

PROMTPRESS PUBLIC REPORT

Channel audit

Mikhail Tokovinin



@mtokovinin

Subscribe to my YouTube channel <https://www.youtube.com/@mtokovinin>
 Advertising and cooperation: @mtokovininreklama
 Link to registry:...

SUBSCRIBERS

106 891

-420 per month

ERR (% SEE POSTS)

38.0%

per day 17.2%

REACH/POST

39.6K

ad reach 18.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly growth chart

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Business & Startups» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 106 891 —	 SUBSCRIBER REACH 37.06% avg % subs see post	 VIEWS/POST 39.6K median 40.2K · 28 days	 POSTS/WEEK 4.5 for period
 7D TREND -3.5% vs previous week	 REACTIONS/POST 901.6 total 16,229 reactions, 4,960 reposts, 1,750 comments	 POST LENGTH 647 chars median 676 · 28 days	 POSTS ANALYZED 18 28 days
 AD REACH 18.4K 24h avg	 CHURN / MONTH -420 last month	 CITATION RATE 148 citation index · 995 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Mikhail Tokovinin» — 106 891 subs. Each post avg views 39.6K people (37% of subs), good reach. Publishes 4 posts per week (~1/day) — rare. Week 1–7 Jun reach stable (-3.5% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **18** posts in 28 days.
- 02 Dominant format — **Text** (17/18 posts).
- 03 Avg post length — **647** chars (median 676).
- 04 Peak audience activity — **Friday**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (53.8K avg top vs 31.6K worst) — among 18 posts in 28 days. Analyze what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 15.05 · 15:39 TEXT How can small business survive in a world of marketplaces and corporations? The answer is simple and in the new episode: YouTube: https://youtu.be/idVQwjA0dGM VK...	VIEWS	REACTIONS
	55 720	260
	REP.	ER
	203	52.1%
Nº2 15.05 · 10:19 TEXT What should an entrepreneur work for: dividends or capitalization (selling the business)? Boris Nuraliev (1C) likes to joke about this...	VIEWS	REACTIONS
	54 005	678
	REP.	ER
	155	50.5%
Nº3 24.05 · 08:53 TEXT Question: "How to try entrepreneurship with minimal pain to see if you're cut out for it, or should you stop..."	VIEWS	REACTIONS
	51 611	1 549
	REP.	ER
	558	48.3%

Nº4 06.06 · 13:14 TEXT Once my father asked his grandfather (my great-grandfather): "What is the meaning of life?" – Joy! - answered grandpa. – How so? – Well...	VIEWS 51 144 REP. 814	REACTIONS 2 376 ER 47.8%
--	---	--

Nº5 23.05 · 11:38 TEXT The fewer resources you have, the more carefully you must calculate and plan. Surprisingly simple, yet not obvious to everyone...	VIEWS 45 865 REP. 566	REACTIONS 1 563 ER 42.9%
---	---	--

|

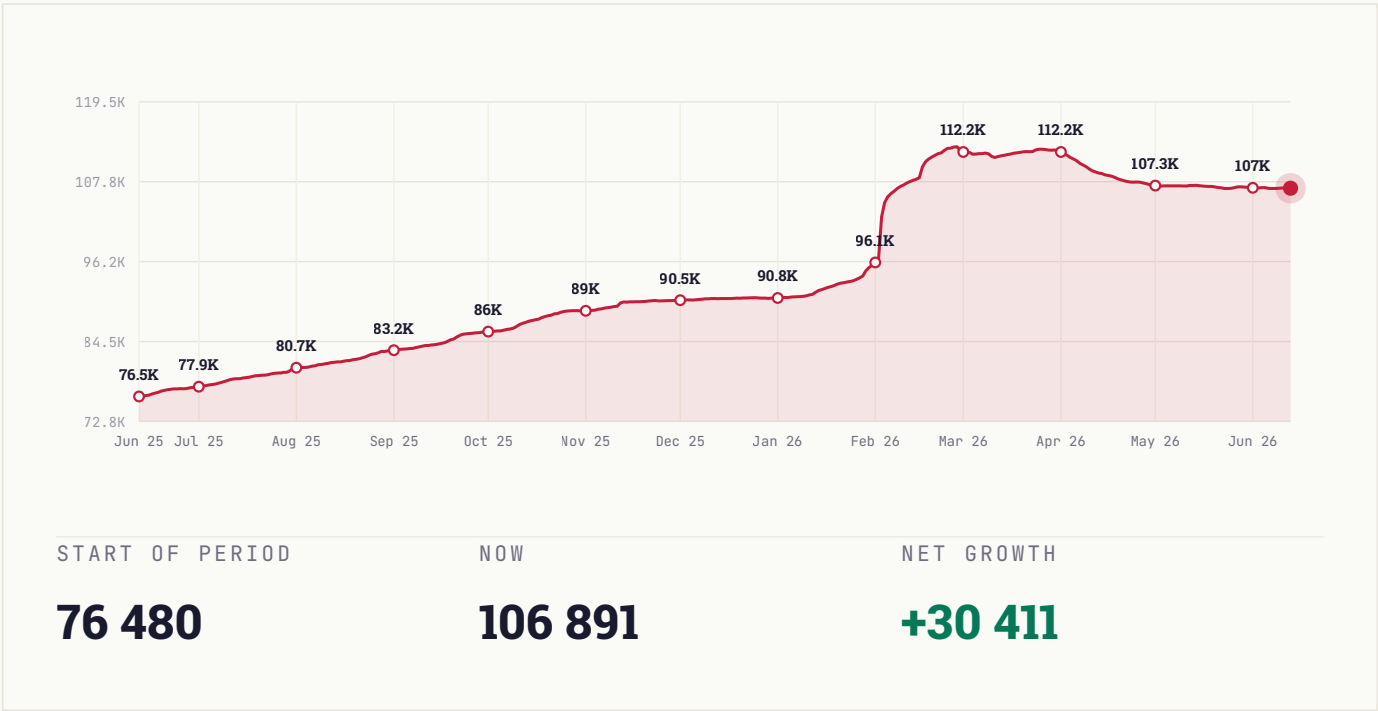
WORST 3

↓ 06.06 · 07:03 TEXT ** ad ** Continuing our engaging reality. If you managed to sell, you worked successfully in employment and set yourself...	VIEWS 34 526 REP. 12	REACTIONS 110 ER 32.3%
↓ 08.06 · 14:46 TEXT Always put agreements in writing. It's easy and saves tons of nerves. Agreed with someone...	VIEWS 32 805 REP. 399	REACTIONS 1 899 ER 30.7%
↓ 09.06 · 11:33 TEXT I love it when our users tell and show how awesome amoCRM is in their business. And the next phrase by Nikolay...	VIEWS 27 369 REP. 75	REACTIONS 363 ER 25.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

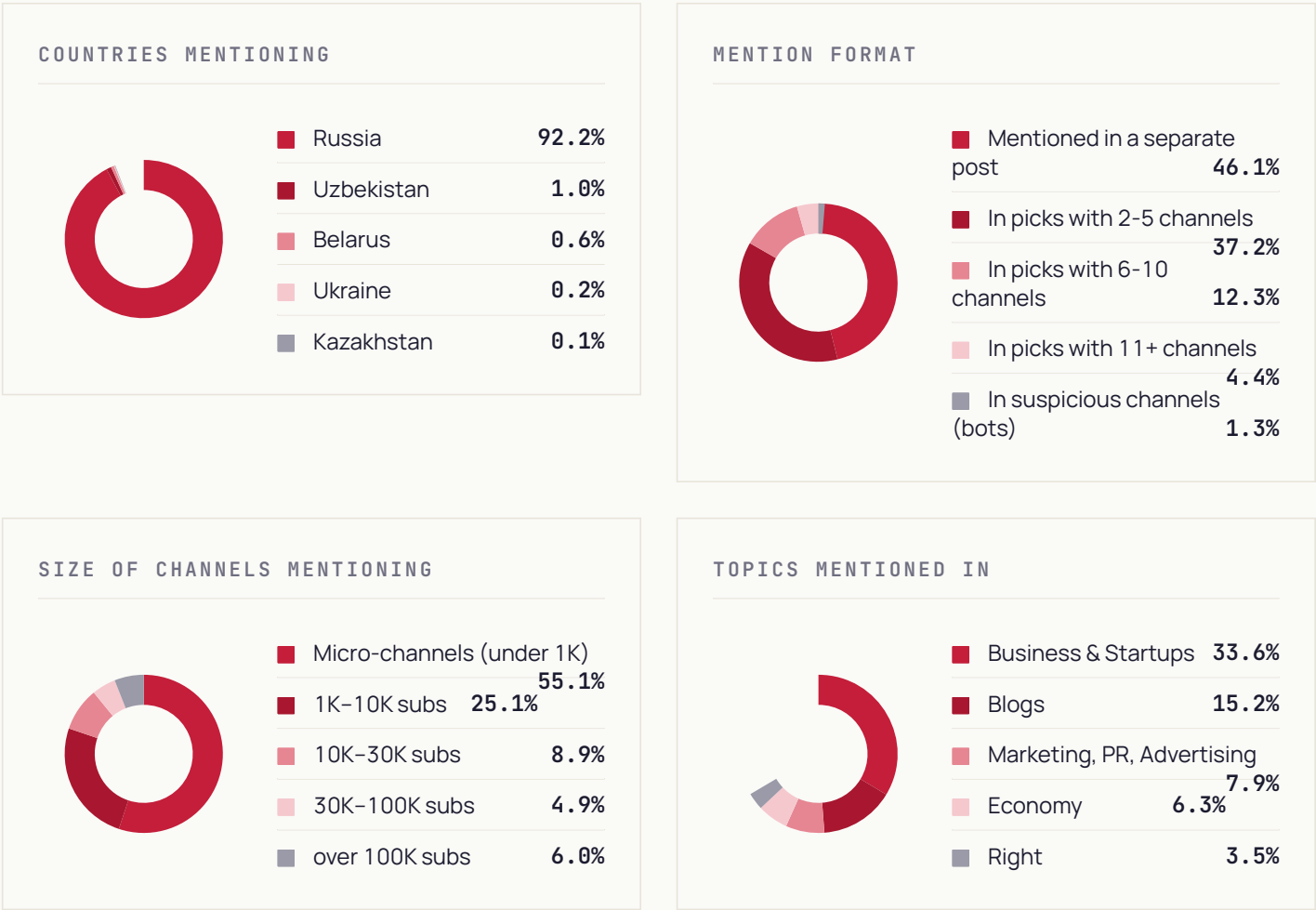
Subscriber growth over the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

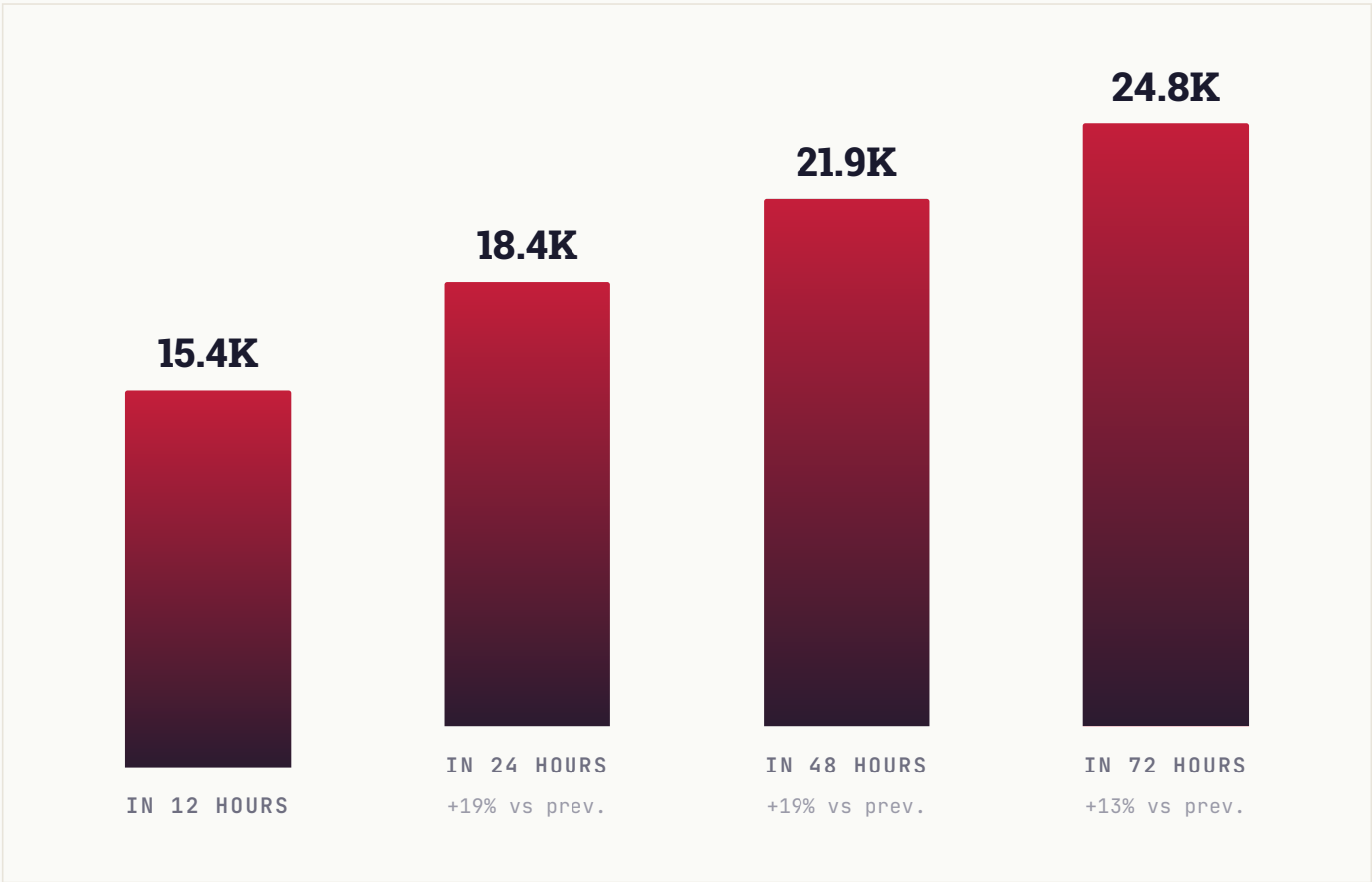
Citation index **148** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **995** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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
MO Moscow Business	966.6K
CN Million-Dollar Books Business Blog	872.2K
USSR M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
PR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
MT Mikhail Tokovinin YOU	106.9K

COMPARATIVE CONCLUSION

Channel in upper half of niche (#50 of 100). Niche leader — Moscow Business (966.6K), median subs 102.7K. Aim for top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

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 **255**, they brought **13 343** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	27	16	509
November 2025	38	23	1 615
October 2025	72	38	3 160
September 2025	33	23	2 712
August 2025	40	37	2 582
July 2025	45	31	2 765

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
255	6	13 343

SECTION 08 · NICHE COMPARISON

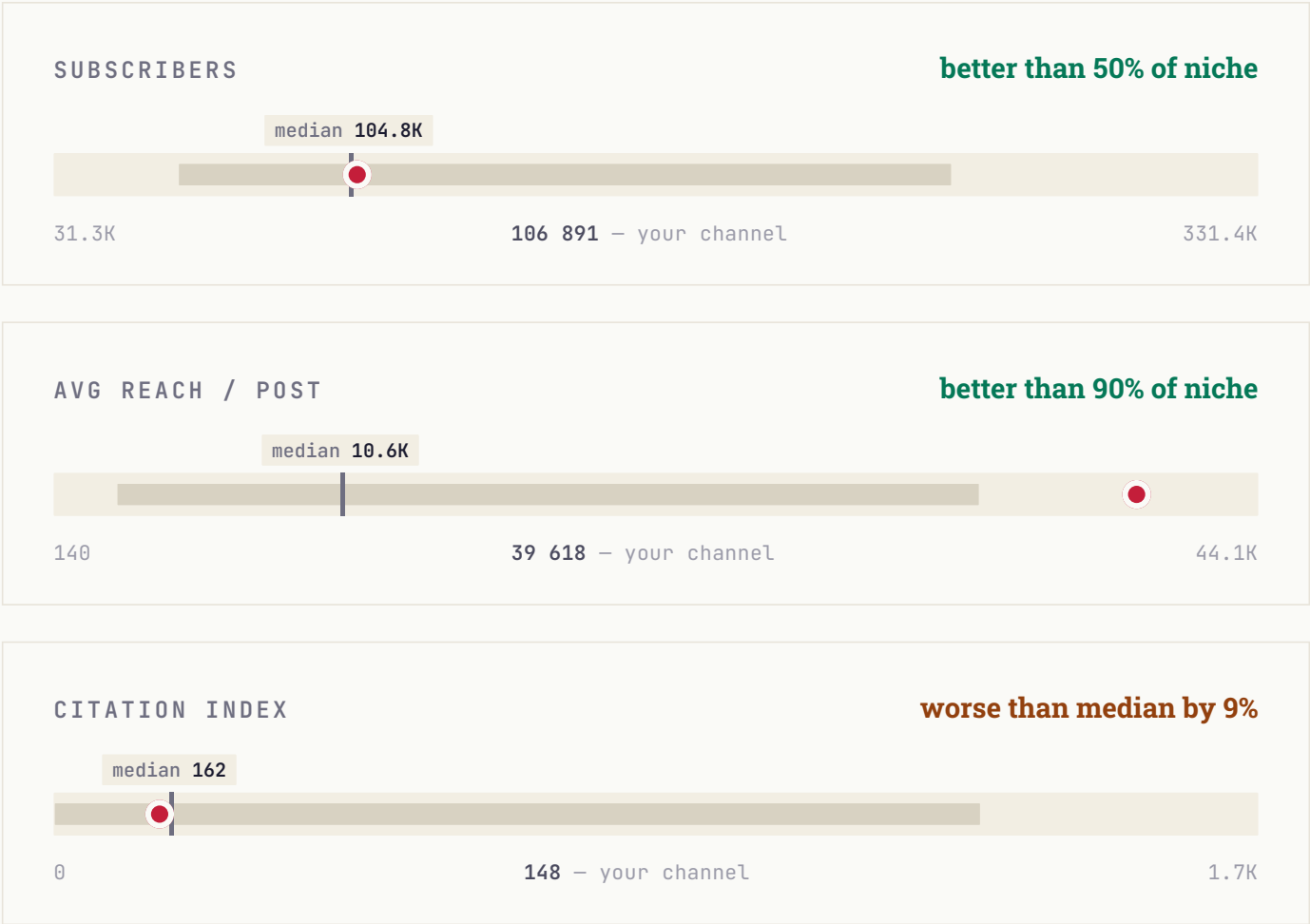
Where the channel stands in its league

Top-100 channels in category «Business & Startups» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#50/100

RANK IN NICHE

Channel in the top half of the ranking



— 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

Increase posting frequency

Now 4.5 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Friday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best time for
an important
post**

03

Increase video posts share

Video in Telegram retains audience longer and is
favored by the algorithm. Aim for 15-25%.

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 this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager