

PUBLIC REPORT BY PROMTPRESS

Channel audit

Pognali! | Stas Natanzon



@pognaliofficial

For collabs @rxzxm pognali@kedoo.com All about travel & more
 Youtube: <https://www.youtube.com/@staspognali> Max: <https://max.ru/pognaliofficial> Registered in RKN:...

SUBSCRIBERS

144 296

-315 per month

ERR (% SEE POSTS)

11.0%

per day 6.8%

REACH/POST

14.8K

ad reach 9.8K/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 144 296 —	 SUBS REACH 10.23% avg % of subs see post	 VIEWS/POST 14.8K median 15.1K · 29 days	 POSTS/WEEK 23.1 for the period
 7D TREND -7.8% vs previous week	 REACTIONS/POST 278.2 total 26,709 reactions, 7,487 reposts, 563 comments	 POST LENGTH 573 chars median 642 · 29 days	 POSTS ANALYZED 96 29 days
 AD REACH 9.8K 24h avg	 CHURN / MONTH -315 for the last month	 CITATION RATE 76 citation index · 421 channels mentioned all time	 CHANNEL AGE 4 years 12 days created 16.06.2022

AI EDITOR SUMMARY

Channel «Pognali! | Stas Natanzon» — 144 296 subs. Each post gets avg 14.8K people (10% from subs), reach is low — consider expanding audience. Publishes 23 posts per week (~3/day) — active posting. For week Jun 15–21 reach dropped by -7.8% by week of June 8–14 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **96** posts over 29 days.
- 02 Dominant format – **Video** (62/96 posts).
- 03 Avg post length – **573** characters (median 642).
- 04 Peak audience activity – **Saturday**, 14:00 MSK.
- 05 Top posts get **2x** more views than the weakest (18.5K avg for top vs 11.9K for worst) – among 96 posts in 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 13.06 · 11:51 VIDEO A London coffee shop created a special coffee cup with major landmarks. It could become a memorable souvenir...	VIEWS 19 328 REPOSTS 162	REACTIONS 490 ER 13.4%
Nº2 07.06 · 07:10 VIDEO British artist Justin Bateman creates amazing portraits from ordinary pebbles. He uses only stones of different...	VIEWS 18 144 REPOSTS 187	REACTIONS 432 ER 12.6%
Nº3 07.06 · 10:45 VIDEO What it means to be born with a silver spoon is clearly shown in this video from Hengshui County (China)	VIEWS 18 055 REPOSTS 144	REACTIONS 488 ER 12.5%

Nº4 06.06 · 08:07 TEXT A funicular is being built in Varanasi. Huge teeth of metal supports, shining in the sun with polished steel, grow out of crooked, warped...	VIEWS 17 910 REPOSTS 87	REACTIONS 278 ER 12.4%
Nº5 31.05 · 12:05 VIDEO Not just cats make money in Japan. Dogs are in on it too. A Tokyo café lets you hang out with Samoyeds.	VIEWS 17 796 REPOSTS 70	REACTIONS 307 ER 12.3%

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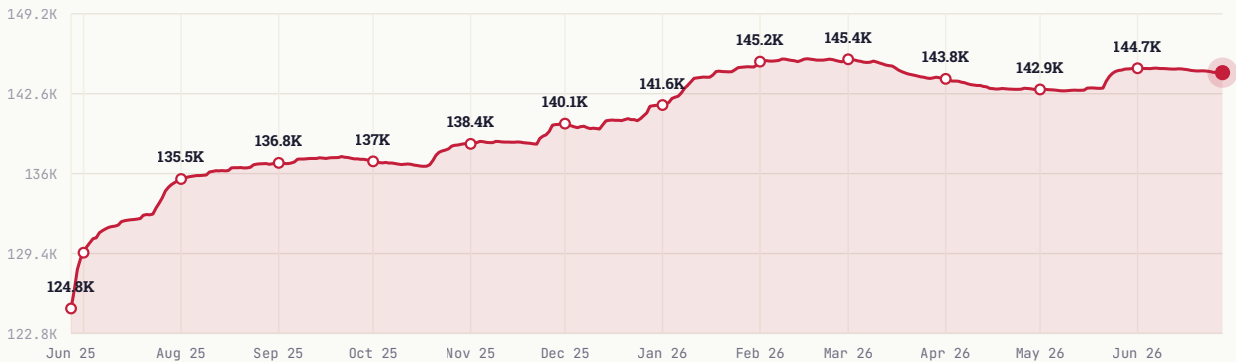
WORST 3

↓ 24.06 · 07:05 PHOTO Lasse Lund's story sounds like a movie plot. Though born in Norway, he speaks English with a noticeable Indian accent and calls...	VIEWS 12 089 REPOSTS 10	REACTIONS 190 ER 8.4%
↓ 25.06 · 11:45 VIDEO If you tend to be too hard on yourself for mistakes and failures at work, watch this video of an arrest at Lo... market	VIEWS 11 818 REPOSTS 46	REACTIONS 207 ER 8.2%
↓ 25.06 · 09:33 VIDEO It's Thursday again and we try to guess the country from a video. Today's task is tricky, so here's a hint: lately the name of this...	VIEWS 11 689 REPOSTS 15	REACTIONS 128 ER 8.1%

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.



PERIOD START

124 814

NOW

144 296

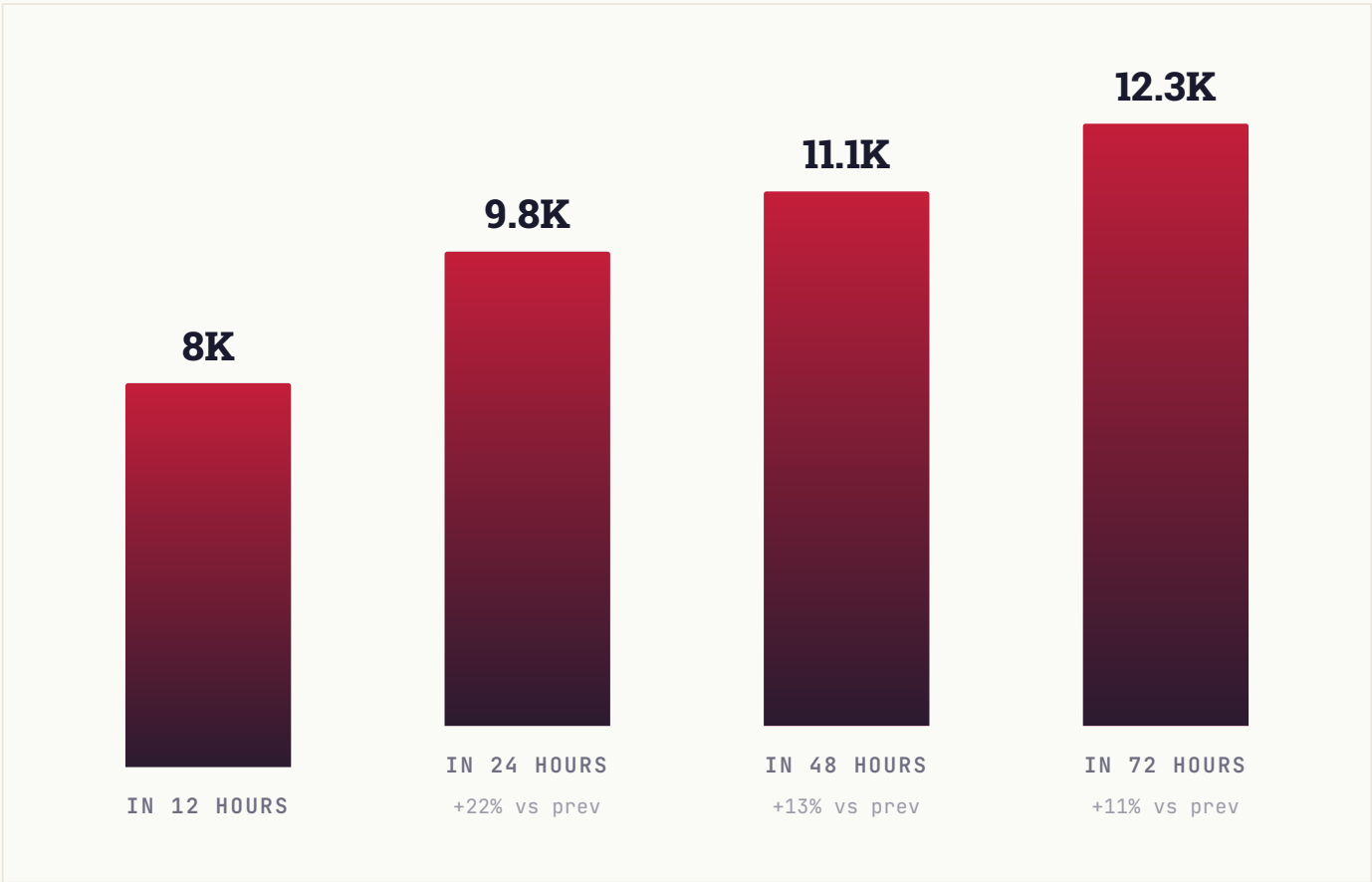
NET GROWTH

+19 482

SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
AW Amazing World and Travel	1.2M
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AE AEROFLOT	526K
MO Moskvichka	508.6K
TU Tutu	504.9K
JP Yandex Travels	501.7K
Sun Discount wagon	433.4K
OT Ozon Travel	407K
PI Pognali! Stas Natanzon	144.3K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#59 of 97). Niche median — 159.5K subs. First growth KPI — reach median. Leader: Amazing World and Travel (1.2M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **66**, they brought **15 052** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
Dec 2025	21	17	2 313
Nov 2025	6	3	2 109
Oct 2025	5	4	1 934
September 2025	16	11	646
August 2025	8	3	1 581
Jul 2025	10	4	6 469

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
66	6	15 052

SECTION 07 · NICHE COMPARISON

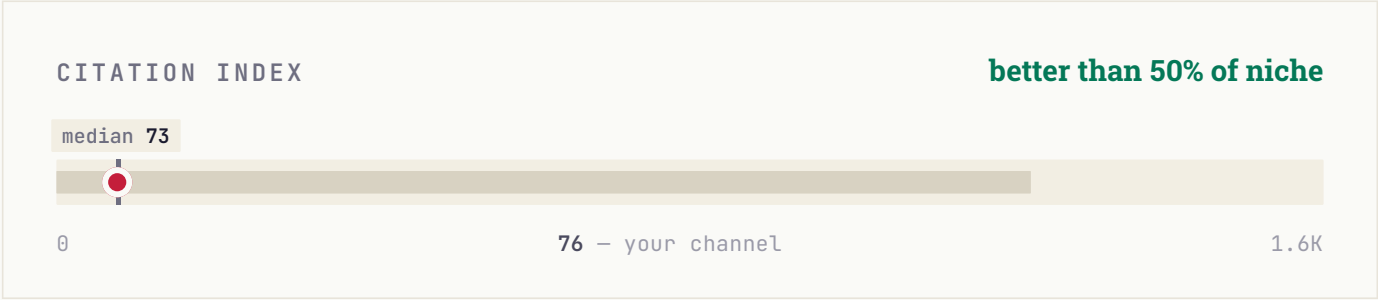
Where channel ranks in its league

Took top100 channels in category «Travel» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median.
Red dot = your channel.

#59/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience is most active on this day at 14:00 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with similar channels quarterly. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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