

PROMTPRESS PUBLIC REPORT

Channel audit

Scallygram



@scallymilanogram

scallymilano.online booking - @kirillandwhat

SUBSCRIBERS

197 935

-943 per month

ERR (% SEE POSTS)

77.0%

last day 27.6%

REACH/POST

144.6K

ad reach 54.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 197 935 —	 SUBS REACH 73.04% avg % subs see post	 VIEWS/POST 144.6K median 160.4K · 28 days	 POSTS/WEEK 1.9 for period
 7D TREND — no data for period	 REACTIONS/POST 7580.8 total 60,646 reactions, 10,662 reposts, 4,456 comments	 POST LENGTH 42 chars median 30 · 28 days	 POSTS ANALYZED 8 28 days
 AD REACH 54.5K 24h avg	 CHURN / MONTH -943 last month	 CITATION RATE 235 citation index · 2,284 channels mentioned ever	 CHANNEL AGE 5 years 21 days created 16.06.2021

AI EDITOR SUMMARY

Channel «Scallygram» — 197 935 subs. Each post averages 144.6K people (73% from subs), wide reach for a channel this size. Publishes 2 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 8 posts in 28 days.
- 02 Dominant format — Photo (3/8 posts).
- 03 Avg post length — 42 chars (median 30).
- 04 Peak audience activity — Sunday, 19:00 MSK.
- 05 Strongest posts gather 2× more views than the weakest (180.5K avg for top vs 98.1K for worst) — among 8 posts in 28 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 07.06 · 16:22 VIDEO (post without caption — video)	VIEWS 184 657 REPOSTS 2 043	REACTIONS 9 232 ER 93.3%
Nº2 20.06 · 13:03 TEXT IVANOVO I'M COMING DON'T DRIP I'M LOOKING FOR A BRIDE THERE WHORES ARE PISSING ME OFF	VIEWS 180 578 REPOSTS 1 810	REACTIONS 7 184 ER 91.2%
Nº3 15.06 · 17:29 PHOTO Upcoming shows: Smolensk — June 19 Ulyanovsk — July 3 Kazan — July 4 Nizhnekamsk — July 5	VIEWS 176 144 REPOSTS 1 086	REACTIONS 3 208 ER 89.0%

Nº411.06 · 21:39 **PHOTO**
MAYOT - OREO LISTEN

VIEWS
172 777
REACTIONS
4 717
REPOSTS
387
ER
87.3%

Nº520.06 · 13:01 **TEXT**
I AM FROM BEREZNIKI MONTANA THIS IS A GANG BITCH

VIEWS
148 104
REACTIONS
6 465
REPOSTS
469
ER
74.8%

WORST 3

↓ 03.07 · 11:49 **PHOTO**
niger is making me an album

VIEWS
122 902
REACTIONS
9 680
REPOSTS
1 069
ER
62.1%

↓ 04.07 · 17:48 **TEXT**
i love you(

VIEWS
104 115
REACTIONS
13 438
REPOSTS
1 369
ER
52.6%

↓ 06.07 · 13:02 **VIDEO**
(post without caption – video)

VIEWS
67 373
REACTIONS
6 722
REPOSTS
2 429
ER
34.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

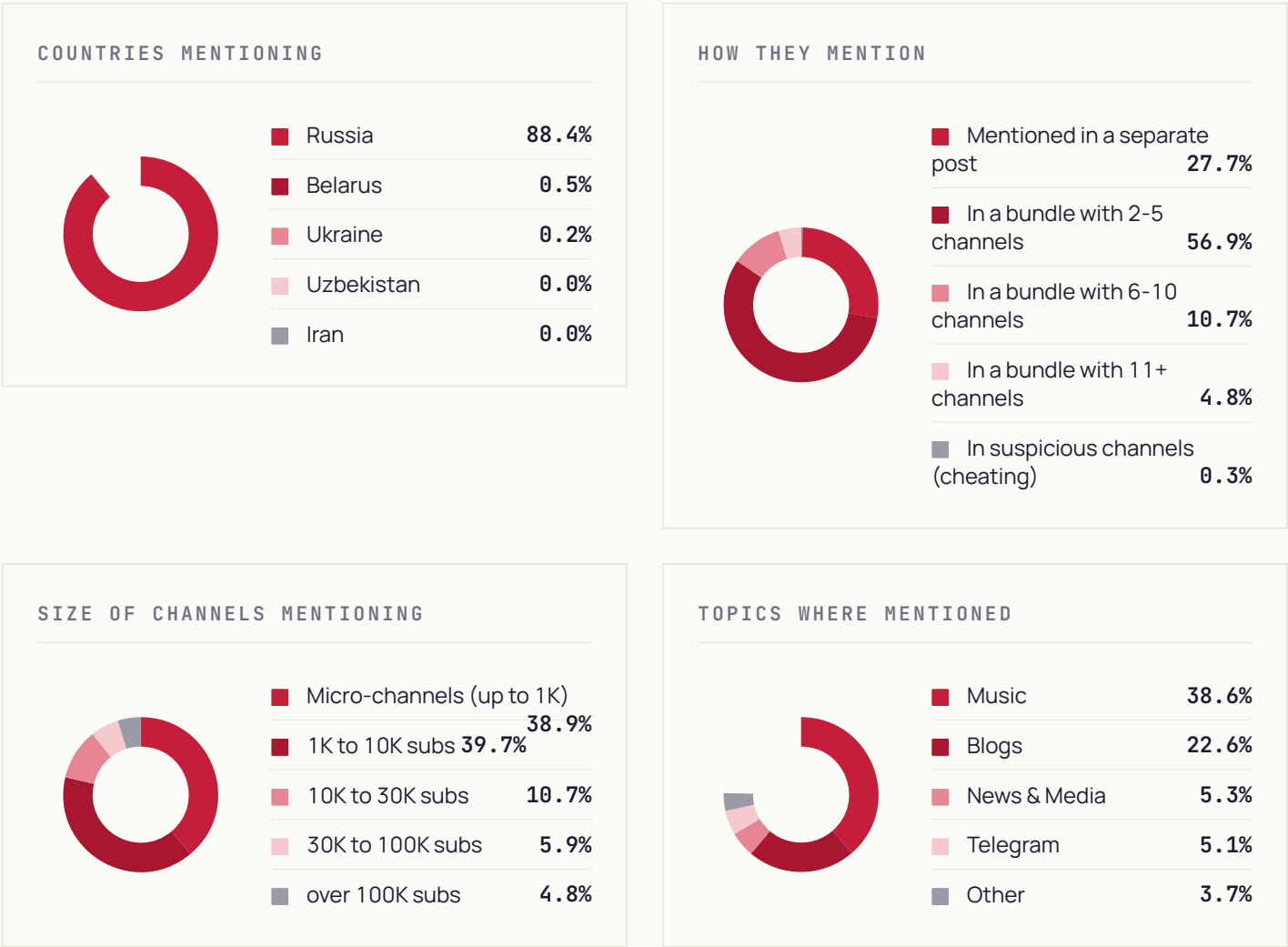
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and loss.



