

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Postupashki - Olympiads, Unified State Exam, DVI



@postupashki

All key info on school olympiads, Unified State Exam, and university entrance tests. Questions: @menshe_treh VK group: <https://vk.com/postypashki> Our site: <https://postypashki.ru/> Channel:...

SUBSCRIBERS

30 975

ERR (% SEE POSTS)

32.0%

REACH/POST

9.5K

-71 per month

per day 15.5%

ad reach 4.8K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · takeaways

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 below the number shows the period it covers.

 SUBSCRIBERS 30 975 —	 SUBS REACH 30.76% avg % of subs see a post	 VIEWS/POST 9.5K median 8.5K · 26 days	 POSTS/WEEK 5.7 over period
 7D TREND -28.9% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 649 chars median 696 · 26 days	 POSTS ANALYZED 22 26 days
 AD REACH 4.8K 24h avg	 CHURN / MONTH -71 last month	 CITATION RATE 51 citation index · 228 channels mentioned all time	 CHANNEL AGE 8 years 1 month created 04.06.2018

AI EDITOR SUMMARY

Channel «Postypashki - Olympiads, Unified State Exam, Entrance Exams» — 30 975 subs. Each post gets on avg 9.5K people (31% of subs), that's good reach. Publishes 6 posts per week (~1/day) — rare publications. For the week of Jul 6–12, reach dropped by -28.9% by week of Jun 29 – Jul 5 — worth analyzing the 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 22 posts over 26 days.
- 02 Dominant format – Photo (15/22 posts).
- 03 Avg post length – 649 chars (median 696).
- 04 Peak audience activity – Thursday, 14:00 MSK.
- 05 Top posts get 2× more views than the weakest (15.1K avg for top vs 6.4K for worst) – among 22 posts in 26 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 25.06 · 11:20 TEXT Comrades, today we break down the path to IOI: from first problems to the international contest. In August, the final of the main...	VIEWS 15 713 REPOSTS 41	REACTIONS — ER 50.7%
Nº2 04.07 · 12:09 PHOTO Comrades, the first waves of Moscow State University entrance exams start in a week, so I decided to write a post answering all popular questions! At the start...	VIEWS 14 833 REPOSTS 112	REACTIONS — ER 47.9%
Nº3 25.06 · 17:02 TEXT New video on MSU math entrance exam! Today we tackle the hardest problems that may appear on the exam and try to understand...	VIEWS 14 680 REPOSTS 88	REACTIONS — ER 47.4%

Nº4

30.06 · 11:07

PHOTO

Passing scores in 2026 will go to space, comrades! Official FIPI statistics of Unified State Exam results in physics in our profile TG...

VIEWS

14 511

REPOSTS

406

REACTIONS

—

ER

46.8%

Nº5

29.06 · 17:13

PHOTO

Comrades, tuition fees at universities are rising like this. One more year and full-cycle paid education at a good university could easily reach 5 million. And if...

VIEWS

13 761

REPOSTS

163

REACTIONS

—

ER

44.4%

WORST 3

↓ 16.07 · 10:16 PHOTO

! Comrades, very soon you'll all become students and it's time to start thinking about your future studies and career, so we...

VIEWS

6 381

REPOSTS

79

REACTIONS

—

ER

20.6%

↓ 15.07 · 18:00 TEXT

Comrades, if you plan to take computer science next year, we recommend paying attention to a few numbers. → Results have been...

VIEWS

6 363

REPOSTS

42

REACTIONS

—

ER

20.5%

↓ 16.07 · 17:14 PHOTO

! Conditions and analysis of the 4th wave of the Math entrance exam, comrades! I solved all the problems and shared my opinion on how difficult the 4th wave was...

VIEWS

6 341

REPOSTS

92

REACTIONS

—

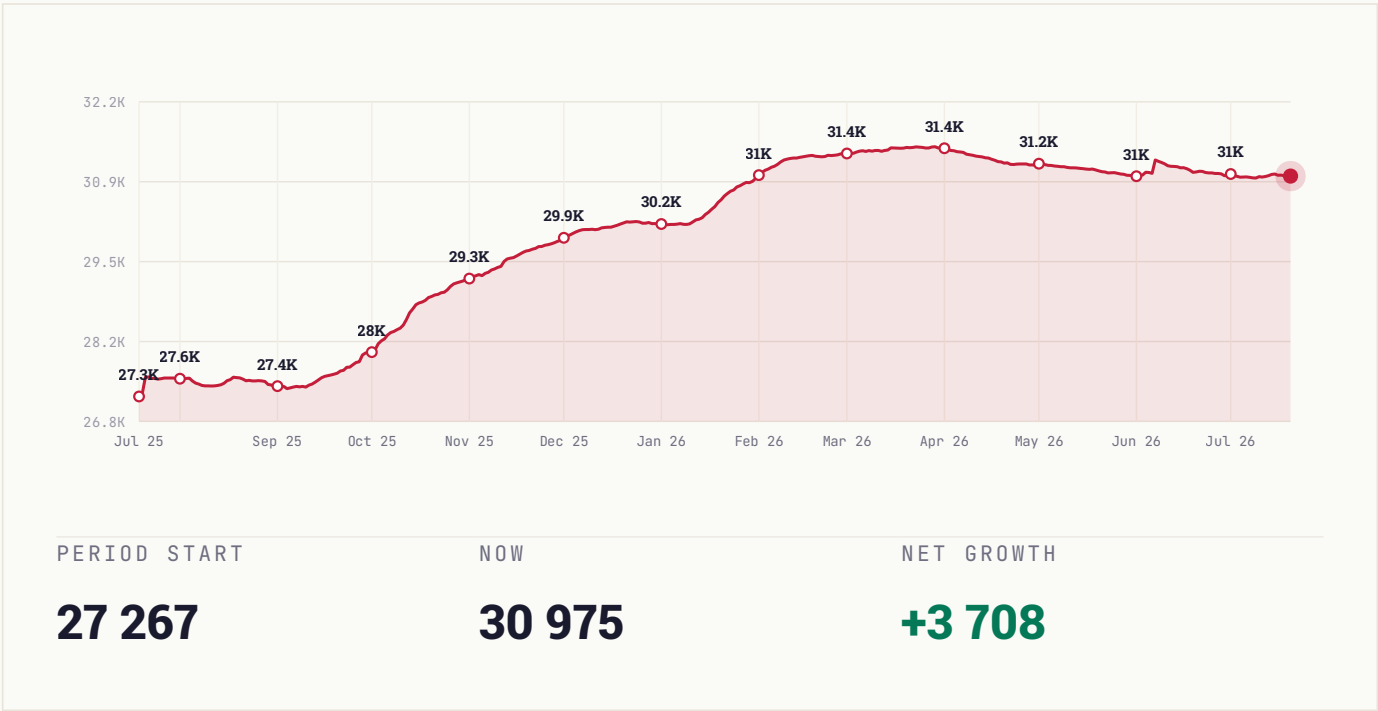
ER

20.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

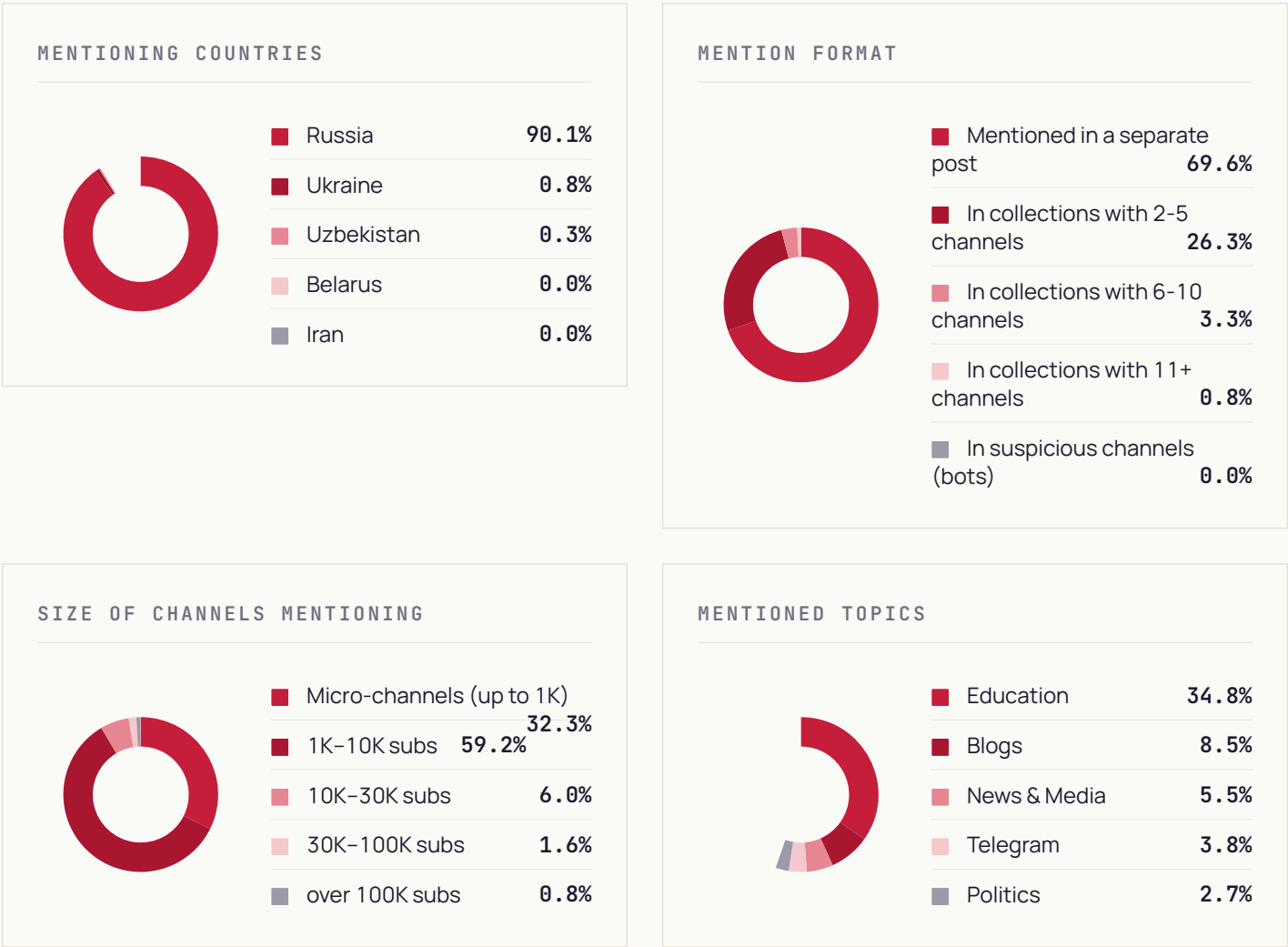
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

