

PUBLIC REPORT BY PROMTPRESS

Channel audit

Sonya Safarova



@sonya_safarova

!! Collab/meetings/ads - @adrenalinPR Email:
sonyasafarova@gmprod.agency I'm on LIKEE: <https://l.likee.video/p/SIbNcH>

SUBSCRIBERS

190 452

+19646 per month

ERR (% SEE POSTS)

46.0%

last day **16.3%**

REACH/POST

94.7K

ad reach **29.9K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Blogs» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 190 452 —	 SUBSCRIBER REACH 49.72% avg % subs see post	 VIEWS/POST 94.7K median 97.1K · 27 days	 POSTS/WEEK 5.2 for period
 7D TREND +5.8% vs previous week	 REACTIONS/POST 6226.6 total 124,532 reactions, 4,336 reposts, 0 comments	 POST LENGTH 192 chars median 166 · 27 days	 POSTS ANALYZED 20 27 days
 AD REACH 29.9K 24h avg	 CHURN / MONTH +19646 last month	 CITATION RATE 47 citation index · 1,131 channels mentioned all time	 CHANNEL AGE 3 years 11 months created 27.07.2022

AI EDITOR SUMMARY

Channel «Sonya Safarova» — 190 452 subs. Each post averages 94.7K people (50% of subs), wide reach for a channel this size. Publishes 5 posts per week (~1/day) — rare. Week Jul 6–12 reach grew +5.8% by week Jun 29 – Jul 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 20 posts over 27 days.
- 02 Dominant format – Photo (11/20 posts).
- 03 Avg post length – 192 chars (median 166).
- 04 Peak audience activity – Wednesday, 13:00 MSK.
- 05 Top-performing posts get 2× more views than the weakest (126K avg for top vs 70.8K for worst) – among 20 posts over 27 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 10:42 PHOTO gas music	VIEWS 130 962 REACTIONS 7 957 REPOSTS 251 ER 68.8%
Nº2 04.07 · 15:26 VIDEO (post without caption – video)	VIEWS 126 700 REACTIONS 6 137 REPOSTS 176 ER 66.5%
Nº3 06.07 · 13:52 VIDEO (post without caption – video)	VIEWS 120 242 REACTIONS 7 599 REPOSTS 318 ER 63.1%

Nº4 27.06 · 21:12 VIDEO (post without caption – video)	VIEWS 115 874 REPOSTS 218	REACTIONS 5 143 ER 60.8%
Nº5 28.06 · 14:52 VIDEO (post without caption – video)	VIEWS 109 419 REPOSTS 383	REACTIONS 7 455 ER 57.5%

|

WORST 3

↓ 17.07 · 10:50 PHOTO GUYS!!! MASHA DROPPED A SNIPPET OF HER FIRST SOLO TRACK🔥 let's support her as much as possible, film everything under her new sound «Prime»...	VIEWS 72 891 REPOSTS 122	REACTIONS 3 859 ER 38.3%
↓ 25.06 · 16:39 PHOTO Funny that Apple removes leaders of its own categories – VKontakte as a key social network and VK Video as the #1 service in the section...	VIEWS 70 932 REPOSTS 66	REACTIONS 2 553 ER 37.2%
↓ 18.07 · 18:07 PHOTO THANK YOU SO MUCH FOR 2M🙏🙏	VIEWS 68 555 REPOSTS 231	REACTIONS 10 865 ER 36.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

