

PUBLIC PROMTPRESS REPORT

Channel audit

Nikolay Myachin



@nikolai_miachin

That same comrade major. PhD in Economics. Creator of @prostoecon and @prostofinbot. Here about content as business and working with audience. No ads. Contact author:...

SUBSCRIBERS

27 496

+1110 per month

ERR (% SEE POSTS)

121.0%

last day **48.5%**

REACH/POST

33.2K

ad reach **13.2K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position 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 below the number shows the period it covers.

 SUBSCRIBERS 27 496 —	 SUBSCRIBER REACH 120.67% avg % subs see post	 VIEWS/POST 33.2K median 34.4K · 22 days	 POSTS/WEEK 1.6 for period
 7D TREND — no data for period	 REACTIONS/POST 1455.0 total 7,275 reactions, 1,040 reposts, 0 comments	 POST LENGTH 696 chars median 995 · 22 days	 POSTS ANALYZED 5 22 days
 AD REACH 13.2K 24h avg	 CHURN / MONTH +1110 last month	 CITATION RATE 16 citation index · 106 channels mentioned ever	 CHANNEL AGE 1 year 9 months created 23.09.2024

AI EDITOR SUMMARY

Channel «Nikolay Myachin» — 27 496 subs. Each post avg views 33.2K people (121% of subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) — rare posts.

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 5 posts over 22 days.
- 02 Dominant format — Text (3/5 posts).
- 03 Avg post length — 696 chars (median 995).
- 04 Audience peak activity — Monday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (43.4K avg for top vs 23.4K for worst) — among 5 posts over 22 days. Worth analyzing what the top has in common — topic, format, publish time.

TOP 5 POSTS

Nº1 15.06 · 16:25 PHOTO Durov is raffling \$200,000 among those who make a video with 10,000+ views on "digital freedom". The winner, besides the prize...	VIEWS 49 480 REPOSTS 185	REACTIONS 2 078 ER 180.0%
Nº2 14.06 · 07:13 TEXT How to organize your Telegram life: 1. Create different folders for chats and dialogs. I have "News", "Team", "Politics"...	VIEWS 46 166 REPOSTS 559	REACTIONS 1 471 ER 167.9%
Nº3 25.06 · 06:35 PHOTO When a subscriber wrote me: "I've been watching you for a long time, let's put on armor and wave swords?", I thought: "Why not!". So...	VIEWS 34 423 REPOSTS 86	REACTIONS 1 649 ER 125.2%

Nº4

01.07 · 14:50

TEXT

One of the dumbest mistakes I often see – even big authors with millions blame view failures on some...

VIEWS

24 509

REPOSTS

98

REACTIONS

1 265

ER

89.1%

Nº5

06.07 · 07:32

TEXT

All fools, I'm a genius, they can't understand me A very harmful mindset when leading people – thinking they are dumber than you and constantly...

VIEWS

11 320

REPOSTS

112

REACTIONS

812

ER

41.2%

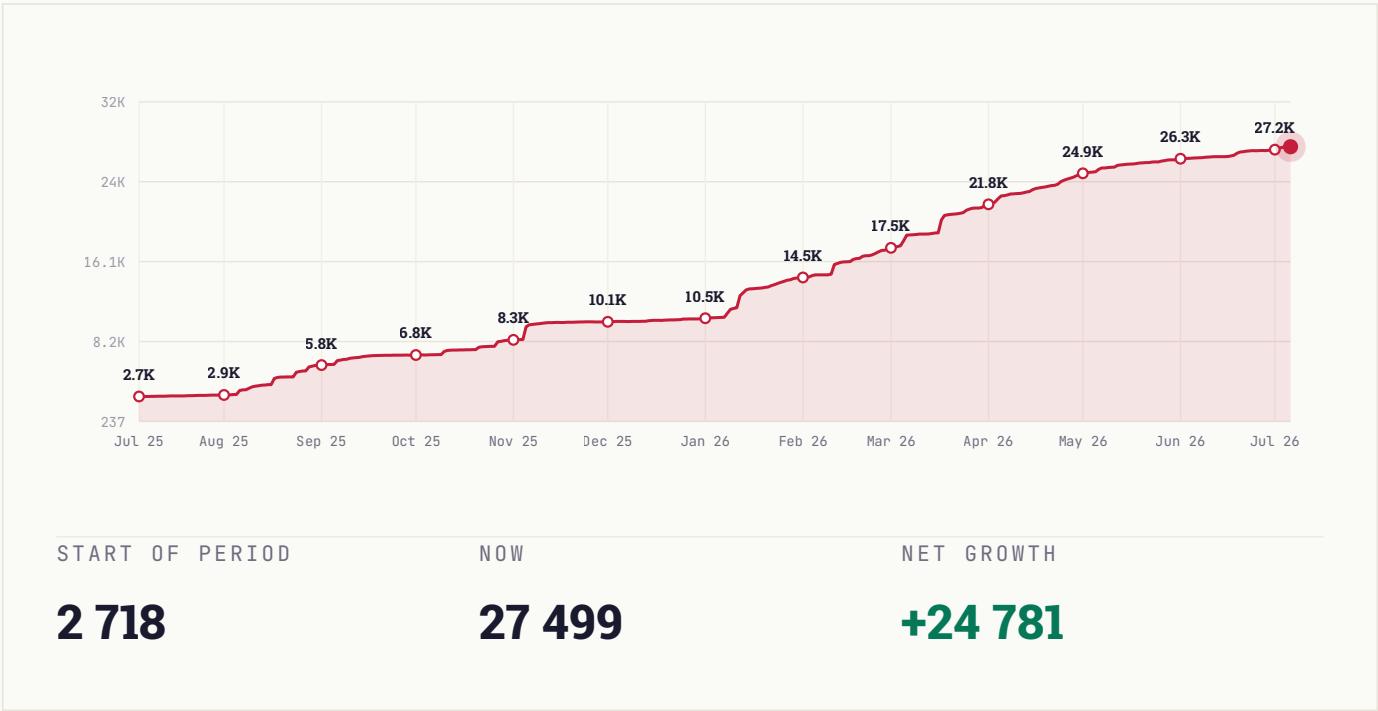
WORST 3

↓ 25.06 · 06:35 PHOTO When a subscriber wrote me: "I've been watching you for a long time, let's put on armor and wave swords?", I thought: "Why not!". So...	VIEWS 34 423 REPOSTS 86	REACTIONS 1 649 ER 125.2%
↓ 01.07 · 14:50 TEXT One of the dumbest mistakes I often see – even big authors with millions blame view failures on some...	VIEWS 24 509 REPOSTS 98	REACTIONS 1 265 ER 89.1%
↓ 06.07 · 07:32 TEXT All fools, I'm a genius, they can't understand me A very harmful mindset when leading people – thinking they are dumber than you and constantly...	VIEWS 11 320 REPOSTS 112	REACTIONS 812 ER 41.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

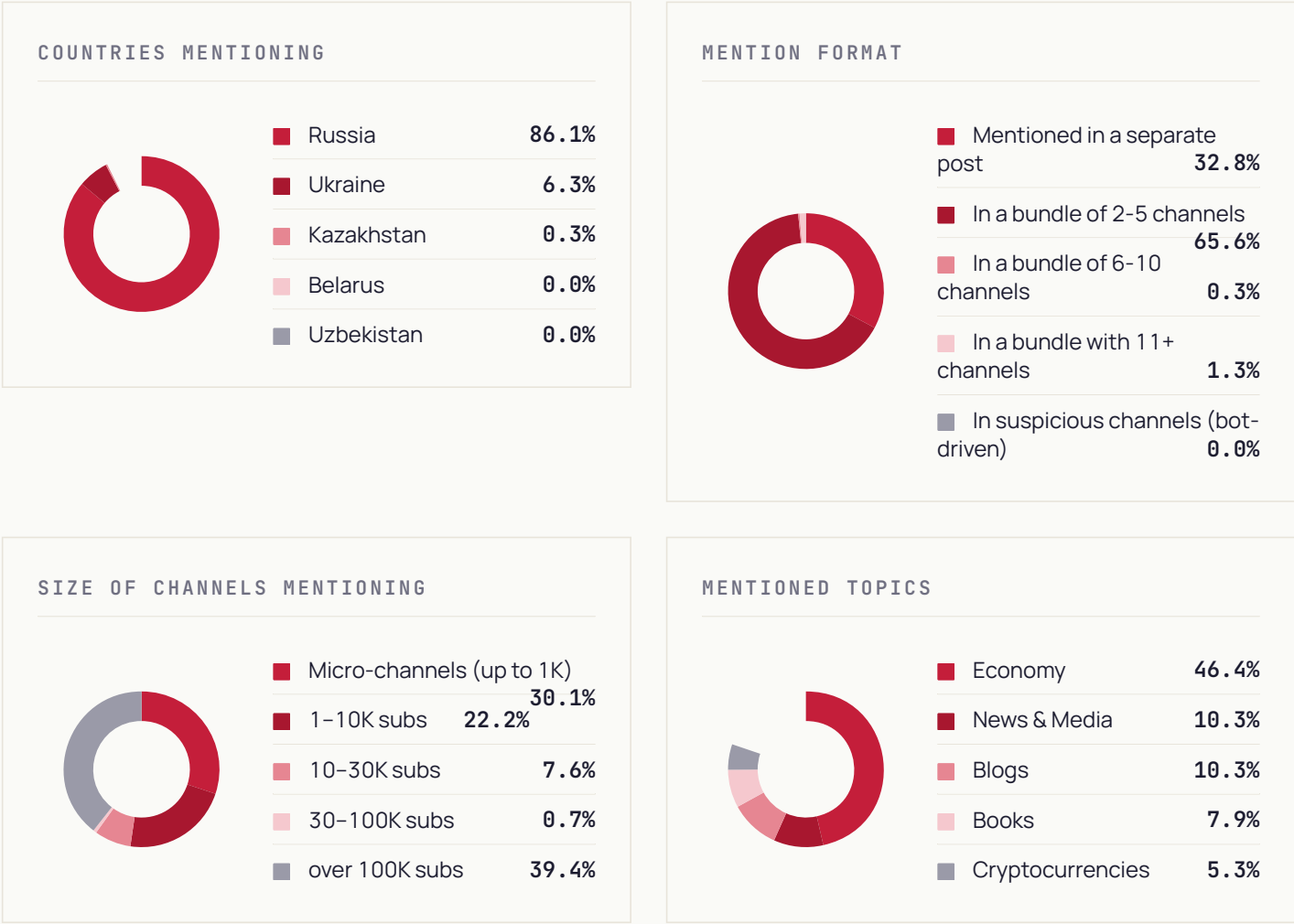
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · CITATIONS

Who and how mentions the channel

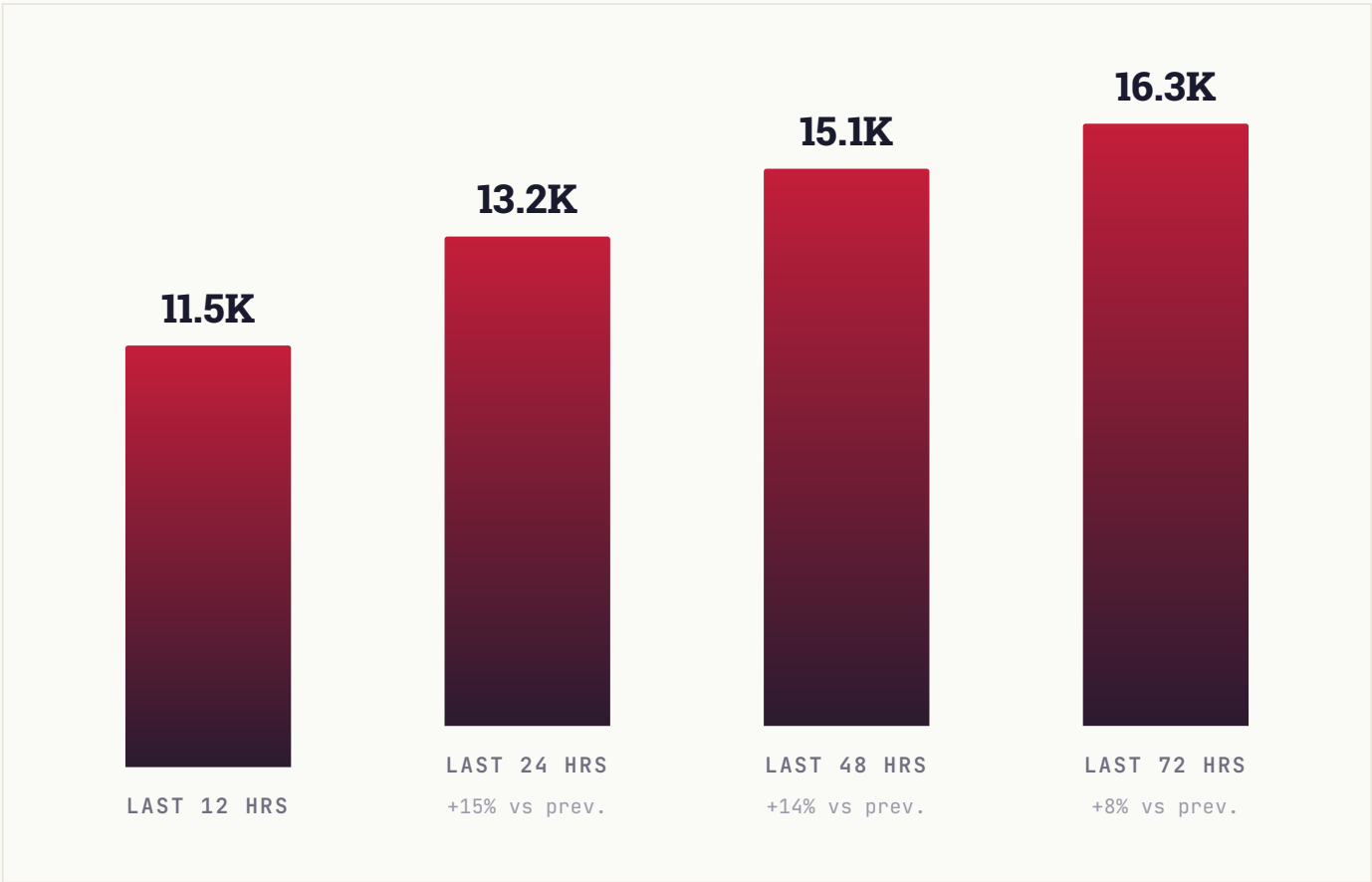
Citation index **16** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time channel mentions **106** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 rank among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1M
CN Books for millions business blog	864.8K
RP Roxman typing...	538.5K
AB Business Shark	498.5K
SS Merger & acquisition	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
NM Nikolay Myachin YOU	27.5K

