

PUBLIC REPORT BY PROMTPRESS

Channel audit

Оптимистка в штатском



@optimistkavshtatskom

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SUBSCRIBERS

39 854

-159 per month

ERR (% SEE POSTS)

9.0%

per day 6.4%

REACH/POST

3.5K

ad reach 2.6K/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 39 854 —	SUBSCRIBER REACH 8.77% avg % of subs see post	VIEWS/POST 3.5K median 3.5K · 29 days	POSTS/DAY 11.3 ~79 per week
7D TREND -9.2% vs prev week	REACTIONS/POST 103.3 total 35,018 reactions, 4,848 reposts, 3,191 comments	POST LENGTH 691 chars. median 998 · 29 days	POSTS ANALYZED 339 29 days
AD REACH 2.6K 24h avg	CHURN / MONTH -159 last month	CITATION RATE 921 citation index · 2,073 channels mentioned all time	CHANNEL AGE 4 years 4 months created 27.02.2022

AI EDITOR SUMMARY

Channel 'Optimistka v shtatskom 🇷🇺' — 39 854 subs. Each post averages 3.5K people (9% from subs), reach is low — consider expanding audience. Publishes 79 posts per week (~11/day) — very active posting. For the week of June 29 – July 5, reach dropped by -9.2% by week of June 22–28 — analyze reasons.

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 **339** posts over 29 days.
- 02 Dominant format – **Photo** (146/339 posts).
- 03 Avg post length – **691** chars (median 998).
- 04 Peak audience activity – **Sunday**, 15:00 MSK.
- 05 Top posts get **3x** more views than the weakest (6.9K avg top vs 2.7K worst) – among 339 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 12:40 VIDEO Russian Armed Forces began striking Kyiv during LGBT* parades – Bandera media complain. As a result – all the 3.14dor movement...	VIEWS 8 865 REPOSTS 47	REACTIONS 134 ER 22.2%
Nº2 01.07 · 20:48 PHOTO The yellow, marginal, propagandist and dim-witted publication Reuters decided the world would get bored without their 'sensations'. And started telling...	VIEWS 6 233 REPOSTS 46	REACTIONS 98 ER 15.6%
Nº3 18.06 · 17:38 VIDEO Unfinished Nazi Fritz Merz, whose ancestors were tragically not finished off in '45, resulting in this stuffed animal being born and...	VIEWS 5 510 REPOSTS 31	REACTIONS 147 ER 13.8%

Nº4 20.06 • 16:45 PHOTO Kremlin foreign agent Latynina discovered where the extremist dump from Shprotoreich 'Meduza' gets its 'non-fictional' letters from Moscow residents...	VIEWS 4 856 REPOSTS 31 REACTIONS 137 ER 12.2%
Nº5 16.06 • 14:59 PHOTO Netflix bought rights to new seasons of Masha and the Bear in 100+ countries. Pots are collectively hysterical. Because in Ukrainian...	VIEWS 4 774 REPOSTS 27 REACTIONS 118 ER 12.0%

WORST 3

↓ 08.07 • 15:37 VIDEO Novak told the president that in July Russia will start importing petroleum products. And exactly a week ago the question about gasoline seemed to Andrey...	VIEWS 2 690 REPOSTS 12 REACTIONS 88 ER 6.7%
↓ 08.07 • 15:25 TEXT A washed-up junkie went to Ankara, had dinner, chewed an olive, sniffed Trump in the hallway – and the result was instant. He...	VIEWS 2 673 REPOSTS 20 REACTIONS 78 ER 6.7%
↓ 01.07 • 19:54 TEXT ⬆️ START ⬆️ De facto and even de jure we have no leverage, but people need to be told something. So they say: "See, on Android everything...	VIEWS 2 660 REPOSTS 11 REACTIONS 56 ER 6.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

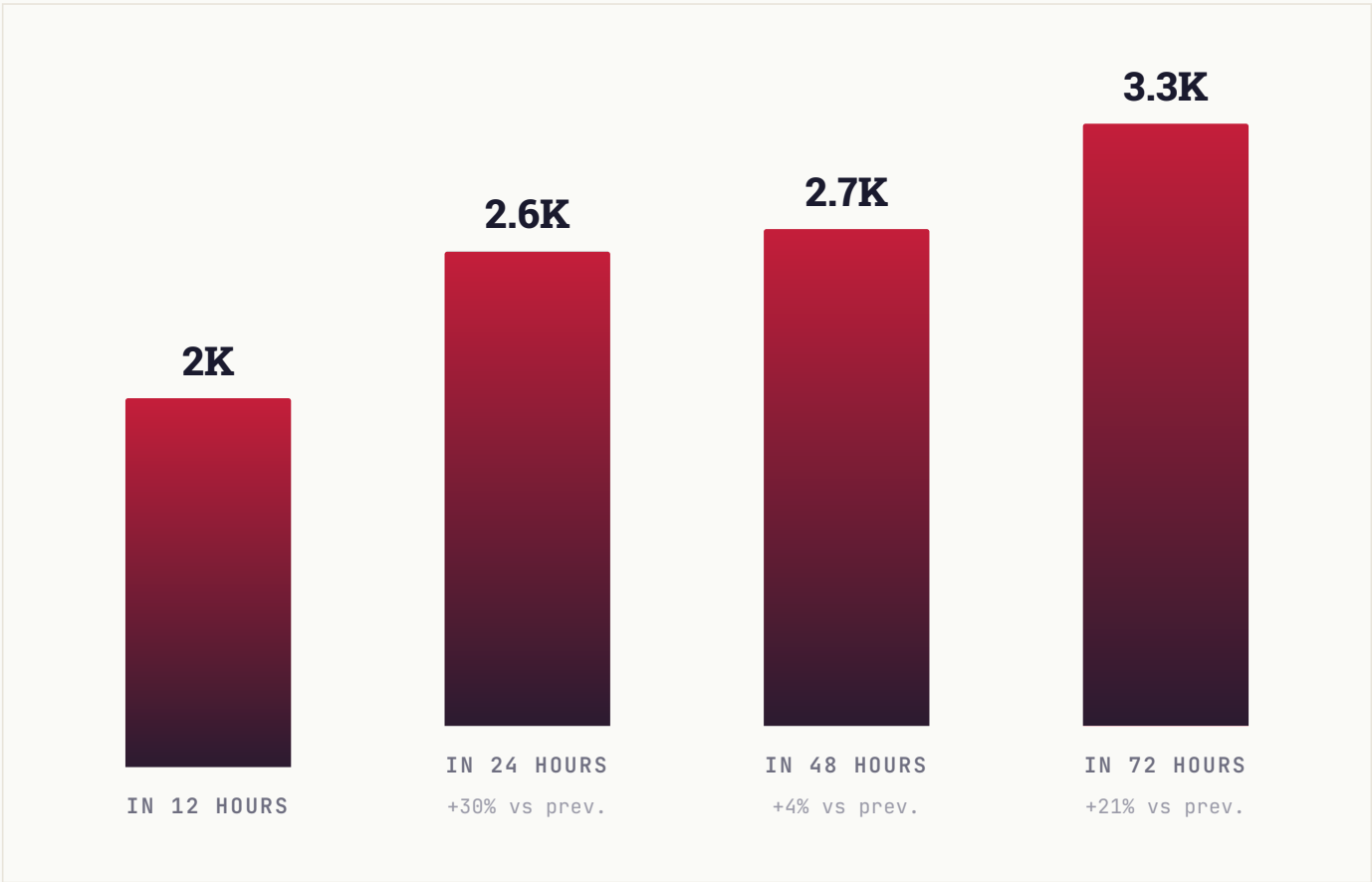
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its 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 ПАРАДЕЕВИЧ	1M
NE NEVZOROV	1M
OV Оптимистка в штатском 🇷🇺 YOU	39.9K

COMPARATIVE CONCLUSION

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

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **334**, they brought **4 779** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	81	35	1 127	
December 2025	96	42	651	
November 2025	66	33	506	
October 2025	19	17	641	
September 2025	35	30	1 232	
August 2025	37	32	622	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
334	6	4 779

Where channel stands in its league

SUBSCRIBERS

92% below median

174.1K 39 854 — your channel 1.3M

median 483.2K

AVG REACH / POST

97% below median

6.3K 3 495 — your channel 584.8K

median 136.7K

CITATION INDEX

better than 71% of niche

0 921 — your channel 2K

median 163

— SECTION 08 • STRATEGY

What to do right now

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

- 01

Top post of the week — Sunday
Audience most active on this day at 15:00 MSK.

EFFECT
Best window for an important post
- 02

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
- 03

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
- 04

Cross-promo with neighboring channels
Cross-post with same-segment channels quarterly. 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 — organic traffic source.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using 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