

PROMTPRESS PUBLIC REPORT

# Channel audit

## Sanya Ebonite |

## Physics EGE |

## 100-point tutor



@sanyaebonit

Prepping for Physics Unified State Exam for 20 years, took it 3 times scoring 100. Produced 193 perfect scorers ⚡ #1 by student results Sign up for the Yearly Course Ebonite 26/27:...

| SUBSCRIBERS                                      | ERR (% SEE POSTS)                                                          | REACH/POST                   |
|--------------------------------------------------|----------------------------------------------------------------------------|------------------------------|
| 70 324                                           | 22.0%                                                                      | 15.3K                        |
| <div>15.07.2026</div> <div>-2677 per month</div> | <div>daily 10.6%</div> <div>HTTPS://PROMTPRESS.COM/AUDIT/SANYAEBONIT</div> | <div>ad reach 7.3K/24h</div> |

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6 months · monthly

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## 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.

|                                                                                                                                                     |                                                                                                                                                                                          |                                                                                                                                                                                       |                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>70 324</div> <div>—</div>             | <div> SUBSCRIBER REACH</div> <div>21.73%</div> <div>avg % subs see post</div>                           | <div> VIEWS/POST</div> <div>15.3K</div> <div>median 12.3K · 29 days</div>                            | <div> POSTS/DAY</div> <div>8.4</div> <div>~59 per week</div>                        |
| <div> 7D TREND</div> <div>-27.7%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>199.2</div> <div>48,999 reactions, 12,624 reposts, 5,638 comments</div> | <div> POST LENGTH</div> <div>280 chars</div> <div>median 168 · 29 days</div>                         | <div> POSTS ANALYZED</div> <div>246</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>7.3K</div> <div>24h avg</div>          | <div> CHURN / MONTH</div> <div>-2677</div> <div>last month</div>                                      | <div> CITATION RATE</div> <div>413</div> <div>citation index · 4,914 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>4 years 4 months</div> <div>created 25.02.2022</div> |

AI EDITOR SUMMARY

Channel «Sanya Ebonite | Physics Unified State Exam | 100-point tutor» — 70 324 subs. Each post avg views 15.3K people (22% from subs), avg reach — room to grow. Publishes 59 posts/week (~8/day) — active. Week Jun 29–Jul 5 reach dropped -27.7% to week Jun 22–28 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **246** posts in 29 days.
- 02 Dominant format – **Video** (84/246 posts).
- 03 Avg post length – **280** chars (median 168).
- 04 Peak audience activity – **Thu**, 08:00 MSK.
- 05 Top posts get **6x** more views than weakest (46.5K avg top vs 8K worst) – among 246 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                                              |                                                                   |                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>15.06 · 11:00</div><div>PHOTO</div></div> <div>FREE course: Moscow State University math entrance exam<br/>Get it here - <a href="https://lk.100points.ru/student/shop/3333">https://lk.100points.ru/student/shop/3333</a> I taught it 4 years ago using Tkachuk's textbook...</div> | <div>VIEWS</div> <div>62 888</div> <div>REP.</div> <div>649</div> | <div>REACTIONS</div> <div>170</div> <div>ER</div> <div>89.4%</div> |
| <div><div>Nº2</div><div>02.07 · 14:46</div><div>PHOTO</div></div> <div>Artyom, our 400-scorer, came to Moscow – we're recording podcasts for you</div>                                                                                                                                                       | <div>VIEWS</div> <div>43 686</div> <div>REP.</div> <div>94</div>  | <div>REACTIONS</div> <div>416</div> <div>ER</div> <div>62.1%</div> |
| <div><div>Nº3</div><div>03.07 · 11:32</div><div>PHOTO</div></div> <div>There are moments that remind you why you started this journey 2 years ago Artyom just started preparing at 100B, day after day...</div>                                                                                              | <div>VIEWS</div> <div>33 060</div> <div>REP.</div> <div>481</div> | <div>REACTIONS</div> <div>362</div> <div>ER</div> <div>47.0%</div> |

|                                                                                                                                                                                                                     |                                                                   |                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº4</div><div>17.06 · 12:11</div><div>PHOTO</div></div> <div>10th grade, sharing summer school schedule Sent to designers, they'll make it pretty later) This year it's gonna be really powerful...</div> | <div>VIEWS</div> <div>29 529</div> <div>REP.</div> <div>309</div> | <div>REACTIONS</div> <div>510</div> <div>ER</div> <div>42.0%</div> |
| <div><div>Nº5</div><div>27.06 · 19:22</div><div>VIDEO</div></div> <div>(video post without caption)</div>                                                                                                           | <div>VIEWS</div> <div>29 406</div> <div>REP.</div> <div>33</div>  | <div>REACTIONS</div> <div>166</div> <div>ER</div> <div>41.8%</div> |

|

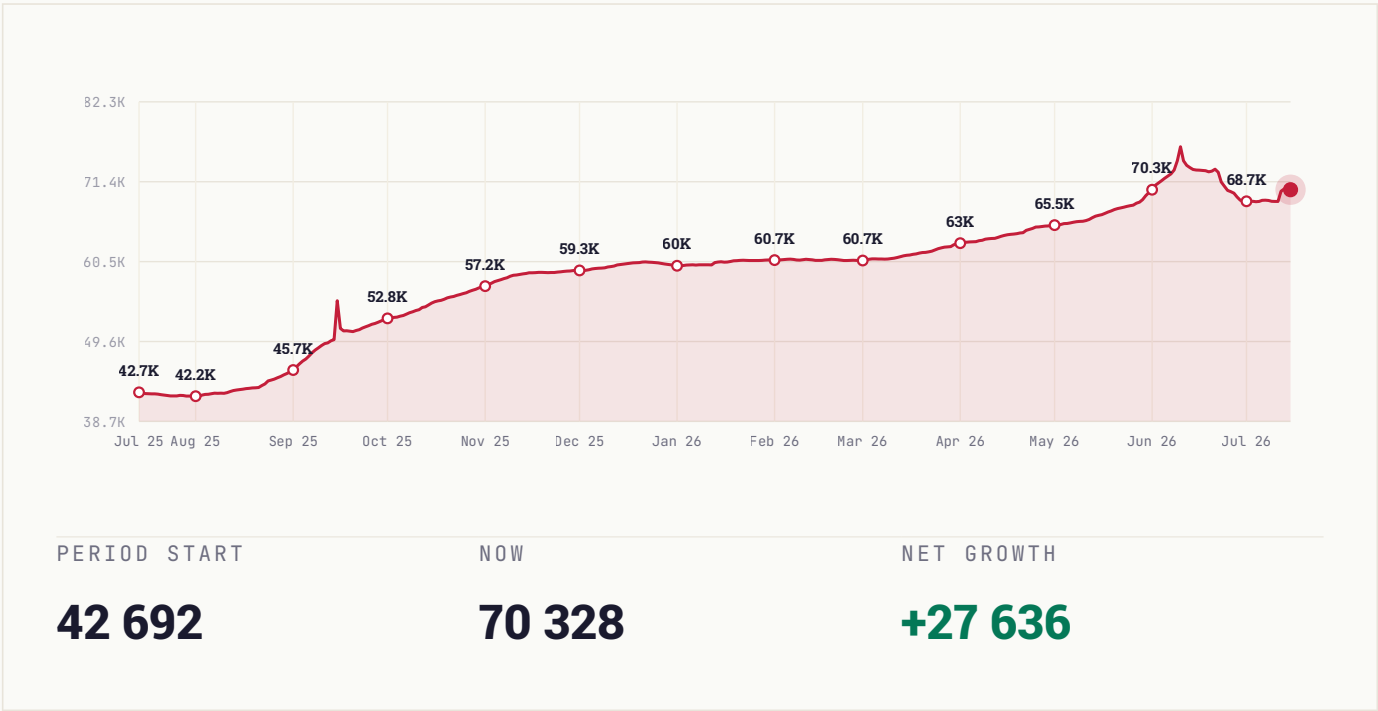
WORST 3

|                                                                                                                                                                                                                |                                                                 |                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>↓</div><div>11.07 · 12:31</div><div>PHOTO</div></div> <div>BEFORE THE EXAM PLAYED DOTA AND SCORED 400 POINTS?? The long-awaited podcast with Artyom, who, recall, scored 100 points on each...</div> | <div>VIEWS</div> <div>8 336</div> <div>REP.</div> <div>47</div> | <div>REACTIONS</div> <div>40</div> <div>ER</div> <div>11.9%</div> |
| <div><div>↓</div><div>09.07 · 15:05</div><div>VIDEO</div></div> <div>(video post without caption)</div>                                                                                                        | <div>VIEWS</div> <div>8 294</div> <div>REP.</div> <div>2</div>  | <div>REACTIONS</div> <div>53</div> <div>ER</div> <div>11.8%</div> |
| <div><div>↓</div><div>11.07 · 11:11</div><div>VIDEO</div></div> <div>(video post without caption)</div>                                                                                                        | <div>VIEWS</div> <div>7 391</div> <div>REP.</div> <div>4</div>  | <div>REACTIONS</div> <div>39</div> <div>ER</div> <div>10.5%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

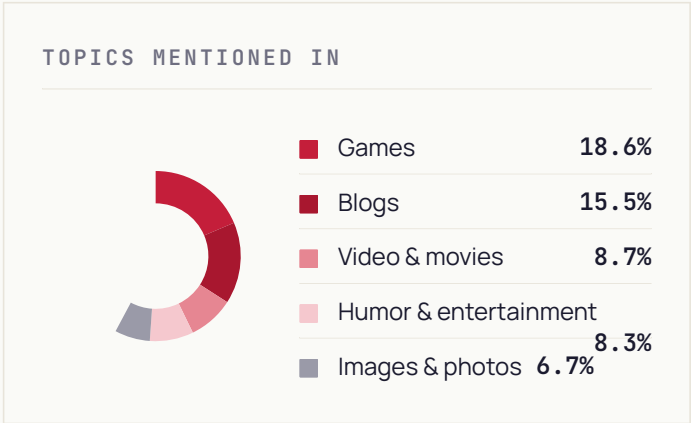
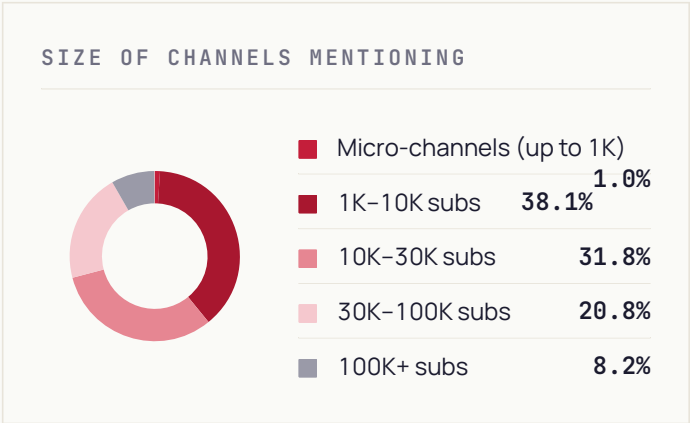
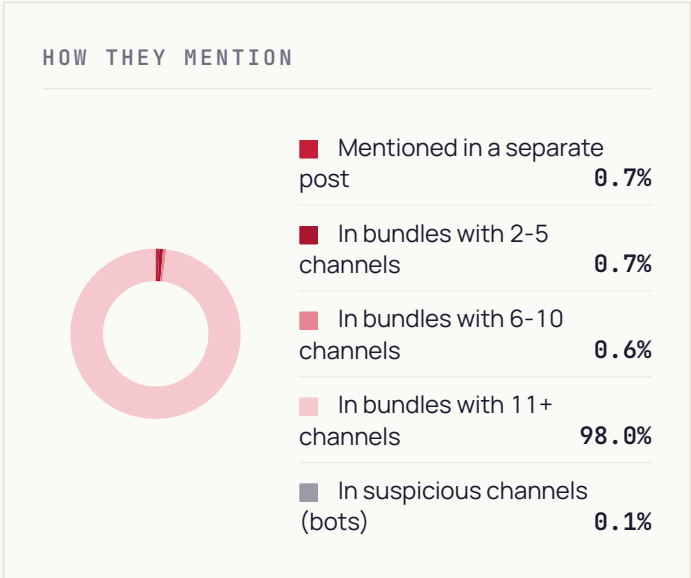
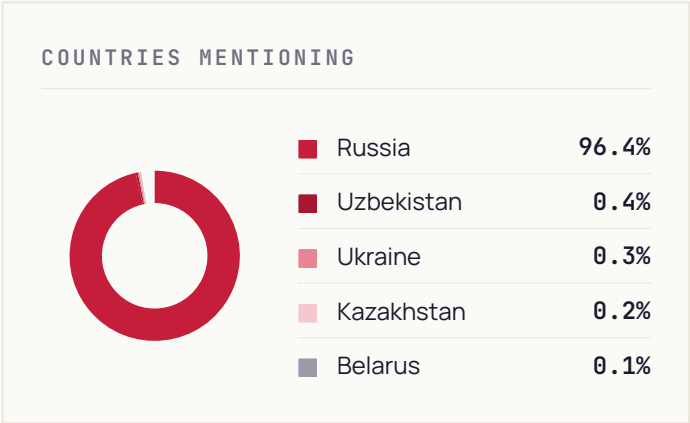
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

# Who mentions the channel & how

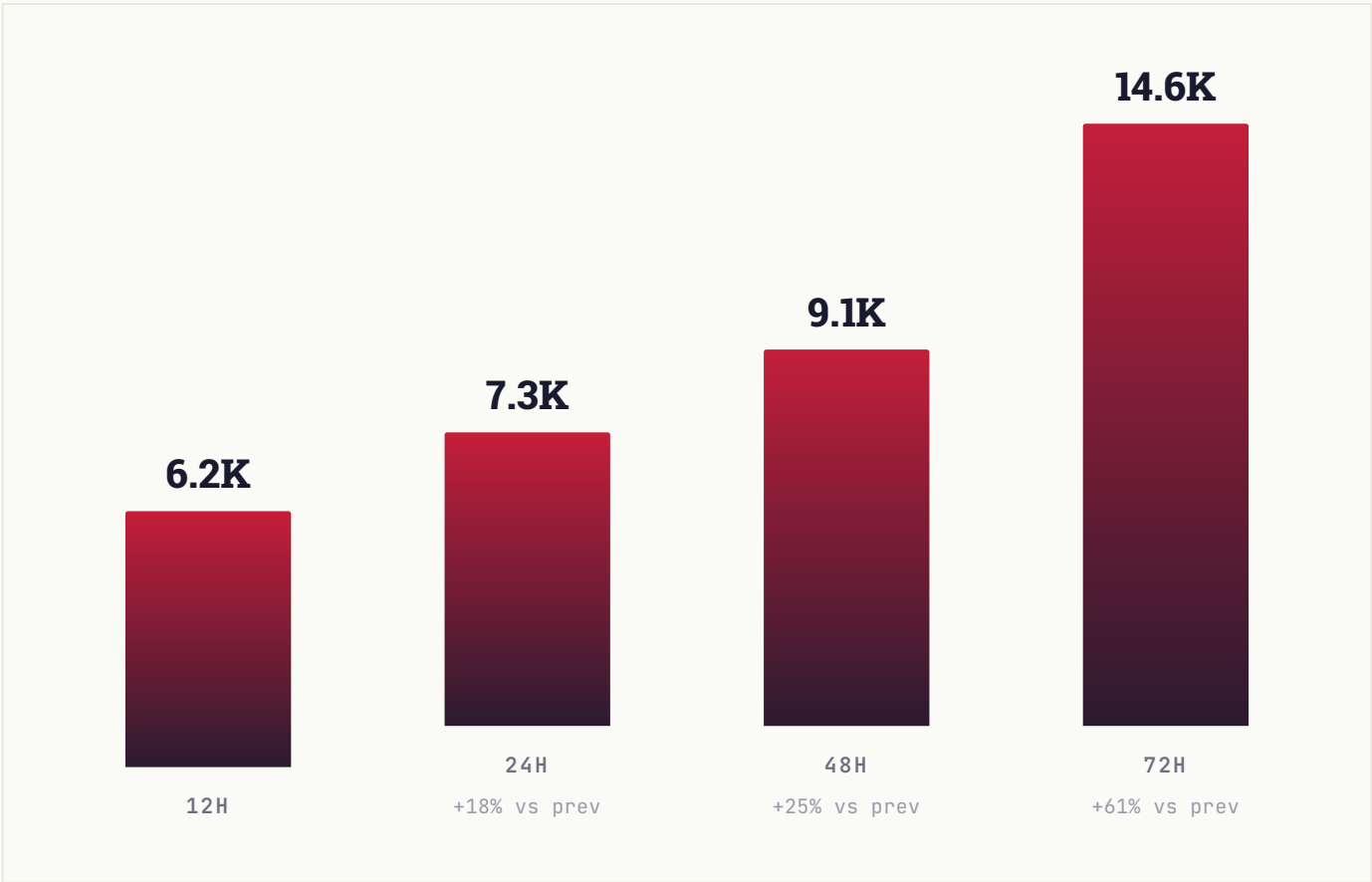
Citation index **413** — channel popularity rating based on mentions. Considers both count and mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **4 914** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.





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          |
| OT ANSWERS                                                                            | 578.2K      |
| OT ANSWERS                                                                            | 365.9K      |
| OT OTVETI                                                                             | 452.3K      |
| DN Danir in touch   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        |
| SE Sanya Ebonite   Physics EGE   100-point tutor YOU                                  | 70.3K       |

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#66 of 99). Niche median — 78.8K subs. First growth KPI — reach median. Leader: Mathematician Andrey (1M).

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **14 709**, they brought **23 641** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS           |
|----------------|----------|----------|-------------------------------|
| January 2026   | 1 780    | 1 206    | 998 <div><div></div></div>    |
| December 2025  | 2 405    | 1 536    | 1 171 <div><div></div></div>  |
| November 2025  | 2 568    | 1 430    | 2 256 <div><div></div></div>  |
| October 2025   | 2 862    | 1 746    | 4 494 <div><div></div></div>  |
| September 2025 | 2 847    | 1 552    | 11 357 <div><div></div></div> |
| August 2025    | 2 247    | 932      | 3 365 <div><div></div></div>  |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 14 709         | 6              | 23 641                |

## SECTION 08 • NICHE COMPARISON

# Where the channel ranks 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.

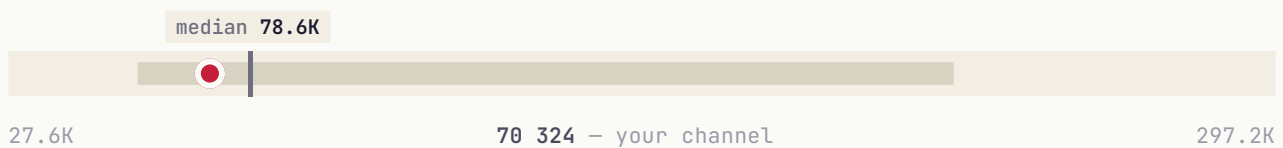
# #66 /100

POSITION IN NICHE

## Channel in the bottom half of the ranking

### SUBSCRIBERS

10% below median



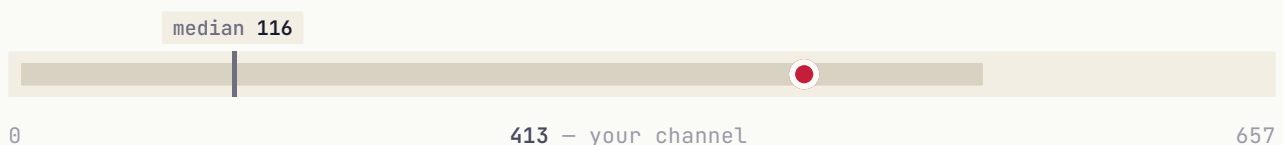
### AVG REACH / POST

better than 65% niche



### CITATION INDEX

better than 80% niche



## — 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****Best post day — Thursday**

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best time for  
key posts****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 — easy growth lever.

EFFECT

**+5-15% ER****04****Cross-promo with neighboring channels**

Exchange posts quarterly with channels in the same segment. 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 — that's organic traffic.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

01

## Launch Telegram ads

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

02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)