

PUBLIC REPORT BY PROMTPRESS

Channel audit

Sokolova Inside Out



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Olga Sokolova on business, corporate world, creativity & joy. My personal diary - <https://kolosok-zapleti.ru/tg> All other groups & channels are scammers. For any questions - ...

SUBSCRIBERS

55 727

+146 per month

ERR (% SEE POSTS)

33.0%

per day 16.6%

REACH/POST

18.5K

ad reach 9.3K/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 55 727 —	SUBSCRIBER REACH 33.15% avg % subs see post	VIEWS/POST 18.5K median 19K · 29 days	POSTS/WEEK 7.5 for the period
7D TREND -6.9% vs prev week	REACTIONS/POST 811.9 total 25,168 reactions, 4,076 reposts, 1,096 comments	POST LENGTH 806 chars median 999 · 29 days	POSTS ANALYZED 31 29 days
AD REACH 9.3K avg over 24h	CHURN / MONTH +146 last month	CITATION RATE 107 citation index · 766 channels have mentioned it ever	CHANNEL AGE 4 years 8 months created 28.10.2021

AI EDITOR SUMMARY

Channel «Sokolova Inside Out» — 55 727 subs. Each post averages 18.5K people (33% of subs), good reach. Publishes 8 posts per week (~1/day) — regular schedule. For the week of June 15–21, reach dropped by -6.9% by the week of June 8–14 — analyze the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 31 posts over 29 days.
- 02 Dominant format — Text (16/31 posts).
- 03 Avg post length — 806 characters (median 999).
- 04 Audience activity peak — Friday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (25.7K avg for top vs 14.6K for worst) — among 31 posts over 29 days. Analyze what the top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 29.05 · 18:00 PHOTO Will tell about the wedding later, but for now a happy fresh video about love If there's something worth putting effort into in this life, let it be...	VIEWS 27 273 REPOSTS 173	REACTIONS 573 ER 48.9%
Nº2 03.06 · 16:19 TEXT Came across a cool new money practice! As you know, this is my favorite topic, I read everything about income and sales...	VIEWS 25 563 REPOSTS 461	REACTIONS 1 357 ER 45.9%
Nº3 01.06 · 15:31 TEXT Summer, new challenge & how to write better ☒ Never had a year I waited for summer so much, and it was this hard! Literally on willpower...	VIEWS 24 271 REPOSTS 100	REACTIONS 505 ER 43.6%

Nº4 06.06 • 14:00 PHOTO Telling about the wedding! Post two (first one here). I got the lucky lottery ticket of a woman and the terrible curse of a blogger...	VIEWS 24 024 REPOSTS 118 REACTIONS 1 908 ER 43.1%
Nº5 07.06 • 13:46 TEXT Hosting a meetup with subs in St. Petersburg! Continuing experiments ♥ June 20, 11:00-14:00 All details here...	VIEWS 22 199 REPOSTS 104 REACTIONS 365 ER 39.8%

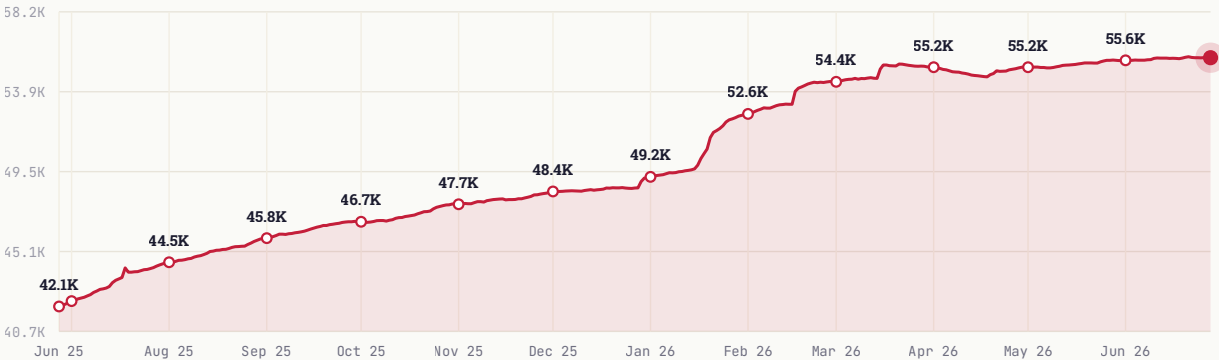
WORST 3

↓ 22.06 • 13:25 VIDEO Wedding post! Third (first here, second here). We staged three plays. It all started spontaneously: we were a year before the event with...	VIEWS 15 166 REPOSTS 33 REACTIONS 1 088 ER 27.2%
↓ 23.06 • 15:05 PHOTO Our third special with Murzov: «Career Sentence». Topic — tough conversations: key rules on negotiating money (Topic...	VIEWS 14 505 REPOSTS 103 REACTIONS 253 ER 26.0%
↓ 24.06 • 18:51 PHOTO My daughter walked today! She's 11 months, been standing, but today took many steps in a row. I'm screaming, our nanny is screaming, Dudka...	VIEWS 14 255 REPOSTS 85 REACTIONS 1 722 ER 25.6%

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 grew and which lost subs.



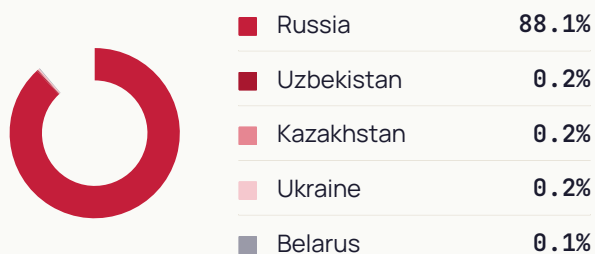
PERIOD START	NOW	NET GROWTH
42 085	55 728	+13 643

SECTION 04 · MENTIONS

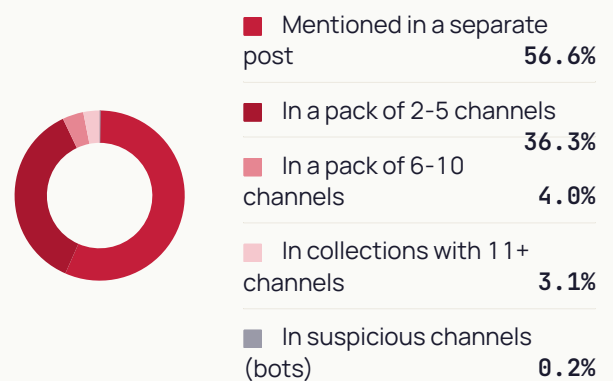
Who mentions the channel & how

Citation index **107** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **766** different channels.

COUNTRIES MENTIONING



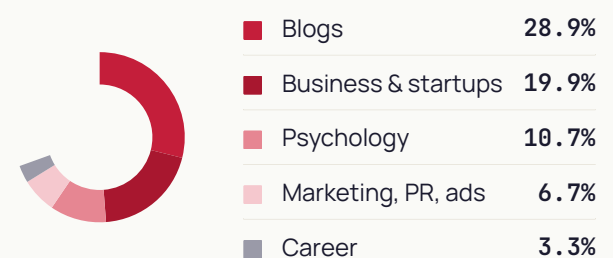
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



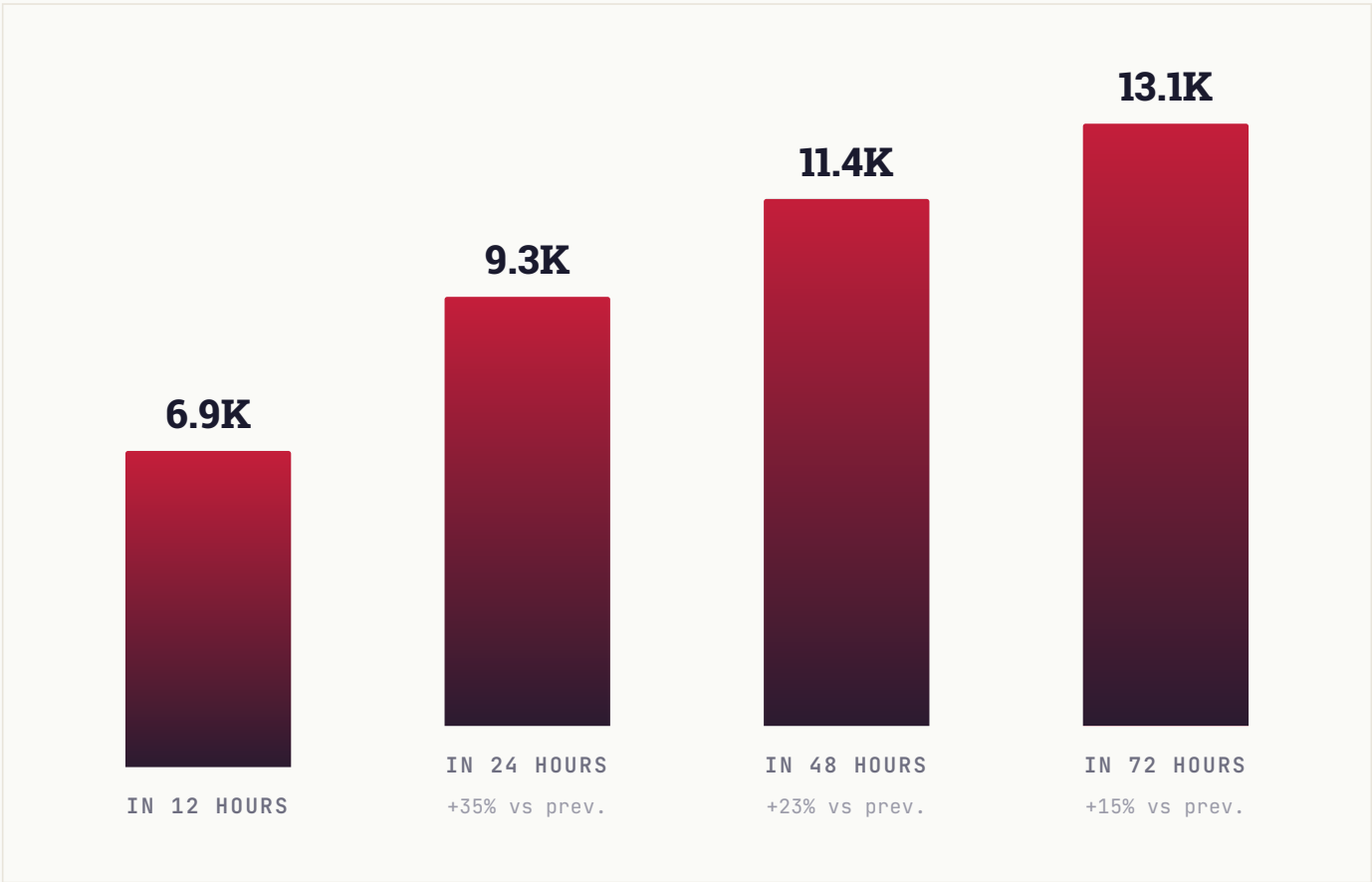
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
BI Blog from the morgue	358.5K
EM Endocrinologist Magerya	293.7K
EP EXPERIENCED PHARMACIST	266.7K
MM Moscow Medicine	240.6K
Health HealthControl	223.5K
KD Dr. Shishonin's channel	215.2K
AT Anatomical Theater	201.3K
MR Mikerina. Giving birth? Call the midwife!	192.5K
DM DOCTOR MYASNIKOV	182.7K
Lifestyle Notes of a forensic expert	171.4K
Niche Sokolova Inside Out YOU	55.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#71 of 96). Niche median — 70.8K subs.
First growth KPI — reach median. Leader: Blog from the morgue (358.5K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **208**, they brought **7 470** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	30	27	923
November 2025	29	26	774
October 2025	51	43	1 054
September 2025	21	21	964
August 2025	25	23	1 339
July 2025	52	46	2 416

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
208	6	7 470

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Medicine» (Russia) and compared your channel. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#71/100

RANK IN NICHE

Channel in bottom half of ranking



— 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 Friday

On this day at 21:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
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 and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with nearby channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs bring 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. To go further — run ads through us and hit 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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