

PUBLIC REPORT BY PROMTPRESS

Channel audit

Pavlikov wrote something again



@potok_ads

On normalized madness and tabooed normality Ads –
 @pavlikov_reklama Channel manager, all questions – @lina_vlakar
 Paid channel – <https://sponsr.ru/pavlikov>

SUBSCRIBERS

75 568

-1247 per month

ERR (% SEE POSTS)

11.0%

per day 4.6%

REACH/POST

8.5K

ad reach 3.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 75 568 —	 SUBS REACH 11.2% avg % subs see post	 VIEWS/POST 8.5K median 8.9K · 29 days	 POSTS/WEEK 7.4 over period
 7D TREND -13.2% vs previous week	 REACTIONS/POST 199.3 6,178 reactions, 1,303 reposts, 7,191 comments total	 POST LENGTH 938 chars median 1,000 · 29 days	 POSTS ANALYZED 31 29 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH -1247 last month	 CITATION RATE 640 citation index · 1,075 channels mentioned all time	 CHANNEL AGE 6 years 6 months created 19.12.2019

AI EDITOR SUMMARY

Channel «Pavliks wrote something again» – 75 568 subs. Each post averages 8.5K people (11% subs), reach is low – consider expanding audience. Publishes 7 posts per week (~1/day) – consistent. For week 15–21 Jun, reach dropped -13.2% to week 8–14 Jun – worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 31 posts in 29 days.
- 02 Dominant format – Photo (15/31 posts).
- 03 Avg post length – 938 chars (median 1,000).
- 04 Peak audience activity – thursday, 14:00 MSK.
- 05 Top posts get 3x more views than the weakest (14.4K avg for top vs 5.2K for bottom) – across 31 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

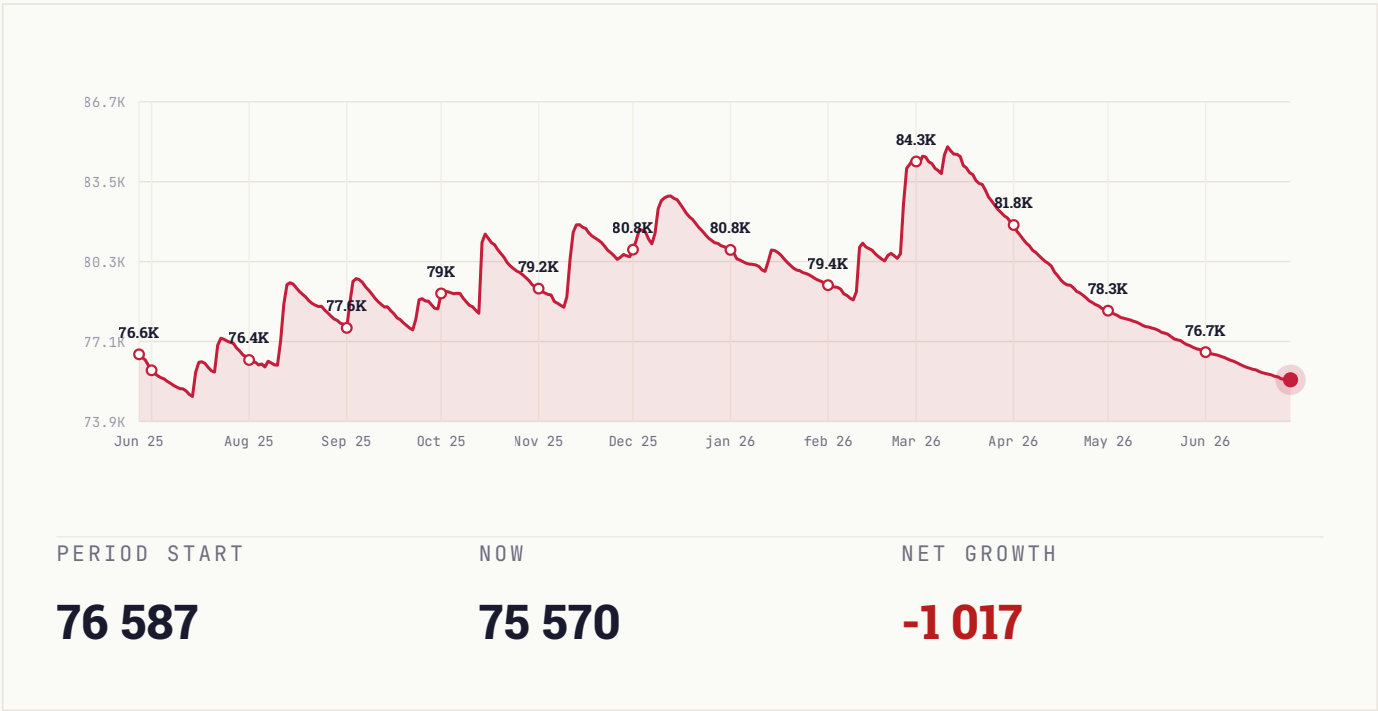
Nº1 01.06 · 08:20 VIDEO Gotta say, Shaman Dronovich's PR team, unlike the "official" propagandists, actually know 2026 marketing and don't act...	VIEWS 15 053 REPOSTS 75	REACTIONS 234 ER 19.9%
Nº2 25.06 · 11:48 TEXT The fact that democratic Apple removed totalitarian apps from VK (including all sorts of Zen and Max) tells us...	VIEWS 14 537 REPOSTS 107	REACTIONS 385 ER 19.2%
Nº3 12.06 · 05:55 PHOTO On Russia Day we can't help but recall the words of our American brother John Kennedy: 'Ask not what your country can...	VIEWS 13 744 REPOSTS 75	REACTIONS 344 ER 18.2%

Nº4 19.06 • 05:08 TEXT Here, taking the opportunity, I dove deep into Russian war correspondent circles, something I'd never done before (superficial analysis...	VIEWS 12 261 REPOSTS 63 REACTIONS 242 ER 16.2%
Nº5 16.06 • 05:40 PHOTO Many wonder: what is feminism fighting for in modern European and inextricably linked Russian civilization, where...	VIEWS 12 204 REPOSTS 50 REACTIONS 227 ER 16.1%
WORST 3	
↓ 23.06 • 08:03 PHOTO In the current trend of playing the victim – capitalism, Putin, RKN, insolent women, spoiled men – one thing always bothered me. I...	VIEWS 5 316 REPOSTS 48 REACTIONS 206 ER 7.0%
↓ 25.06 • 07:01 PHOTO In Ivanovo lives a biker who once realized: if not him, then no one. Alexander didn't wait for help from above. Didn't look for ideal conditions...	VIEWS 5 135 REPOSTS 14 REACTIONS 82 ER 6.8%
↓ 25.06 • 08:03 TEXT Any progressive worldview adherent will respond to your suggestion to take control of yourself and your life by calling you an obscurantist...	VIEWS 5 071 REPOSTS 30 REACTIONS 175 ER 6.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

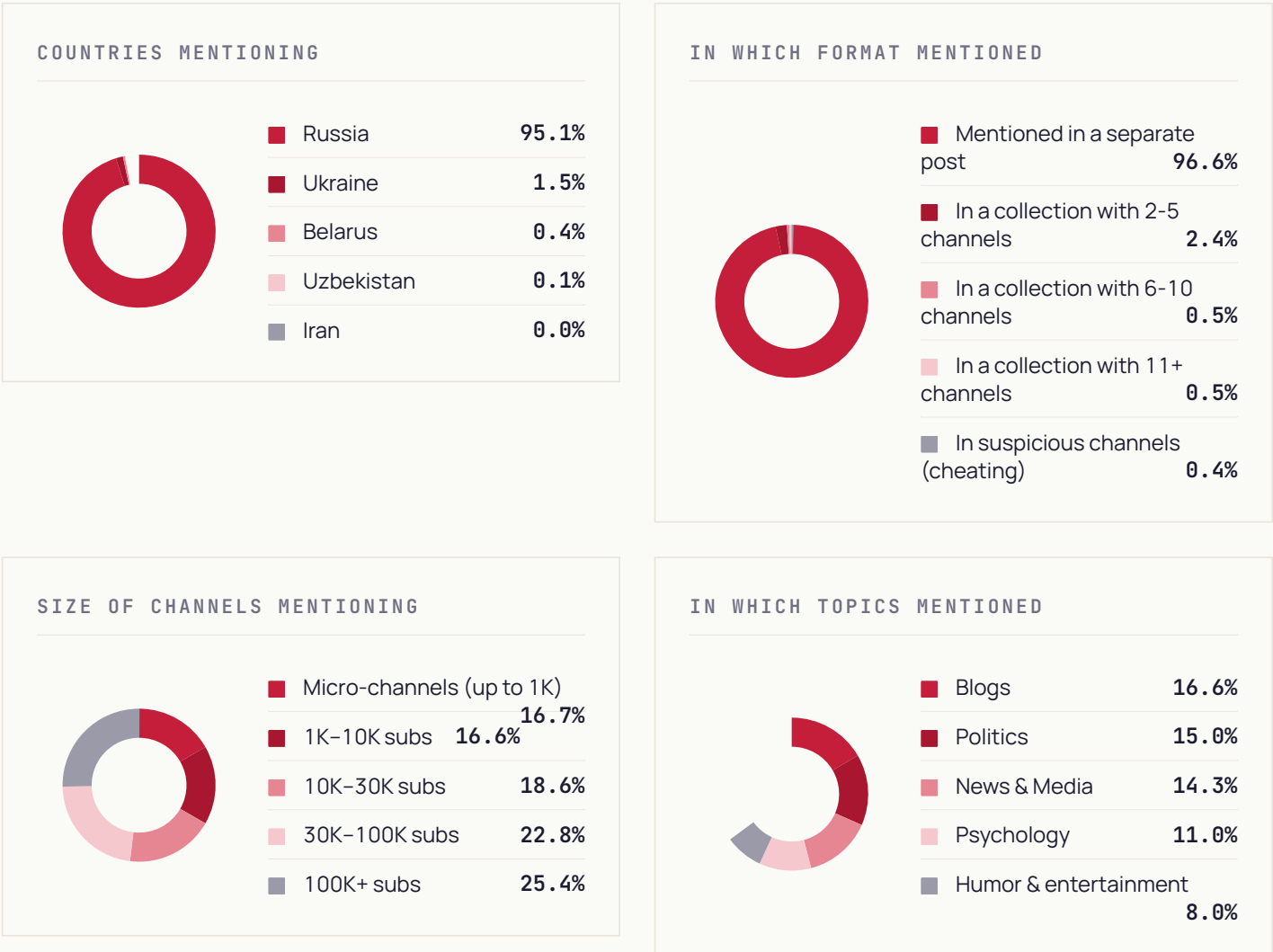
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

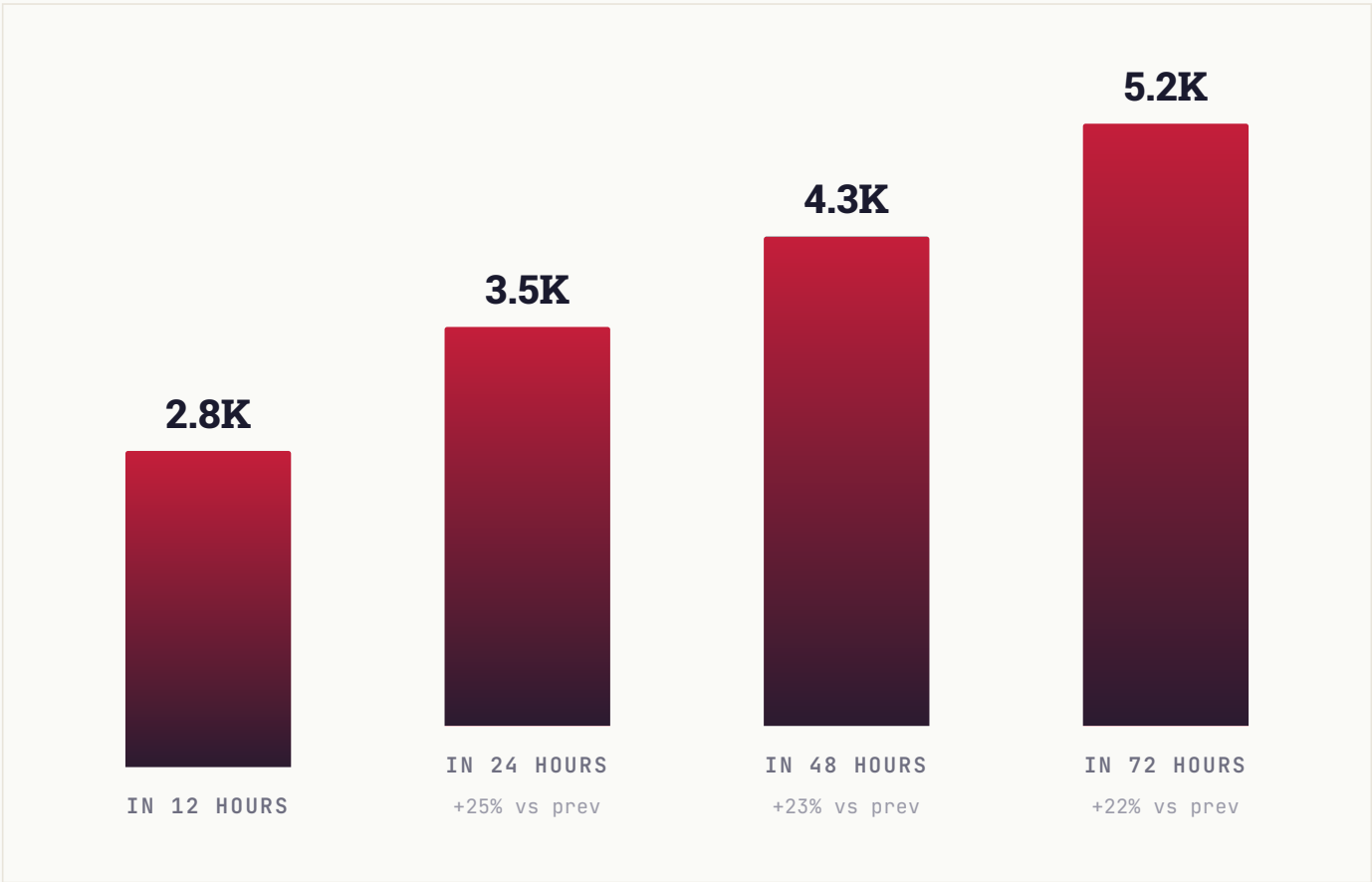
Citation index **640** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel mentioned **1 075** different channels.



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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Oka	1.6M
SE Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
TB trends by rasha	1.1M
SV Trending today	1M
TV Trend or leave	930.8K
TR Trendach	904.7K
SW Pavlikov wrote something again YOU	75.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#97 of 99). Niche median — 145.4K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **197**, they brought **19 951** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
December 2025	36	33	3 002	
Nov 2025	37	33	3 494	
Oct 2025	12	12	3 905	
Sep 2025	46	42	3 234	
August 2025	38	37	3 577	
July 2025	28	28	2 739	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
197	6	19 951

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Marketing, PR, advertising» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#97

/100

POSITION IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

worse than median by 48%

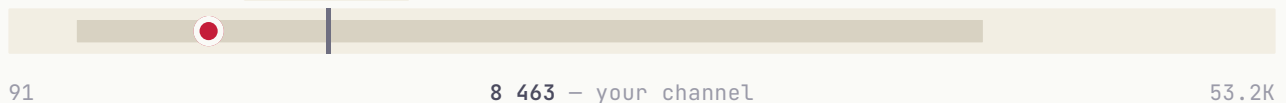
median 144.9K



AVG REACH / POST

worse than median by 37%

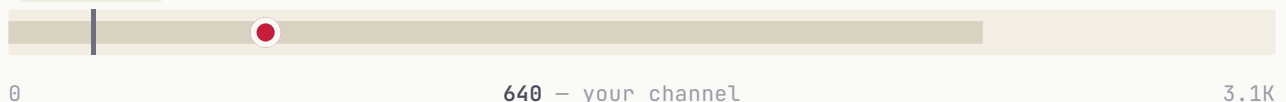
median 13.4K



CITATION INDEX

better than 57% of niche

median 204



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

Audience is most active on this day at 14:00 MSK.

IMPACT

**Best window
for an
important post**

02

Increase video post share

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

IMPACT

**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.

IMPACT

**+1000-3000
subs**

04

Test polls & interactive formats

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

IMPACT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

IMPACT

**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 target 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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