COMPARATIVE CONCLUSION

Channel not yet outside top-98 of niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal — enter top-98 via systematic traffic and content work.

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 **59**, they brought **11 747** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	27	14	4 032	
December 2025	5	2	382	
November 2025	5	3	1 865	
October 2025	10	6	1 481	
September 2025	6	4	1 025	
August 2025	6	3	2 962	

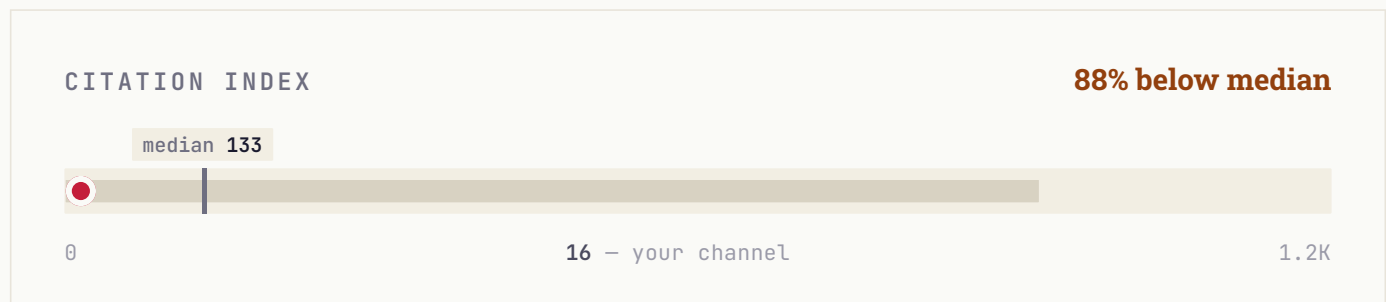
TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
59	6	11 747

Where the channel stands in its league

SUBSCRIBERS 83% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median. A label 'median 165.3K' is placed above the median line. The channel's value '27 496 - your channel' is centered below the bar. The range '49.7K' to '585.5K' is indicated at the bottom.

Metric	Value
Channel Subscribers	27 496
Median	165.3K
Range (Min-Max)	49.7K - 585.5K



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit next month.

- 01

Increase posting frequency
Now 1.6 posts/week. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT
Consistency beats volume
- 02

Main post of the week — on Monday
On this day at 19:00 MSK audience is most active.

EFFECT
Best window for an important post
- 03

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

EFFECT
Video retains audience better
- 04

System traffic purchase
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 — what we can do in a few minutes based on public data. If you want 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
----	-------------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