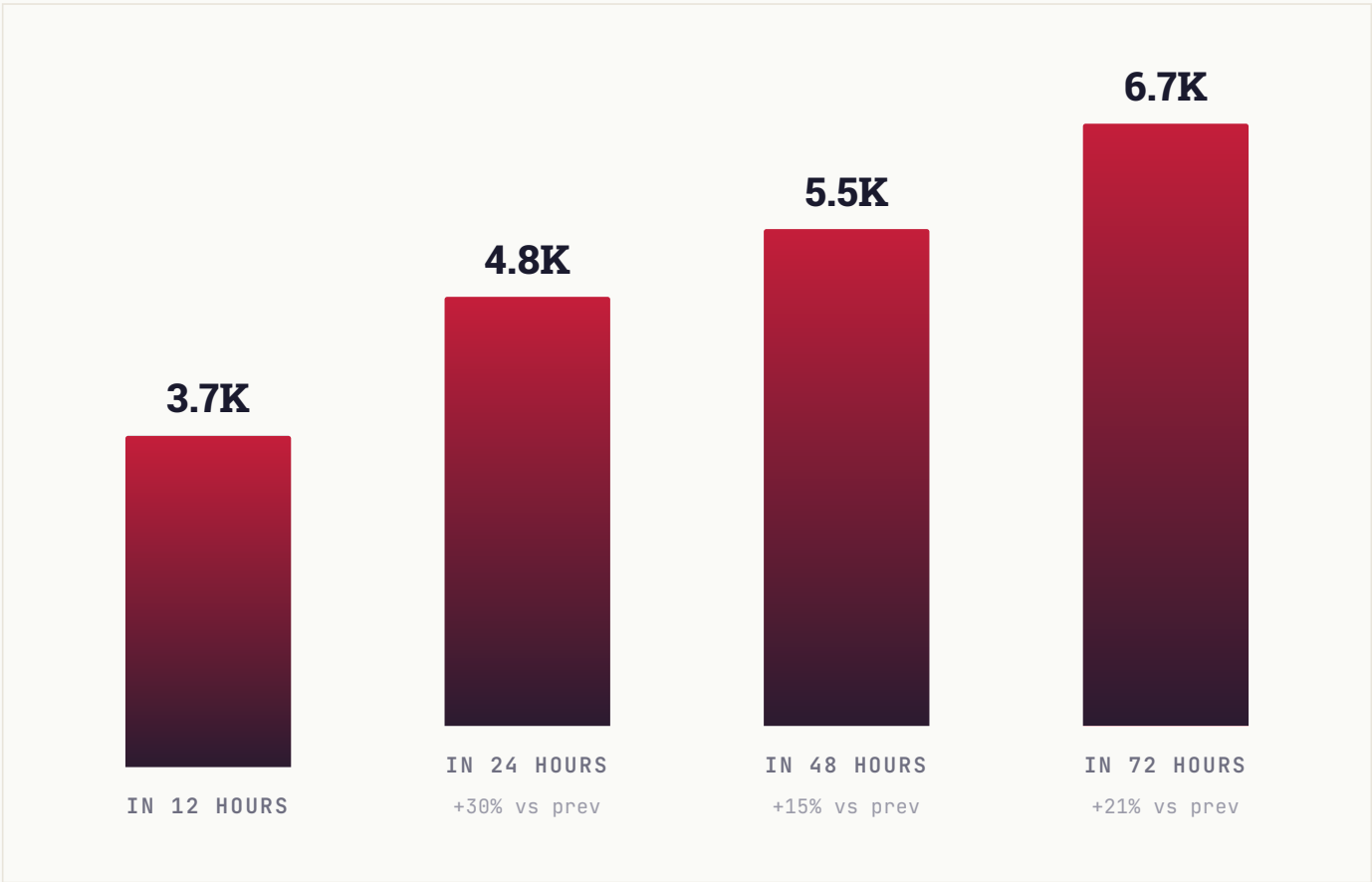
Citation index **51** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **228** different channels.



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
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
P- Postupashki - Olympiads, Unified State Exam, DVI YOU	31K

COMPARATIVE CONCLUSION

Channel still outside top 100 niche — early growth stage. Niche leader — نیمار ابن الانبار (4.6M), top-100 median: 420.2K. First goal: enter top-100 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **31**, they brought **3 860** new subs.

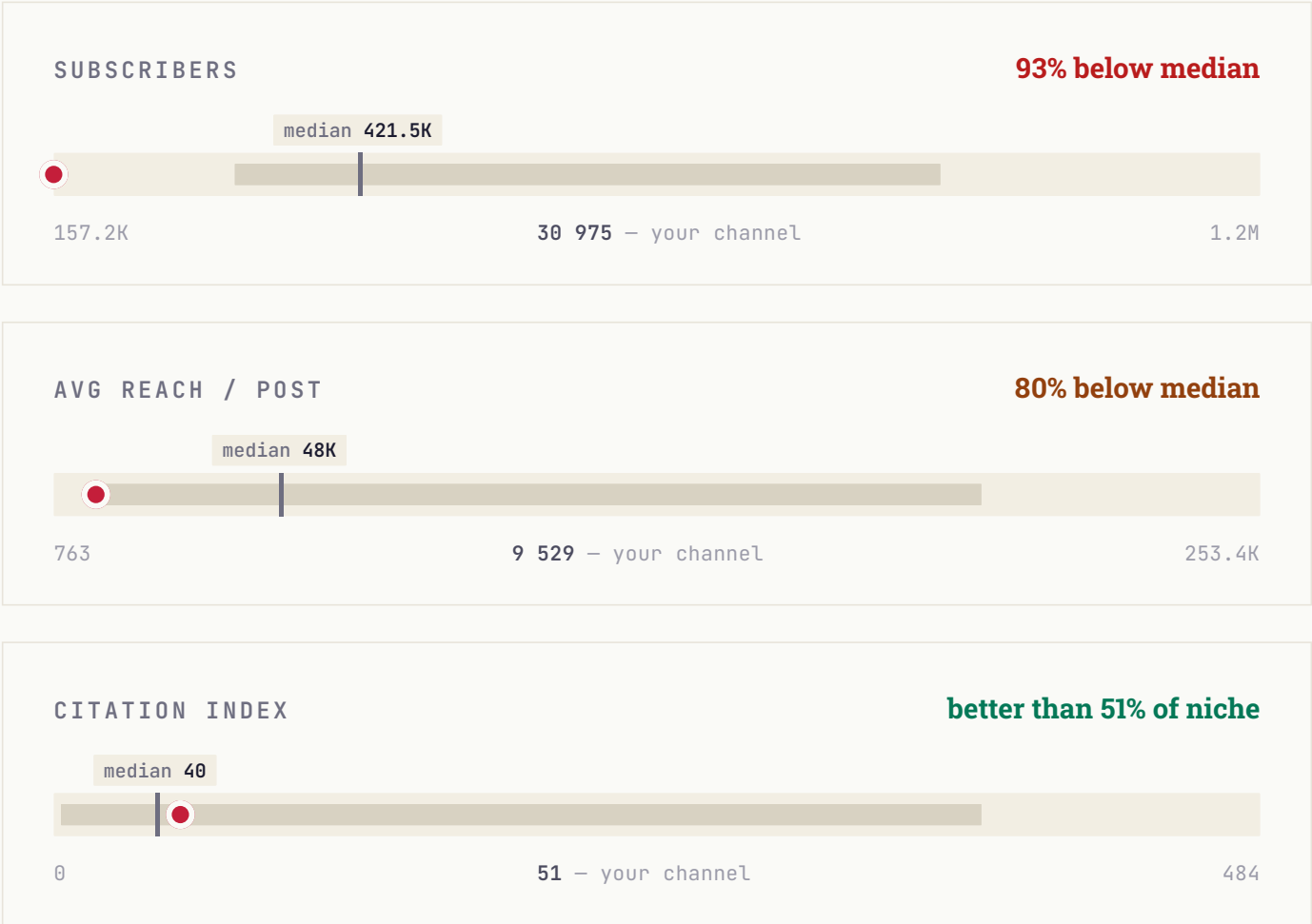
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	3	3	796	
December 2025	9	7	337	
November 2025	2	2	681	
October 2025	6	5	1 227	
September 2025	7	3	644	
August 2025	4	4	175	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
31	6	3 860

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Education» (Russia) and saw how your channel compares. Gray band = range covering 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 Thursday

Audience most active on this day at 14:00 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. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

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**

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 to do it every day — 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 from public data. 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
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
