

PROMTPRESS PUBLIC REPORT

Channel audit

nerds



@nerds

Creative hub & entertainment fun Suggestions: @nerdsmedia_bot

Partnerships: @danilschevelev <https://www.youtube.com/>

@nerds_tv https://www.tiktok.com/@nerdsmedia_tv Registry:...

SUBSCRIBERS

346 649

+4770 per month

ERR (% SEE POSTS)

21.0%

in 24h **18.7%**

REACH/POST

73.8K

ad reach **63.5K/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 346 649 —	 SUBS REACH 21.3% avg % subs see post	 VIEWS/POST 73.8K median 74.4K · 29 days	 POSTS/DAY 10.8 ~76 per week
 7D TREND -3.5% vs previous week	 REACTIONS/POST 2687.0 total 859,852 reactions, 251,565 reposts, 64,653 comments	 POST LENGTH 373 chars. median 358 · 29 days	 POSTS ANALYZED 320 29 days
 AD REACH 63.5K 24h avg	 CHURN / MONTH +4770 last month	 CITATION RATE 418 citation index · 3,819 channels mentioned ever	 CHANNEL AGE 3 years 8 months created 21.10.2022

AI EDITOR SUMMARY

Channel «nerds» — 346 649 subs. Each post gets on avg 73.8K people (21% of subs), average reach — room to grow. Posts 76 posts per week (~11/day) — very active. Week Jun 15–21 reach stable (-3.5% vs week 8–14 Jun).

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 **320** posts in 29 days.
- 02 Dominant format – **Video** (160/320 posts).
- 03 Avg post length – **373** chars (median 358).
- 04 Audience peak – **Sunday**, 21:00 MSK.
- 05 Top posts get **2×** more views than the weakest (116.1K avg top vs 59.7K worst) – among 320 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 18:19 PHOTO ☒ Oliver Tree dies The musician died this morning in Rio de Janeiro in the midst of his world tour when two helicopters collided. The artist...	VIEWS 157 273 REPOSTS 7 462	REACTIONS 15 743 ER 45.4%
Nº2 14.06 · 18:00 VIDEO (post without caption – video)	VIEWS 96 502 REPOSTS 56	REACTIONS 934 ER 27.8%
Nº3 01.06 · 17:49 PHOTO 🐱 'Warrior Cats' to get an animated series China's Tencent Video ordered an adaptation of the first book cycle titled 'The Prophecies Begin'...	VIEWS 94 404 REPOSTS 3 096	REACTIONS 3 895 ER 27.2%

Nº4 14.06 · 17:03 VIDEO ☒ Adult Swim released their own electronic mix The video appeared on the company's official YouTube channel. It features tracks in...	VIEWS 94 073 REPOSTS 953 REACTIONS 2 099 ER 27.1%
Nº5 07.06 · 11:05 PHOTO ☒ Leonid Kanevsky becomes a meme in Korea Artist dajai_yusanmu redrew several photos of the host in her style. The art spread beyond...	VIEWS 93 452 REPOSTS 3 381 REACTIONS 7 212 ER 27.0%

WORST 3

↓ 24.06 · 14:59 VIDEO ☒ Once and for all: what's the difference between manga, manhwa, and manhua Watch a short video from Komilfo Publishing and subscribe...	VIEWS 60 922 REPOSTS 290 REACTIONS 1 185 ER 17.6%
↓ 24.06 · 17:01 PHOTO ☒ ART WEDNESDAY at NERDS Grab the template from the post and draw this week's theme: What did Zubl reassemble into? Rules...	VIEWS 60 095 REPOSTS 176 REACTIONS 1 230 ER 17.3%
↓ 19.06 · 15:04 VIDEO Friends will shower you with money. In June we DOUBLE the referral reward 🐱 Don't choose between a hundred rubles and a hundred friends...	VIEWS 58 176 REPOSTS 35 REACTIONS 374 ER 16.8%

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.

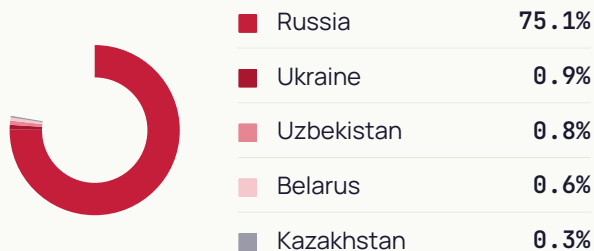


— SECTION 04 • MENTIONS

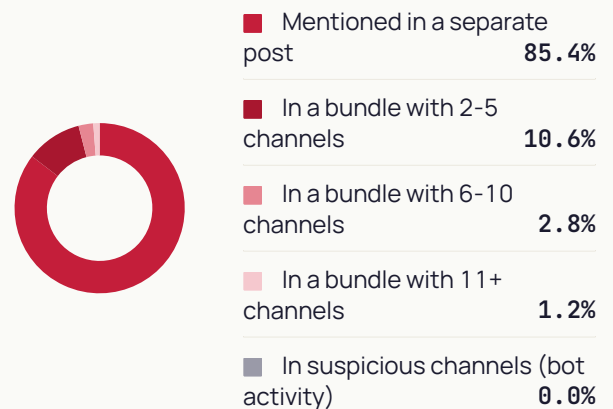
Who mentions the channel & how

Citation index **418** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **3 819** different channels.

COUNTRIES MENTIONING



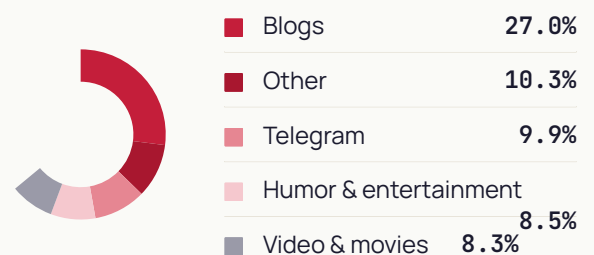
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



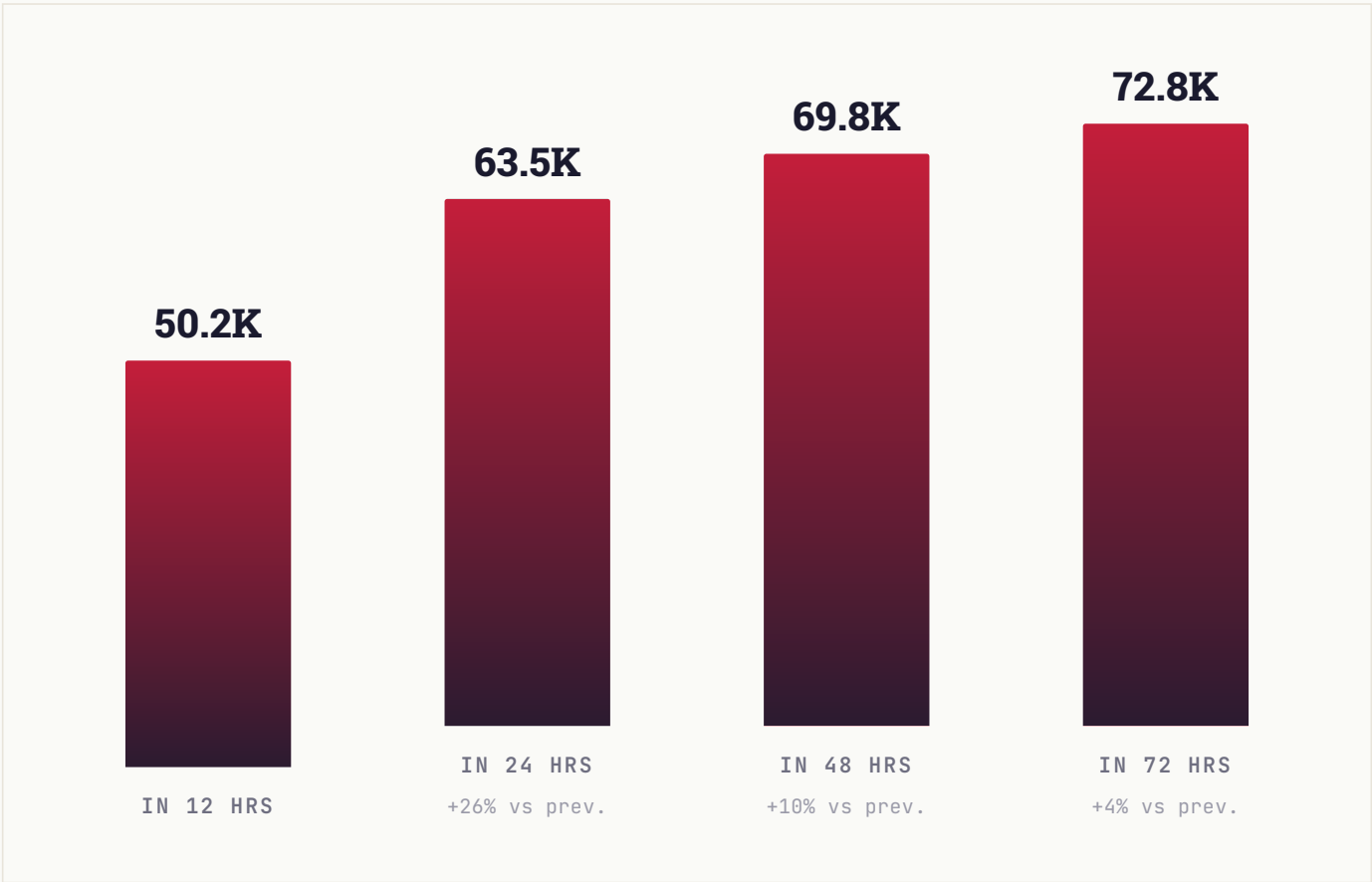
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its niche rank.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
AZ Alexander Zubarev	1.4M
EX Exile	1.4M
B Booster	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ Broen lives here	1.1M
PA PARADEEVICH	1M
NE nerds YOU	346.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#95 of 100). Niche median — 493.6K subs. First growth KPI — reach the median. Leader: Dima Maslennikov (2.2M).

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 **1 754**, they brought **238 140** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	353	244	8 419
Nov 2025	286	180	68 375
Oct 2025	277	151	107 218
Sep 2025	270	170	34 570
August 2025	251	114	17 862
July 2025	317	153	1 696
TOTAL MENTIONS			1 754
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			238 140

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

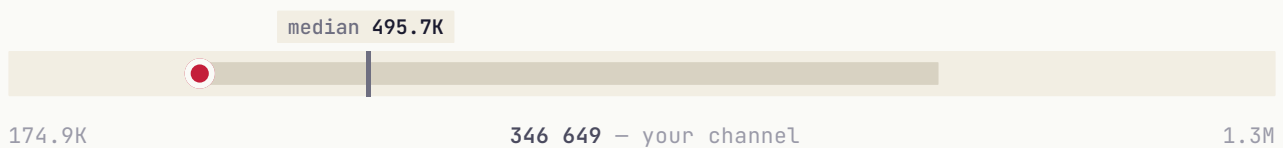
Took top-100 channels in category «Blogs» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#95 /100

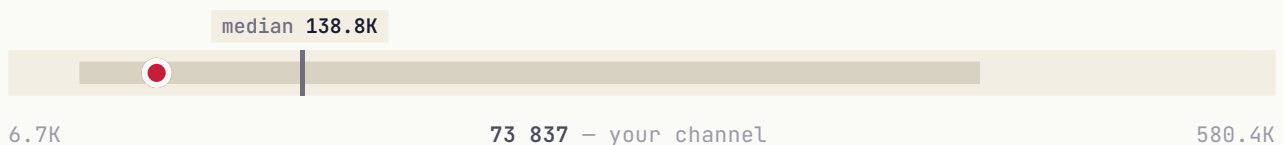
RANK IN NICHE

Channel in the bottom half of the ranking

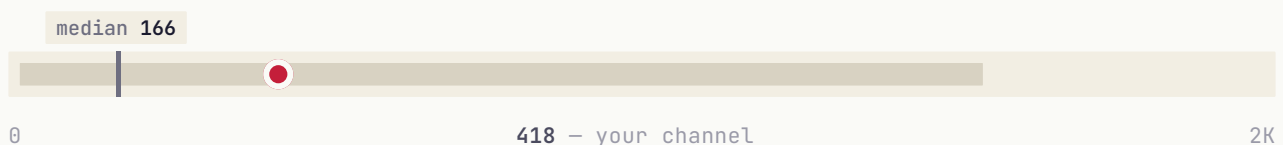
SUBSCRIBERS

30% below median

AVG REACH / POST

47% below median

CITATION INDEX

better than 57% of niche

— 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 Sunday**

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

EFFECT

**Best time for
important
posts****02****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.****03****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**04****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****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager