

PROMTPRESS PUBLIC REPORT

Channel audit

Petrovich's Forged Knives



@petrovich_knives

🔥 Custom Knife Workshop 📍 Price - https://t.me/petrovich_knife
🔪 Kitchen & hunting models 🤖 Production secrets + Free gifts with every order! DM me for options...

SUBSCRIBERS

17 332

+154 per month

ERR (% SEE POSTS)

12.0%

last 24 hrs **5.7%**

REACH/POST

1.9K

ad reach **992**/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 17 332 —	 SUBSCRIBER REACH 11.23% avg % subs see post	 VIEWS/POST 1.9K median 2K · 29 days	 POSTS/WEEK 15.3 for period
 7D TREND -18.3% vs previous week	 REACTIONS/POST 27.5 total 1,786 reactions, 141 reposts, 90 comments	 POST LENGTH 406 chars. median 230 · 29 days	 POSTS ANALYZED 65 29 days
 AD REACH 992 24h avg	 CHURN / MONTH +154 last month	 CITATION RATE 452 citation index · 3,837 channels mentioned all time	 CHANNEL AGE 3 years 11 months created 08.08.2022

AI EDITOR SUMMARY

Channel 'Petrovich's Forged Knives' – 17 332 subs. Avg views per post: 1.9K people (11% subs), reach is low – consider expanding audience. Publishes 15 posts/week (~2/day) – regular pace. For week Jun 29 – Jul 5 reach dropped -18.3% by week Jun 22–28 – worth analyzing.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 65 posts over 29 days.
- 02 Dominant format — Video (35/65 posts).
- 03 Avg post length — 406 chars (median 230).
- 04 Peak audience activity — Monday, 16:00 MSK.
- 05 Strongest posts gather 2x more views than the weakest (2.6K avg for top vs 1.6K for worst) — among 65 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 07:45 PHOTO Which 'Karambit' are you used to seeing? Everyone immediately remembers the famous knives from Counter-Strike. But what if I show you my version...	VIEWS 2 607 REPOSTS 2	REACTIONS 25 ER 15.0%
Nº2 23.06 · 07:35 PHOTO Classic 🤨 NKVD Finn - a knife loved by many. Some for its history, some for its characteristics. Considered universal...	VIEWS 2 566 REPOSTS 3	REACTIONS 28 ER 14.8%
Nº3 16.06 · 11:15 VIDEO This knife is amazing! Japanese concept - my execution. The Santoku knife holds its edge long, truly 'laser' cut...	VIEWS 2 559 REPOSTS 8	REACTIONS 26 ER 14.8%

Nº4 25.06 • 07:25 VIDEO Made an axe, but got a beast, or rather a 'Hawk' 🦅 Blade — 65G steel, hardened properly: cutting edge holds sharpening, spine left...	VIEWS 2 559 REPOSTS 3 REACTIONS 34 ER 14.8%
Nº5 22.06 • 13:14 VIDEO Вчера весь день на был на даче. Кайман и тут пригодился! Друзья, для заказа пишите в личные сообщения → https://t.me/petrovich_knife...	VIEWS 2 545 REPOSTS 1 REACTIONS 26 ER 14.7%

WORST 3

↓ 04.07 • 07:35 VIDEO Ну ка зацените преображение! Кайман до и после) Друзья, для заказа пишите в личные сообщения → https://t.me/petrovich_knife (only...	VIEWS 1 647 REPOSTS 1 REACTIONS 31 ER 9.5%
↓ 30.06 • 09:34 TEXT Thank you for your feedback and trust!	VIEWS 1 587 REPOSTS — REACTIONS — ER 9.2%
↓ 13.07 • 09:51 PHOTO If you're looking for a kitchen knife but don't want a full set, and all knives seem too big or too small, then...	VIEWS 1 419 REPOSTS 1 REACTIONS 26 ER 8.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.

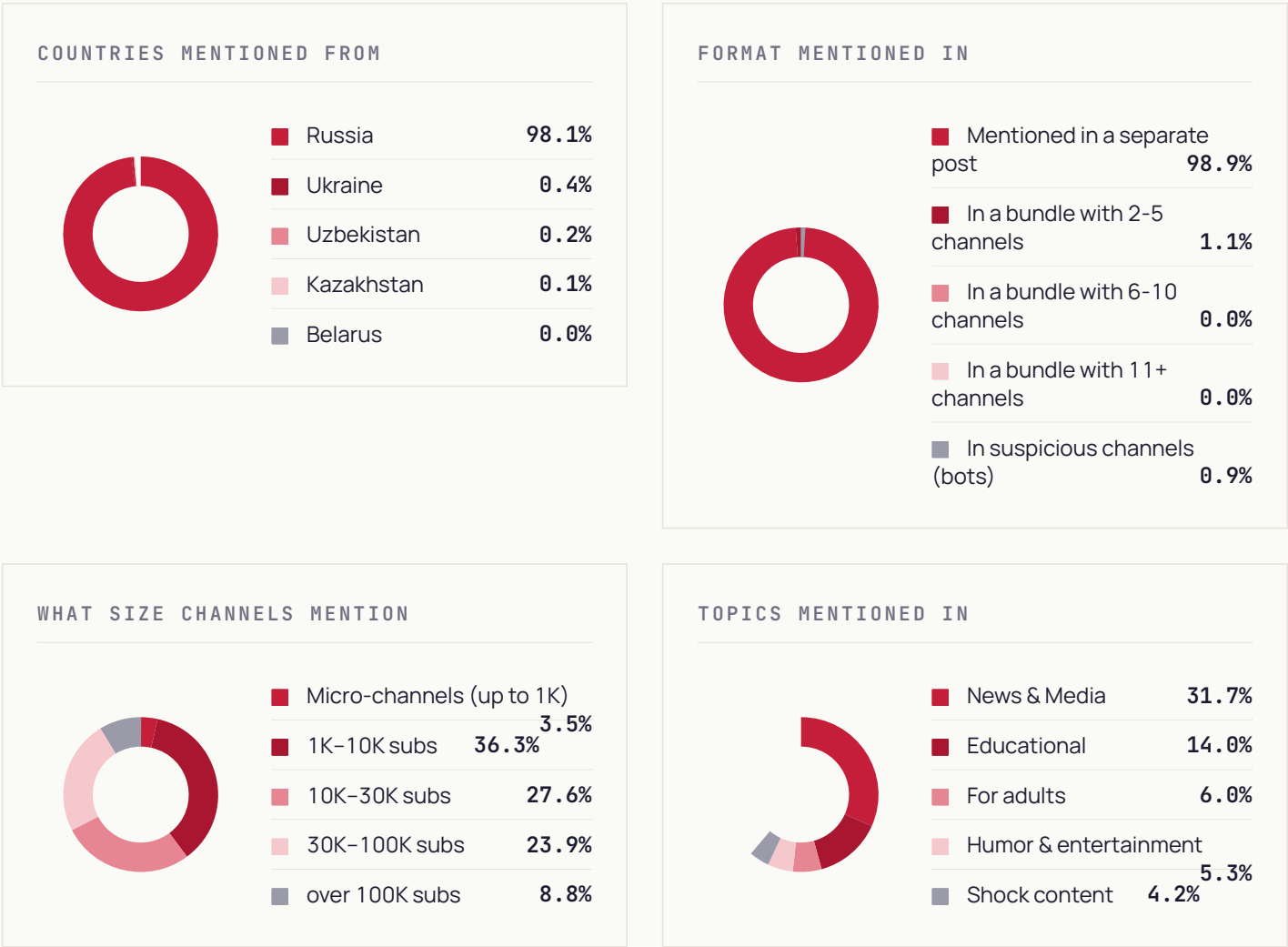


PERIOD START	NOW	NET GROWTH
12 110	17 330	+5 220

SECTION 04 · MENTIONS

Who mentions the channel and how

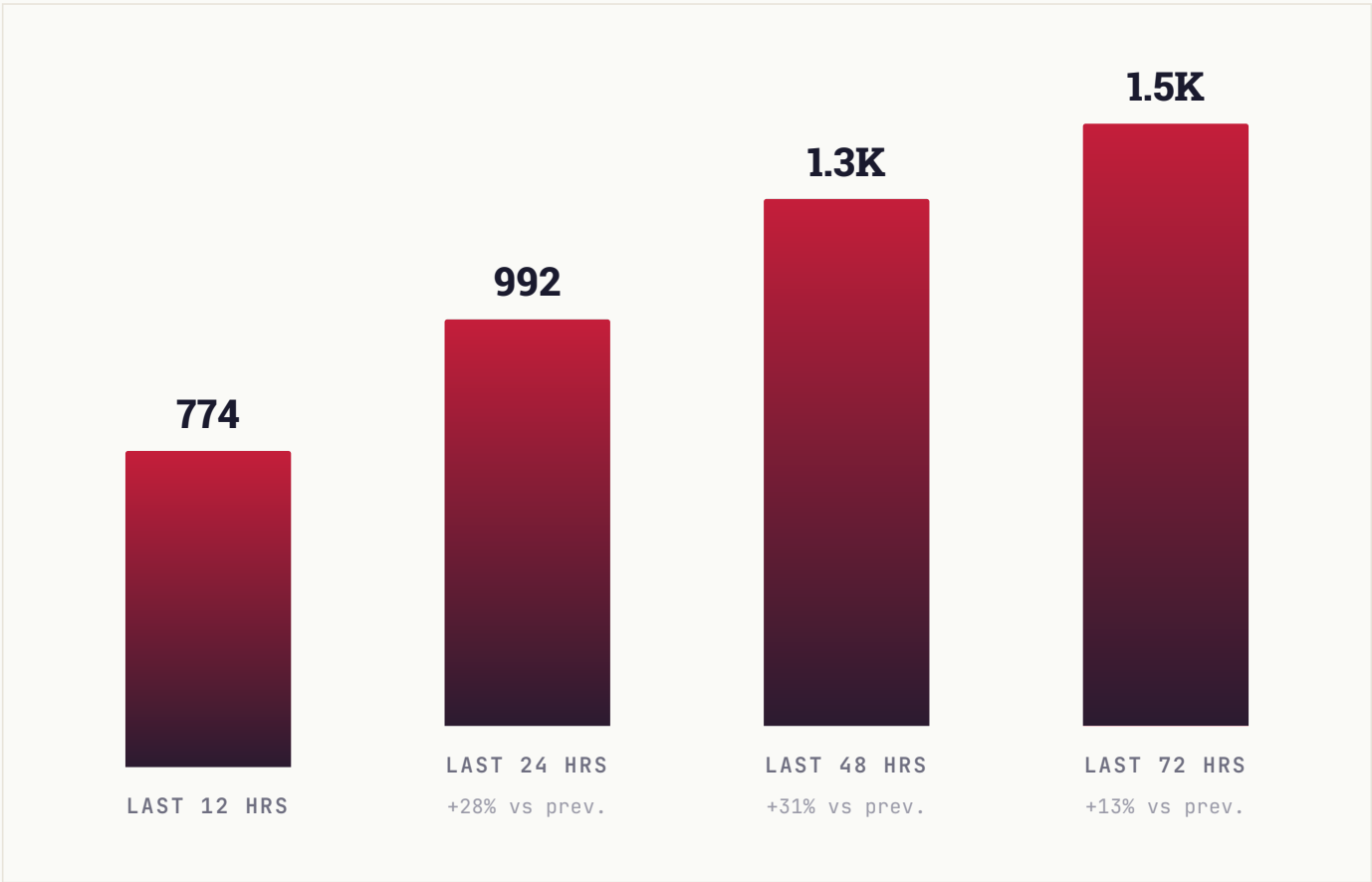
Citation index **452** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **3 837** different channels.



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 highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.2M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1.1M
CN Million-dollar books business blog	861.7K
RTI Roxman is typing...	529.9K
AB Business Shark	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
CN Petrovich's Forged Knives YOU	17.3K

COMPARATIVE CONCLUSION

Channel yet outside niche top 99 — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal — enter top-99 through 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 **827**, they brought **4 200** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	87	86	780	
December 2025	119	117	631	
November 2025	117	112	555	
October 2025	126	123	636	
September 2025	119	117	755	
August 2025	259	255	843	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
827	6	4 200

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the distribution of other channels. A vertical line marks the median, and a red dot indicates the channel's position. The channel's value is also displayed as text.

SUBSCRIBERS

90% below median

median 171.2K

53.2K 17 332 — your channel 591.8K

AVG REACH / POST

84% below median

median 12.6K

2 1 946 — your channel 57.2K

CITATION INDEX

better than 66% of niche

median 118

0 452 — your channel 1.2K

Metric	Channel Value	Median	Comparison
Subscribers	17,332	171.2K	90% below median
Avg Reach / Post	1,946	12.6K	84% below median
Citation Index	452	118	better than 66% of niche

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01

Main post of the week — on Monday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best time for
an important
post**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

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

04

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. 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 this done by **PromptPress?**

This audit — what we can do in minutes from 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>

02

Contact manager

t.me/PromptPress_manager
