

PUBLIC REPORT PROMTPRESS

Channel audit

rutkismary



@rutkismary

the only channel here! Collaboration: manager @leksamng
Questions: @rutkismari Registered in the RKN list:...

SUBSCRIBERS

335 414

+530 per month

ERR (% SEE POSTS)

38.0%

per day 24.5%

REACH / POST

123K

ad reach 82.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Ad potential

How long a post brings reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

6 months · monthly

07 Niche comparison

Position in «Blogs» category

08 Strategy

5 priority actions

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 335 414 —	 SUBS REACH 36.68% avg % of subs see post	 VIEWS / POST 123K median 126K · 29 days	 POSTS / WEEK 20.3 over period
 7D TREND -12.8% vs previous week	 REACTIONS / POST 6137.1 total 521,651 reactions, 29,597 reposts, 2,006 comments	 POST LENGTH 399 chars median 303 · 29 days	 POSTS ANALYZED 85 29 days
 AD REACH 82.1K 24h avg	 CHURN / MONTH +530 last month	 CITATION RATE 84 citation index · 442 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «rutkismary» – 335 414 subs. Each post averages 123K people (37% from subs), good reach. Publishes 20 posts per week (~3/day) – regular schedule. For the week of June 15–21, reach dropped by -12.8% by week 8–14 June – worth analyzing 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 **85** posts over 29 days.
- 02 Dominant format – **Photo** (68/85 posts).
- 03 Avg post length – **399** chars (median 303).
- 04 Peak audience activity – **Sunday**, 23:00 MSK.
- 05 Top posts get **1x** more views than the weakest (148.9K avg for top vs 102.1K for worst) – among 85 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 20:20 PHOTO What a sunset today! Introducing Lesha to the beautiful – he hasn't watched Arcane because of studies ☹️ Fixing that.	VIEWS 149 806 REPOSTS 225	REACTIONS 7 832 ER 44.7%
Nº2 09.06 · 16:01 PHOTO Suitcase packed for vacation! ➡️ What a beautiful and useful collab between Ostrovok and The Act ☹️ A big summer project about travel and...	VIEWS 149 242 REPOSTS 82	REACTIONS 1 970 ER 44.5%
Nº3 07.06 · 14:49 PHOTO How lovely it is at the dacha in the woods ☹️ Started Fairy Dale, I've been waiting for its release here! What are you reading now?	VIEWS 147 744 REPOSTS 284	REACTIONS 7 148 ER 44.0%

Nº4 08.06 · 12:14 TEXT Yesterday at the dacha my grandpa mentioned he can't find his tobacco anywhere. He's been smoking pipes for years and loves a certain cherry...	VIEWS 146 083 REPOSTS 469	REACTIONS 20 821 ER 43.6%
Nº5 09.06 · 18:04 PHOTO I just changed my Oura Ring, and they released a new model... And this time the design changes are quite noticeable – the ring has become...	VIEWS 145 867 REPOSTS 336	REACTIONS 4 539 ER 43.5%

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WORST 3

↓ 25.06 · 10:09 PHOTO Every day I'm offered to do some 'launches' and 'trainings' ☒ Now they're fully outlining the whole strategy and I'll soon die from...	VIEWS 102 972 REPOSTS 82	REACTIONS 6 279 ER 30.7%
↓ 25.06 · 08:26 VIDEO "In another life we drink juice at JuiceNet cafe and swim around Mako Island"	VIEWS 102 494 REPOSTS 609	REACTIONS 6 426 ER 30.6%
↓ 25.06 · 12:55 PHOTO Masha Rutkis's favorite summer hobby – boat trips along rivers and canals with friends☒ And St. Petersburg is the perfect city for such plans! What they adore...	VIEWS 100 870 REPOSTS 168	REACTIONS 2 597 ER 30.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

