

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ilya Strekal



@strekalovsky

Official channel of blogger Ilya Strekalovsky Ads/Partnerships:
@IlyaStrekal_bot YouTube: <https://www.youtube.com/>
@BayanCover RKN - ...

SUBSCRIBERS

105 759

-8314 per month

ERR (% SEE POSTS)

14.0%

in 24h 6.2%

REACH/POST

14.8K

ad reach 6.6K/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 105 759 —	 SUBSCRIBER REACH 13.95% avg % subs see post	 VIEWS/POST 14.8K median 14.7K · 24 days	 POSTS/WEEK 8.7 for the period
 7D TREND -1.0% vs previous week	 REACTIONS/POST 263.2 total 8,160 reactions, 254 reposts, 210 comments	 POST LENGTH 146 chars median 85 · 24 days	 POSTS ANALYZED 31 24 days
 AD REACH 6.6K 24h avg	 CHURN / MONTH -8314 last month	 CITATION RATE 48 citation index · 215 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 27.01.2018

AI EDITOR SUMMARY

Channel «Ilya Strekal» — 105 759 subs. Each post averages 14.8K people (14% from subs), reach is low — consider expanding audience. Publishes 9 posts per week (~1/day) — regular schedule. Week Jun 15–21 reach stable (-1.0% vs week 8–14 Jun).

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 31 posts over 24 days.
- 02 Dominant format – Video (20/31 posts).
- 03 Avg post length – 146 chars (median 85).
- 04 Peak audience activity – Friday, 13:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (18K avg for top vs 11.8K for worst) – among 31 posts over 24 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 10:36 VIDEO If asked: 🇷🇺 What's so cool about general aviation? just show this video! He just flew his own plane to a small...	VIEWS 18 428 REPOSTS 34	REACTIONS 268 ER 17.4%
Nº2 16.06 · 14:08 VIDEO ✂️Film new series about the RV ✓Mow the grass	VIEWS 18 176 REPOSTS 2	REACTIONS 330 ER 17.2%
Nº3 15.06 · 16:23 VIDEO 🇷🇺Everything went off plan I couldn't register the Audi 🇷🇺	VIEWS 17 374 REPOSTS 15	REACTIONS 308 ER 16.4%

Nº4

16.06 · 13:18

VIDEO

📺 The garage situation is:

VIEWS

17 165

REPOSTS

4

REACTIONS

238

ER

16.2%

Nº5

05.06 · 15:42

VIDEO

📺 Guys, the Audi is already in Vladivostok! It'll be here soon, and I just can't wait!

VIEWS

17 121

REPOSTS

10

REACTIONS

307

ER

16.2%

WORST 3

↓ 22.06 · 10:48 PHOTO 📺 Here's a new series about Avtodom! Assembling the living module and prepping it for Gazelle installation! 📺Video already on YouTube	VIEWS 12 356 REPOSTS 3	REACTIONS 253 ER 11.7%
↓ 23.06 · 13:06 PHOTO Missed it! Finally got a real vacation at the sea 📺	VIEWS 12 191 REPOSTS 3	REACTIONS 274 ER 11.5%
↓ 26.06 · 12:22 VIDEO Look at this beauty around! So great to escape to the sea for a few days ♥	VIEWS 10 842 REPOSTS 7	REACTIONS 149 ER 10.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

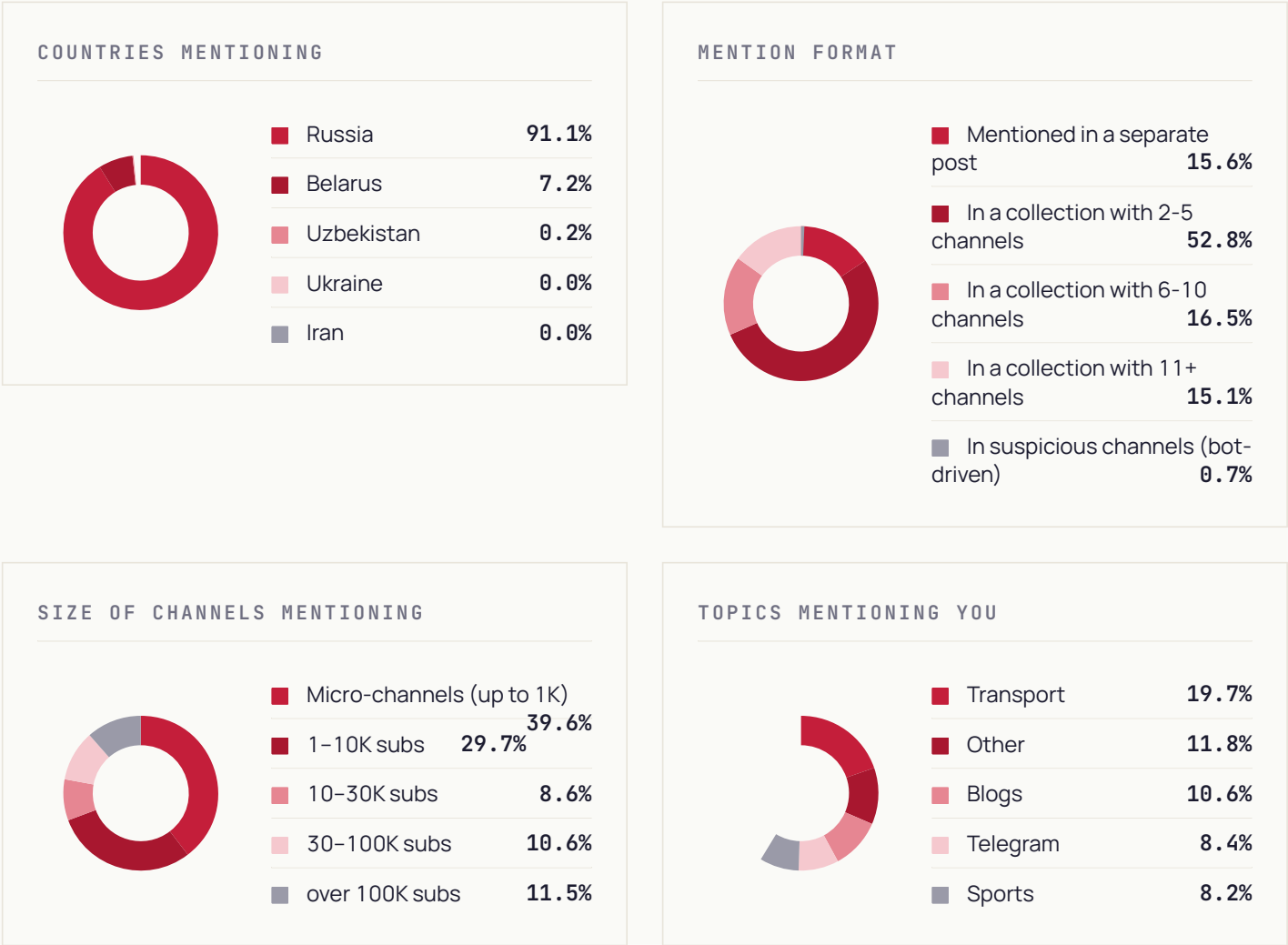
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

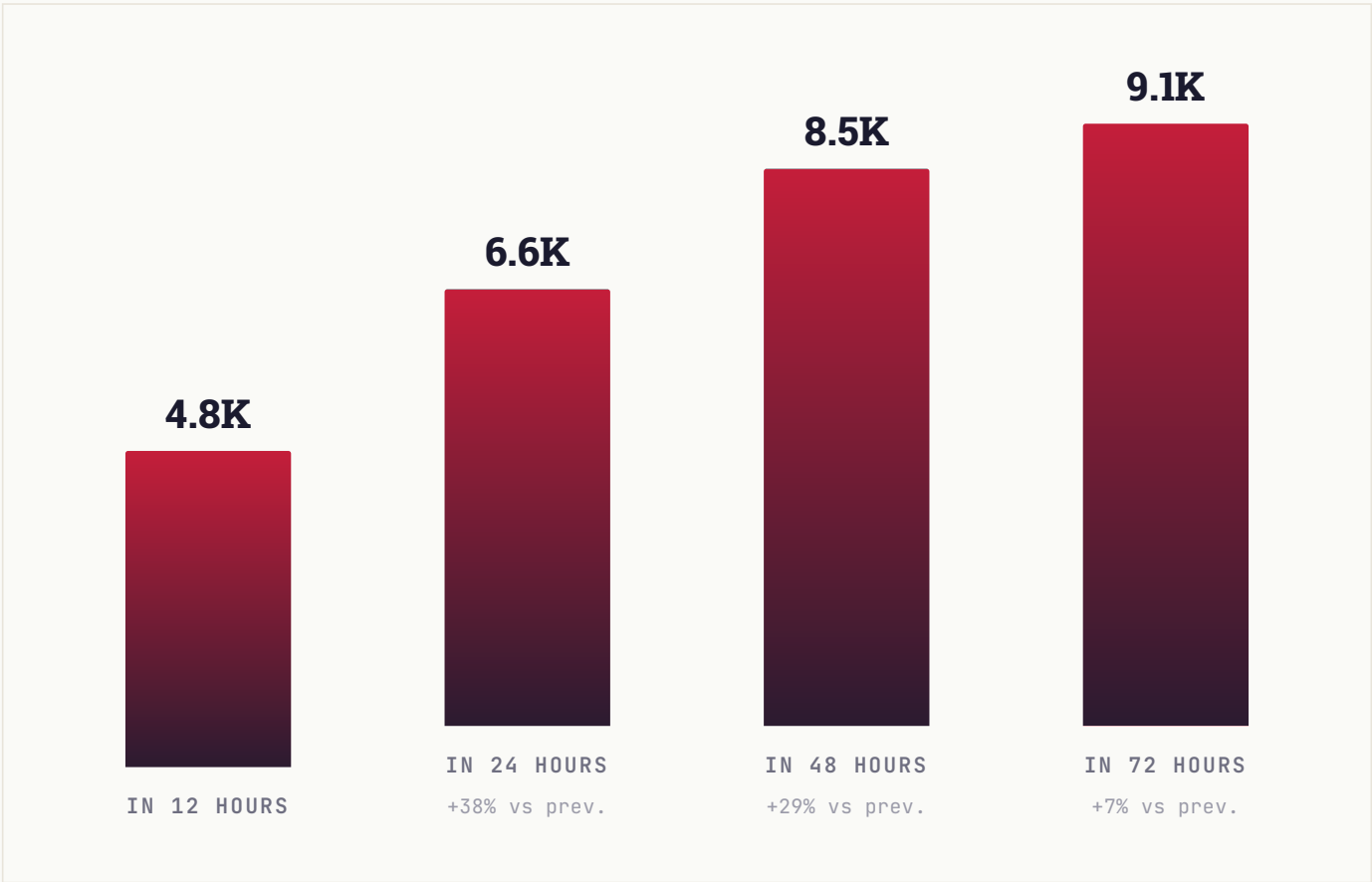
Citation index **48** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time channel mentioned **215** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL		SUBSCRIBERS
TI	Cars & Point	3.4M
AB	Avtomanya	1.8M
WE	WENGALLBI	1M
DS	Dubrovsky Syndicate Zhekich Dubrovsky	692.1K
FI	Fighterbomber	520.1K
AB	Auto.ru	495.6K
GA	Garage	484.4K
AB	AVTOZAKAZ.RU	480.7K
KM	CRIMEAN BRIDGE: latest updates	478.3K
ZR	Behind the Wheel	472.2K
IS	Ilya Strekal YOU	105.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#81 of 98). Niche median — 164.4K subs.
First growth KPI — reach median. Leader: Cars & Point (3.4M).

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 **47**, they brought **23 403** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	0
December 2025	0	0	0
Nov 2025	7	5	2 663
Oct 2025	36	24	5 496
September 2025	1	1	3 571
August 2025	3	3	11 673

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
47	6	23 403

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «**Transport**» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#81/100

RANK IN NICHE

Channel in the bottom half of the ranking

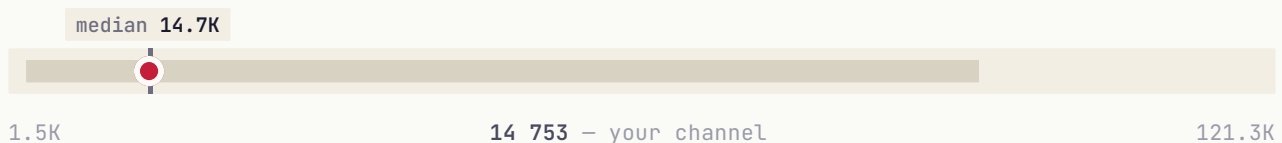
SUBSCRIBERS

37% below median



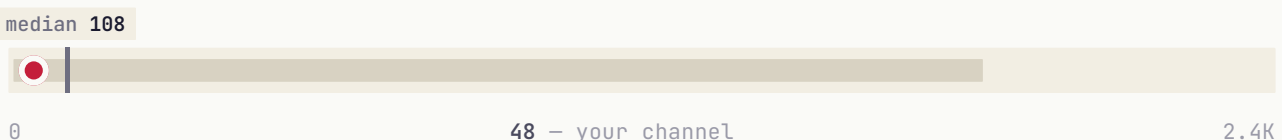
AVG REACH / POST

better than 50% of niche



CITATION INDEX

56% below median



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

01

Main post of the week — on Friday

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best time for
an important
post**

02

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with channels in the same segment 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

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through 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