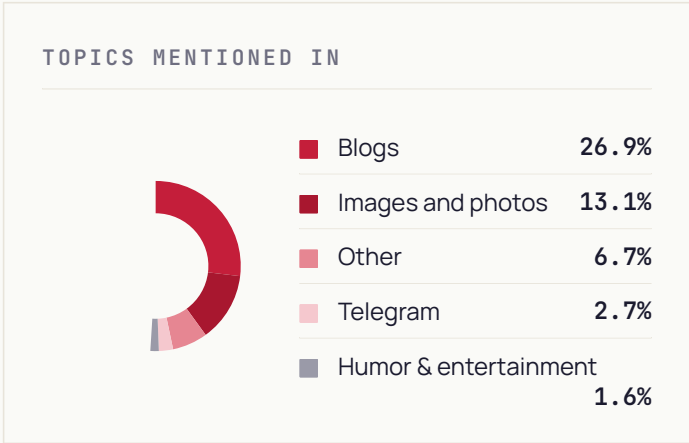
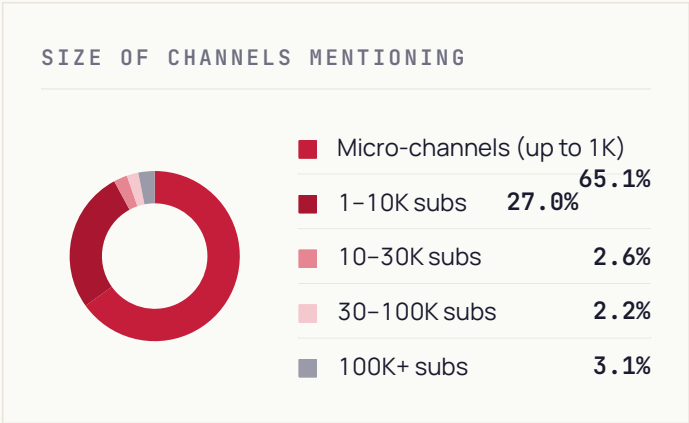
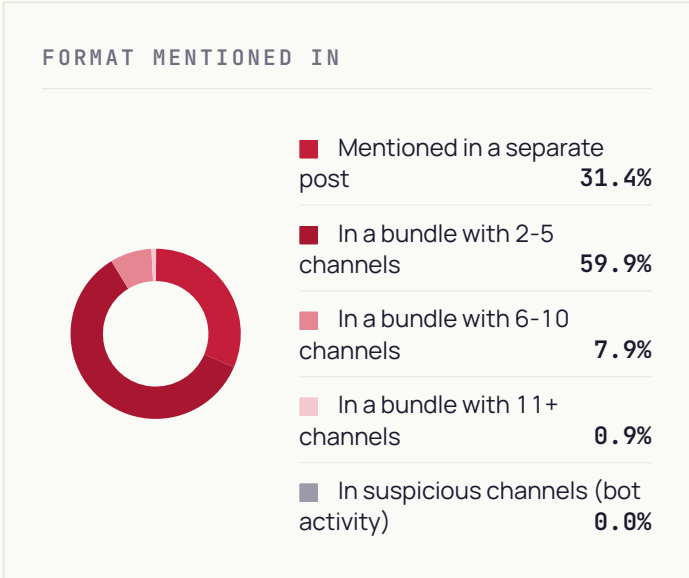
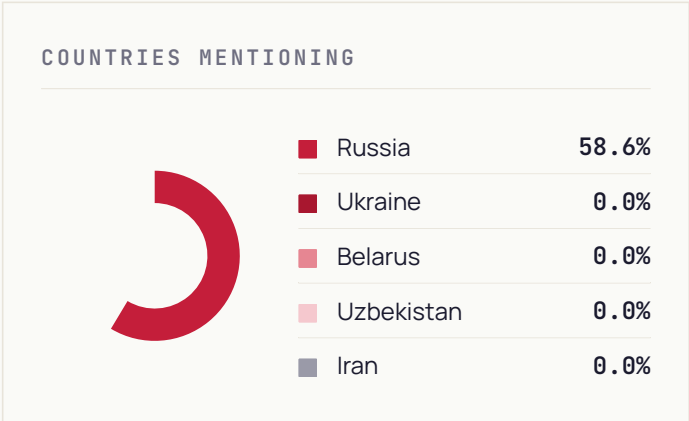
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel & how

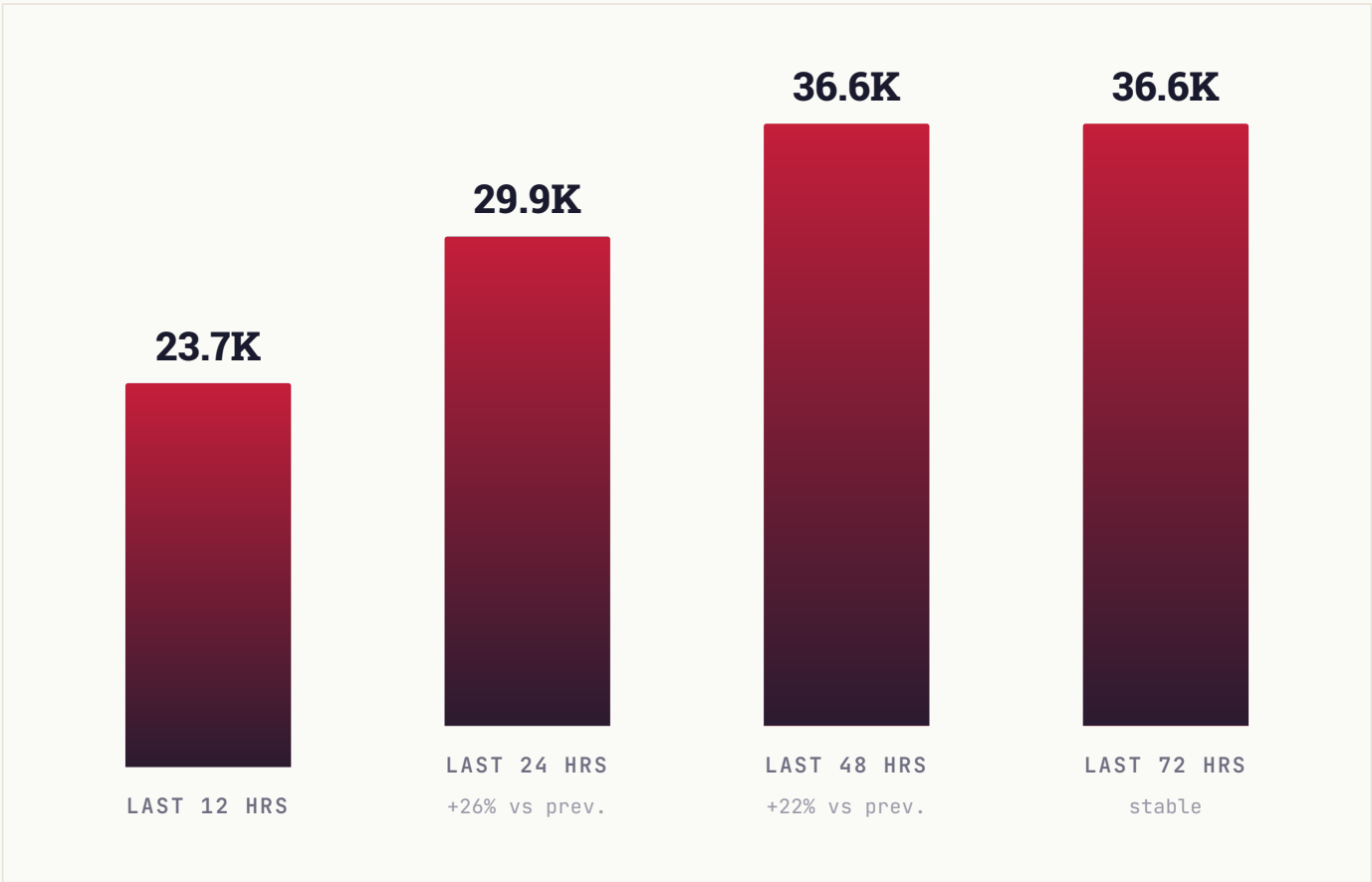
Citation index **47** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 131** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.2M
E1 EVELONE 192	1.1M
AB Anastasia Bragina	1.1M
LJ brown lives here	1.1M
SS Sonya Safarova YOU	190.5K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 495.5K. First goal: enter top-100 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

