

PUBLIC REPORT BY PROMTPRESS

Channel audit

Osovtsov says



@osovtsovgovorit

«I never thought you could talk about clothes so interestingly»
channel in MAX — <https://max.ru/pashaosovtsov> entrepreneur
@bytapeproduction @vnezapno_online brand friend
@winline_channel ads —...

SUBSCRIBERS

78 450

+390 per month

ERR (% SEE POSTS)

16.0%

in 24 hrs **12.9%**

REACH/POST

12.5K

ad reach **10.1K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 78 450 —	SUBSCRIBER REACH 15.98% avg % subs see post	VIEWS/POST 12.5K median 12.5K · 29 days	POSTS/WEEK 20.9 over period
7D TREND +2.4% vs previous week	REACTIONS/POST 124.5 total 10,957 reactions, 4,640 reposts, 1,415 comments	POST LENGTH 678 chars median 977 · 29 days	POSTS ANALYZED 88 29 days
AD REACH 10.1K 24h avg	CHURN / MONTH +390 over last month	CITATION RATE 216 citation index · 475 channels mentioned all time	CHANNEL AGE 7 years 20 days created 30.06.2019

AI EDITOR SUMMARY

Channel «Osovtsov says» — 78 450 subs. Each post gets avg 12.5K people (16% of subs), average reach — room to grow. Publishes 21 posts/week (~3/day) — regular. Week Jul 6–12 reach stable (+2.4% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **88** posts in 29 days.
- 02 Dominant format — **Photo** (56/88 posts).
- 03 Avg post length — **678** chars (median 977).
- 04 Peak audience activity — **Sunday**, 10:00 MSK.
- 05 Strongest posts get **2×** more views than the weakest (19K avg for top vs 11K for worst) — among 88 posts over 29 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 21.06 · 07:18 PHOTO Today warmed up with Tanuki running club. They feed rolls after every run... 😊 5 km ✅ ps Jersey was customized by agent...	VIEWS 24 024 REPOSTS 104	REACTIONS 103 ER 30.6%
Nº2 26.06 · 06:13 PHOTO Gathered a base for summer @splashoutguys	VIEWS 17 492 REPOSTS 65	REACTIONS 174 ER 22.3%
Nº3 11.07 · 20:44 PHOTO Haaland will be shut down. Just devoured. Bellingham scores two, one from Ødegaard. 2-1 England. Lev Palych's prediction... 🐯🐯🐯 Ambitious... Let's watch!	VIEWS 15 568 REPOSTS 45	REACTIONS 292 ER 19.8%

Nº4 11.07 • 07:05 PHOTO SHIRTS NOT FOR THE OFFICE Continuing the theme of modern urban dandy, sharing finds of cool shirts. If you like informal...	VIEWS 15 206 REPOSTS 77 REACTIONS 54 ER 19.4%
Nº5 20.06 • 13:58 PHOTO LOAFERS CAN BE SUMMER FOOTWEAR TOO Open shoes aren't for everyone. Some are bound by dress codes, others can't wear them due to...	VIEWS 14 457 REPOSTS 131 REACTIONS 72 ER 18.4%

WORST 3

↓ 10.07 • 11:19 TEXT ⚡ Guys, need your opinion! What t-shirt quality matters most to you? We're preparing a piece on this and want to hear...	VIEWS 11 063 REPOSTS 1 REACTIONS 23 ER 14.1%
↓ 29.06 • 05:37 VIDEO (post without caption – video)	VIEWS 10 911 REPOSTS 19 REACTIONS 76 ER 13.9%
↓ 09.07 • 15:15 VIDEO Style... Style is everything 🕶️ On Fashion Day we revisit our episode with Pasha Osovtssov, where together with Valery Karpin we broke down the style of our...	VIEWS 10 901 REPOSTS 18 REACTIONS 60 ER 13.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

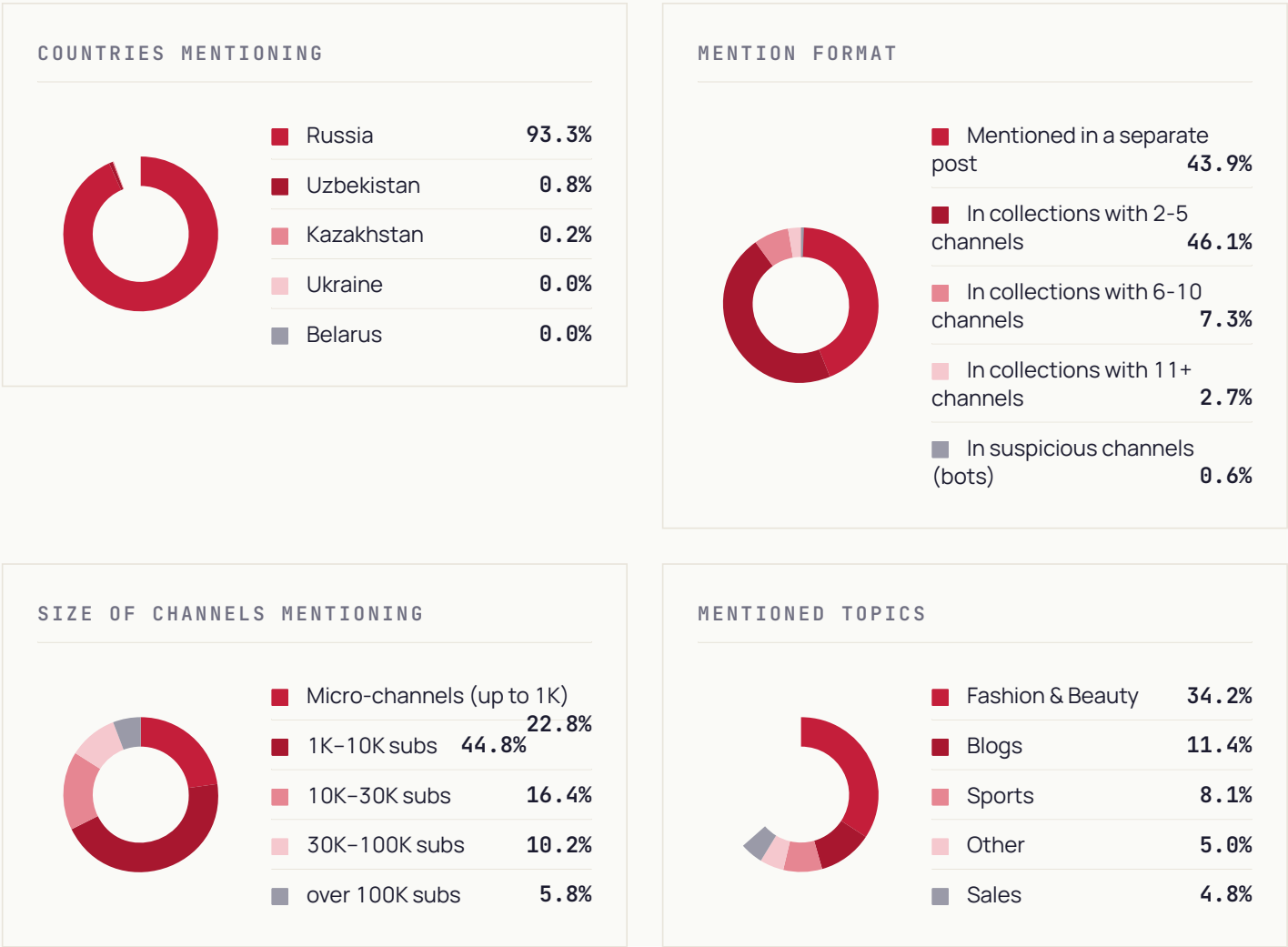
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

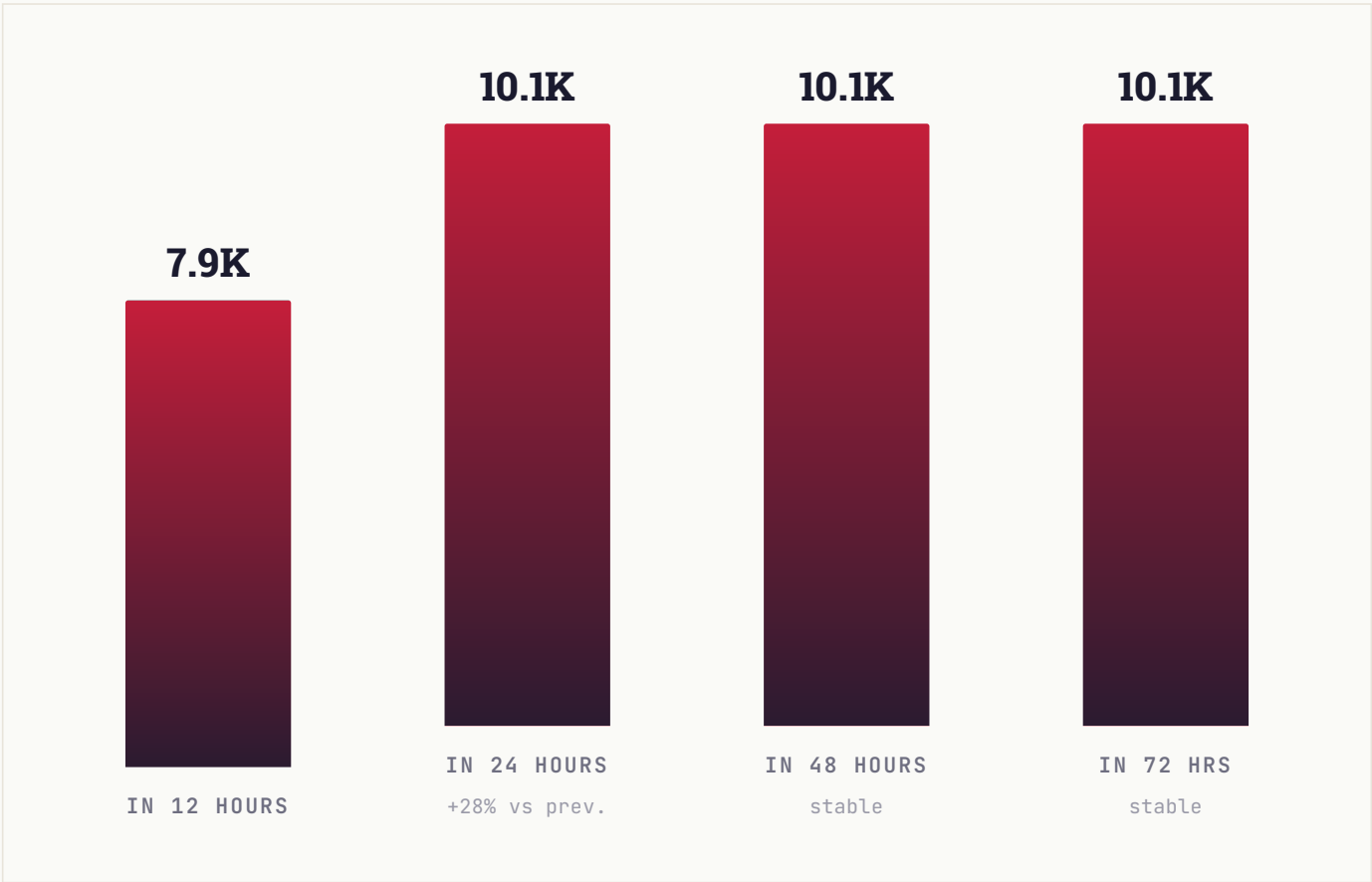
Citation index **216** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **475** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
نا نیمار ابن الانبار	4.6M
MB Maths By Gagan Pratap	2.3M
اد اخبار درسی فوری	1.6M
Rojgar with Ankit™ 🏆	1.3M
شك شام کاش	1.1M
شم شبکه ملازمتا	1.1M
سن سوالات نهایی	1M
MA Mathematician Andrey	997.6K
UC Utkarsh Classes	992.9K
ید ی دانش آموز	983.4K
OG Osovtssov says YOU	78.5K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — نیمار ابن الانبار (4.6M), top-100 median: 420.2K. First goal: enter top-100 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **184**, they brought **60 243** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	21	16	3 934
Dec 2025	42	30	3 347
Nov 2025	25	20	7 407
October 2025	19	17	6 495
September 2025	39	31	3 918
August 2025	38	34	35 142

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
184	6	60 243

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of other channels, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is also labeled with a text box.

- SUBSCRIBERS:** The channel has 78,450 subscribers, which is 81% below the median of 421.5K. The range of other channels is from 157.2K to 1.2M.
- AVG REACH / POST:** The channel has 12,539 average reach per post, which is 74% below the median of 48K. The range of other channels is from 763 to 253.4K.
- CITATION INDEX:** The channel has a citation index of 216, which is better than 71% of the niche. The median is 40, and the range of other channels is from 0 to 484.

Metric	Channel Value	Median	Comparison	Range (Min-Max)
SUBSCRIBERS	78 450	421.5K	81% below median	157.2K - 1.2M
AVG REACH / POST	12 539	48K	74% below median	763 - 253.4K
CITATION INDEX	216	40	better than 71% of niche	0 - 484

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off as a to-do list and revisit this report in a month.

- 01

Top post of the week — on Sunday

Audience is most active on this day at 10:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

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

EFFECT

Video retains audience better
- 03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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