

PROMTPRESS PUBLIC REPORT

Channel audit

Sokolovskiy



@sokolay

Ads & collab @pr_sokolovskiy ■ Entrepreneur. Husband & dad ■ Host of #1 business podcast ■ My crypto channel @falconinvestors ■ Ex...

SUBSCRIBERS

111 923

-918 per month

ERR (% SEE POSTS)

22.0%

per day 11.4%

REACH/POST

24.3K

ad reach 12.8K/24h

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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.

 SUBSCRIBERS 111 923 —	 SUBSCRIBER REACH 21.71% avg % subs see post	 VIEWS/POST 24.3K median 25.8K · 27 days	 POSTS/WEEK 8.1 for period
 7D TREND -26.8% vs previous week	 REACTIONS/POST 433.3 total 13,867 reactions, 2,241 reposts, 0 comments	 POST LENGTH 393 chars median 354 · 27 days	 POSTS ANALYZED 32 27 days
 AD REACH 12.8K 24h avg	 CHURN / MONTH -918 last month	 CITATION RATE 290 citation index · 3,116 channels mentioned all time	 CHANNEL AGE 6 years 8 months created 18.09.2019

AI EDITOR SUMMARY

Channel «Sokolovskiy» — 111 923 subs. Each post avg views 24.3K people (22% from subs), avg reach — room to grow. Posts 8 posts/week (~1/day) — regular pace. Week Jun 1–7 reach dropped -26.8% to week May 25–31 — 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 32 posts in 27 days.
- 02 Dominant format — Video (15/32 posts).
- 03 Avg post length — 393 chars (median 354).
- 04 Peak audience activity — Monday, 23:00 MSK.
- 05 Top posts get 2x more views than weakest (31.8K avg top vs 17.7K worst) — across 32 posts in 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 20:08 TEXT Game changer For years I had sleep issues. Hard to fall asleep, waking up at night, morning...	VIEWS 33 326 REPOSTS 406	REACTIONS 1 423 ER 29.8%
Nº2 14.05 · 15:10 TEXT Pension trap Today, there are about two workers per retiree in Russia. In the late 50s, there were five. People started living...	VIEWS 31 440 REPOSTS 99	REACTIONS 127 ER 28.1%
Nº3 15.05 · 10:57 PHOTO Expedition for investment Any strategy is just dry numbers on paper until you add life. It's great when capital grows, but...	VIEWS 30 735 REPOSTS 19	REACTIONS 109 ER 27.5%

Nº4

26.05 • 18:43

PHOTO

For the real whales For those actively trading and investing, this might be useful. Exclusively for our community members until...

VIEWS

30 440

REPOSTS

19

REACTIONS

99

ER

27.2%

Nº5

17.05 • 12:03

VIDEO

Starting out I've mentioned before that my team and I recorded 3 free lessons for those new to crypto. Judging by...

VIEWS

30 376

REPOSTS

95

REACTIONS

172

ER

27.1%

WORST 3

↓ 09.06 • 15:00 TEXT

The stagflation phenomenon Crises come in many forms. But one scares economists most – stagflation. When the economy doesn't...

VIEWS

18 105

REPOSTS

65

REACTIONS

98

ER

16.2%

↓ 07.06 • 07:11 VIDEO

Today we'll talk about building a business amid endless change. Let's discuss why it's hard to create world-class companies in Russia...

VIEWS

17 574

REPOSTS

26

REACTIONS

157

ER

15.7%

↓ 09.06 • 18:34 VIDEO

Orange mood ☒

VIEWS

17 464

REPOSTS

21

REACTIONS

398

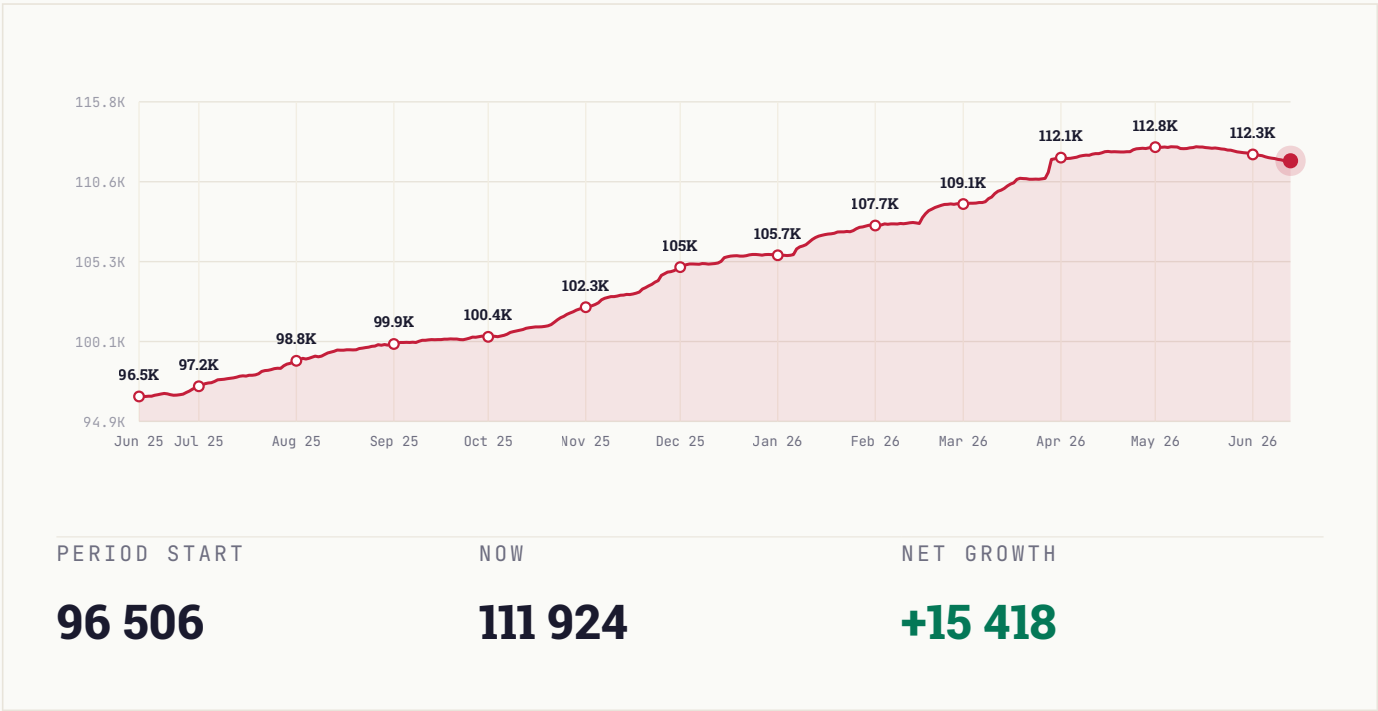
ER

15.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

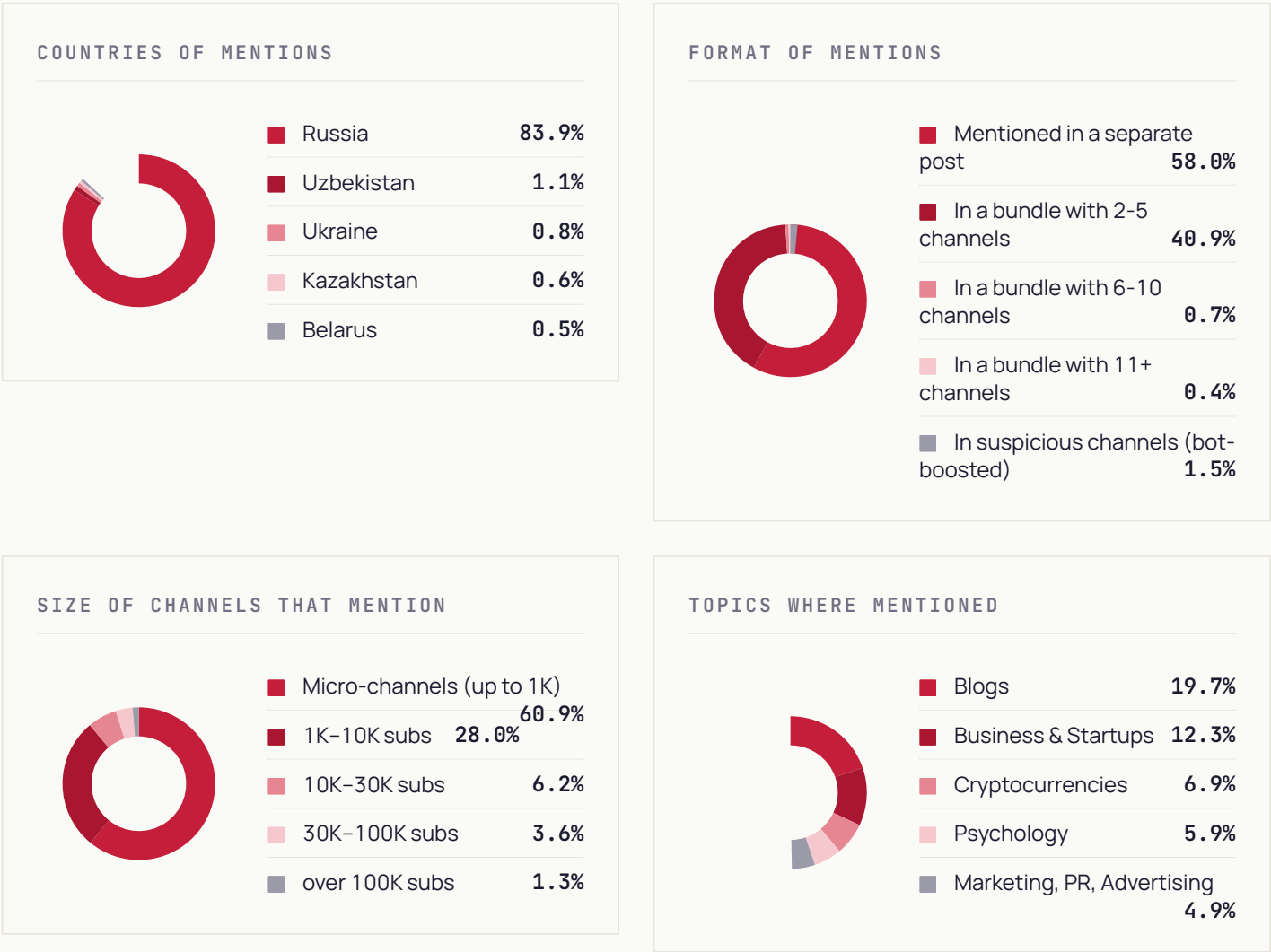
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

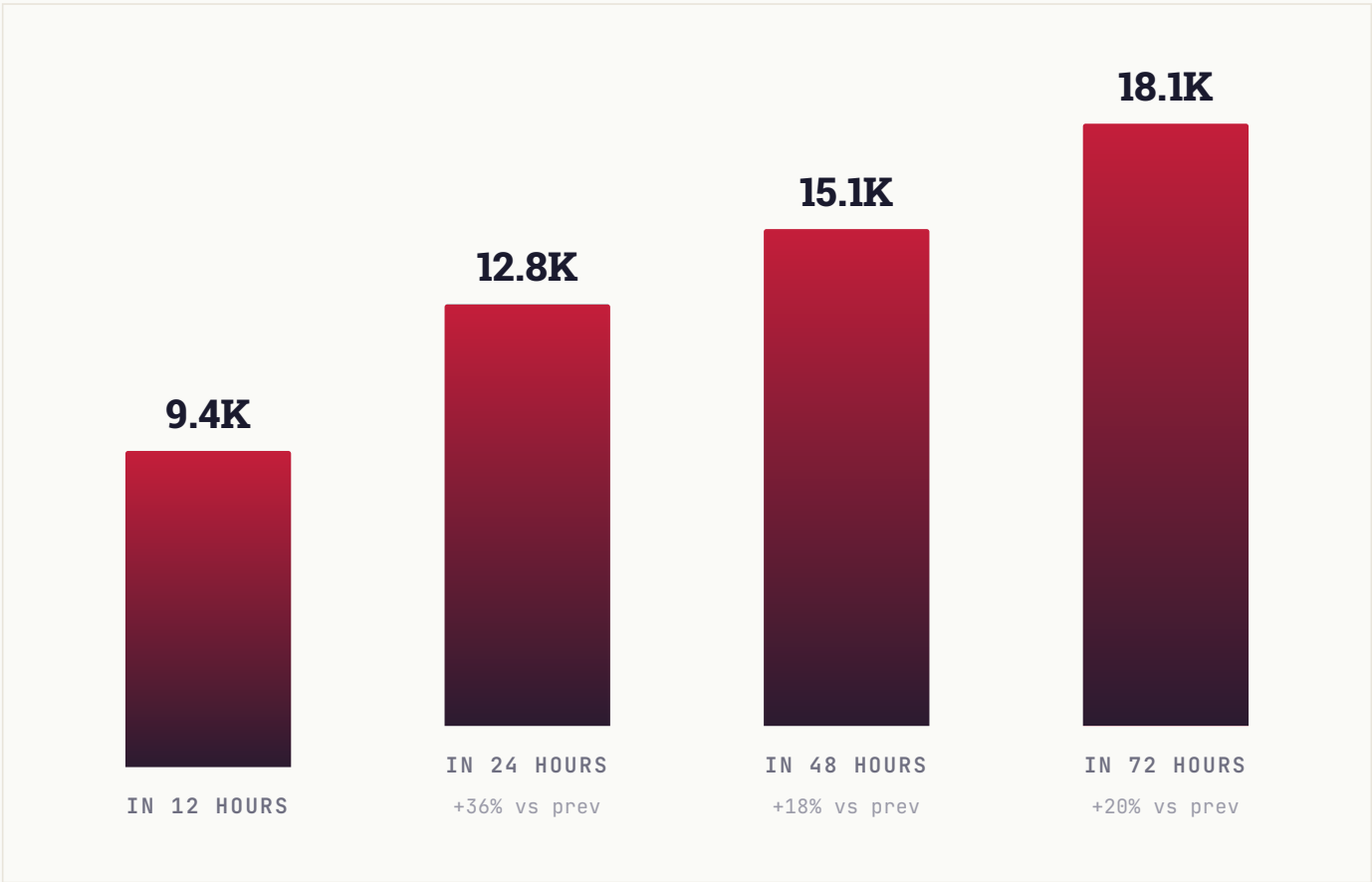
Citation index **290** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **3 116** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million-Dollar Books business blog	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
PR Russian retail & business	289.2K
2H 25th hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
SO Sokolovskiy YOU	111.9K

COMPARATIVE INSIGHT

Channel in top half of niche (#48 of 100). Niche leader — Moscow Business (966.6K), median subs 102.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **404**, they brought **9 217** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	73	58	1 082	
November 2025	138	130	2 556	
October 2025	70	59	1 918	
September 2025	32	24	625	
August 2025	38	35	1 349	
July 2025	53	50	1 687	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
404	6	9 217

SECTION 08 · NICHE COMPARISON

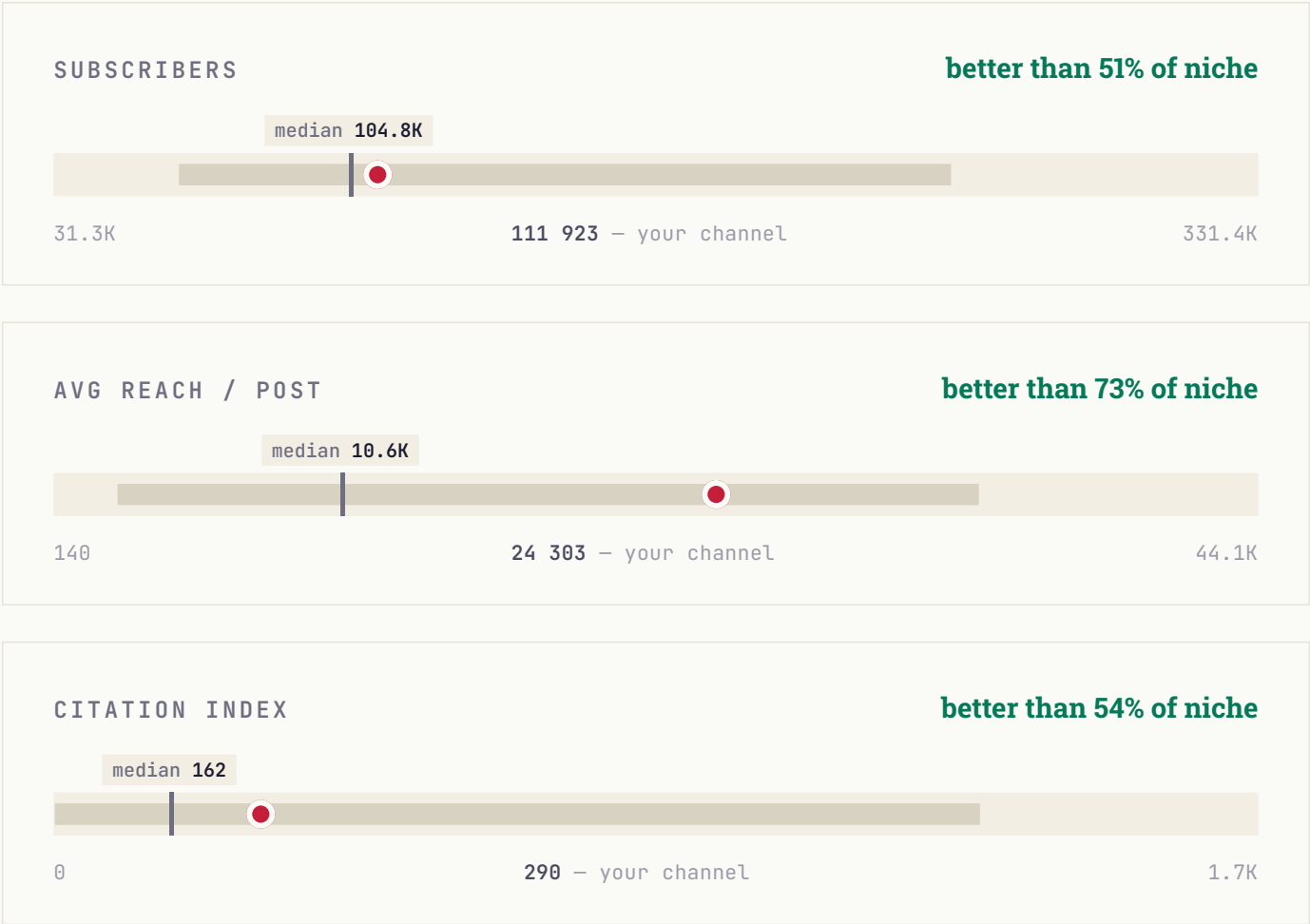
Where the channel stands in its league

Took top-100 channels in category "Business & Startups» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#48/100

RANK IN NICHE

Channel in the top half of the ranking



— 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 Monday**
Audience is most active on this day at 23:00 MSK.

EFFECT
**Best time for
important
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 & interactive formats**
Posts with polls/reactions usually get +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER

04 **Cross-promo with similar channels**
Swap posts with similar channels once a quarter. 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 — organic traffic source.

EFFECT
**Source of
organic traffic**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
