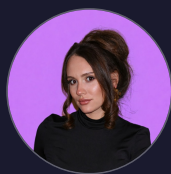


PUBLIC REPORT BY PROMTPRESS

Channel audit

Polina MosSkandal



@mosscandal

Mom on maternity leave: from diapers to gastronomic delights. Looking for the perfect restaurant that's fast, tasty, and has a changing table. Personal blog. Life in Moscow, now also a Mom. Buy ads:...

SUBSCRIBERS

56 075

+11285 per month

ERR (% SEE POSTS)

13.0%

daily 7.8%

REACH/POST

7.6K

ad reach 4.4K/24h

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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 56 075 —	 SUBS REACH 13.53% avg % subs see post	 VIEWS/POST 7.6K median 8.1K · 29 days	 POSTS/WEEK 12.7 for period
 7D TREND -13.2% vs prev week	 REACTIONS/POST 222.7 total 11,801 reactions, 2,723 reposts, 0 comments	 POST LENGTH 98 chars. median 77 · 29 days	 POSTS ANALYZED 53 29 days
 AD REACH 4.4K 24h avg	 CHURN / MONTH +11285 last month	 QUOTABILITY 5 citation index · 38 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 19.03.2022

AI EDITOR SUMMARY

Channel «Polina MosSkandal» — 56 075 subs. Avg post views 7.6K people (14% from subs), reach low — expand audience. Publishes 13 posts/week (~2/day) — regular. Week Jun 29–Jul 5 reach dropped -13.2% to week Jun 22–28 — worth analyzing.

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 53 posts in 29 days.
- 02 Dominant format – Photo (46/53 posts).
- 03 Avg post length – 98 chars (median 77).
- 04 Peak audience activity – Thursday, 10:00 MSK.
- 05 Strongest posts gather 1x more views than the weakest (8.6K avg for top vs 6K for worst) – among 53 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 15:24 VIDEO Dinner was a success ✨💕	VIEWS 8 630 REPOSTS 79	REACTIONS 238 ER 15.4%
Nº2 12.06 · 07:06 PHOTO Good morning 🌞🌿	VIEWS 8 622 REPOSTS 24	REACTIONS 221 ER 15.4%
Nº3 11.06 · 07:11 PHOTO Happy anniversary to us ❤️	VIEWS 8 591 REPOSTS 34	REACTIONS 216 ER 15.3%

Nº4 14.06 • 15:10 **PHOTO**
 Stopped by friends for dinner ✨

VIEWS
8 551
 REPOSTS
24
 REACTIONS
200
 ER
15.2%

Nº5 14.06 • 09:15 **VIDEO**
 Best ribs and burgers at French by Basta 🔥 The team never ceases to amaze with new flavors and great product quality year after year 🍔

VIEWS
8 540
 REPOSTS
59
 REACTIONS
224
 ER
15.2%

WORST 3

↓ 06.07 • 10:20 **VIDEO**
 The day promises to be active 🔥 Went to watch friends wakeboarding ✨ I can already imagine putting the little one on the board 🏄

VIEWS
6 252
 REPOSTS
59
 REACTIONS
187
 ER
11.1%

↓ 07.07 • 09:32 **PHOTO**
 Baby is already three months old 👶 Grandpa won't give anything bad !!

VIEWS
5 935
 REPOSTS
29
 REACTIONS
257
 ER
10.6%

↓ 07.07 • 15:40 **PHOTO**
 Went for a stroll in Nizhny Novgorod 🌸 Sometimes I catch myself thinking it might be easier to stay home and not go anywhere, because...

VIEWS
5 885
 REPOSTS
69
 REACTIONS
261
 ER
10.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

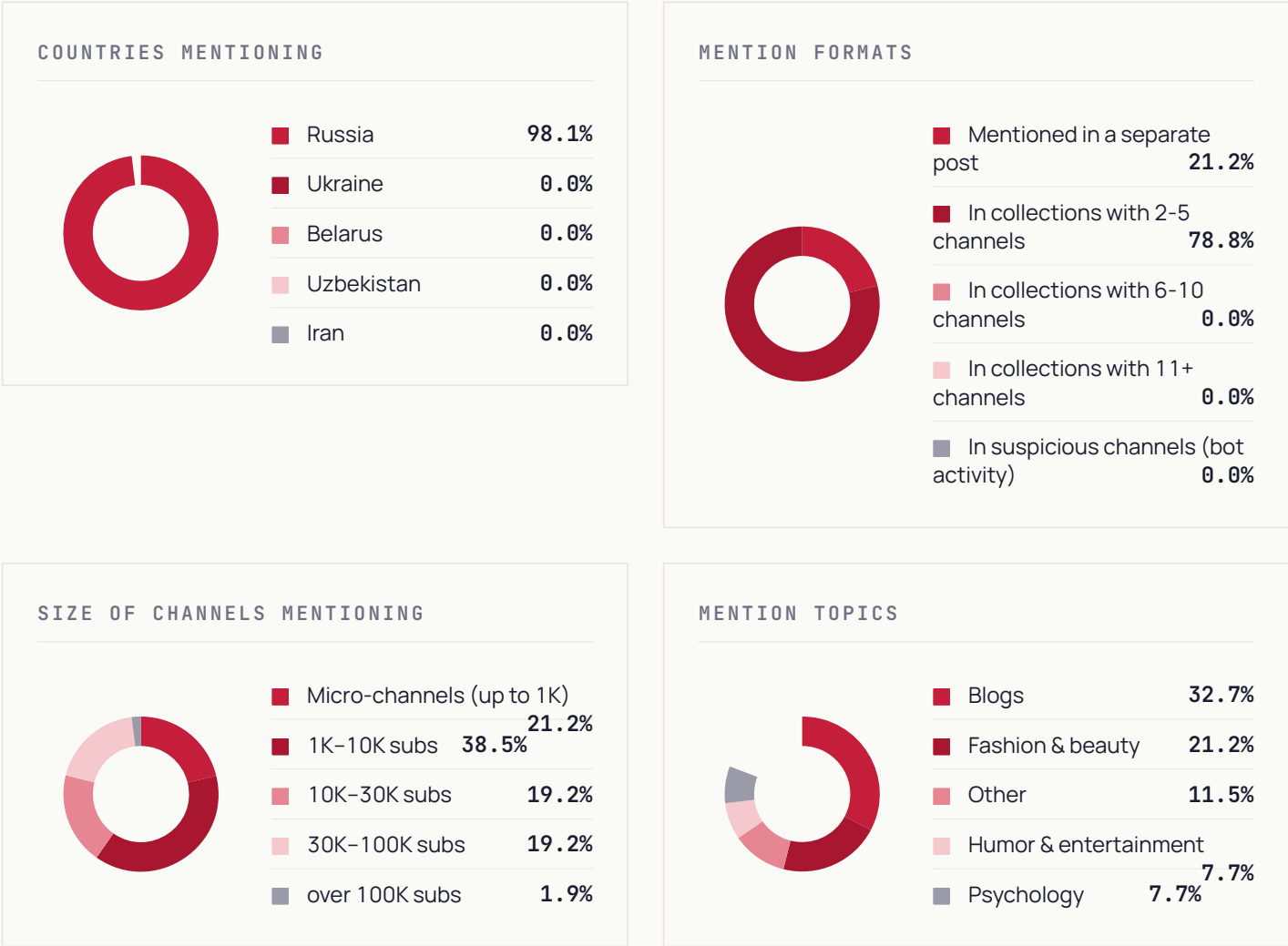
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

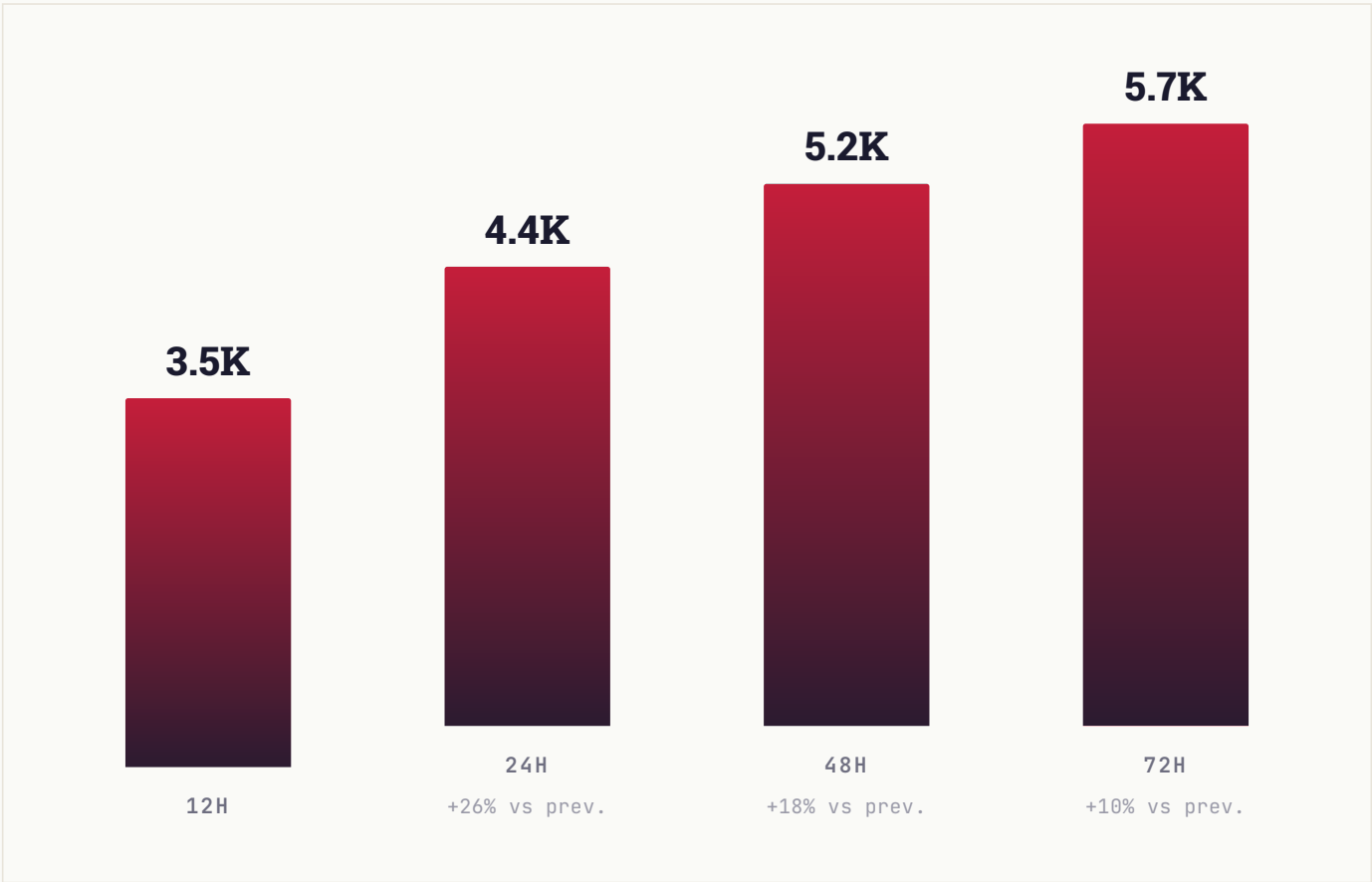
Citation index **5** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **38** different channels.



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. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.5M
کانال اخبار فوری خبر فوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moscowach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
PM Polina MosSkandal YOU	56.1K

COMPARATIVE CONCLUSION

Channel not yet outside top-97 niche — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **48**, they brought **18 109** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	9	9	3 101
December 2025	5	5	2 783
Nov 2025	4	4	6 862
Oct 2025	1	1	1 487
September 2025	29	25	3 876
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
48	6	18 109

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10-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

Main post of the week — on Thursday

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

03

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**

04

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

05

Cross-promo with neighboring channels

Swap posts with same-segment channels 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 is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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