

PUBLIC PROMTPRESS REPORT

Channel audit

SANYA

INSTALLER



@sanyamontajnik

Register in the list of social media page owners: <https://gosuslugi.ru/snet/67f64b566eb0a02b10785d99> Ads - @manager_sm_reklama

SUBSCRIBERS

189 527

-2676 per month

ERR (% SEE POSTS)

53.0%

daily 19.2%

REACH/POST

92K

ad reach 36.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 189 527 —	SUBS REACH 48.52% avg % subs see post	VIEWS/POST 92K median 99.2K · 23 days	POSTS/WEEK 6.0 for the period
7D TREND -6.2% vs previous week	REACTIONS/POST 6238.2 total 124,765 reactions, 3,086 reposts, 4,426 comments	POST LENGTH 53 chars median 44 · 23 days	POSTS ANALYZED 20 23 days
AD REACH 36.3K 24h avg	CHURN / MONTH -2676 last month	CITATION RATE 38 citation index · 191 channels mentioned all time	CHANNEL AGE 4 years 3 months created 12.03.2022

AI EDITOR SUMMARY

Channel «SANYA MONTAZHNIK» — 189 527 subs. Each post avg views 92K people (49% of subs), wide reach for a channel this size. Publishes 6 posts/week (~1/day) — rare publications. For week Jun 22–28 reach dropped -6.2% to week Jun 15–21 — worth analyzing reasons.

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 20 posts over 23 days.
- 02 Dominant format — Text (10/20 posts).
- 03 Avg post length — 53 chars (median 44).
- 04 Audience activity peak — Wednesday, 15:00 MSK.
- 05 Top posts get 3x more views than the weakest (138.6K avg top vs 47.6K worst) — among 20 posts over 23 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 12:10 PHOTO Prime time?	VIEWS 156 350 REP. 122	REACTIONS 11 785 ER 82.5%
Nº2 03.07 · 15:41 TEXT NEW VLOG! https://youtu.be/nDrVySQMZAY	VIEWS 141 267 REP. 587	REACTIONS 3 162 ER 74.5%
Nº3 17.06 · 08:58 PHOTO Fuck, ended up in the backrooms and met him What to do?	VIEWS 118 250 REP. 155	REACTIONS 9 781 ER 62.4%

Nº4 28.06 • 22:27 **VIDEO**
(post without caption – video)

VIEWS
111 235

REACTIONS
5 783

REP.
130

ER
58.7%

Nº5 20.06 • 18:35 **TEXT**
NEW VLOG ON THE CHANNEL! <https://youtu.be/czeAVEOUYWE>

VIEWS
110 907

REACTIONS
3 857

REP.
359

ER
58.5%

WORST 3

↓ 02.07 • 15:56 **PHOTO**
(post without caption – photo)

VIEWS
49 600

REACTIONS
6 819

REP.
248

ER
26.2%

↓ 02.07 • 15:13 **TEXT**
Guys, the video is moved to tomorrow sorry

VIEWS
47 123

REACTIONS
4 888

REP.
49

ER
24.9%

↓ 02.07 • 15:54 **PHOTO**
(post without caption – photo)

VIEWS
46 070

REACTIONS
4 395

REP.
95

ER
24.3%

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 grew and which lost subs.

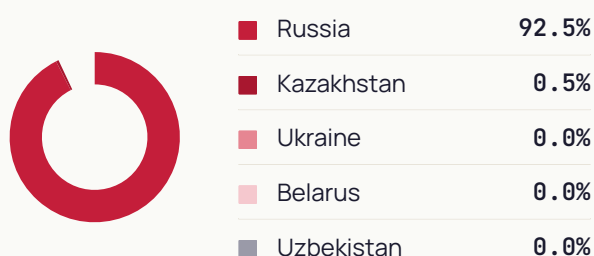


SECTION 04 • MENTIONS

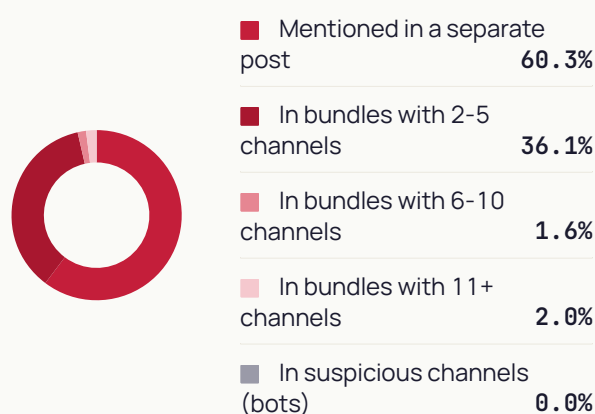
Who mentions the channel & how

Citation index **38** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **191** different channels.

COUNTRIES MENTIONING



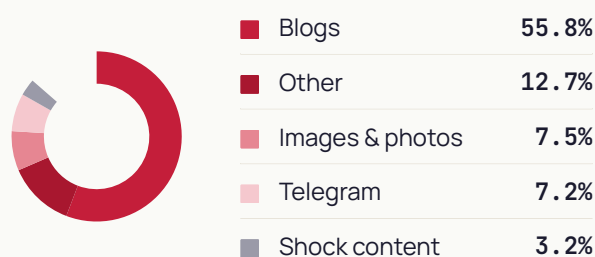
HOW THEY MENTION



WHAT SIZE CHANNELS MENTION



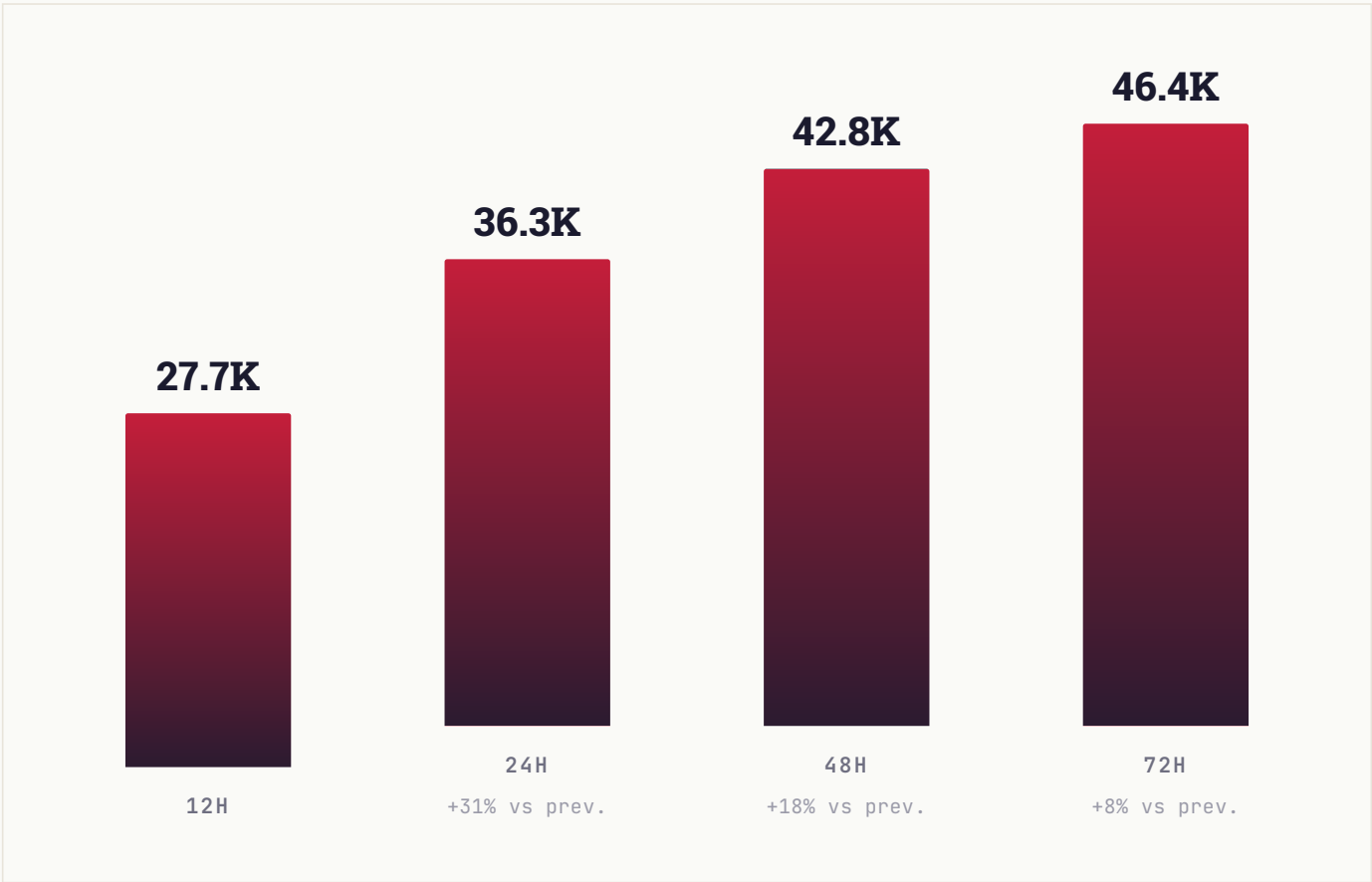
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B Booster 	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ here lives брoeh	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
SM SANYA INSTALLER YOU	189.5K

COMPARATIVE CONCLUSION

Channel is not yet outside top 100 niche — early growth stage. Niche leader — **Dima Maslennikov (2.2M)**, top-100 median: 426.9K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **45**, they brought **14 834** new subs.

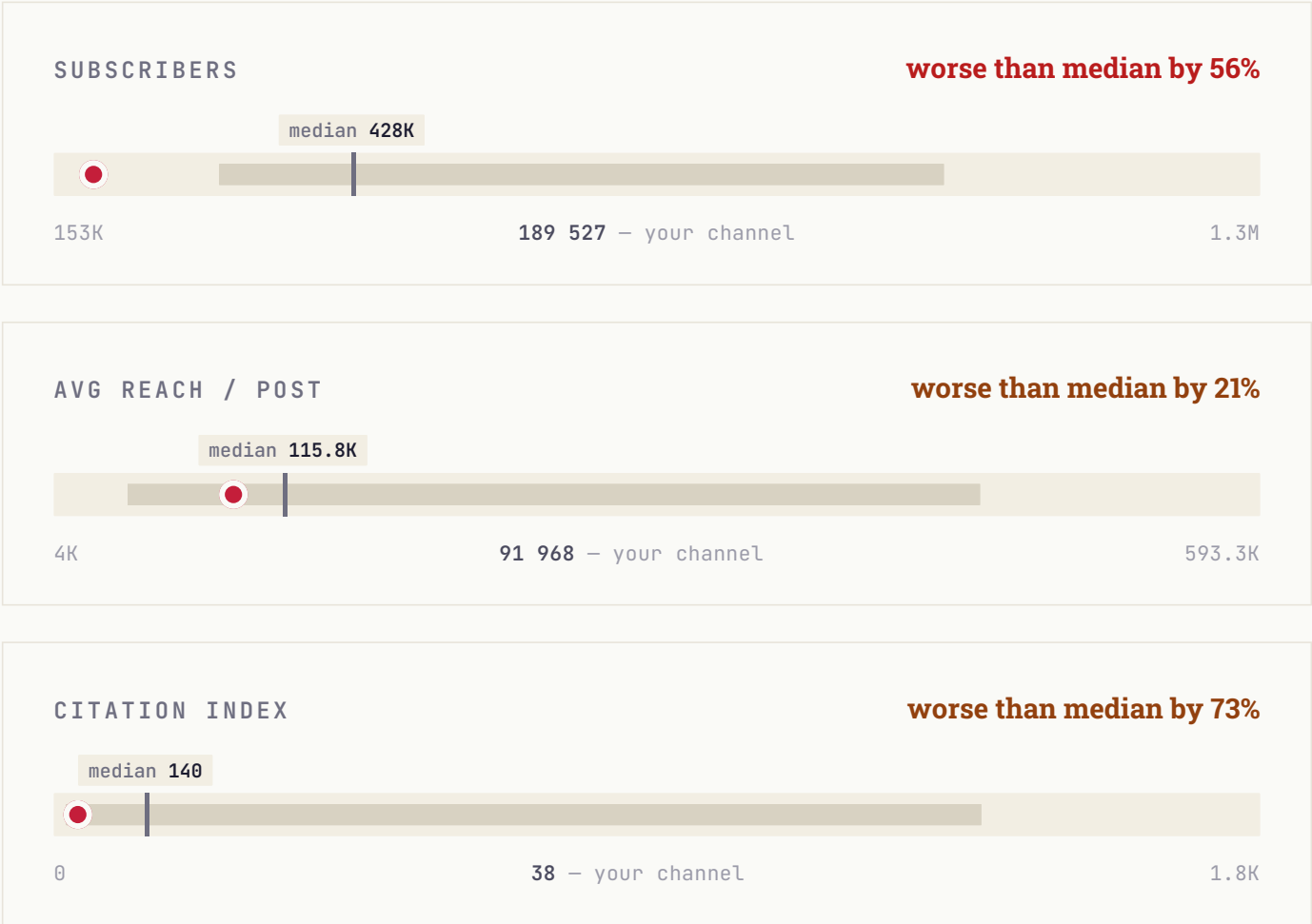
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	5	1	2 116
December 2025	13	11	5 149
Nov 2025	8	6	736
Oct 2025	7	6	2 923
September 2025	4	1	215
August 2025	8	8	3 695

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
45	6	14 834

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Blogs» (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 off and revisit in a month.

01**Top post of the week — on Wednesday**

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase video posts share**

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

EFFECT

**Video retains
audience
better****03****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****04****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**05****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same segment. 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 from 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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