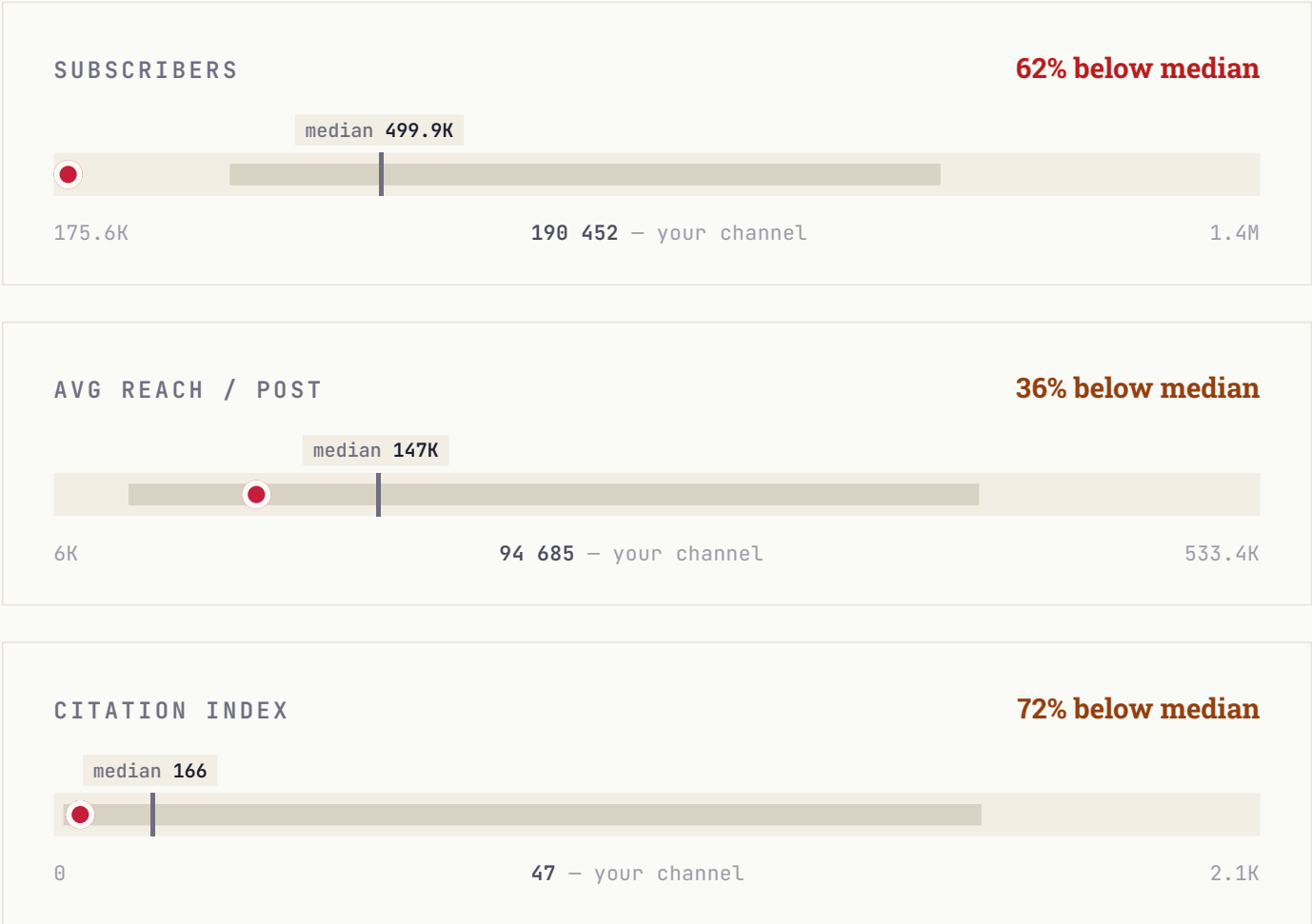
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **251**, they brought **70 726** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	40	26	13 411
December 2025	44	26	10 760
November 2025	93	35	3 054
October 2025	23	20	10 062
Sep 2025	21	17	20 277
August 2025	30	27	13 162
TOTAL MENTIONS			251
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			70 726

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Blogs» (Russia) and saw how your channel compares. Gray band: range for 80% of niche channels (p10-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

Top post of the week — on Wednesday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for important
posts**

02

System traffic buy

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 is an easy growth point.

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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