

PUBLIC REPORT BY PROMTPRESS

Channel audit

NeFormat |

Sergey Smirnov



@smirnov_neformat

Author's Telegram channel by Sergey Smirnov. Buy ads <https://clck.ru/3Ficg6> Main channel https://t.me/s/ogo_nedviga Statement № 4780008338

SUBSCRIBERS

31 344

-64 per month

ERR (% SEE POSTS)

43.0%

daily 25.1%

REACH/POST

12.1K

ad reach 7.9K/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 31 344 —	 SUBSCRIBER REACH 38.76% avg % subs see post	 VIEWS/POST 12.1K median 13.2K · 29 days	 POSTS/WEEK 24.0 for period
 7D TREND +0.5% vs previous week	 REACTIONS/POST 643.8 total 65,028 reactions, 8,991 reposts, 0 comments	 POST LENGTH 552 chars median 504 · 29 days	 POSTS ANALYZED 101 29 days
 AD REACH 7.9K 24h avg	 CHURN / MONTH -64 last month	 CITATION RATE 57 citation index · 270 channels mentioned ever	 CHANNEL AGE 6 years 8 months created 24.10.2019

AI EDITOR SUMMARY

Channel «NeFormat | Sergey Smirnov» — 31 344 subs. Each post averages 12.1K people (39% of subs), good reach. Publishes 24 posts/week (~3/day) — active posting. Week Jun 22–28 reach stable (+0.5% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 101 posts over 29 days.
- 02 Dominant format – Text (68/101 posts).
- 03 Avg post length – 552 chars (median 504).
- 04 Audience peak activity – Friday, 20:00 MSK.
- 05 Top posts get 2x more views than the weakest (18K avg for top vs 10K for worst) – among 101 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 11.06 · 05:21 TEXT When I watched "Better Call Saul", sometimes it was hard to believe the sheer idiocy of people. But at 50 I...	VIEWS 18 566 REPOSTS 63	REACTIONS 977 ER 59.2%
Nº2 11.06 · 05:44 TEXT A brilliant line was written by the screenwriter of Guy Ritchie's film "Snatch": YOU CAN'T UNDERESTIMATE THE PREDICTABILITY OF STUPIDITY!	VIEWS 17 854 REPOSTS 94	REACTIONS 1 045 ER 57.0%
Nº3 26.06 · 17:37 PHOTO Yesterday we were on the road all day, drove 1000 km, winding roads, altitude changes, heat, stuffiness from rain, nerves and worries...	VIEWS 17 696 REPOSTS 119	REACTIONS 519 ER 56.5%

Nº4 12.06 · 09:28 **TEXT**

Today is Russia Day! Congratulations to all of you on the holiday, I want to wish us all the following. Let's mature as a nation, a united people...

VIEWS

17 218

REPOSTS

52

REACTIONS

1 178

ER

54.9%**Nº5** 28.06 · 11:19 **PHOTO**

On my birthday I held a fundraiser! We raised 550k RUB! I distributed the money to two charities! And our 300...

VIEWS

17 168

REPOSTS

2

REACTIONS

769

ER

54.8%**WORST 3**20.06 · 10:03 **TEXT**

Following the Forum Dvizhenie!!! The country urgently 🌶️ needs a Unified Real Estate Week. This year Ilya Piskulin embedded into the Forum Dvizhenie...

VIEWS

10 261

REPOSTS

9

REACTIONS

389

ER

32.7%03.07 · 08:23 **TEXT**

There are amazing people: "I arrive everywhere early." "I'm here, can we start earlier?" Let me explain why being late is better...

VIEWS

10 207

REPOSTS

50

REACTIONS

672

ER

32.6%03.07 · 13:59 **PHOTO**

Why do you need a prenuptial agreement? Today I was told a very instructive story for those getting married or already married...

VIEWS

9 608

REPOSTS

122

REACTIONS

575

ER

30.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.

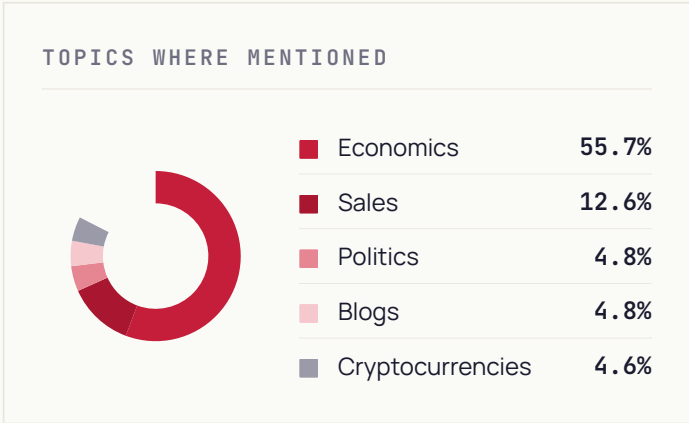
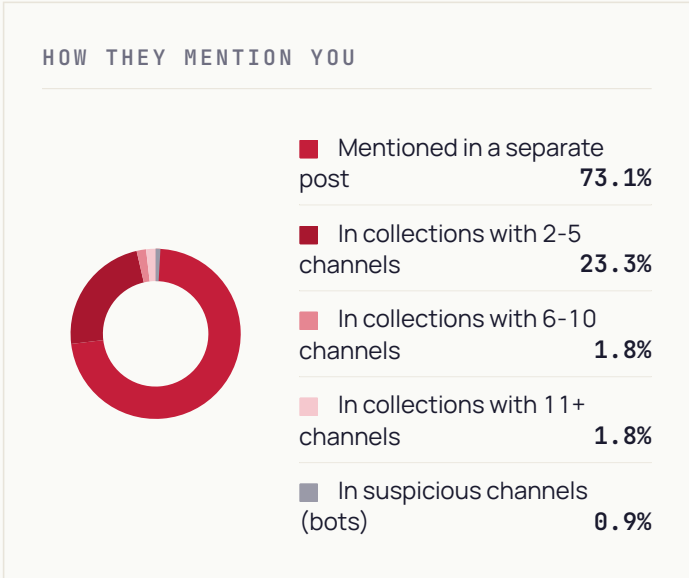
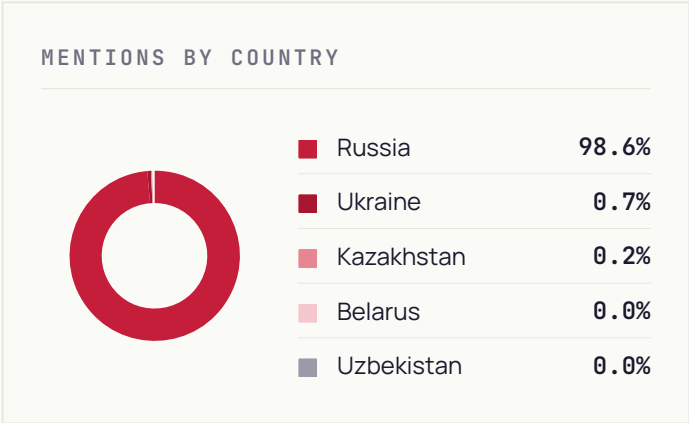


START DATE	NOW	NET GROWTH
24 373	31 344	+6 971

SECTION 04 · MENTIONS

Who mentions the channel and how

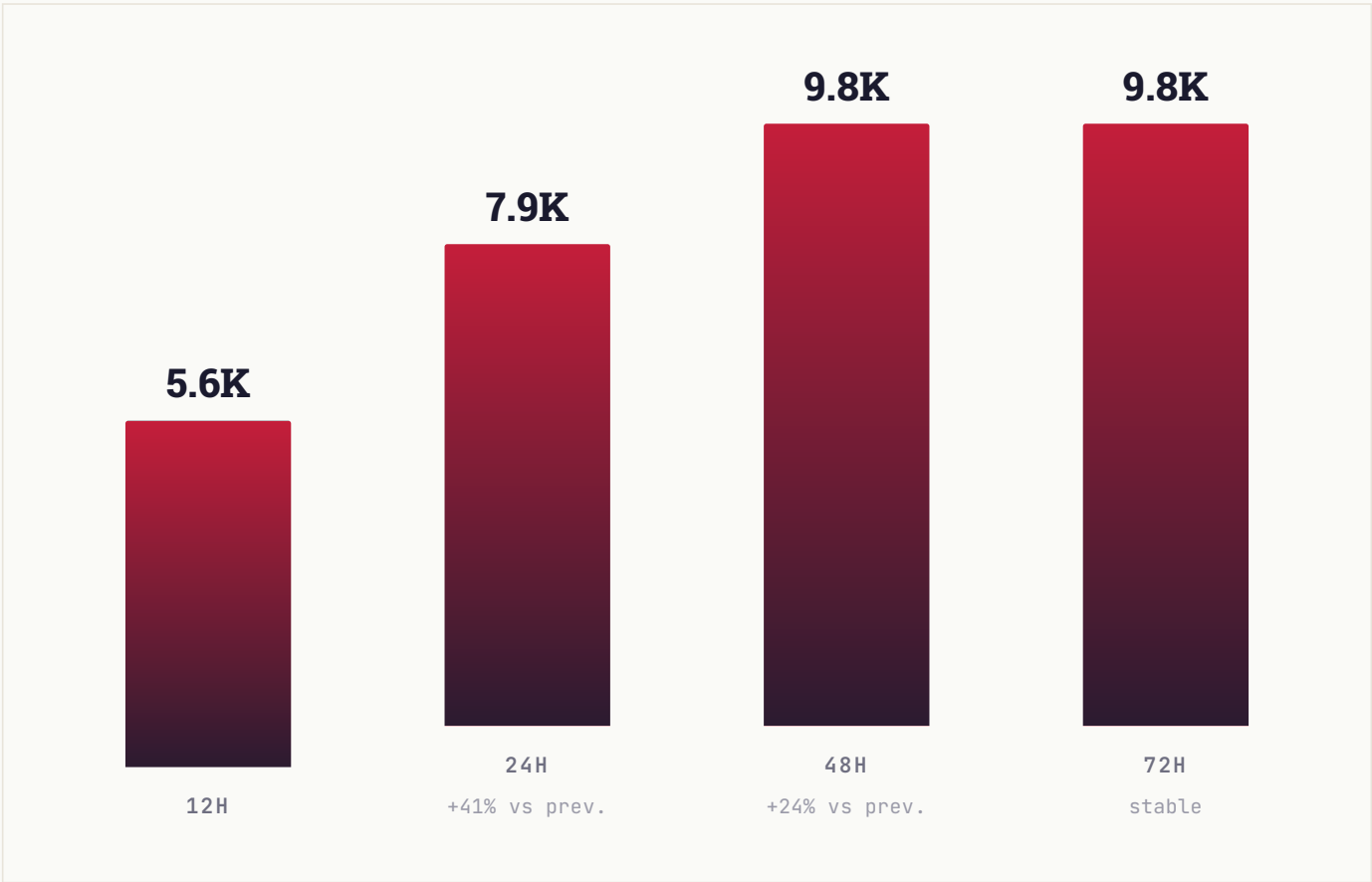
Citation index **57** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **270** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1M
CN Million-dollar books business blog	864.8K
RTI Roxman typing...	538.5K
AB Business Shark	498.5K
SS Merger & acquisition	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
N NeFormat Sergey Smirnov YOU	31.3K

COMPARATIVE INSIGHT

Channel not yet outside top-98 niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **29**, they brought **3 308** new subs.

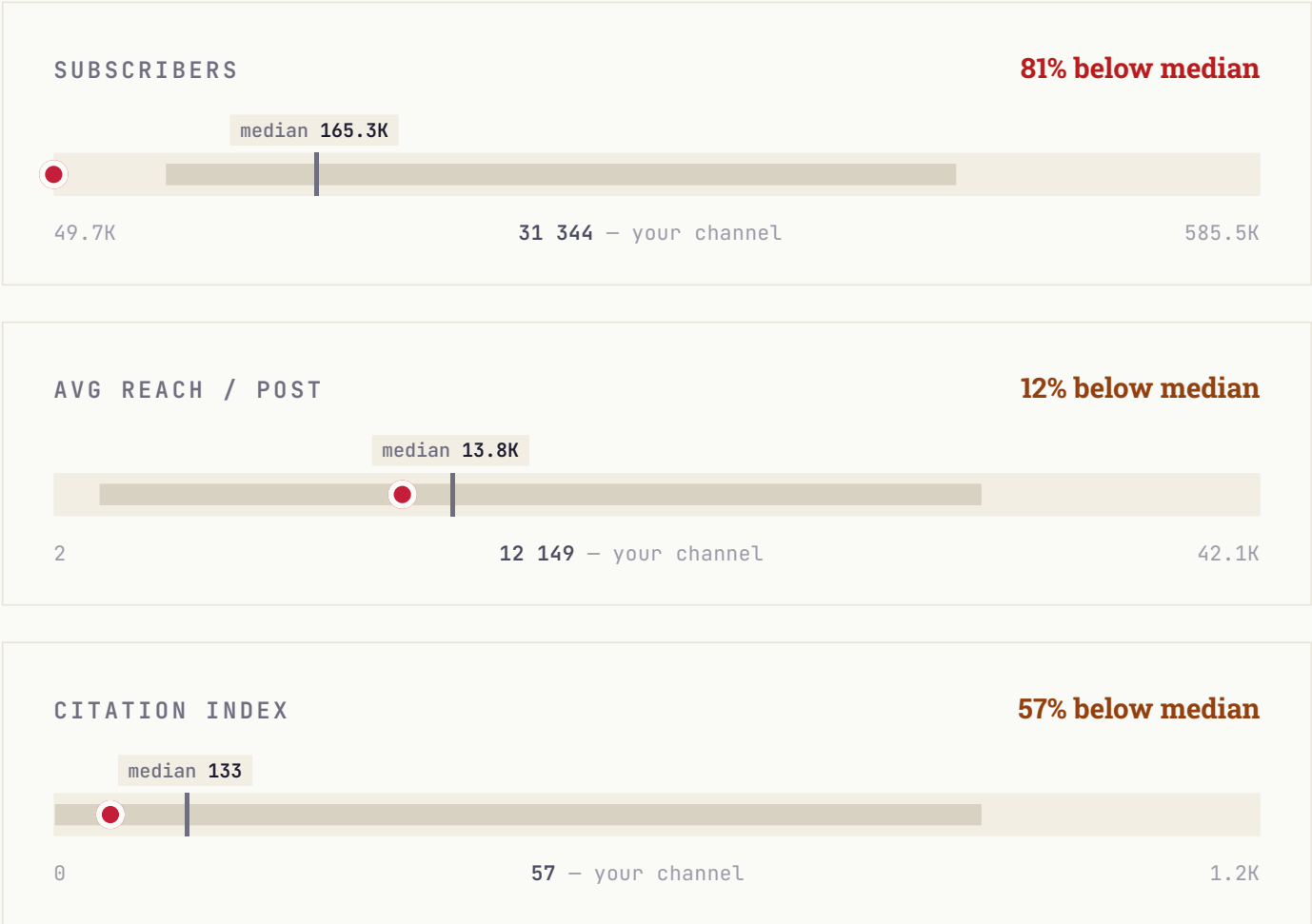
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	4	4	706
December 2025	9	9	967
Nov 2025	7	7	81
Oct 2025	6	6	421
September 2025	2	2	254
August 2025	1	1	879

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
29	6	3 308

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Business & startups» (Russia) and saw how your channel compares. Gray band = range for 80% of niche channels (p10 to p90). Black line = 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

Main post of the week — on Friday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best time for a
key post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. We recommend increasing share to 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 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 — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post 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 minutes based on public data. If you want to go further — run ads through us and close 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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