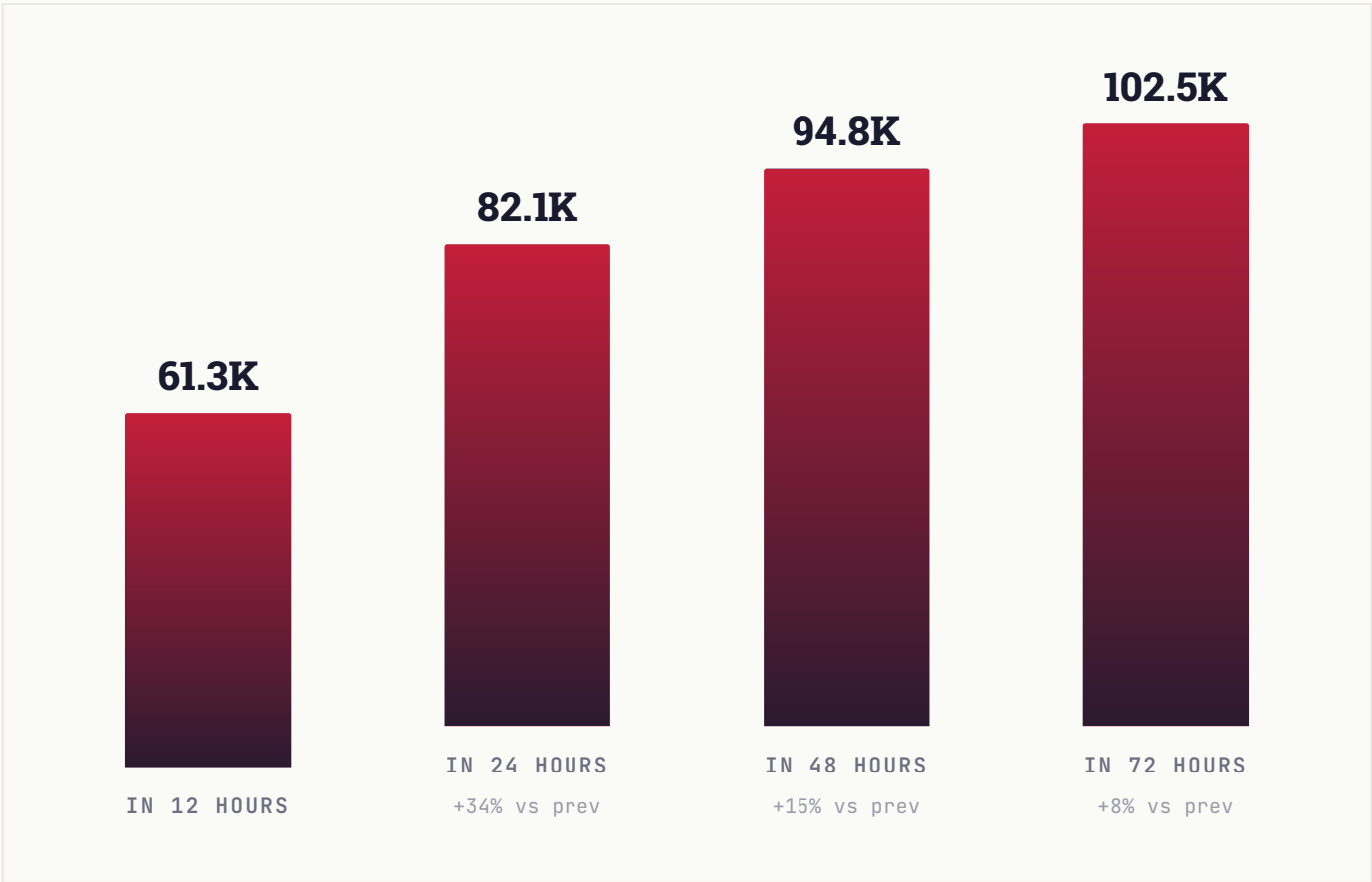
Subscriber growth chart for the year. Key months show exact subscriber count. You can see which months the channel gained and which it lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
AZ Alexander Zubarev	1.4M
EX Exile	1.4M
B Booster	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ broen lives here	1.1M
PA PARADEEVICH	1M
RU rutkismary YOU	335.4K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top 100 (#96 of 100). Niche median — 493.6K subs. First growth KPI — reach the median. Leader: Dima Maslennikov (2.2M).

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 **33**, they brought **37 324** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	5	5	14 128
November 2025	20	20	12 771
October 2025	3	3	1 539
September 2025	2	2	1 649
August 2025	2	2	4 619
July 2025	1	1	2 618
TOTAL MENTIONS			
33			
MONTHS OF DATA			
6			
ACQUIRED SUBSCRIBERS			
			37 324

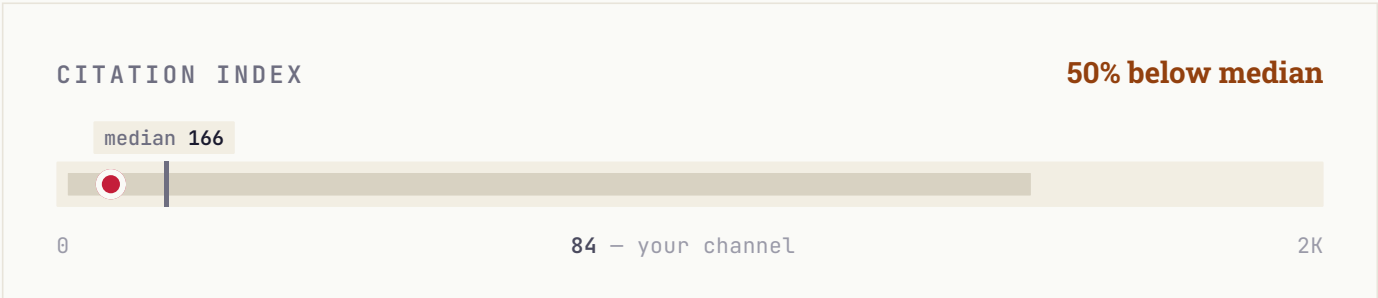
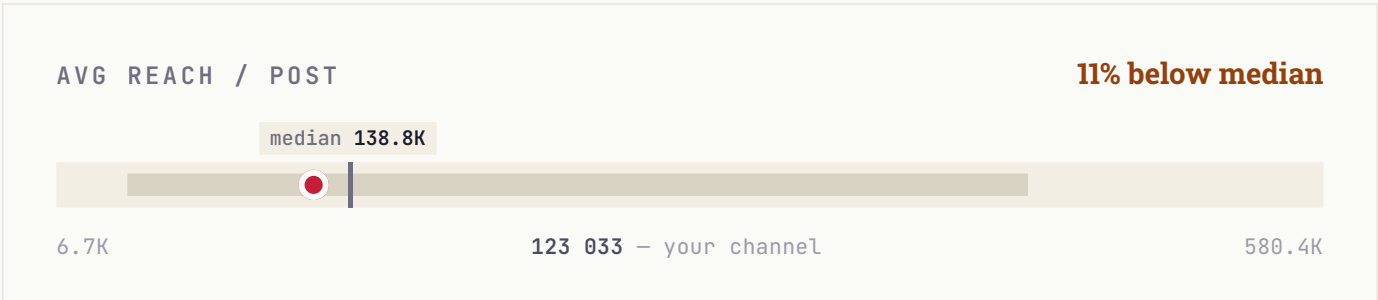
SECTION 07 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Blogs» (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.

#96/100

POSITION 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 Sunday
 Audience is most active on this day at 23:00 MSK.

EFFECT
Best window for an important post
- 02

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

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 weekly poll on a hot topic is an easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ 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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