

PUBLIC REPORT BY PROMTPRESS

Channel audit u nowkie?



@nowkies

Ilya Novka's TG channel Only contacts: @NowkieManager,
@NowkieManager2 My social: itd.com Money for TikToks:
@nowkie67bot Suggestions: @nowkiebot Boost TG channel:...

SUBSCRIBERS

423 971

+25672 per month

ERR (% SEE POSTS)

50.0%

last 24 hrs **25.3%**

REACH / POST

204.4K

ad reach **107.5K/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 chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Blogs» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 423 971 —	 SUBSCRIBER REACH 48.21% avg % subs see post	 VIEWS / POST 204.4K median 217.1K · 29 days	 POSTS / WEEK 11.4 for period
 7D TREND -21.1% vs previous week	 REACTIONS / POST 13643.6 total 654,893 reactions, 23,255 reposts, 51,296 comments	 POST LENGTH 118 chars. median 56 · 29 days	 POSTS ANALYZED 48 29 days
 AD REACH 107.5K 24h avg	 CHURN / MONTH +25672 last month	 CITATION RATE 196 citation index · 1,464 channels mentioned all time	 CHANNEL AGE 6 years 6 months created 23.12.2019

AI EDITOR SUMMARY

Channel «u nowkie?» — 423 971 subs. Each post averages 204.4K people (48% from subs), wide reach for a channel this size. Publishes 11 posts per week (~2/day) — regular schedule. Week Jun 15–21 reach dropped -21.1% by week Jun 8–14 — worth analyzing why.

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 **48** posts over 29 days.
- 02 Dominant format – **Photo** (36/48 posts).
- 03 Avg post length – **118** chars (median 56).
- 04 Peak audience activity – **Tuesday**, 23:00 MSK.
- 05 Top posts get **2×** more views than the weakest (291.2K avg for top vs 157.9K for worst) – among 48 posts in 29 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 09.06 · 20:23 PHOTO returned 98% of the cup, secretly kept 2% as a souvenir ☹️	VIEWS 295 739 REPOSTS 522	REACTIONS 21 411 ER 69.8%
Nº2 10.06 · 17:35 PHOTO on set now 😊	VIEWS 289 850 REPOSTS 294	REACTIONS 20 037 ER 68.4%
Nº3 14.06 · 08:25 PHOTO guys!! now you can get money for TikToks with me! ☹️ I mentioned it on stream, tested, seems cool!...	VIEWS 288 064 REPOSTS 580	REACTIONS 9 258 ER 67.9%

Nº4

11.06 · 14:27

VIDEO

(post without caption – video)

VIEWS

279 592

REACTIONS

15 056

REPOSTS

882

ER

65.9%

Nº5

09.06 · 16:21

PHOTO

streamed

VIEWS

276 759

REACTIONS

15 464

REPOSTS

301

ER

65.3%

WORST 3

↓

22.06 · 14:28

PHOTO

on diss on exail today got 3M views! 💀 now it's the most popular vid on the channel! 📺❤

VIEWS

177 539

REACTIONS

20 633

REPOSTS

200

ER

41.9%

↓

24.06 · 18:38

PHOTO

And since we're on the topic – here's who's in the new part of CRINGE BLOGGER MATERIALS! 💀📺 video on the 27th!! get ready for cringe 📺😂😂

VIEWS

149 039

REACTIONS

13 515

REPOSTS

981

ER

35.2%

↓

24.06 · 11:25

PHOTO

hey everyone, how about a cringe nostalgia stream today.. 📺 what do you think? watch super old videos, old tracks, ?? TIKTOKS??...

VIEWS

147 270

REACTIONS

11 975

REPOSTS

283

ER

34.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

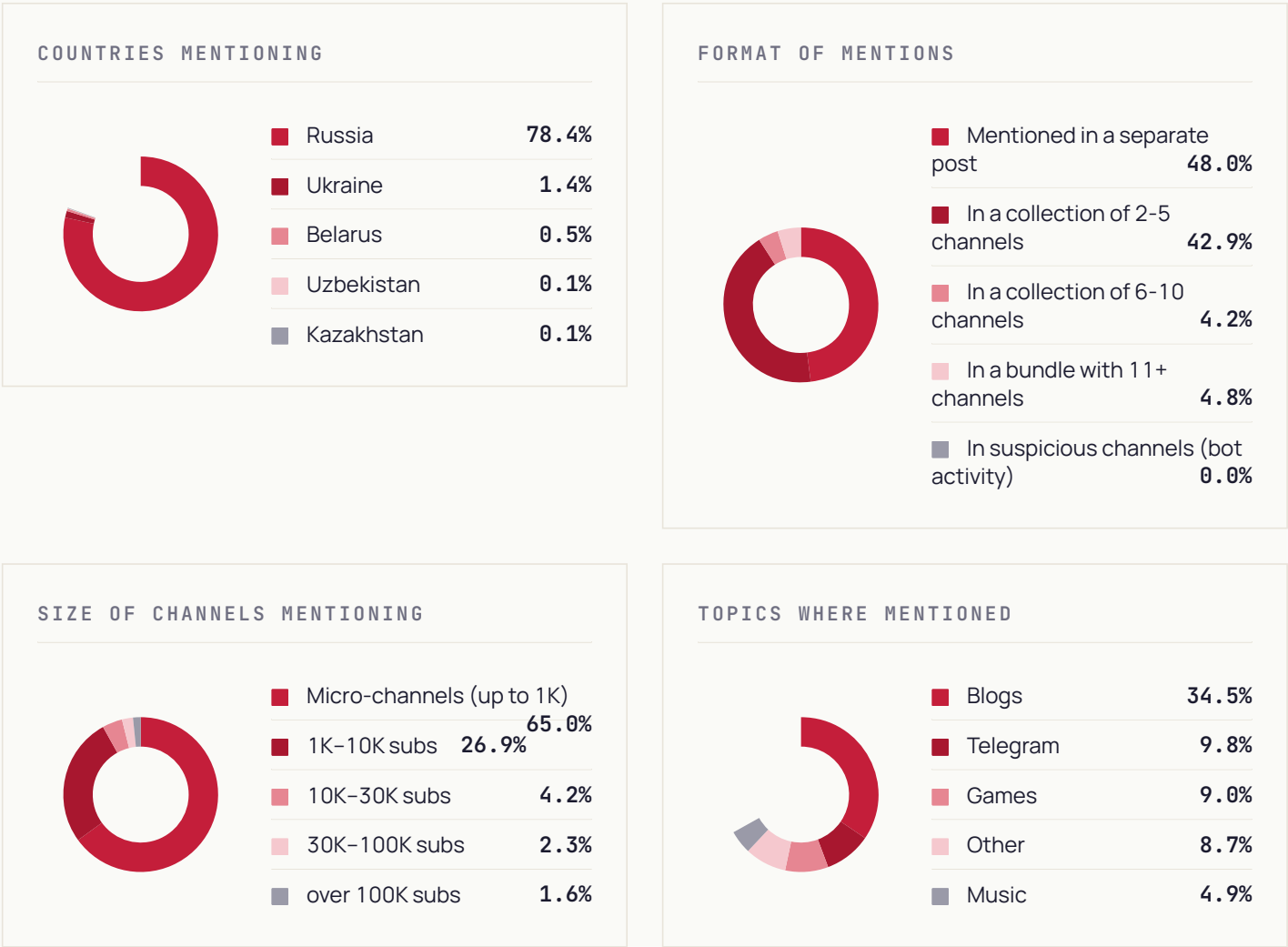
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

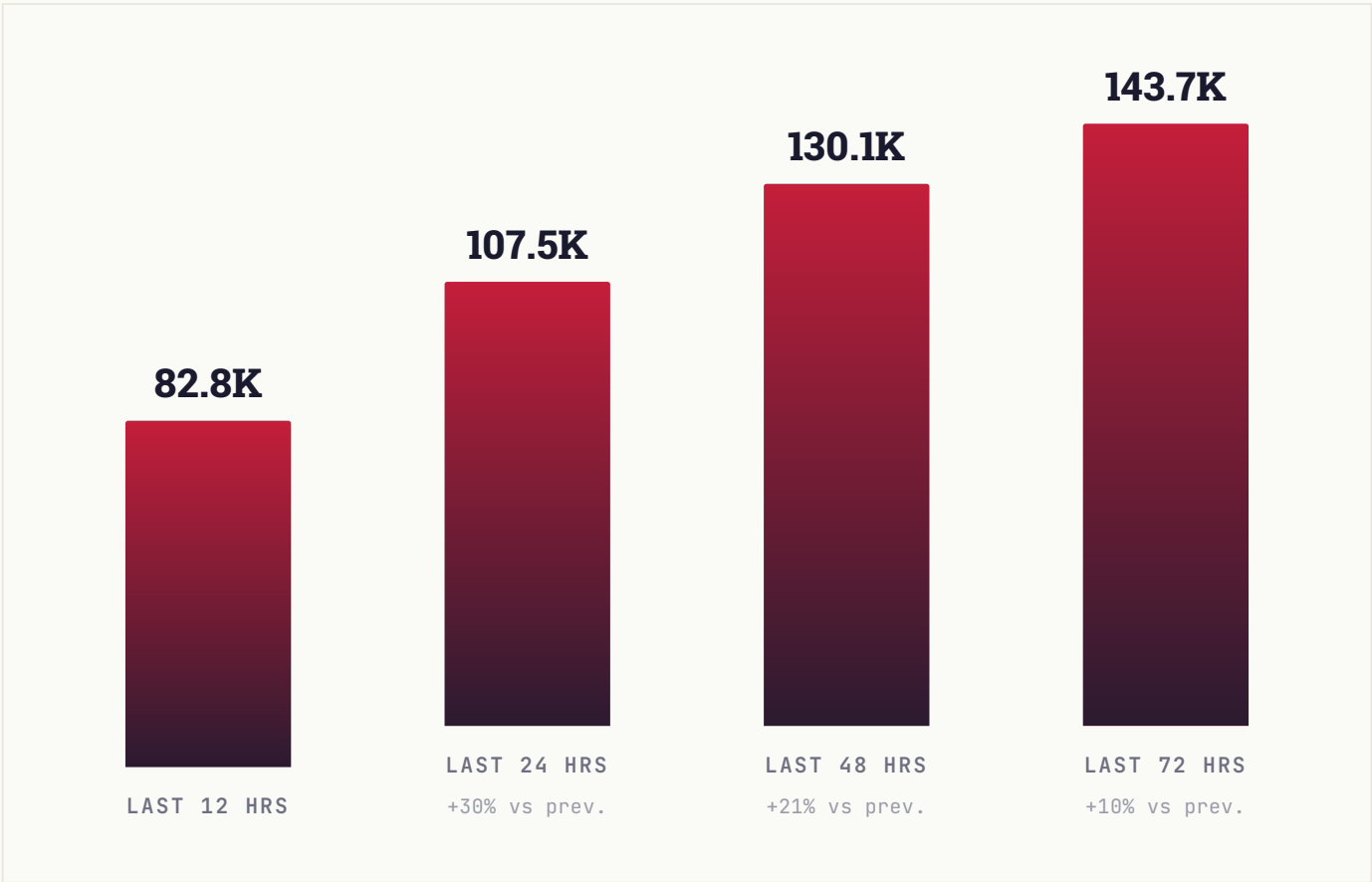
Citation index **196** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 464** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 highlighted — see its rank among niche neighbors.

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
ZZ broen lives here	1.1M
PA PARADEYEVICH	1M
TN u nowkie? YOU	424K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#66 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

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **267**, they brought **247 582** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	69	65	16 928
November 2025	84	62	54 885
October 2025	72	44	84 754
Sep 2025	20	18	4 195
August 2025	9	9	12 534
July 2025	13	13	74 286

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
267	6	247 582

— SECTION 08 · NICHE COMPARISON

Where the channel stands 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.

#66 /100

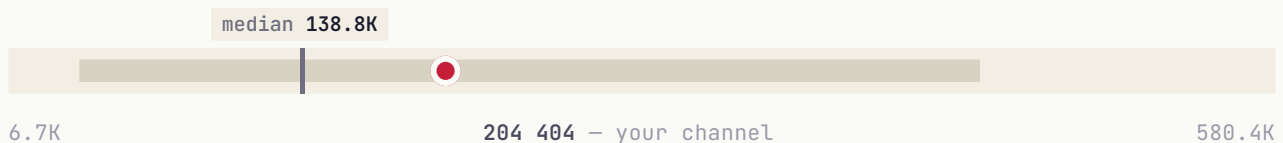
RANK IN NICHE

Channel in the bottom half of the ranking

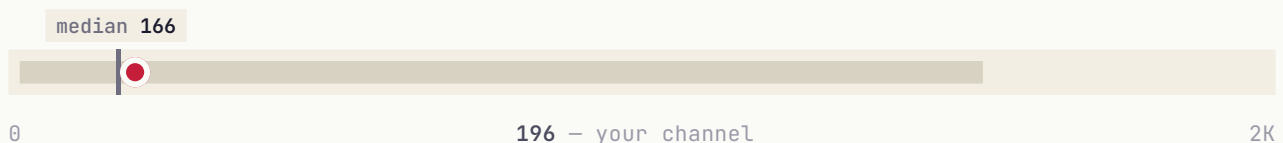
SUBSCRIBERS

worse than median by 14%

AVG REACH / POST

better than 58% of niche

CITATION INDEX

better than 50% of niche

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Tuesday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

03

System traffic buy

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 & 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

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. 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
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02	Contact manager	t.me/PromptPress_manager
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