

PUBLIC REPORT BY PROMTPRESS

Channel audit

NIKITA SHULGIN



@shulginchik_nik

!! Collab/meetings/ads - @adrenalinPR Email:
nikitashulgin@gmprod.agency channel registered in RKN I'M ON
LIKEE: <https://l.likee.video/p/yCFdm5> my VK community:...

SUBSCRIBERS

300 321

-3245 per month

ERR (% SEE POSTS)

22.0%

last day 7.6%

REACH/POST

65.6K

ad reach 22.8K/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 300 321 —	SUBSCRIBER REACH 21.83% avg % subs see post	VIEWS/POST 65.6K median 72.9K · 27 days	POSTS/WEEK 4.1 for period
7D TREND -27.1% vs previous week	REACTIONS/POST 4015.1 total 64,242 reactions, 1,691 reposts, 0 comments	POST LENGTH 222 chars median 204 · 27 days	POSTS ANALYZED 16 27 days
AD REACH 22.8K 24h avg	CHURN / MONTH -3245 last month	CITATION RATE 55 citation index · 826 channels mentioned all time	CHANNEL AGE 5 years 2 months created 22.04.2021

AI EDITOR SUMMARY

Channel «NIKITA SHULGIN» — 300 321 subs. Each post averages 65.6K people (22% of subs), average reach — room to grow. Posts 4 posts per week (~1/day) — rare. Week 15–21 Jun reach dropped -27.1% by week 8–14 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 16 posts over 27 days.
- 02 Dominant format – Photo (8/16 posts).
- 03 Avg post length – 222 chars (median 204).
- 04 Peak audience activity – Monday, 14:00 MSK.
- 05 Strongest posts get 3x more views than the weakest (93.7K avg for top vs 31.3K for worst) – among 16 posts in 27 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 11:17 PHOTO new Michael Jackson?		VIEWS 100 254	REACTIONS 6 876
		REPOSTS 222	ER 33.4%
Nº2 31.05 · 11:43 TEXT SO, GIRLS 😊 YESTERDAY WE REALLY EMBARRASSED OURSELVES... NOW IT'S YOUR TURN 😊 YOUR TASK WILL BE: YOU MUST STAND IN ANY CROSSWALK AND SING...		VIEWS 92 613	REACTIONS 4 125
		REPOSTS 100	ER 30.8%
Nº3 04.06 · 21:01 PHOTO SONYA SAFAROVA - «Flashes» ON ALL MUSIC PLATFORMS be sure to listen to the track till the end, like, and share with everyone...		VIEWS 88 197	REACTIONS 3 048
		REPOSTS 35	ER 29.4%

Nº4 14.06 • 20:39 **VIDEO**
(post without caption – video)

VIEWS
83 843

REACTIONS
5 412

REPOSTS
166

ER
27.9%

Nº5 31.05 • 11:43 **VIDEO**
(post without caption – video)

VIEWS
77 812

REACTIONS
3 229

REPOSTS
98

ER
25.9%

WORST 3

↓ 06.06 • 14:54 **VIDEO**
(post without caption – video)

VIEWS
50 951

REACTIONS
4 198

REPOSTS
55

ER
17.0%

↓ 22.06 • 12:51 **TEXT**
⚠ **IMPORTANT INFO: Adrenalin House Crimea Concerts Postponed Friends, due to the current political situation, we must inform you that...**

VIEWS
26 155

REACTIONS
2 728

REPOSTS
40

ER
8.7%

↓ 25.06 • 16:39 **PHOTO**
Funny how Apple removes leaders of its own categories – VKontakte as a key social network and VK Video as #1 service in the section...

VIEWS
16 931

REACTIONS
1 878

REPOSTS
37

ER
5.6%

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 grew and which it lost subs.

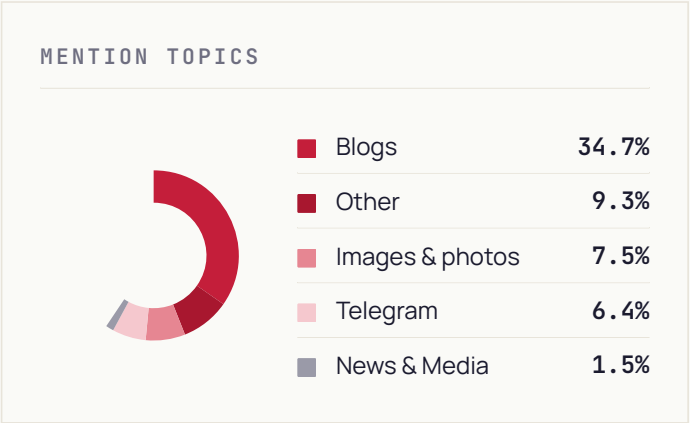
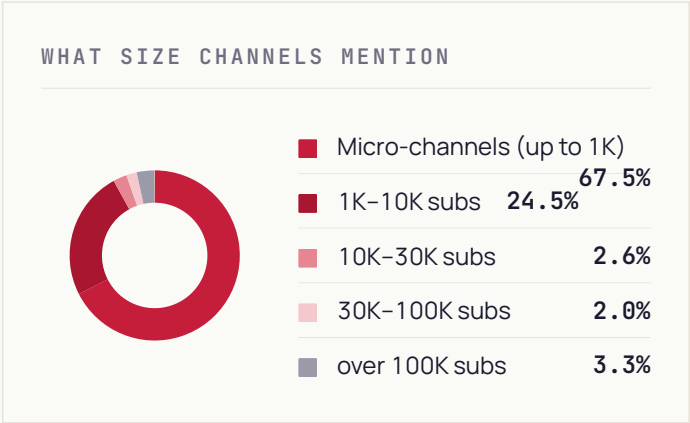
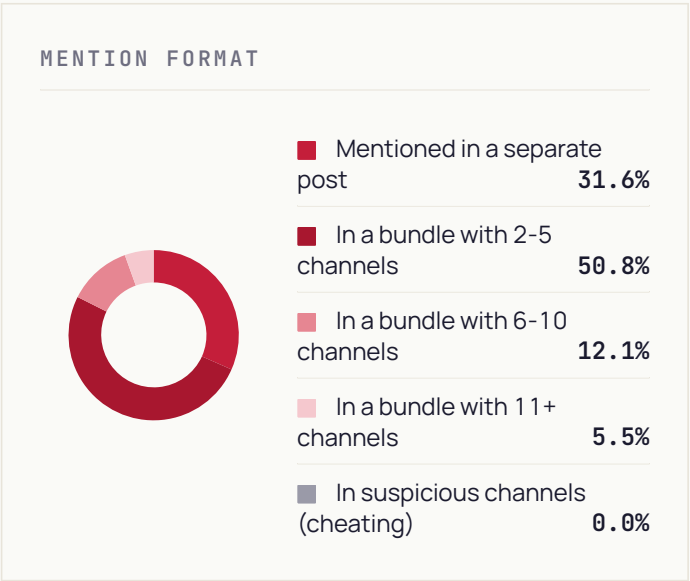
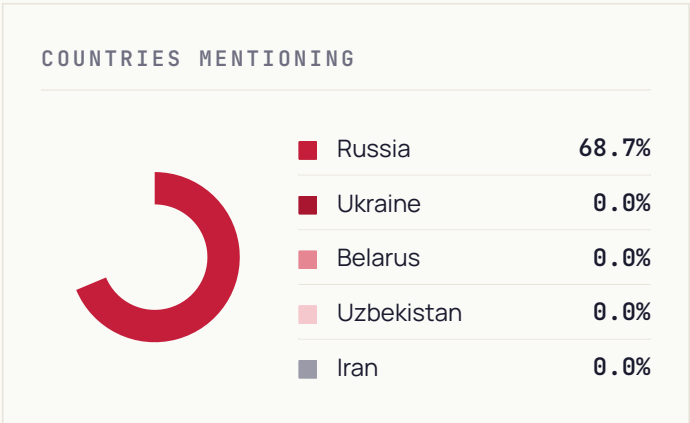


START DATE	NOW	NET GROWTH
208 019	300 332	+92 313

SECTION 04 · MENTIONS

Who mentions the channel and how

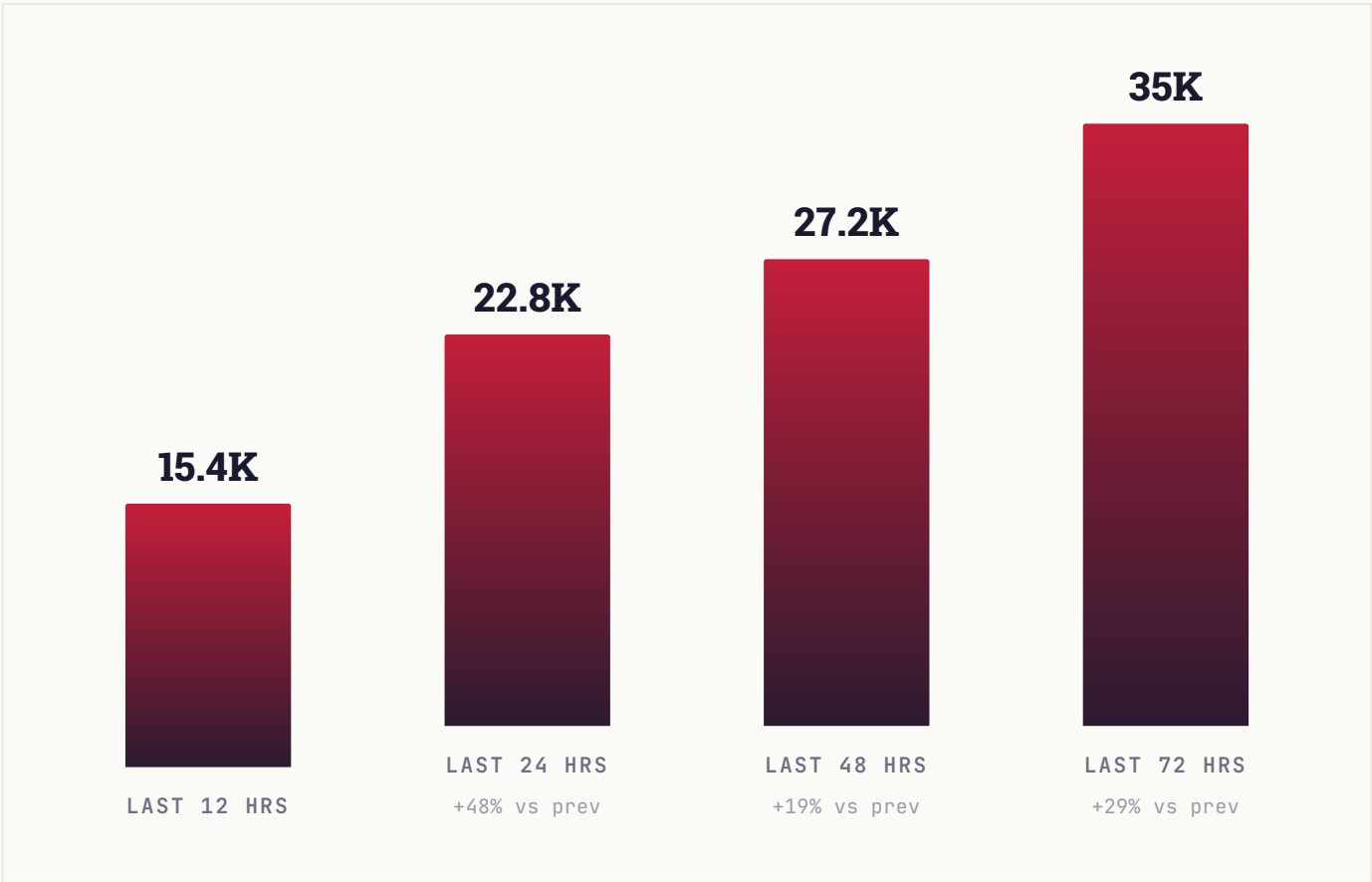
Citation index **55** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **826** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand among niche peers.

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
ZZ here lives брoен	1.1M
PA PARADEYEVICH	1M
NS NIKITA SHULGIN YOU	300.3K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 493.6K. 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 **146**, they brought **117 413** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	49	19	15 776
November 2025	33	28	9 187
October 2025	8	8	9 326
September 2025	11	9	22 767
August 2025	22	10	40 054
July 2025	23	17	20 303
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
146	6	117 413	

SECTION 08 · NICHE COMPARISON

Where 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 this report in a month.

01

Increase posting frequency

Now 4.1 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Monday

On this day at 14:00 MSK audience is most active.

EFFECT

**Best window
for an
important 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 typically boost ER by +5-15%. One poll per week on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want 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
