

PUBLIC REPORT BY PROMTPRESS

Channel audit

Plekhanov Universe



@plekhanovuniverse

Official Telegram channel of Plekhanov Russian University of Economics → Youth Media Center Plekhanov Media: @mediareu
→ VK: vk.com/reu → RUTUBE: <https://rutube.ru/channel/23762147/> Registered in the list...

SUBSCRIBERS

25 000

+163 per month

ERR (% SEE POSTS)

9.0%

last day 5.6%

REACH/POST

2.2K

ad reach 1.4K/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

Position in «Education» category

09 Strategy

5 priority actions

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 25 000 —	 SUBS REACH 8.7% avg % subs see post	 VIEWS/POST 2.2K median 2K · 29 days	 POSTS/WEEK 31.1 for period
 7D TREND +14.1% vs previous week	 REACTIONS/POST 107.2 total 13,936 reactions, 2,784 reposts, 50 comments	 POST LENGTH 597 chars median 525 · 29 days	 POSTS ANALYZED 130 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH +163 last month	 CITATION RATE 416 citation index · 1 555 channels mentioned all time	 CHANNEL AGE 5 years 10 months created 08.09.2020

AI EDITOR SUMMARY

Channel «Plekhanov Universe» — 25 000 subs. Each post avg views 2.2K people (9% of subs), reach low — should grow audience. Publishes 31 posts per week (~4/day) — active posting. Week Jun 29 – Jul 5 reach grew +14.1% to week 22–28 Jun — positive trend.

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 **130** posts over 29 days.
- 02 Dominant format — **Photo** (105/130 posts).
- 03 Avg post length — **597** chars (median 525).
- 04 Audience peak — **Saturday**, 22:00 MSK.
- 05 Top posts get **9x** more views than the weakest (10.5K avg for top vs 1.1K for worst) — among 130 posts in 29 days. Analyze what the top ones share: topic, format, publish time.

TOP 5 POSTS

Nº1 20.06 · 19:00 PHOTO 120 known alumni: Mia Boyko, popular Russian singer Story of Plekhanov University alumna Mia Boyko (Maria Boyko) —...	VIEWS 22 781 REPOSTS 1 433	REACTIONS 3 211 ER 91.1%
Nº2 15.06 · 07:41 PHOTO 👋 Last class of the news anchor workshop — a joint project of the First Academy of Media and TV channel Moscow 24 this...	VIEWS 4 481 REPOSTS 1	REACTIONS 2 227 ER 17.9%
Nº3 27.06 · 11:32 PHOTO Plekhanov University congratulates: Youth Day Today Russia celebrates Youth Day. This holiday is dedicated to those whose energy...	VIEWS 4 170 REPOSTS 14	REACTIONS 36 ER 16.7%

Nº4 04.07 • 09:35 PHOTO Plekhanov University improved its position in the QS WUR 2027 international ranking The results of the prestigious international ranking have been published...	VIEWS 3 661 REACTIONS 51 REPOSTS 33 ER 14.6%
Nº5 20.06 • 11:08 PHOTO More about admission to Plekhanov University	VIEWS 3 042 REACTIONS 899 REPOSTS 19 ER 12.2%

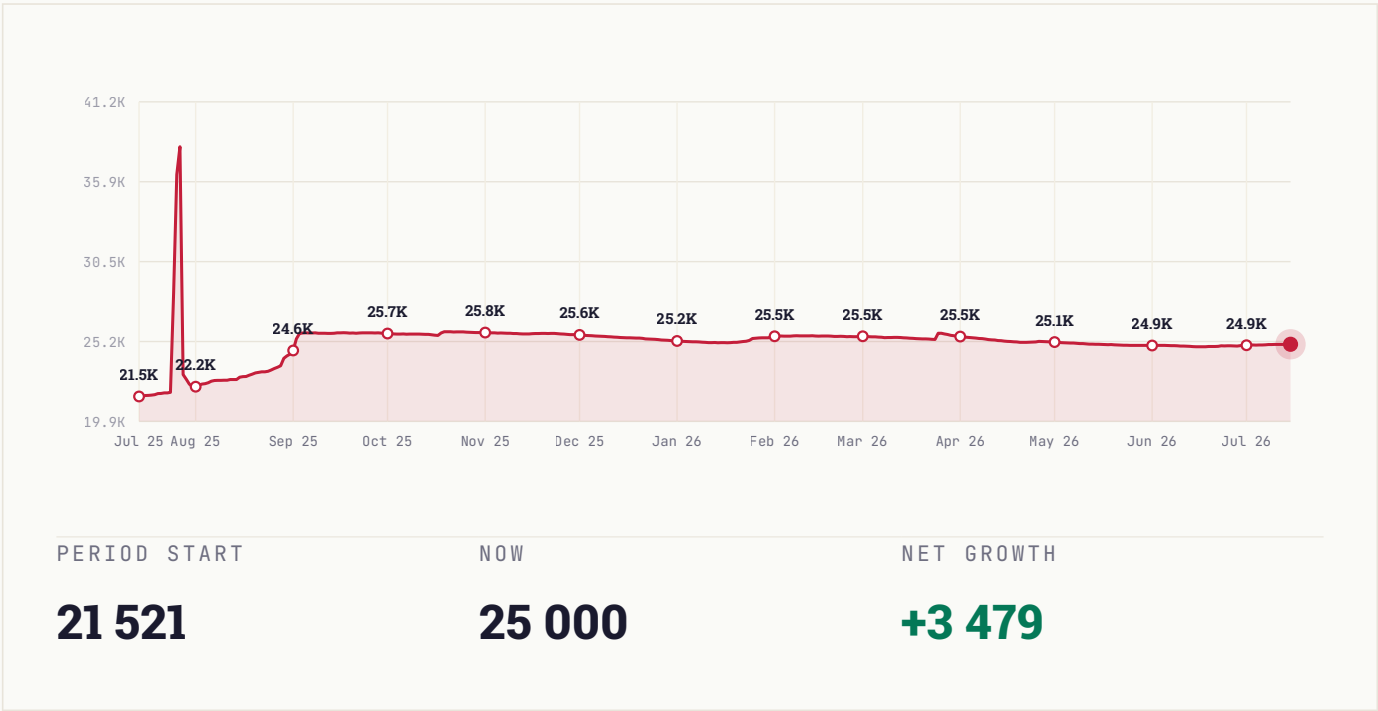
WORST 3

07.07 • 06:39 PHOTO «International Corporate Finance» is a master's program at the Higher School of Economics and Business, taught entirely in...	VIEWS 1 281 REACTIONS 18 REPOSTS 1 ER 5.1%
09.07 • 06:41 PHOTO Choose wisely – choose Plekhanov University graduate school The graduate school admissions committee is waiting for you! ...	VIEWS 1 105 REACTIONS 17 REPOSTS — ER 4.4%
09.07 • 06:40 PHOTO 🎉 First shift of the Dobrino forum is over! From July 1 to 5, the shift 'Young NGOs and Project Coordinators' took place in Khanty-Mansiysk...	VIEWS 956 REACTIONS 19 REPOSTS 1 ER 3.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

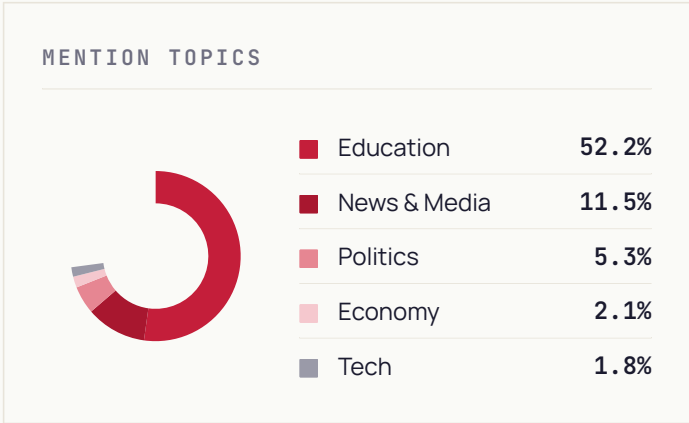
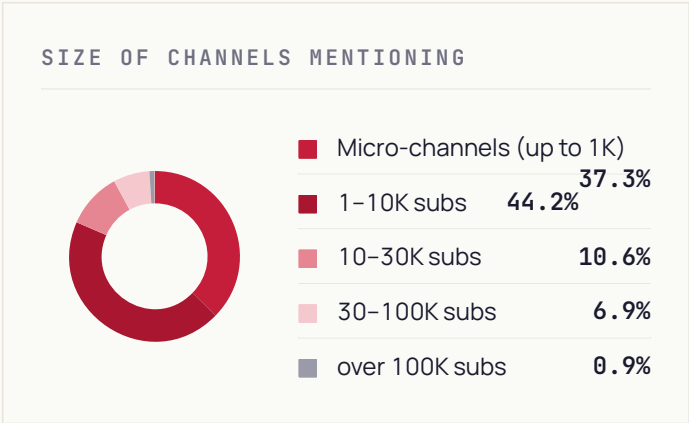
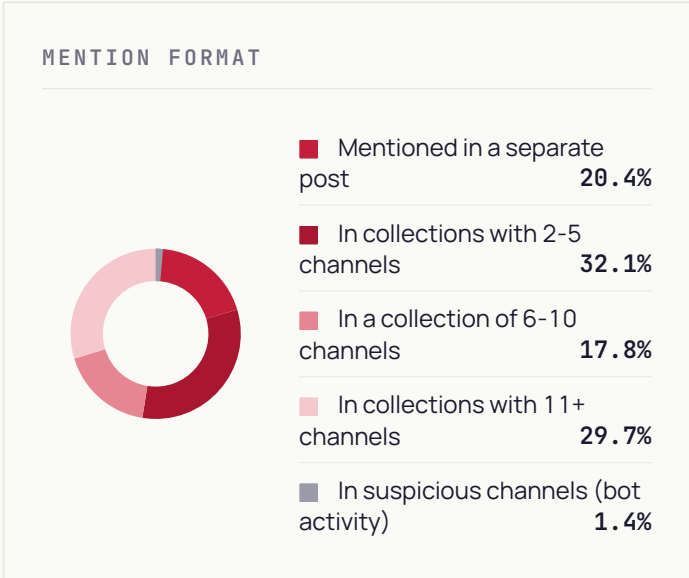
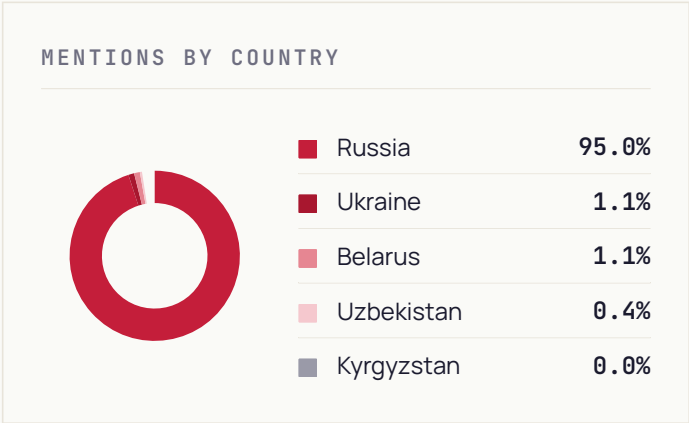
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

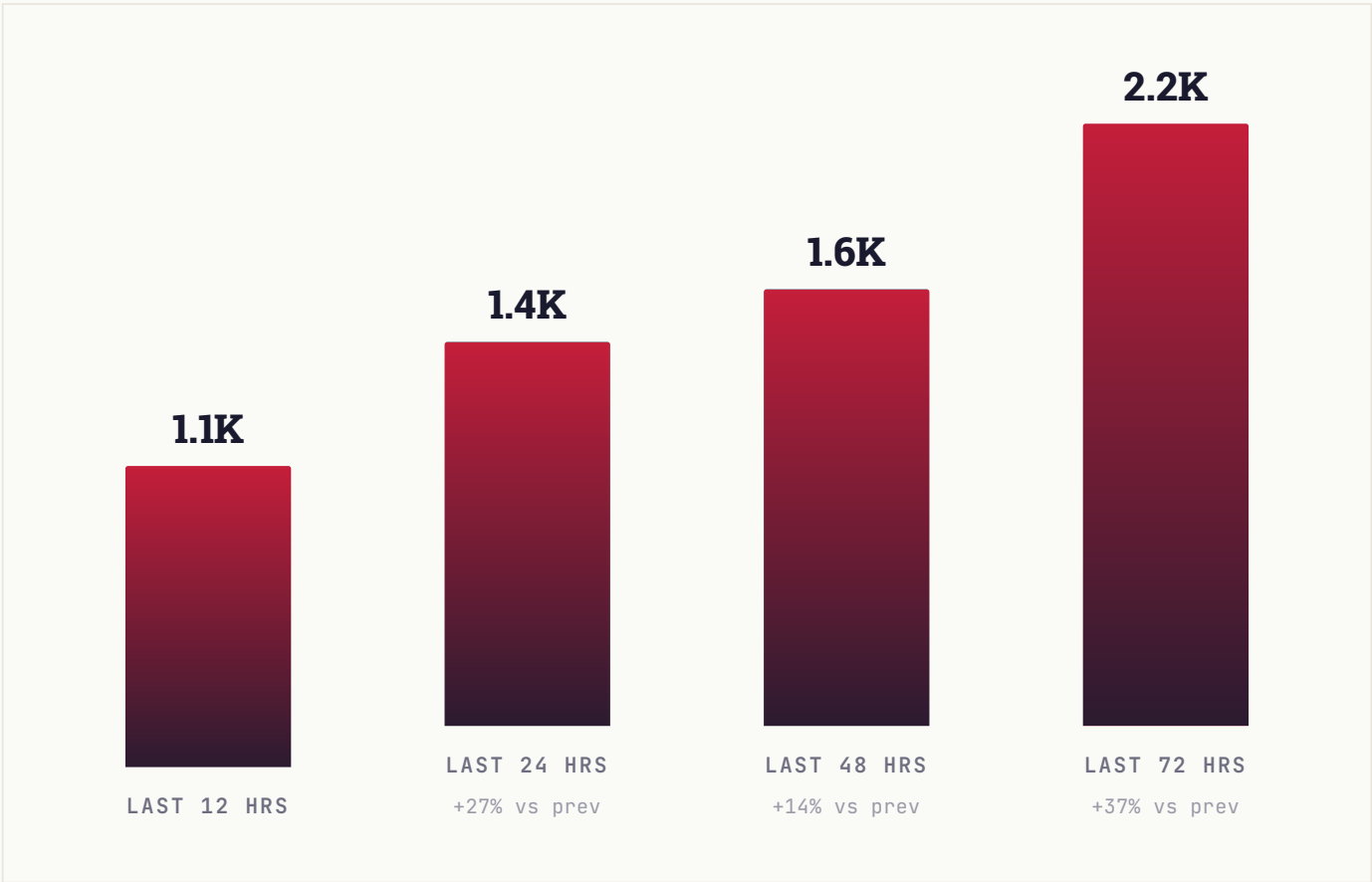
Citation index **416** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 555** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umschool	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umschool Territory of Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow education	233K
PU Plekhanov Universe YOU	25K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 99 — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal — enter top-99 through systematic traffic & 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 **557**, they brought **4 461** new subs.

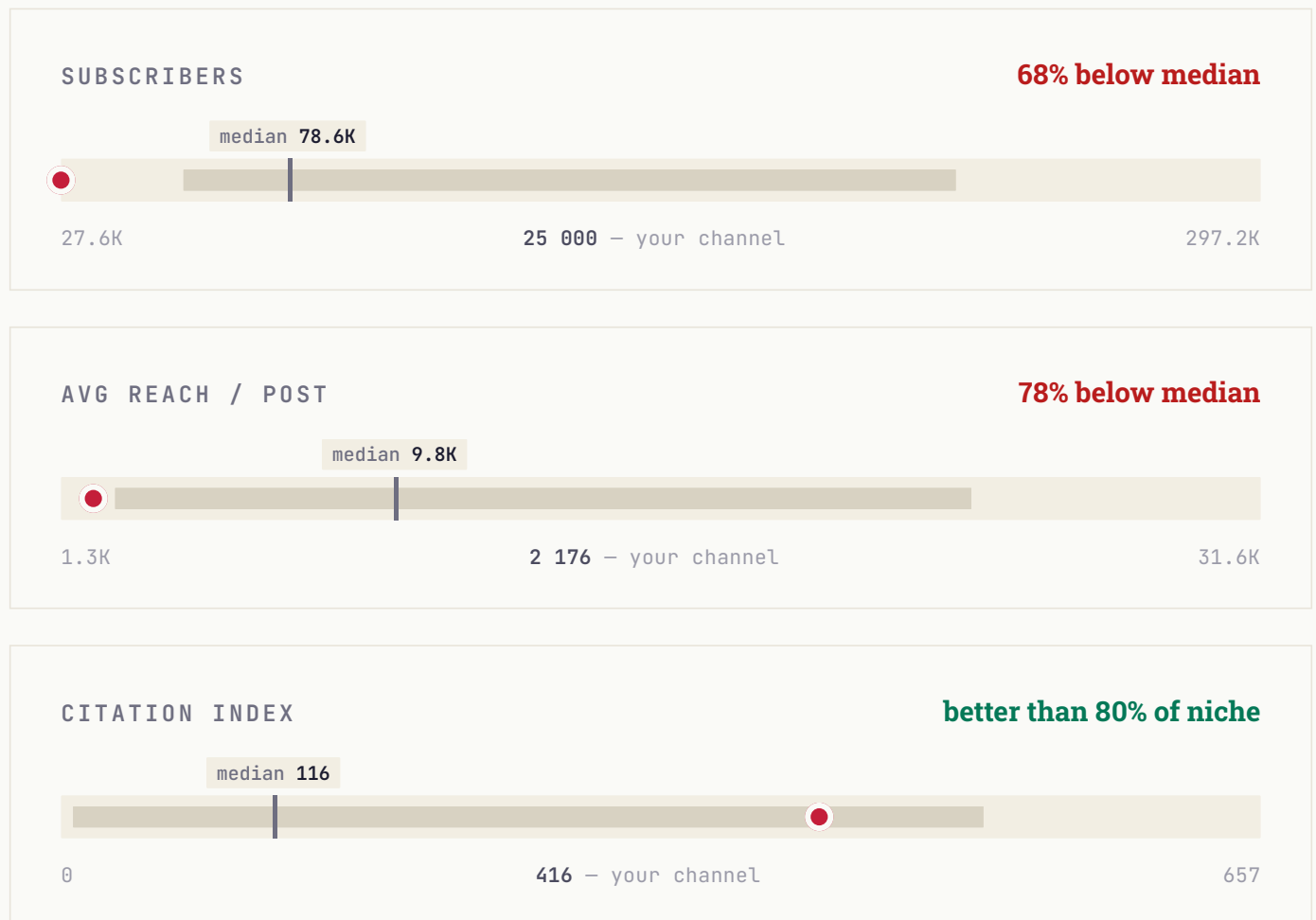
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	35	28	423
December 2025	140	73	0
Nov 2025	126	60	62
Oct 2025	119	84	276
Sep 2025	91	58	1 519
August 2025	46	30	2 181

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
557	6	4 461

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Education» (Russia) and compared your channel. Gray band — range for 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 and revisit this report in a month.

01

Main post of the week — on Saturday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 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 — what we can do in minutes using 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
