

PUBLIC REPORT BY PROMTPRESS

Channel audit

mordorblog



@mordorblog

about everything 🧑🏻‍💻 contact - @prmanagerj (manager) <https://gosuslugi.ru/snet/683d28cef6bad148e421da45>

SUBSCRIBERS

28 215

-102 per month

ERR (% SEE POSTS)

35.0%

per day **16.8%**

REACH/POST

10K

ad reach **4.7K/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 28 215 —	 SUBS REACH 35.59% avg % subs see post	 VIEWS/POST 10K median 9.9K · 22 days	 POSTS/WEEK 8.2 over period
 7D TREND -9.3% vs previous week	 REACTIONS/POST 463.6 total 12,053 reactions, 1,264 reposts, 89 comments	 POST LENGTH 203 chars median 98 · 22 days	 POSTS ANALYZED 26 22 days
 AD REACH 4.7K 24h avg	 CHURN / MONTH -102 over last month	 CITATION RATE 111 citation index · 219 channels mentioned ever	 CHANNEL AGE 4 years 8 months created 24.10.2021

AI EDITOR SUMMARY

Channel «mordorblog» — 28 215 subs. Avg post views 10K people (36% of subs), good reach. Posts 8 posts/week (~1/day) — regular. Week 22–28 Jun reach dropped -9.3% to week 15–21 Jun — worth analyzing.

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 26 posts over 22 days.
- 02 Dominant format — Photo (26/26 posts).
- 03 Avg post length — 203 chars (median 98).
- 04 Peak audience activity — Thu, 15:00 MSK.
- 05 Strongest posts gather 2× more views than the weakest (12.9K avg for top vs 7.2K for worst) — among 26 posts over 22 days. Worth analyzing what the top share: topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 12:07 PHOTO saw that this fall there's a screen adaptation of Jane Austen's «Sense and Sensibility», and decided it's a great reason to finally read the novel...	VIEWS	REACTIONS
	13 851	341
	REPOSTS	ER
	93	49.1%
Nº2 10.06 · 09:00 PHOTO SPF is a must in summer! my faves now – moisturizing sunscreens from ICON SKIN :) enough for city...	VIEWS	REACTIONS
	12 601	146
	REPOSTS	ER
	25	44.7%
Nº3 11.06 · 09:39 PHOTO love it! 🍷	VIEWS	REACTIONS
	12 336	727
	REPOSTS	ER
	44	43.7%

Nº4 23.06 · 12:10 PHOTO bought flip-flops with sis at befree :) awesome 🧡	VIEWS	REACTIONS
	12 320	662
	REPOSTS	ER
	133	43.7%

Nº5 13.06 · 13:22 PHOTO in love! 💕	VIEWS	REACTIONS
	11 704	911
	REPOSTS	ER
	54	41.5%

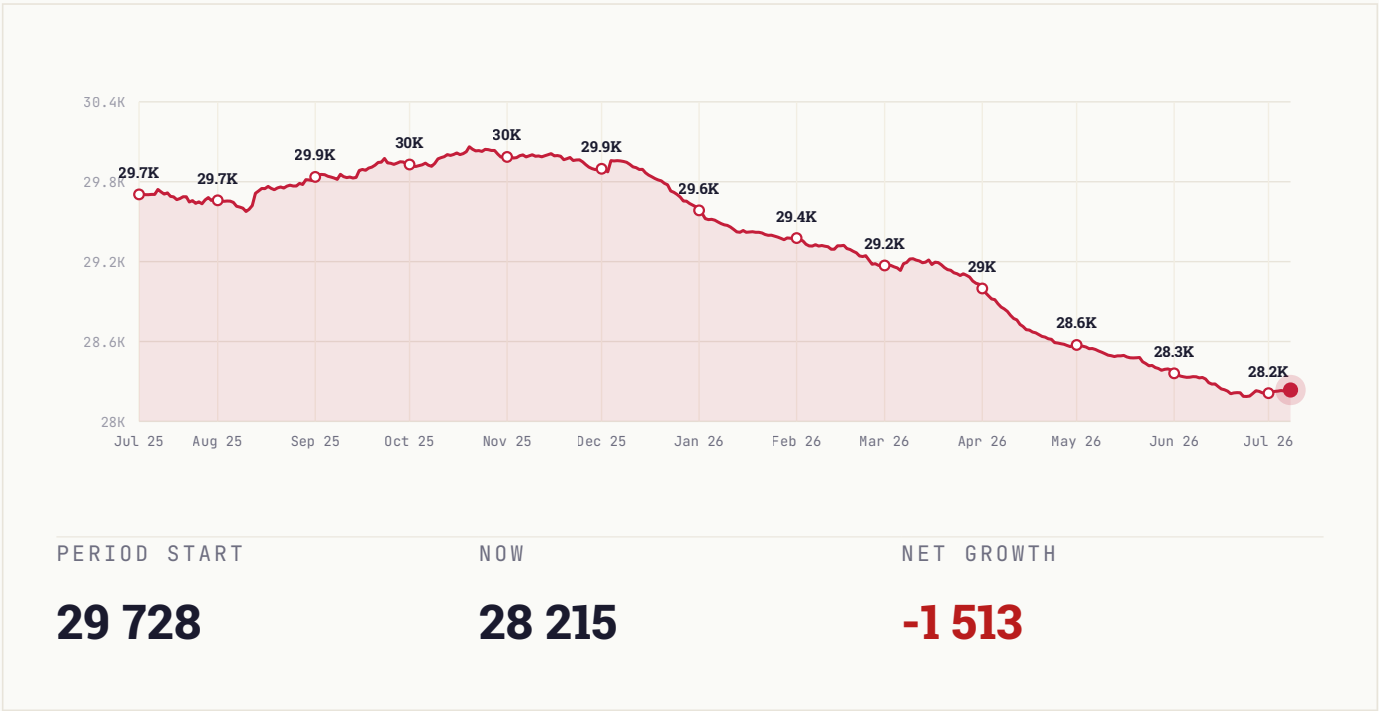
WORST 3

↓ 29.06 · 12:02 PHOTO second summer with NEYDO chasing light 19.10 scent of warmth, sun and coziness! soft vanilla, citrus and delicate floral...	VIEWS	REACTIONS
	7 581	159
	REPOSTS	ER
	46	26.9%
↓ 29.06 · 11:00 PHOTO fave swimsuit now - lavarice 🍃 love how it looks with a tan :)	VIEWS	REACTIONS
	7 343	454
	REPOSTS	ER
	33	26.0%
↓ 02.07 · 08:29 PHOTO horse pilot 🐎	VIEWS	REACTIONS
	6 593	403
	REPOSTS	ER
	14	23.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

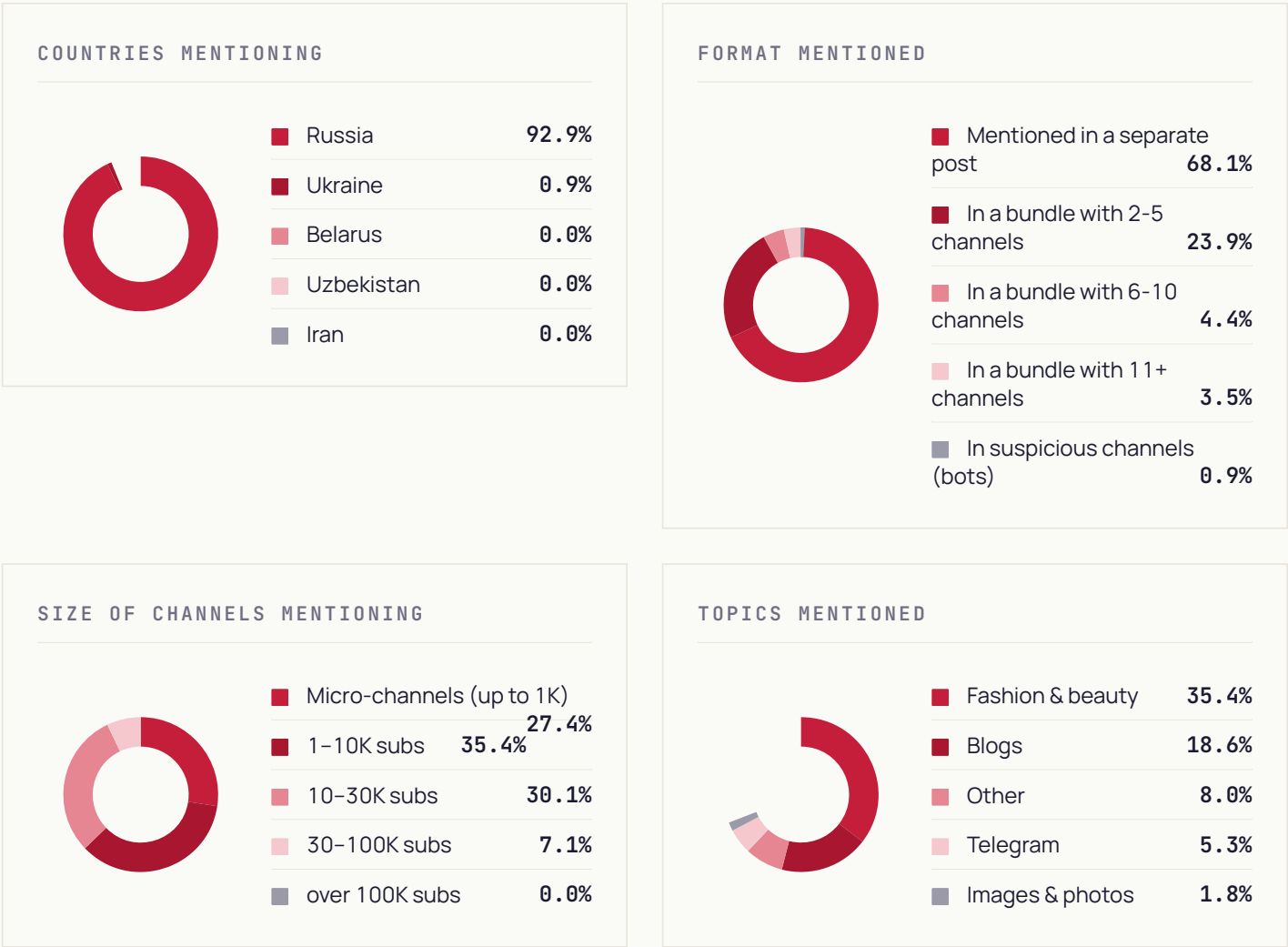
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

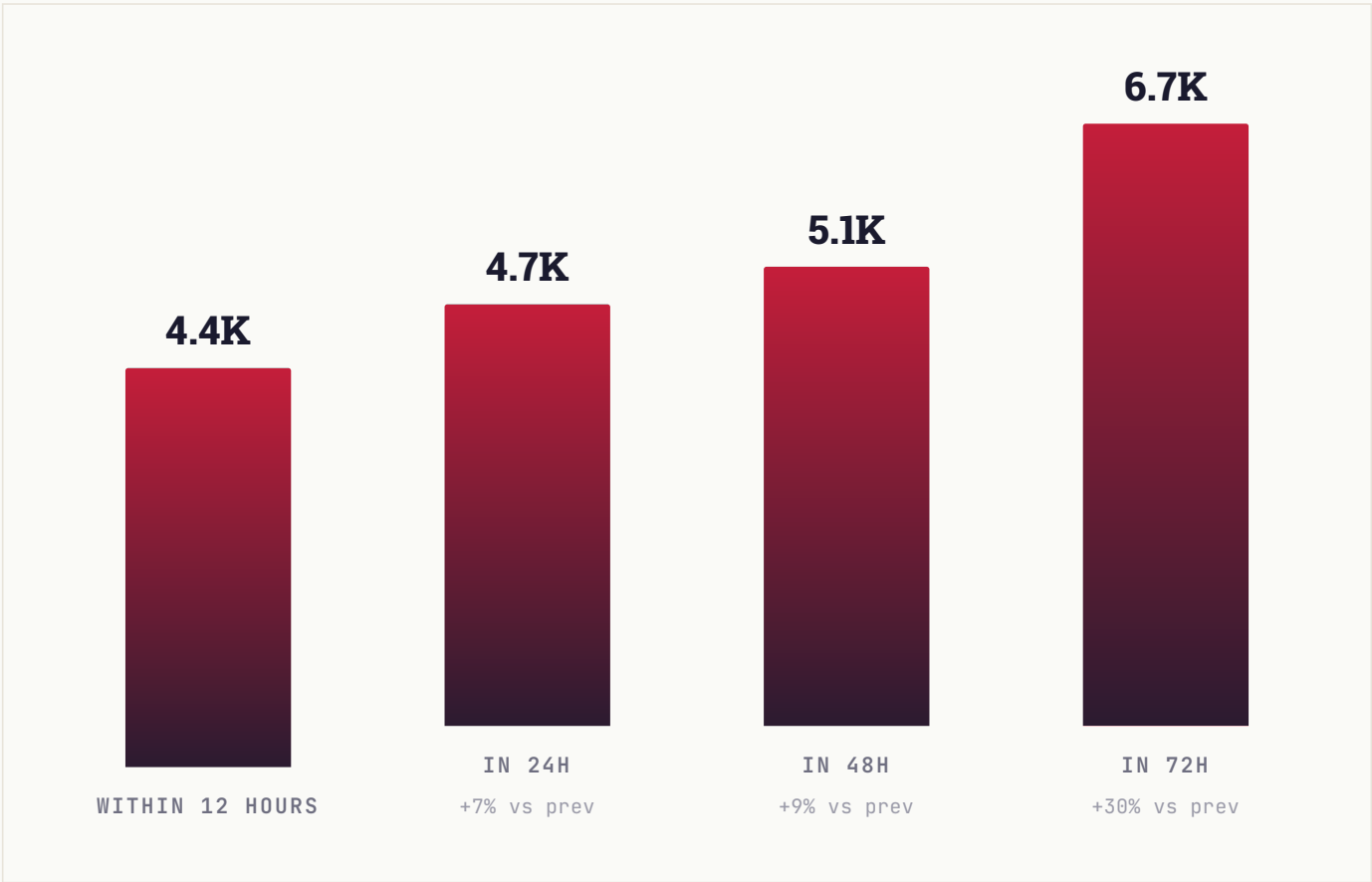
Citation index **111** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **219** different channels.



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 peers.

CHANNEL	SUBSCRIBERS
KZ Control purchase	766.3K
BI Biohackers	581.9K
BI Biohacking	532.6K
SL Sport Life	524.2K
VN Eternity in Tibet	493.1K
NT Our body	480.9K
AU Ales Ulishchenko Osteopath, PhD Author of faceplasty	477K
BZ Stay healthy	447.7K
ZE Healthy food	416.8K
DZ Doctor Zubareva / Doctor Zubareva	413.5K
MO mordorblog YOU	28.2K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — Control purchase (766.3K), top-97 median: 154.7K. First goal — enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **15**, they brought **1 011** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	2	2	37
December 2025	1	1	96
Nov 2025	2	2	99
Oct 2025	2	2	212
Sep 2025	5	5	268
August 2025	3	3	299

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
15	6	1 011

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Health & Fitness» (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 revisit this report in a month.

- 01

Main post of the week — on Thursday
Audience is most active on this day at 15:00 MSK.

EFFECT
Best window for important post
- 02

Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT
Video retains audience better
- 03

System traffic buy
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 04

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with nearby channels
Swap posts quarterly with same-segment channels. 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. Want to go further? Run ads through us and hit your growth target 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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