same segment. No need 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 this done by **PromptPress?**

This audit — what we can do in minutes using public data. 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
