

PUBLIC REPORT PROMTPRESS

Channel audit

Nikita



@nikita_mank_evich

<https://instagram.com/nikita.mankevich>

SUBSCRIBERS

6 311

-86 per month

ERR (% SEE POSTS)

17.0%

daily 7.8%

REACH/POST

1.1K

ad reach 495/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

SUBSCRIBERS 6 311 —	SUBS REACH 16.71% avg % subs see post	VIEWS/POST 1.1K median 1K · 15 days	POSTS/WK 1.8 over period
7D TREND — no data for period	REACTS/POST 2.8 only 11 reactions, 42 reposts, 28 comments	POST LENGTH 432 chars. median 334 · 15 days	POSTS ANALYZED 4 15 days
AD REACH 495 24h avg	CHURN / MONTH -86 last month	MENTION RATE 13 citation index · 7 channels mentioned ever	CHANNEL AGE 4 years 3 months created 05.03.2022

AI EDITOR SUMMARY

Channel «Nikita» — 6 311 subs. Each post averages 1.1K people (17% of subs), average reach — room to grow. Publishes 2 posts/week (~0/day) — rare updates.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 4 posts in 15 days.
- 02 Dominant format – Text (2/4 posts).
- 03 Avg post length – 432 chars (median 334).
- 04 Peak audience activity – Thursday, 20:00 MSK.
- 05 Top posts get 1x more views than the weakest (1.2K avg top vs 870 worst) – among 4 posts in 15 days. Analyze commonalities: topic, format, timing.

TOP 4 POSTS

Nº1 21.05 · 17:50 TEXT WB and Ozon will soon 'squeeze' all their sellers? Amazon already does this. For example, 1.6% of Amazon sellers make HALF of all...	VIEWS 1 607 REPOSTS 6	REACTS 1 ER 25.5%
Nº2 28.05 · 07:37 TEXT Do freelancers really charge \$40 per product card? It's just designing one image, right? Ordered 3 cards: for \$0, \$10 and...	VIEWS 1 300 REPOSTS 7	REACTS — ER 20.6%
Nº3 04.06 · 14:52 PHOTO How a waiter from Tbilisi quietly bought half of the Russian internet? I've prepared an investigation about the new owner of Yandex...	VIEWS 751 REPOSTS 2	REACTS 1 ER 11.9%

No4 06.06 · 15:47 PHOTO Looking for Upwork jobs? You know speed matters. With geta.work, new matching gigs land in your Telegram...	VIEWS	REACTS
	560	9
	REPOSTS	ER
	27	8.9%

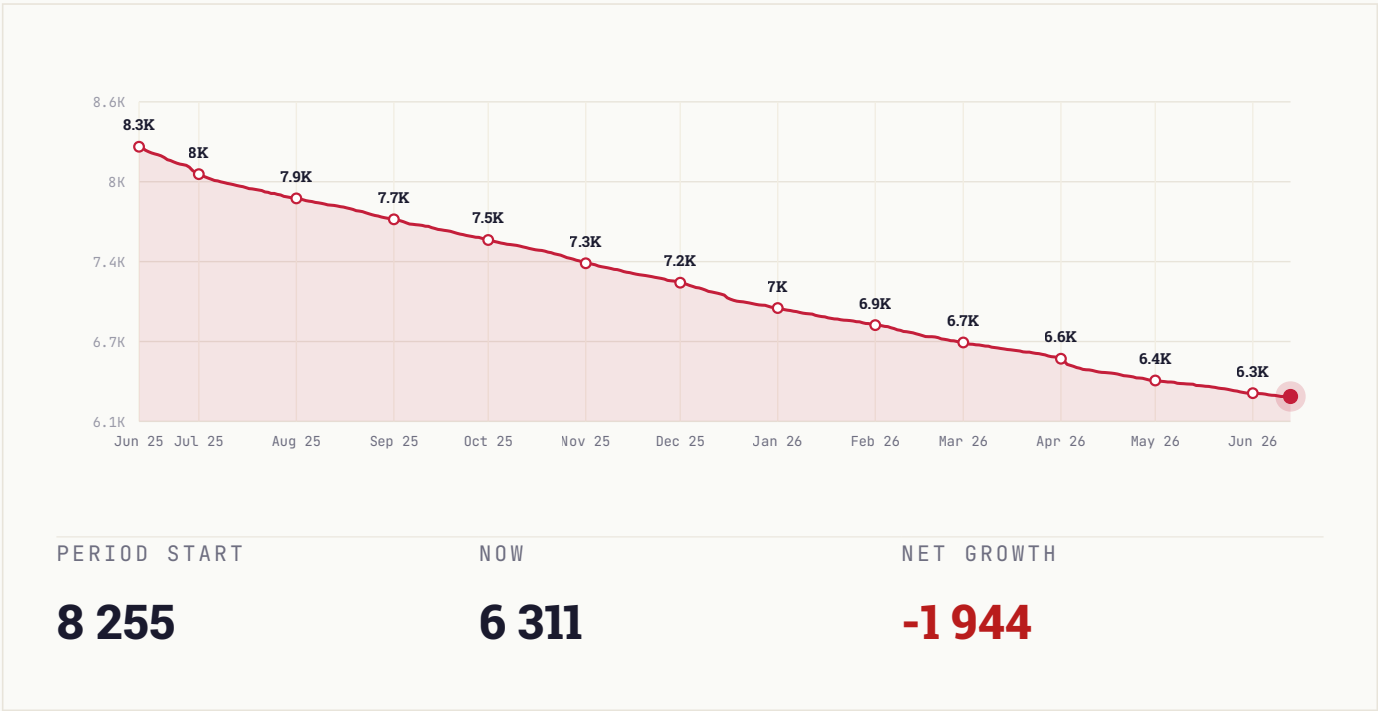
WORST 3

↓ 28.05 · 07:37 TEXT Do freelancers really charge \$40 per product card? It's just designing one image, right? Ordered 3 cards: for \$0, \$10 and...	VIEWS	REACTS
	1 300	—
	REPOSTS	ER
	7	20.6%
↓ 04.06 · 14:52 PHOTO How a waiter from Tbilisi quietly bought half of the Russian internet? I've prepared an investigation about the new owner of Yandex...	VIEWS	REACTS
	751	1
	REPOSTS	ER
	2	11.9%
↓ 06.06 · 15:47 PHOTO Looking for Upwork jobs? You know speed matters. With geta.work, new matching gigs land in your Telegram...	VIEWS	REACTS
	560	9
	REPOSTS	ER
	27	8.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

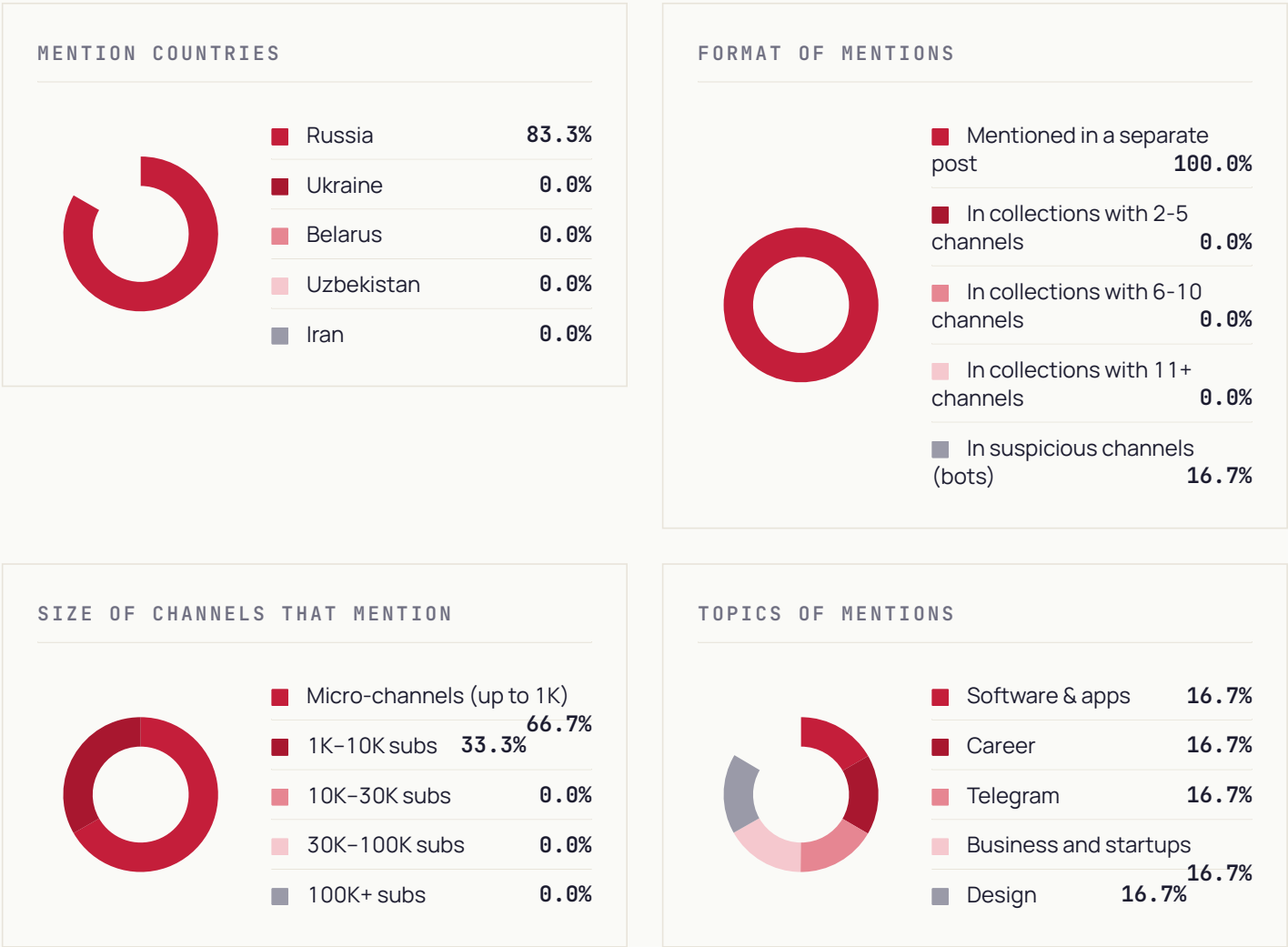
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

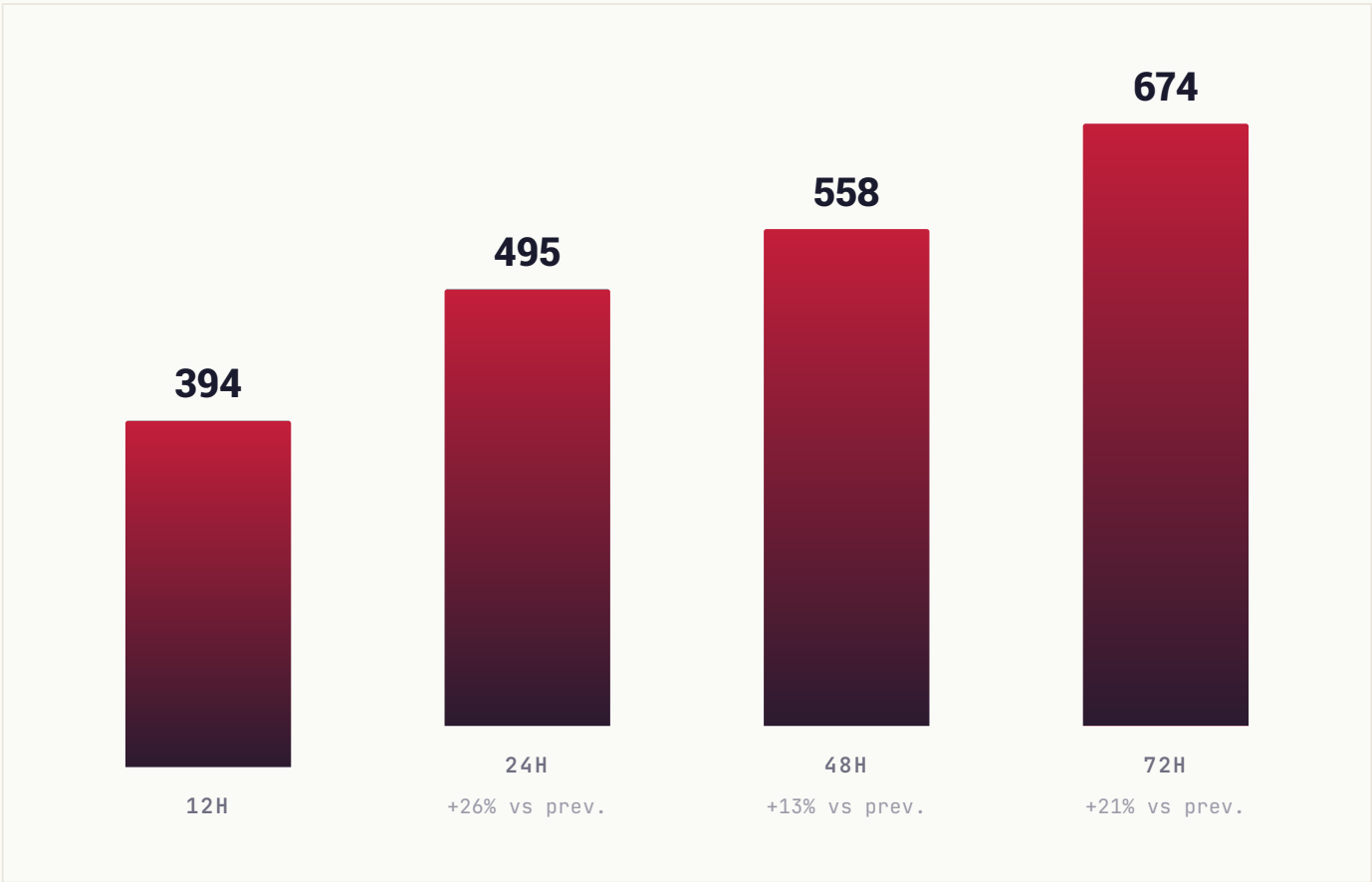
Citation index **13** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **7** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
C(SberBusiness (Belarus)	14.5K
B(BTC-e Earnings and Crypto	9.9K
CB(Canal BetMidas Oficial	8.8K
GB(Ready business Minsk Moscow	6.8K
NI(Nikita YOU	6.3K
Salary(Zakhar Plodunov Rational thinking	5.4K
PB(Pro business LIVE	4.9K
M-(Mobistock - Stock Store	4.7K
BA(BanderPolka	4.7K
GT(GERASIMOVA TATYANA	3.6K
MD(MTBank for business	2.9K

COMPARATIVE INSIGHT

Channel in top-10 niche (#5 of 71). Strong position. Niche leader — SberBusiness (Belarus) (14.5K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · NICHE COMPARISON

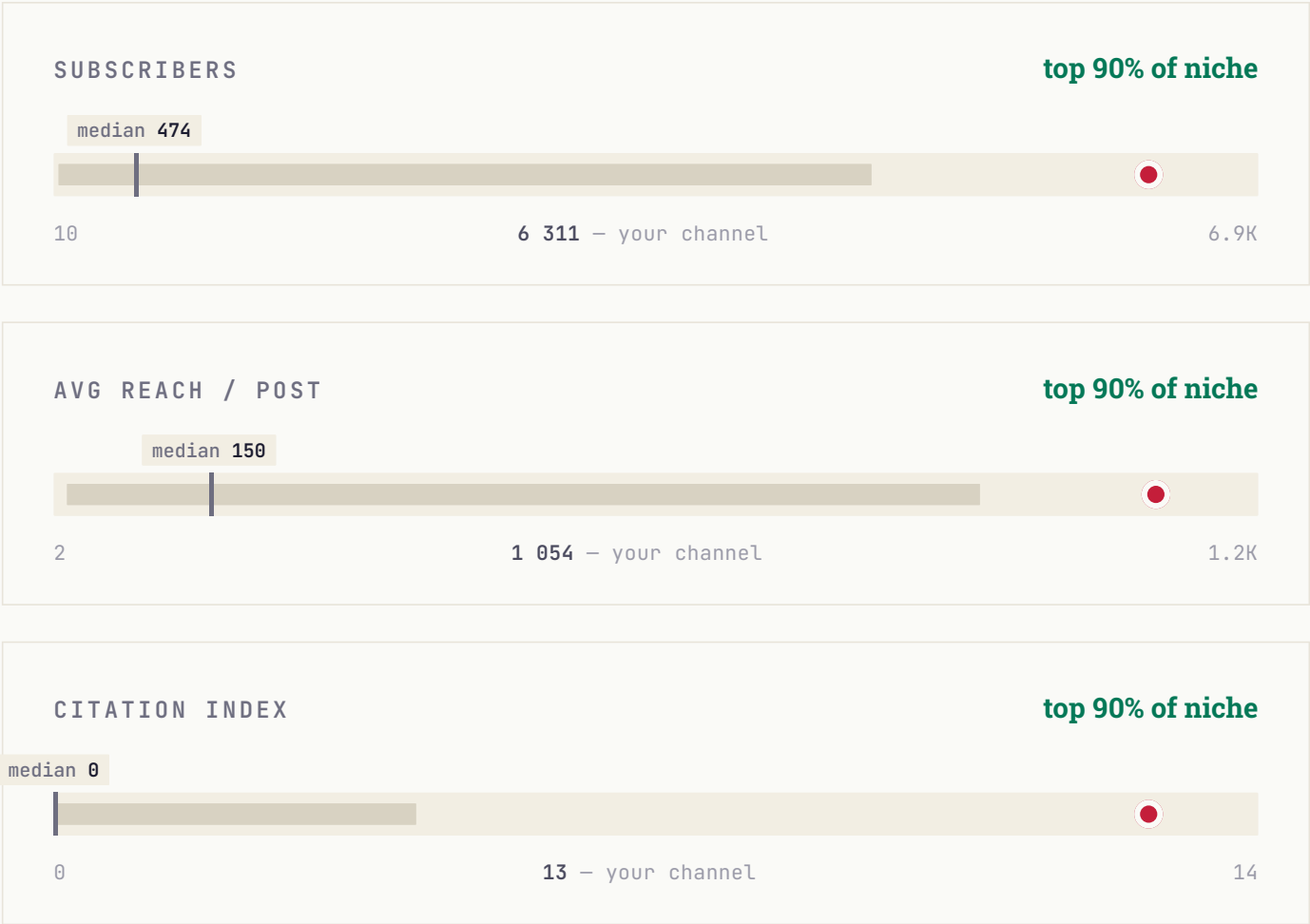
Where the channel stands in its league

Took top-71 channels in category "Business and startups» (Belarus) and saw how your channel compares. Gray band – range of 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#5/71

RANK IN NICHE

Channel in top 7% business & startups Belarus



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01

Increase posting frequency

Now 1.8 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Thursday

Audience most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video posts share

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 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.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us & 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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