

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Maxim Koval

Unified State Exam in Math



@mo_ege

Author materials for EGE, cheat sheets, notes, free webinars and variant analyses. Online courses <https://shkolkovo.info/fs>
Registered page:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
73 531	18.0%	13K
7889 per month 20.07.2026	in 24h 8.2%	ad reach 6.1K/24h HTTPS: //PROMTPRESS.COM/AUDIT/MO_EGE

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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 73 531 —	 SUBSCRIBER REACH 17.65% avg % subs see post	 VIEWS/POST 13K median 11.9K · 29 days	 POSTS/DAY 7.8 ~55 per week
 7D TREND -22.8% vs previous week	 REACTIONS/POST 135.3 total 30,984 reactions, 9,088 reposts, 5,855 comments	 POST LENGTH 257 chars median 108 · 29 days	 POSTS ANALYZED 229 29 days
 AD REACH 6.1K 24h avg	 CHURN / MONTH -7889 last month	 QUOTABILITY 135 citation index · 457 channels mentioned all time	 CHANNEL AGE 3 years 10 months created 03.09.2022

AI EDITOR SUMMARY

Channel «Maxim Koval. Unified State Exam in Math» – 73 531 subs. Each post gets avg 13K people (18% of subs), average reach – room to grow. Publishes 55 posts per week (~8/day) – active posting. Week Jul 6–12 reach dropped -22.8% by week Jun 29 – Jul 5 – worth analyzing 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 HAVE IN COMMON

- 01 Analysis based on **229** posts over 29 days.
- 02 Dominant format — **Photo** (169/229 posts).
- 03 Avg post length — **257** chars (median 108).
- 04 Peak audience activity — **Monday**, 21:00 MSK.
- 05 Top posts get **4x** more views than the weakest (28.9K avg for top vs 7.7K for worst) — among 229 posts in 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 16:20 PHOTO AHAHAHAHA 3 HUNDRED, STUDIED ON BOBR, THANKS SHKOLKOVO 🥳🕶️	VIEWS 31 078 REPOSTS 627	REACTIONS 651 ER 42.3%
Nº2 22.06 · 16:44 PHOTO Thanks to all teachers! Very happy, your work is something else.	VIEWS 28 791 REPOSTS 248	REACTIONS 345 ER 39.2%
Nº3 22.06 · 18:08 PHOTO I couldn't dream of such an amount without Shkolkovo, thank you very much MO, TA and AV, you are simply the best of the best	VIEWS 26 777 REPOSTS 34	REACTIONS 239 ER 36.4%

Nº4 23.06 • 10:32 **PHOTO**

MO, TA, AV, you guys are incredibly powerful 💪💪💪

VIEWS
26 210

REACTIONS
165

REPOSTS
69

ER
35.6%

Nº5 24.06 • 08:02 **PHOTO**

Thanks to the whole Shkolkovo team for such amazing results
 ❤️ If not for you, I couldn't even dream of these scores.
 Prepared for 2 years...

VIEWS
25 839

REACTIONS
110

REPOSTS
13

ER
35.1%

WORST 3

↓ 20.06 • 15:51 **VIDEO**

(post without caption – video)

VIEWS
7 709

REACTIONS
145

REPOSTS
7

ER
10.5%

↓ 20.06 • 13:00 **PHOTO**

MO, THANK YOU SO MUCH FOR THE MASTERPIECE SONG
 AND FOR GZM. 🙏

VIEWS
7 694

REACTIONS
42

REPOSTS
4

ER
10.5%

↓ 20.06 • 10:20 **PHOTO**

MO, THANK YOU SO MUCH FOR THE COURSE ❤️ I NEVER
 BELIEVED I COULD GET 100 SIMPLY THE BEST

VIEWS
7 670

REACTIONS
40

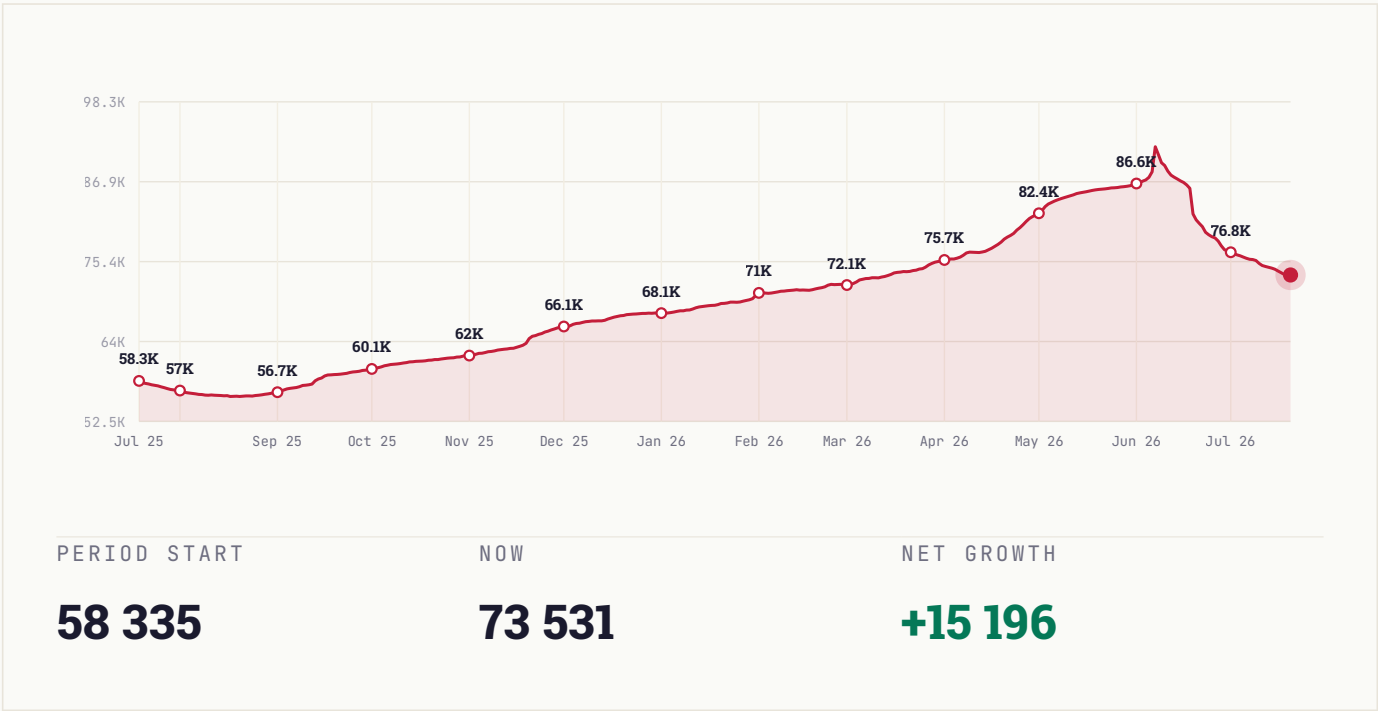
REPOSTS
1

ER
10.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

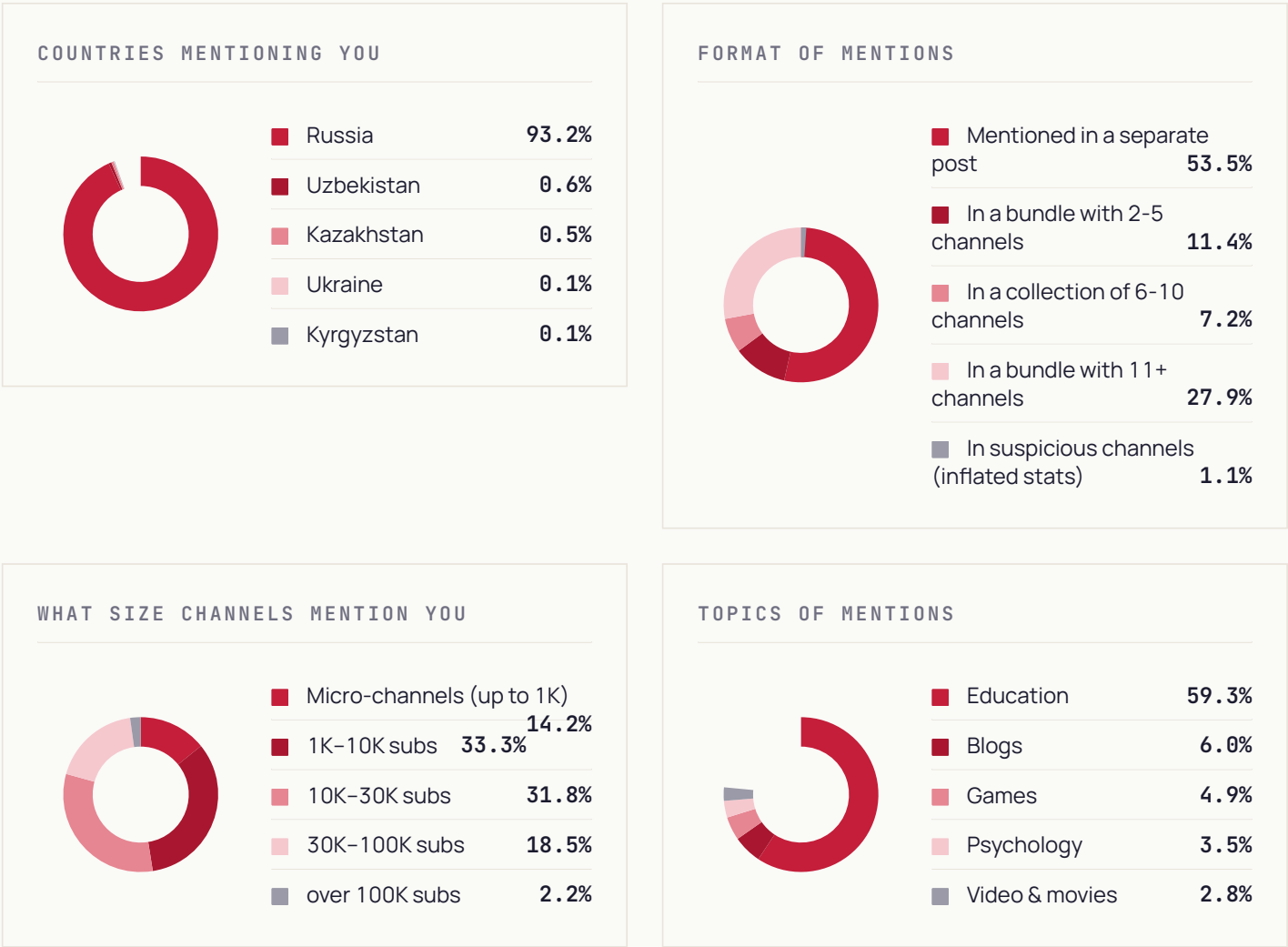
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

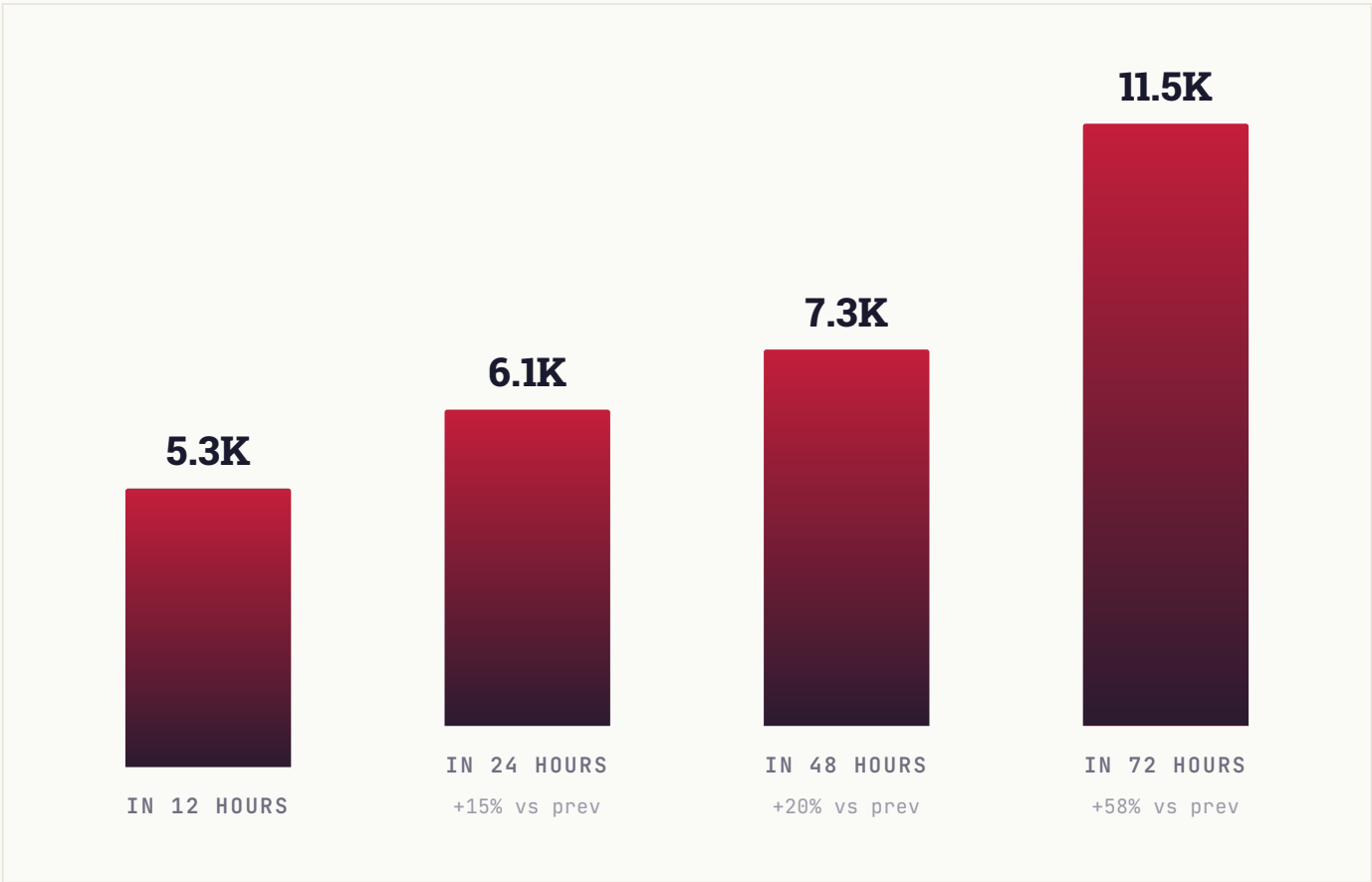
Citation index **135** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **457** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post 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. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
نا نیمار ابن الانبار	4.6M
MB Maths By Gagan Pratap	2.3M
اد اخبار درسی فوری	1.6M
Rojgar with Ankit™	1.3M
شك شام کاش	1.1M
شم شبكة ملازمنا	1.1M
سن سوالات نهایی	1M
MA Mathematician Andrey	997.6K
UC Utkarsh Classes	992.9K
يد ی دانش آموز	983.4K
MK Maxim Koval. Unified State Exam in Math	YOU73.5K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — نیمار ابن الانبار (4.6M), top-100 median: 420.2K. First goal — enter top-100 through systematic work on traffic and content.

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 **218**, they brought **14 680** new subs.

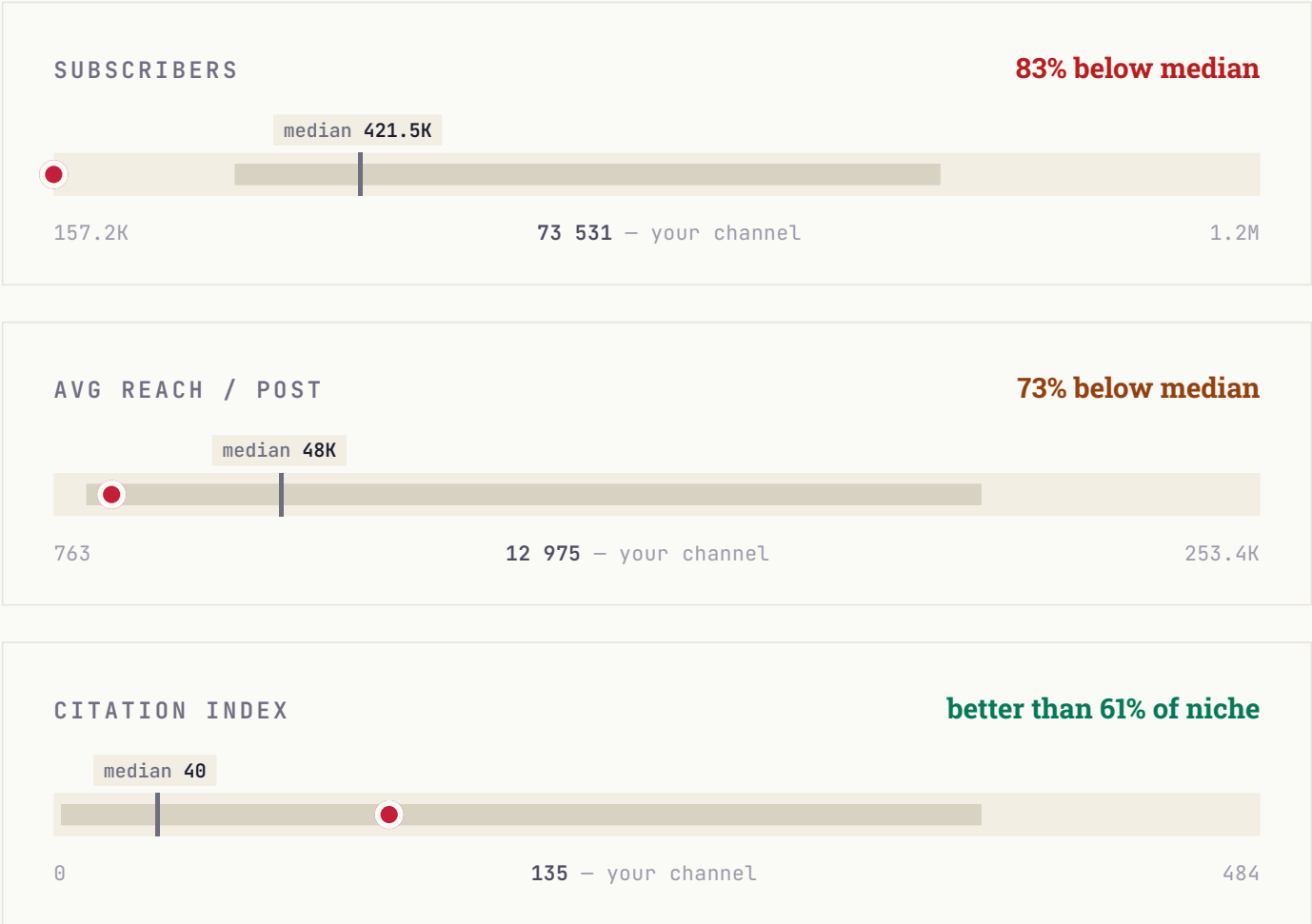
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	5	5	2 567	
December 2025	11	9	2 066	
November 2025	8	6	4 069	
October 2025	12	9	2 014	
September 2025	172	159	3 287	
August 2025	10	8	677	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
218	6	14 680

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Education» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (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 them off and return to this report in a month.

01

Best post day — Monday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post 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**

03

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**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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