SECTION 04 · CITATIONS

Who and how mentions the channel

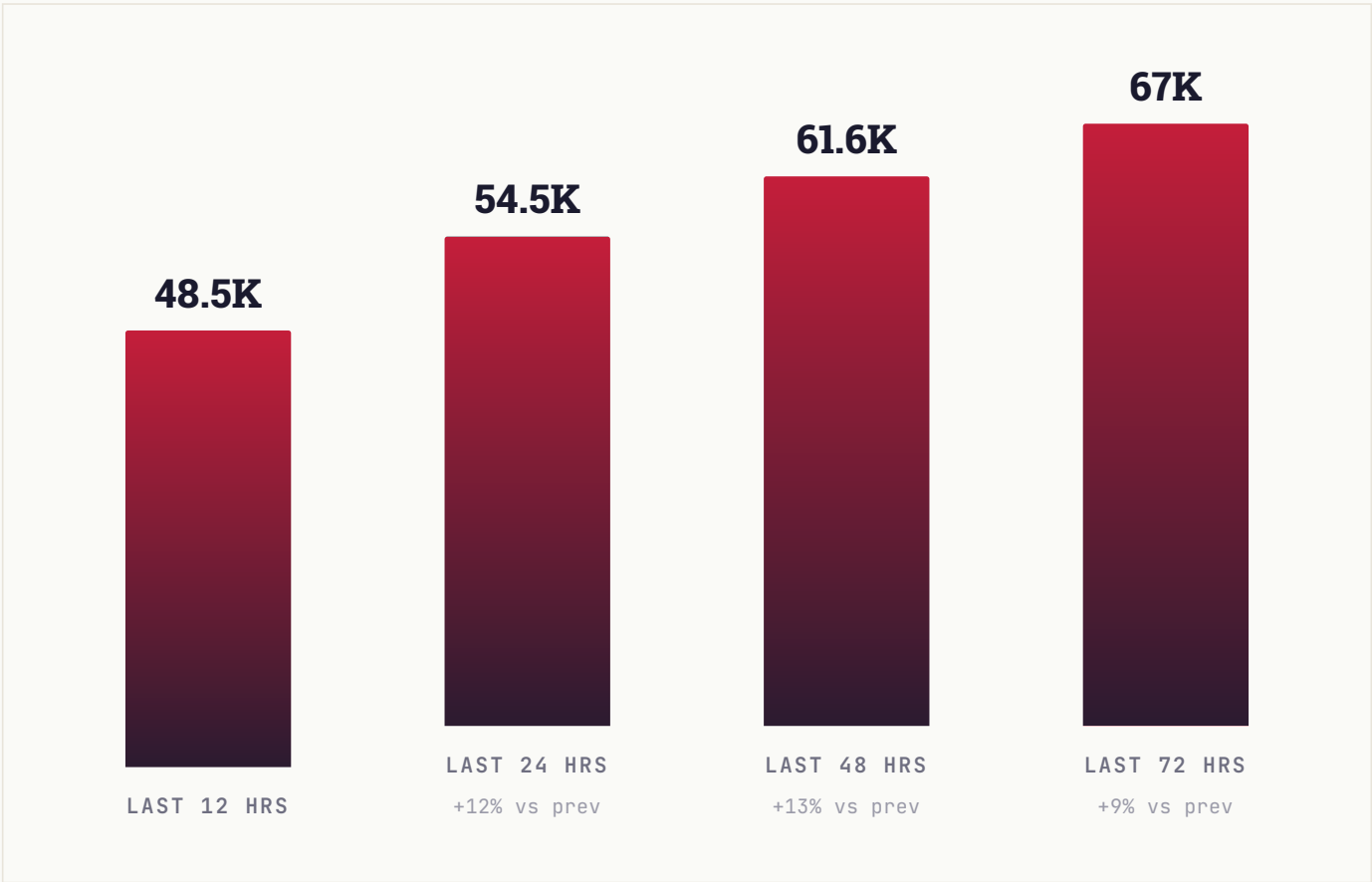
Citation index **235** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs one. All time the channel was mentioned **2 284** different channels.



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 highlighted — shows its place among niche neighbors.

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 broen lives here	1.1M
PA PARADEYEVICH	1M
NOT NEVZOROV	1M
SC Scallygram YOU	197.9K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — 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 **91**, they brought **4 807** new subs.

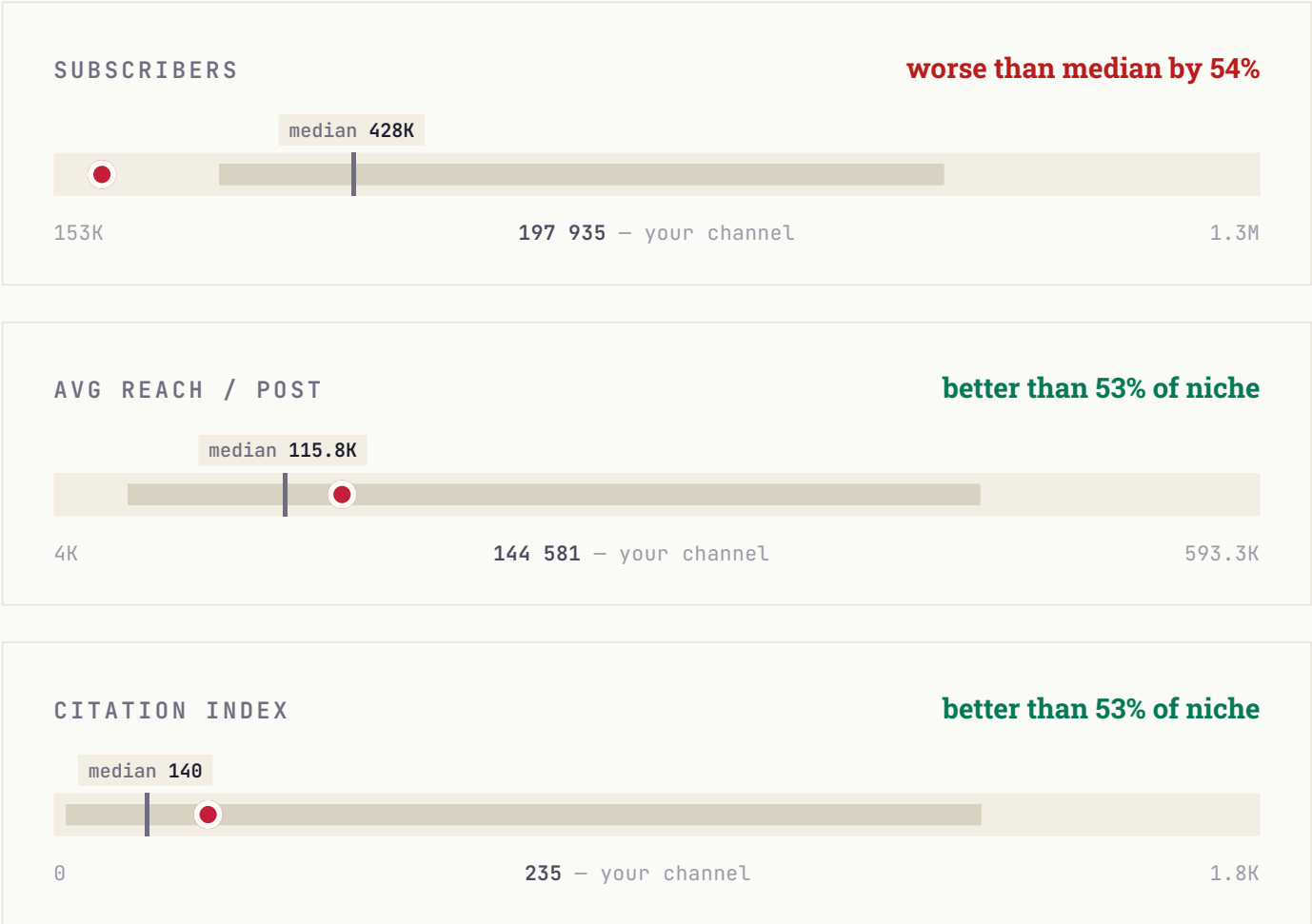
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	25	25	1 053
December 2025	39	32	1 985
November 2025	18	16	363
October 2025	2	2	429
September 2025	5	4	286
August 2025	2	2	691

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
91	6	4 807

SECTION 08 · NICHE COMPARISON

Where the 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.



— 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

Increase posting frequency

Now 1.9 posts/wk. Active channels norm 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Sunday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for a key post**

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 poll per week on a hot topic — an 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 minutes from public data. To go further — run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager