

PROMTPRESS PUBLIC REPORT

Channel audit

Rus Sofya | Russian EGE | MaySchool



@russofi

Can't open the channel? ⬇ Tap the 3 dots in the top right ⬇ Open in browser Russian teacher. Graduated from Moscow State University, average student score - 90 ✨Reviews @mayschoolrus ✨Sign up for Unified State Exam courses...

SUBSCRIBERS

13 845

15.07.2026
-3759 per month

ERR (% SEE POSTS)

10.0%

daily 4.5%

REACH/POST

1.4K

HTTPS://PROMTPRESS.COM/AUDIT/RUSSOFI
ad reach 627/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 13 845 —	 SUBS REACH 9.98% avg % of subs see post	 VIEWS/POST 1.4K median 1.2K · 29 days	 POSTS/WEEK 45.6 over period
 7D TREND -32.1% vs previous week	 REACTIONS/POST 22.1 only 4,194 reactions, 663 reposts, 347 comments	 POST LENGTH 288 chars median 163 · 29 days	 POSTS ANALYZED 190 29 days
 AD REACH 627 24h avg	 CHURN / MONTH -3759 last month	 QUOTABILITY 441 citation index · 1,897 channels mentioned all time	 CHANNEL AGE 6 years 8 months created 04.11.2019

AI EDITOR SUMMARY

Channel «Rus Soph | Russian Language EGE | MySchool» — 13 845 subs. Each post averages 1.4K people (10% from subs), reach is low — should expand audience. Publishes 46 posts per week (~7/day) — active publishing mode. For week Jun 29 – Jul 5, reach dropped -32.1% to week Jun 22–28 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **190** posts over 29 days.
- 02 Dominant format — **Text** (71/190 posts).
- 03 Avg post length — **288** chars (median 163).
- 04 Peak audience activity — **Monday**, 17:00 MSK.
- 05 Top posts get **6x** more views than the weakest (3.8K avg for top vs 591 for worst) — among 190 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 15.06 · 15:24 VIDEO 11 class today:	VIEWS 4 312 REP. 35	REACTIONS 137 ER 31.1%
Nº2 15.06 · 14:06 TEXT  The online school has a system. All materials are collected in one place. You go to the platform and see everything you need to study, solve...	VIEWS 3 673 REP. 4	REACTIONS 5 ER 26.5%
Nº3 17.06 · 06:18 TEXT Hello, I have 91!! Thought it'd be much less, I'm shocked..	VIEWS 3 466 REP. 2	REACTIONS 35 ER 25.0%

Nº4

17.06 · 06:59

PHOTO

First results are showing 🤔

VIEWS

3 443

REACTIONS

39

REP.

4

ER

24.9%

Nº5

17.06 · 06:15

TEXT

Came?

VIEWS

3 442

REACTIONS

54

REP.

2

ER

24.9%

WORST 3

↓

08.07 · 13:58

TEXT

Want to chat? Ask anonymously here 💕

VIEWS

620

REACTIONS

1

REP.

—

ER

4.5%

↓

11.07 · 12:05

PHOTO

I keep sharing my students' essays that scored max points 🤩
💕 In our course, essays are graded strictly, so during the process...

VIEWS

597

REACTIONS

9

REP.

9

ER

4.3%

↓

11.07 · 11:57

PHOTO

Did you know I just got lucky with my tutor, so I scored max on the essay? 🙈 Passed five times with 100, «lucky» 😊

VIEWS

558

REACTIONS

19

REP.

3

ER

4.0%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

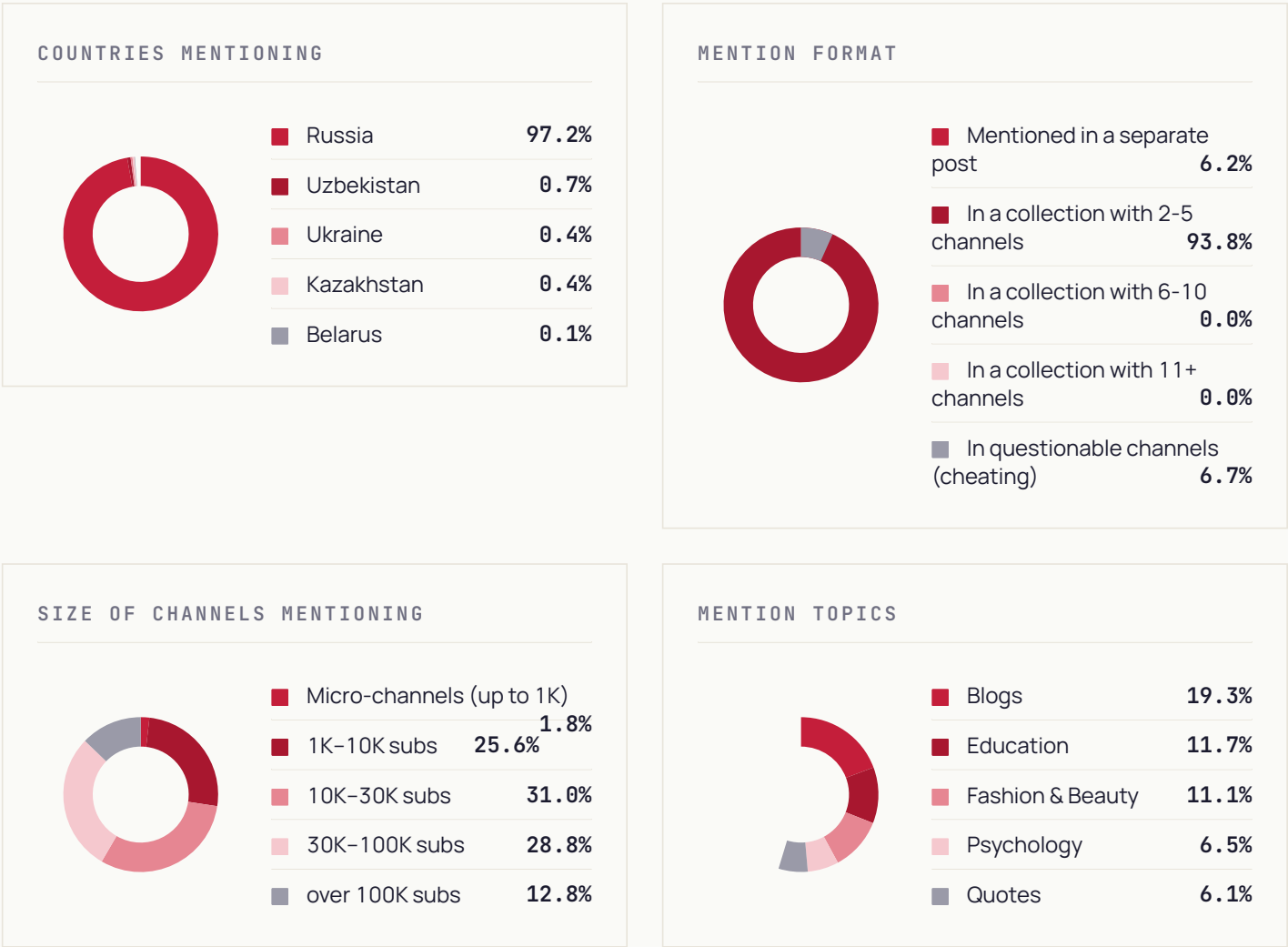
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who and how mentions the channel

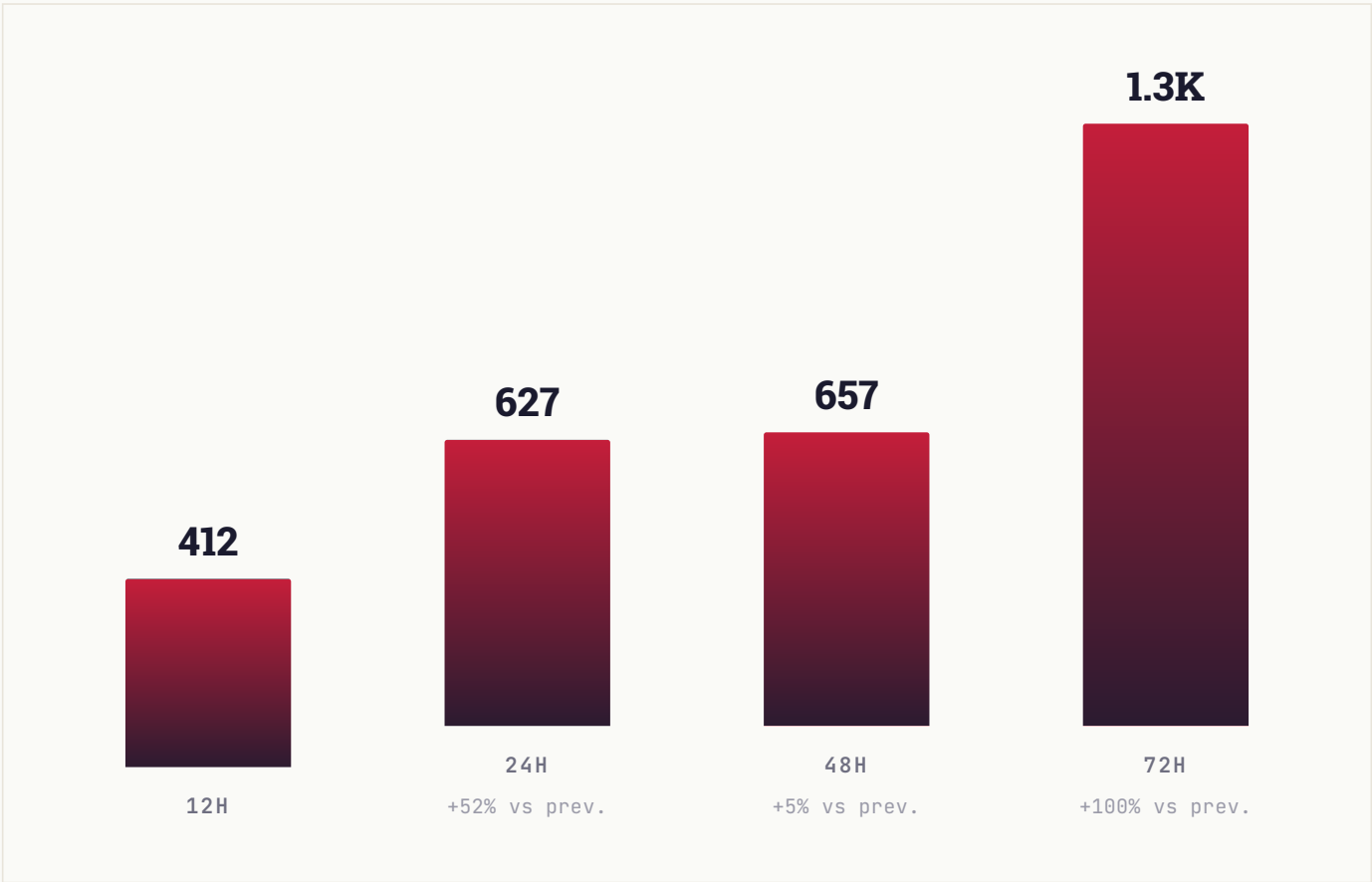
Citation index **441** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 897** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 place 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 UmSkul Territory of Russian Language	297.1K
EH Excel Hacks Бухгалтерия и Аналитика	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
RS Rus Sofya Russian EGE MaySchool YOU	13.8K

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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **304**, they brought **3 492** new subs.

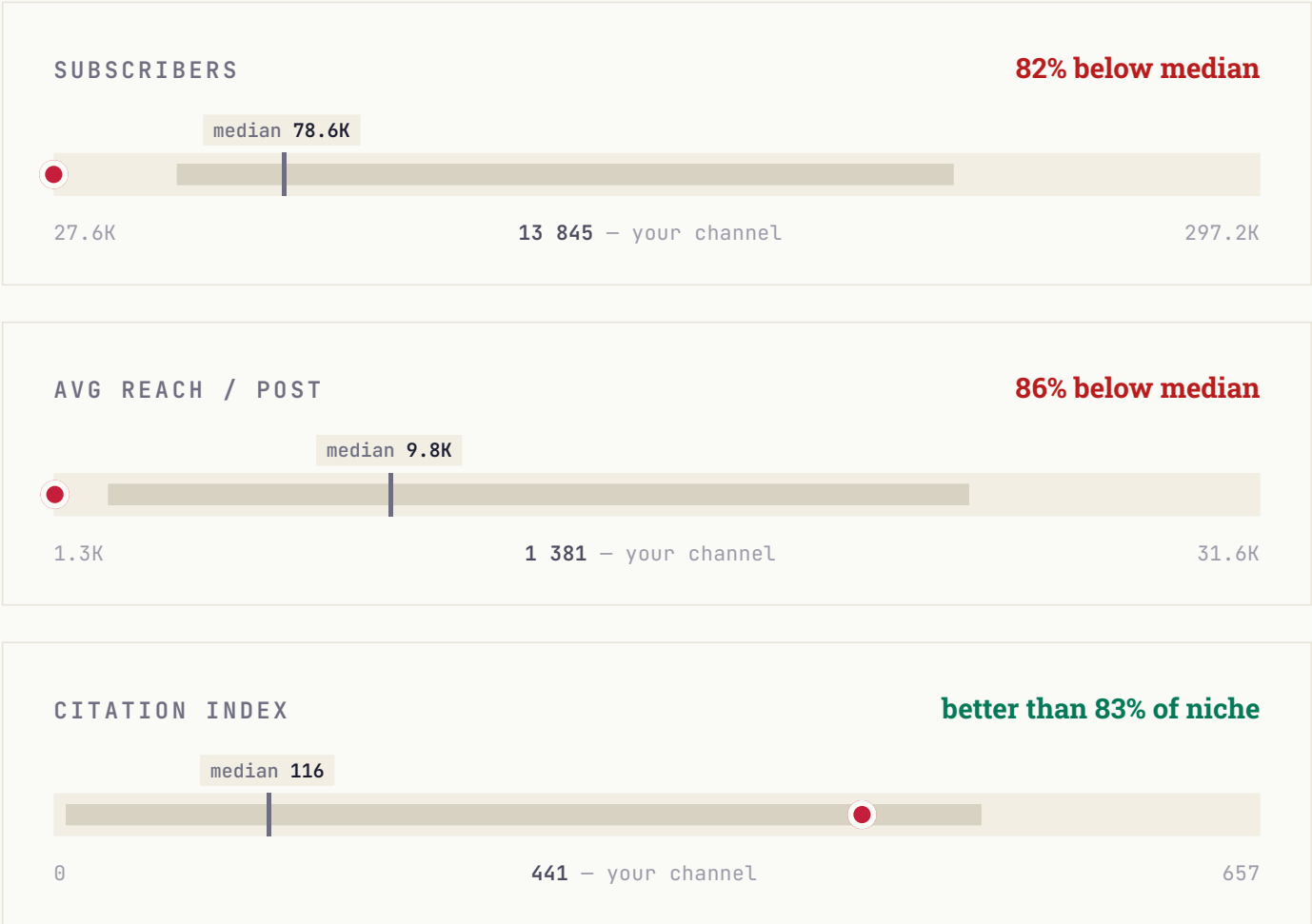
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	3	3	190
December 2025	5	3	1 592
November 2025	4	2	579
October 2025	2	1	26
September 2025	43	21	250
August 2025	247	226	855

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
304	6	3 492

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Education» (Russia) and compared your channel. Gray band = range where 80% of niche channels fall (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 them off and revisit this report in a month.

01

Main post of the week — on Monday

On this day at 17:00 MSK audience is most active.

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 and interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with channels in the same niche 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
