

PUBLIC REPORT BY PROMTPRESS

Channel audit

ROGOV



@rogov24

Personal channel of Alexander Rogov. Life, Style, Tips, Humor!!! For ads & collab: +79152203376 Roman Included by Roskomnadzor in the list of personal pages, application no...

SUBSCRIBERS

184 079

-918 per month

ERR (% SEE POSTS)

14.0%

daily 7.9%

REACH/POST

24.7K

ad reach 14.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 184 079 —	 SUBS REACH 13.4% avg % of subs see post	 VIEWS/POST 24.7K median 24.7K · 29 days	 POSTS/WEEK 49.1 over period
 7D TREND -9.3% vs previous week	 REACTIONS/POST 698.4 total 142,483 reactions, 7,970 reposts, 0 comments	 POST LENGTH 123 chars median 80 · 29 days	 POSTS ANALYZED 204 29 days
 AD REACH 14.5K 24h avg	 CHURN / MONTH -918 last month	 CITATION RATE 970 citation index · 2,146 channels mentioned all time	 CHANNEL AGE 5 years 1 month created 10.05.2021

AI EDITOR SUMMARY

Channel «ROGOV» – 184 079 subs. Each post averages 24.7K people (13% from subs), reach is low – consider expanding audience. Publishes 49 posts per week (~7/day) – active posting. For the week of June 22–28, reach dropped by -9.3% to the week of June 15–21 – worth analyzing why.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **204** posts over 29 days.
- 02 Dominant format – **Photo** (113/204 posts).
- 03 Avg post length – **123** chars (median 80).
- 04 Peak audience activity – **Saturday**, 11:00 MSK.
- 05 Top posts get **2x** more views than the weakest (50.7K avg for top vs 20.7K for worst) – across 204 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 12:06 VIDEO We weren't invited to Cannes, but we discussed it anyway with Ksenia Dukalis...	VIEWS 54 809 REPOSTS 88	REACTIONS 1 029 ER 29.8%
Nº2 16.06 · 14:22 VIDEO (post without caption – video)	VIEWS 53 047 REPOSTS 145	REACTIONS 482 ER 28.8%
Nº3 13.06 · 08:46 PHOTO The day before yesterday we filmed "STAR LOOKS REVIEW" with Zivert. It was so heartfelt and fun... We'll release the episode in July! ⚡⚡⚡ The whole team is thrilled!	VIEWS 44 192 REPOSTS 34	REACTIONS 787 ER 24.0%

Nº4 01.07 · 08:46 TEXT Meanwhile, beloved Masha Minogarova dropped fresh 'Day Before Yesterday News' with a brand-new studio design!!! I watched it late at night...	VIEWS 41 345 REPOSTS 38	REACTIONS 360 ER 22.5%
Nº5 17.06 · 11:23 VIDEO (post without caption – video)	VIEWS 41 086 REPOSTS 264	REACTIONS 986 ER 22.3%

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WORST 3

↓ 24.06 · 16:05 PHOTO Today at the Dior show... I wasn't in Dior 👁👁 Blazer-coat Prada Jeans Versace T-shirt DolceGabbana Glasses Prada Bag Hermes Boots Loewe...	VIEWS 21 025 REPOSTS 31	REACTIONS 1 023 ER 11.4%
↓ 05.07 · 09:46 TEXT Ooooh! We're watching this!!! How powerful, friends!!! Freshness from Sasha Rogov and ZIVERT!!!!!!!! Blast...	VIEWS 20 585 REPOSTS 23	REACTIONS 383 ER 11.2%
↓ 25.06 · 14:25 TEXT also on VK	VIEWS 20 446 REPOSTS 6	REACTIONS 189 ER 11.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

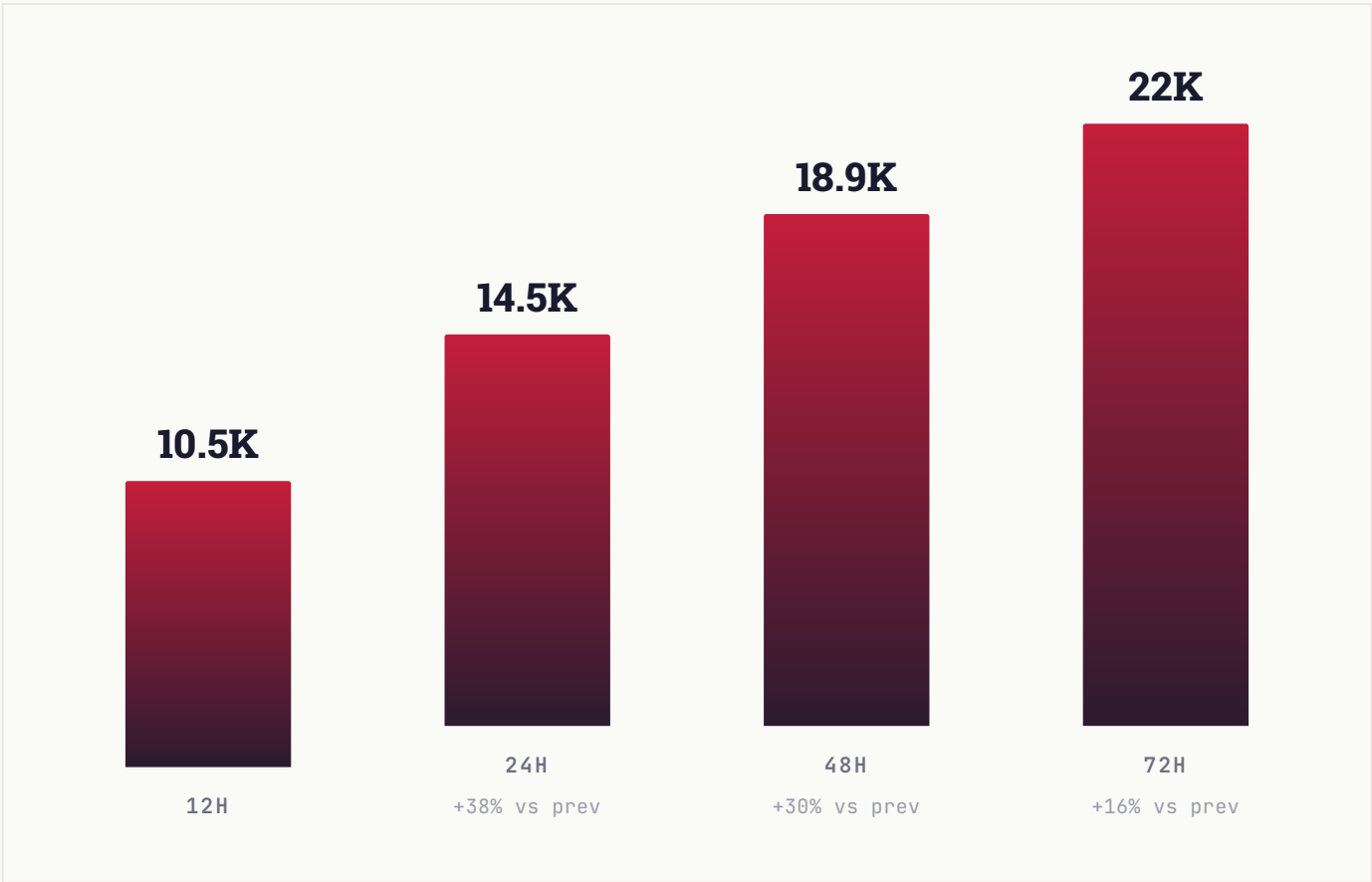
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should “live”.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Wildberries / WB finds	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON finds	393.5K
RO ROGOV YOU	184.1K

COMPARATIVE CONCLUSION

Channel in top half of niche (#44 of 96). Niche leader — Golden Apple (1.1M), median subs 171K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. In the last **6 months** such mentions were **441**, they brought **11 276** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	63	54	1 209
December 2025	69	58	2 807
November 2025	69	59	2 427
October 2025	109	87	1 909
September 2025	97	75	1 796
August 2025	34	29	1 128
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
441	6	11 276	

SECTION 07 · NICHE COMPARISON

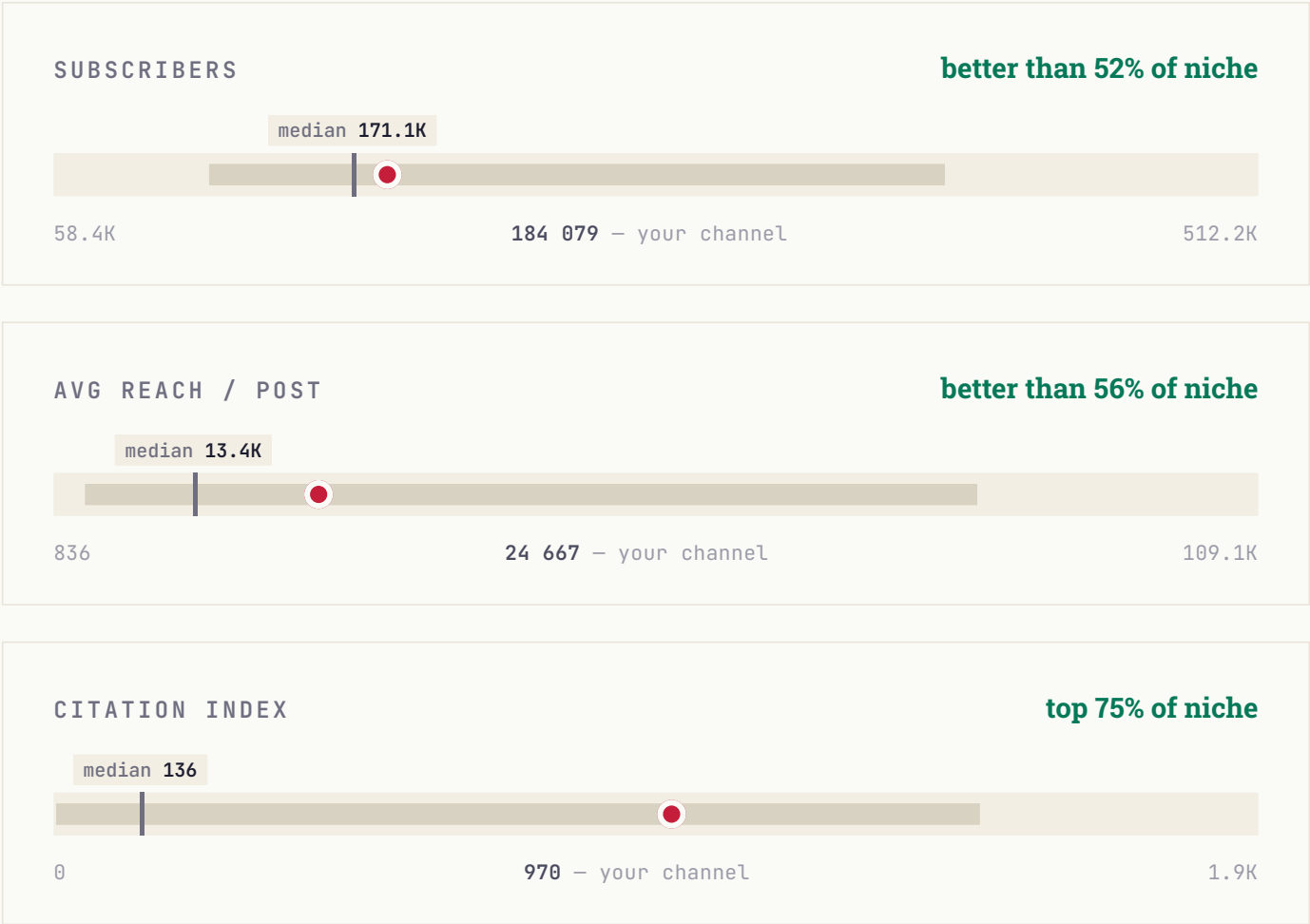
Where the channel ranks in its league

Took top-100 channels in category «Fashion & beauty» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#44/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Post of the week — Saturday
 Audience most active on this day at 11:00 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 — easy win.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Exchange posts 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 us to do this **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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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