

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Deripaska



@olegderipaska

SUBSCRIBERS

119 635

-649 per month

ERR (% SEE POSTS)

33.0%

last day **21.8%**

REACH/POST

38.7K

ad reach **26.1K/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 119 635 —	 SUBS REACH 32.37% avg % subs see post	 VIEWS/POST 38.7K median 38.9K · 7 days	 POSTS/WK 4.6 for period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 265 chars median 244 · 7 days	 POSTS ANALYZED 5 7 days
 AD REACH 26.1K 24h avg	 CHURN / MONTH -649 last month	 CITATION RATE 1 342 citation index · 3,725 channels mentioned all time	 CHANNEL AGE 6 years 5 months created 18.01.2020

EDITOR AI SUMMARY

Channel «Deripaska» — 119 635 subs. Avg views per post: 38.7K people (32% of subs), good reach. Publishes 5 posts/week (~1/day) — rare posts.

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 5 posts in 7 days.
- 02 Dominant format — Text (4/5 posts).
- 03 Avg post length — 265 chars (median 244).
- 04 Peak audience activity — Friday, 18:00 MSK.
- 05 Top posts get the most 1x more views than the weakest (43.6K avg for top vs 33.9K for worst) — among 5 posts in 7 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 15:29 TEXT Microorganisms are a key element of the Eurasian steppe ecosystem. They maintain soil fertility and sequester carbon, which...	VIEWS 52 713 REPOSTS 90	REACTIONS — ER 44.1%
Nº2 02.07 · 12:45 VIDEO In Ust-Labinsk the all-Russian forum-festival 'Be a Cossack' took place — two days of Kuban songs, traditional rites, exhibitions and...	VIEWS 39 076 REPOSTS 191	REACTIONS — ER 32.7%
Nº3 02.07 · 13:56 TEXT Low interest rates 2-4%, deliberate currency weakening (15% over 3 years) to boost exports and...	VIEWS 38 920 REPOSTS 269	REACTIONS — ER 32.5%

Nº4 02.07 · 14:28 TEXT Countries focused on advanced development and high-tech exports don't base their economic policy on...	VIEWS 37 837 REPOSTS 184	REACTIONS — ER 31.6%
Nº5 04.07 · 06:42 TEXT https://www.youtube.com/watch?v=CPdeEp2Ff98	VIEWS 25 071 REPOSTS 154	REACTIONS — ER 21.0%

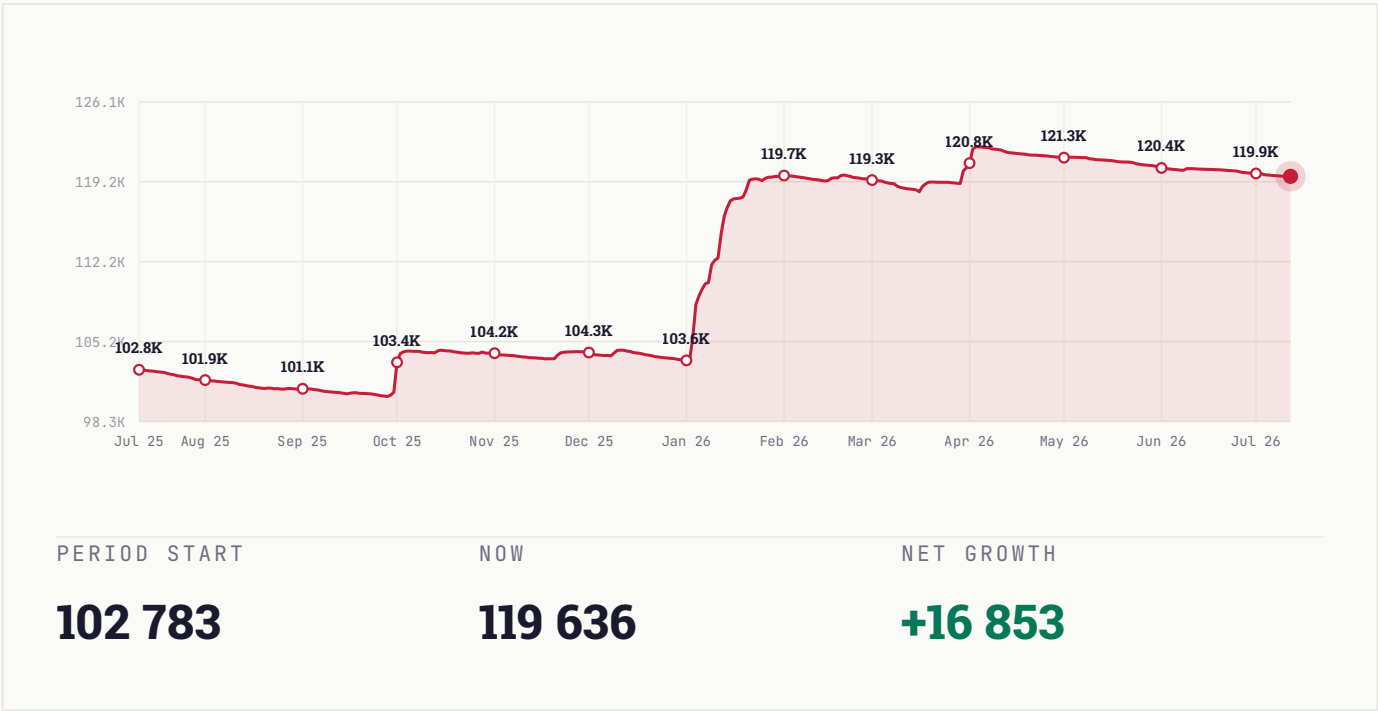
WORST 3

↓ 02.07 · 13:56 TEXT Low interest rates 2-4%, deliberate currency weakening (15% over 3 years) to boost exports and...	VIEWS 38 920 REPOSTS 269	REACTIONS — ER 32.5%
↓ 02.07 · 14:28 TEXT Countries focused on advanced development and high-tech exports don't base their economic policy on...	VIEWS 37 837 REPOSTS 184	REACTIONS — ER 31.6%
↓ 04.07 · 06:42 TEXT https://www.youtube.com/watch?v=CPdeEp2Ff98	VIEWS 25 071 REPOSTS 154	REACTIONS — ER 21.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

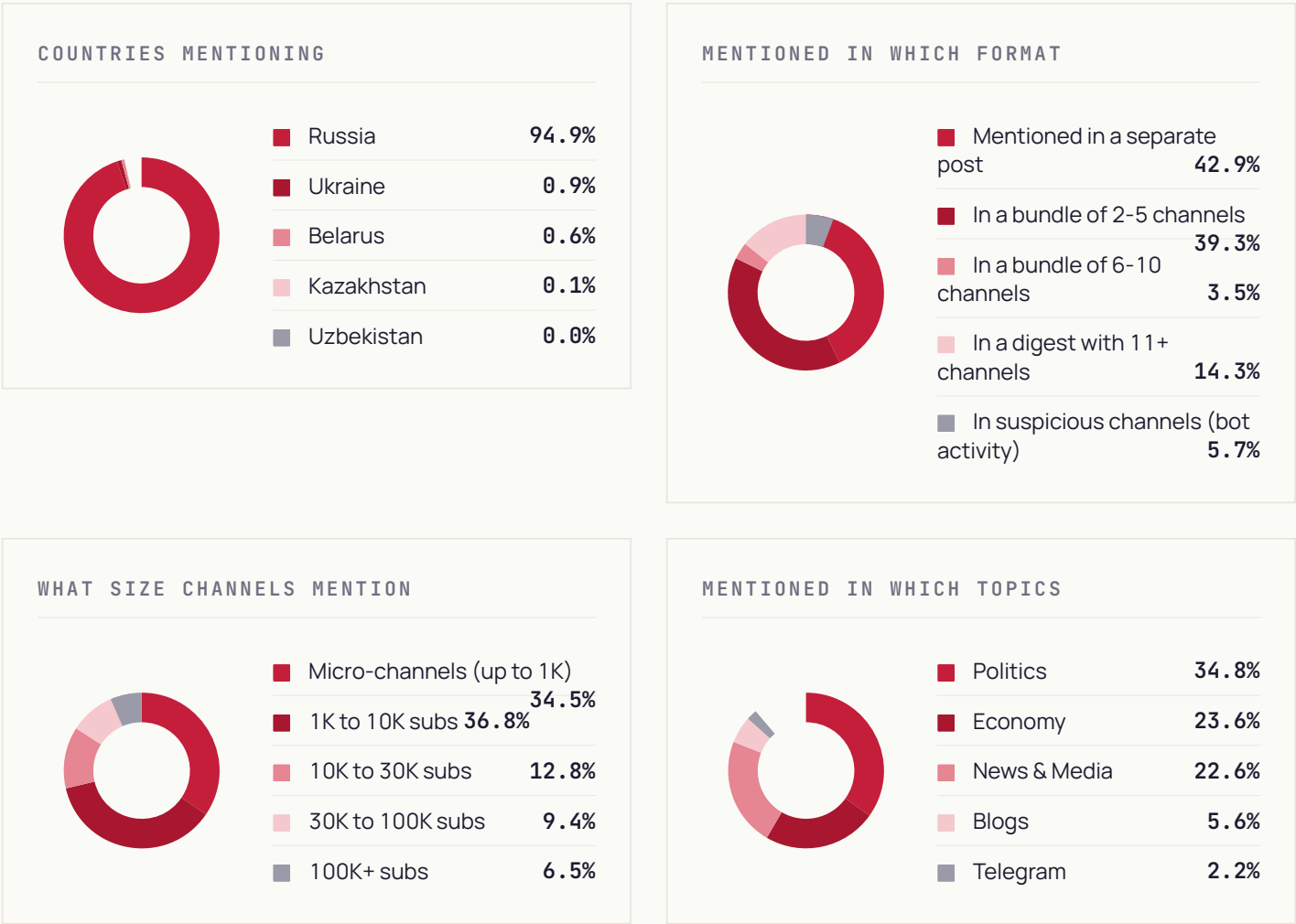
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

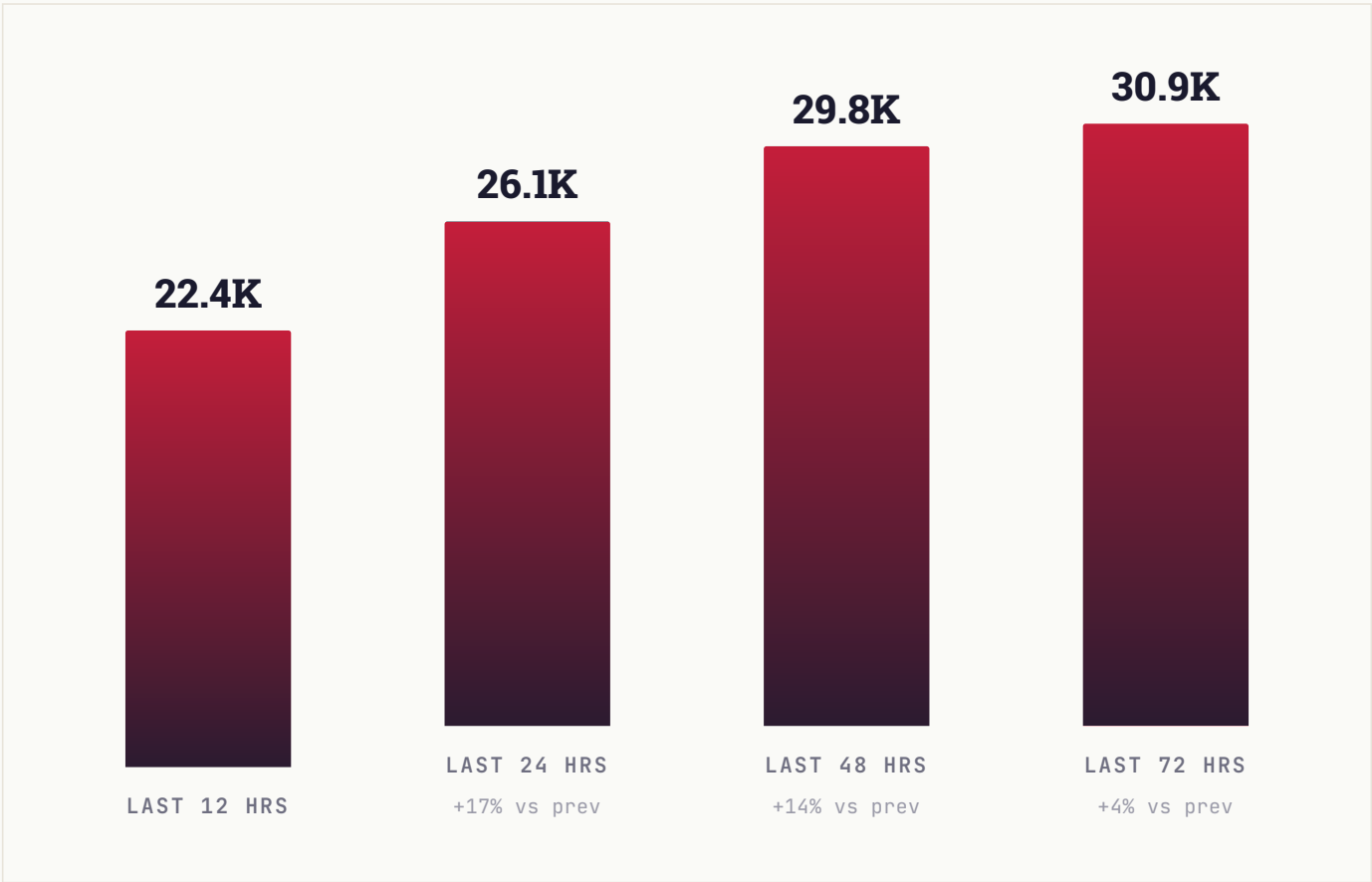
Citation index **1 342** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **3 725** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
ZJ broen lives here	1.1M
PA PARADEEVICH	1M
NOT NEVZOROV	1M
DE Deripaska YOU	119.6K

COMPARATIVE SUMMARY

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal — enter top-100 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

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 **647**, they brought **21 976** new subs.

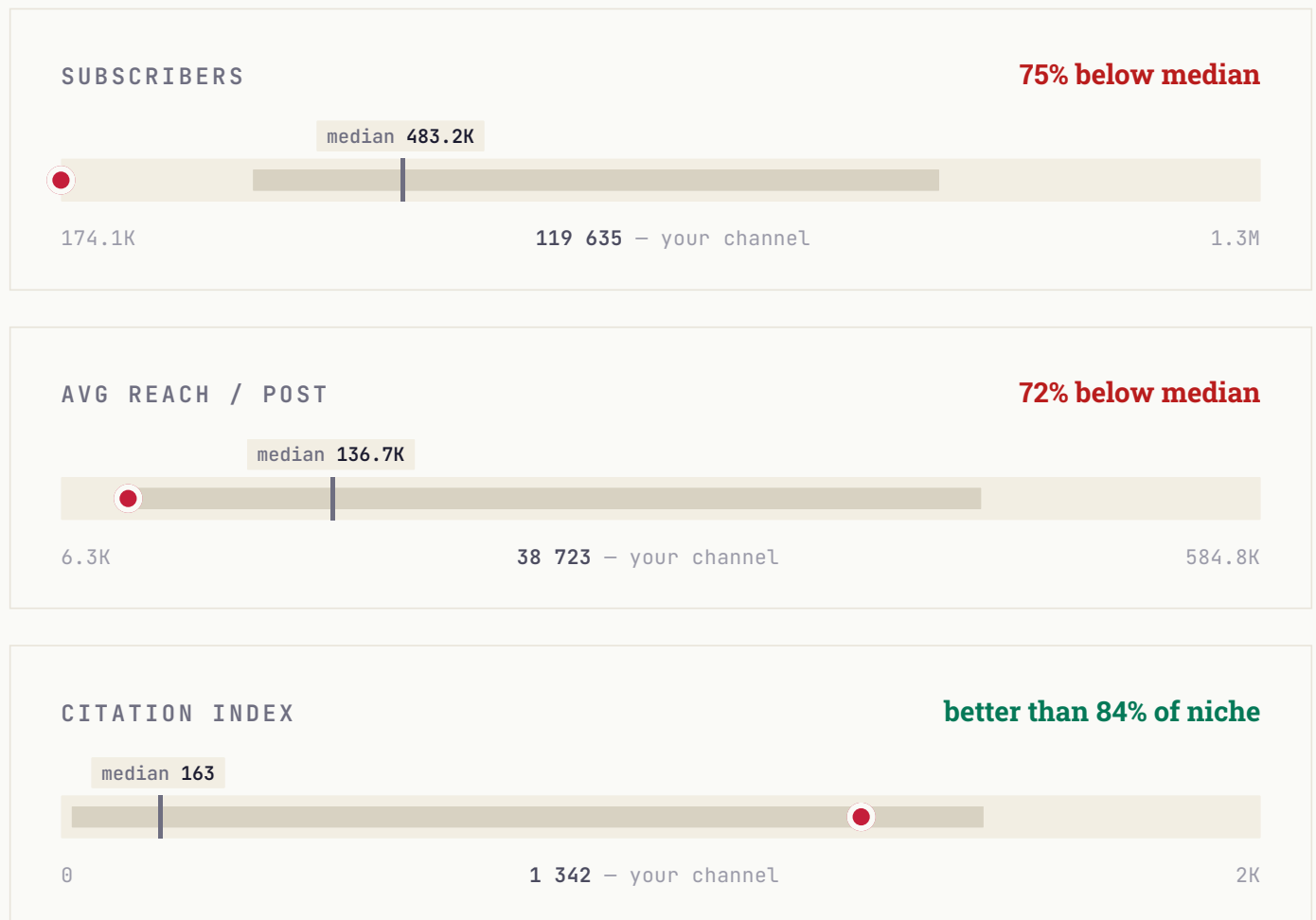
PERIOD	MENTIONS	CHANNELS	REFERRED	SUBS
January 2026	340	267	16 196	
December 2025	53	51	506	
Nov 2025	104	98	634	
Oct 2025	71	66	4 022	
September 2025	52	44	513	
August 2025	27	24	105	

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBS
647	6	21 976

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 covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 4.6 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume**

02

Main post of the week — on Friday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

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 & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager