

PUBLIC REPORT BY PROMTPRESS

Channel audit

Warm blog



@teplblog

Our daily life at home, travels & warm family moments ❤️📌
 Location: Moscow 🌐✉️ Collaboration: @pr_Annam Other PR
 contacts are fake. RKN: <https://gosuslugi.ru/snet/696e2bd622ea98690033a542>

SUBSCRIBERS

205 726

-3719 per month

ERR (% SEE POSTS)

50.0%

daily 27.7%

REACH/POST

101K

ad reach 56.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

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 below the number shows the period it covers.

 SUBSCRIBERS 205 726 —	 SUBSCRIBER REACH 49.09% avg % subs see post	 VIEWS/POST 101K median 109.2K · 29 days	 POSTS/WEEK 6.5 over period
 7D TREND -6.5% vs previous week	 REACTIONS/POST 3141.1 total 84,811 reactions, 8,356 reposts, 563 comments	 POST LENGTH 651 chars median 632 · 29 days	 POSTS ANALYZED 27 29 days
 AD REACH 56.5K 24h avg	 CHURN / MONTH -3719 over last month	 CITATION RATE 11 citation index · 32 channels mentioned ever	 CHANNEL AGE 4 years 14 days created 23.06.2022

AI EDITOR SUMMARY

Channel «Warm blog ☀️» — 205 726 subs. Each post averages 101K people (49% of subs), this is wide reach for a channel of this size. Publishes 6 posts per week (~1/day) — rare publications. For week Jun 22–28, reach dropped -6.5% to week Jun 15–21 — worth analyzing reasons.

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 27 posts over 29 days.
- 02 Dominant format – Photo (13/27 posts).
- 03 Avg post length – 651 chars (median 632).
- 04 Peak audience activity – Tuesday, 12:00 MSK.
- 05 Top posts get 1x more views than the weakest (118.4K avg for top vs 95.5K for worst) – among 27 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 09:27 PHOTO Girls, do you like contests? 🍷 I rarely participate myself, but when I see truly useful prizes, I always want to share. The...	VIEWS 121 439 REP. 212	REACTIONS 3 549 ER 59.0%
Nº2 23.06 · 09:32 PHOTO BIG CONTEST FROM HEALTHIS Giveaway for beauty, energy and self-care – 5 winners 💖 Prizes: 1st place...	VIEWS 117 237 REP. 305	REACTIONS 3 343 ER 57.0%
Nº3 07.06 · 14:11 VIDEO Look what I found in Zaandam 😊🇳🇱 Pushkin Street! Honestly, didn't expect to see that name in the Netherlands...	VIEWS 116 673 REP. 355	REACTIONS 3 560 ER 56.7%

Nº4 10.06 · 14:32 PHOTO Does a trip to Kaliningrad count if you fly there for work? 😁 I think yes! Because every new city is...	VIEWS 115 381 REP. 354	REACTIONS 3 217 ER 56.1%
--	--	--

Nº5 16.06 · 13:54 PHOTO 🍍 Do your kids love pineapple as much as my daughter? 😊 It's one of our favorite fruits. If a pineapple appears at home, you can...	VIEWS 114 807 REP. 335	REACTIONS 3 861 ER 55.8%
--	--	--

WORST 3

↓ 27.06 · 15:19 VIDEO (post without caption – video)	VIEWS 100 705 REP. 259	REACTIONS 3 399 ER 49.0%
↓ 28.06 · 14:36 VIDEO (post without caption – video)	VIEWS 97 157 REP. 287	REACTIONS 3 132 ER 47.2%
↓ 24.06 · 08:59 PHOTO The more I travel, the more I realize one thing 🛫🔗 Comfort on a trip is created not only by tickets and hotels But by the simplest little things, t...	VIEWS 88 765 REP. 322	REACTIONS 3 223 ER 43.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

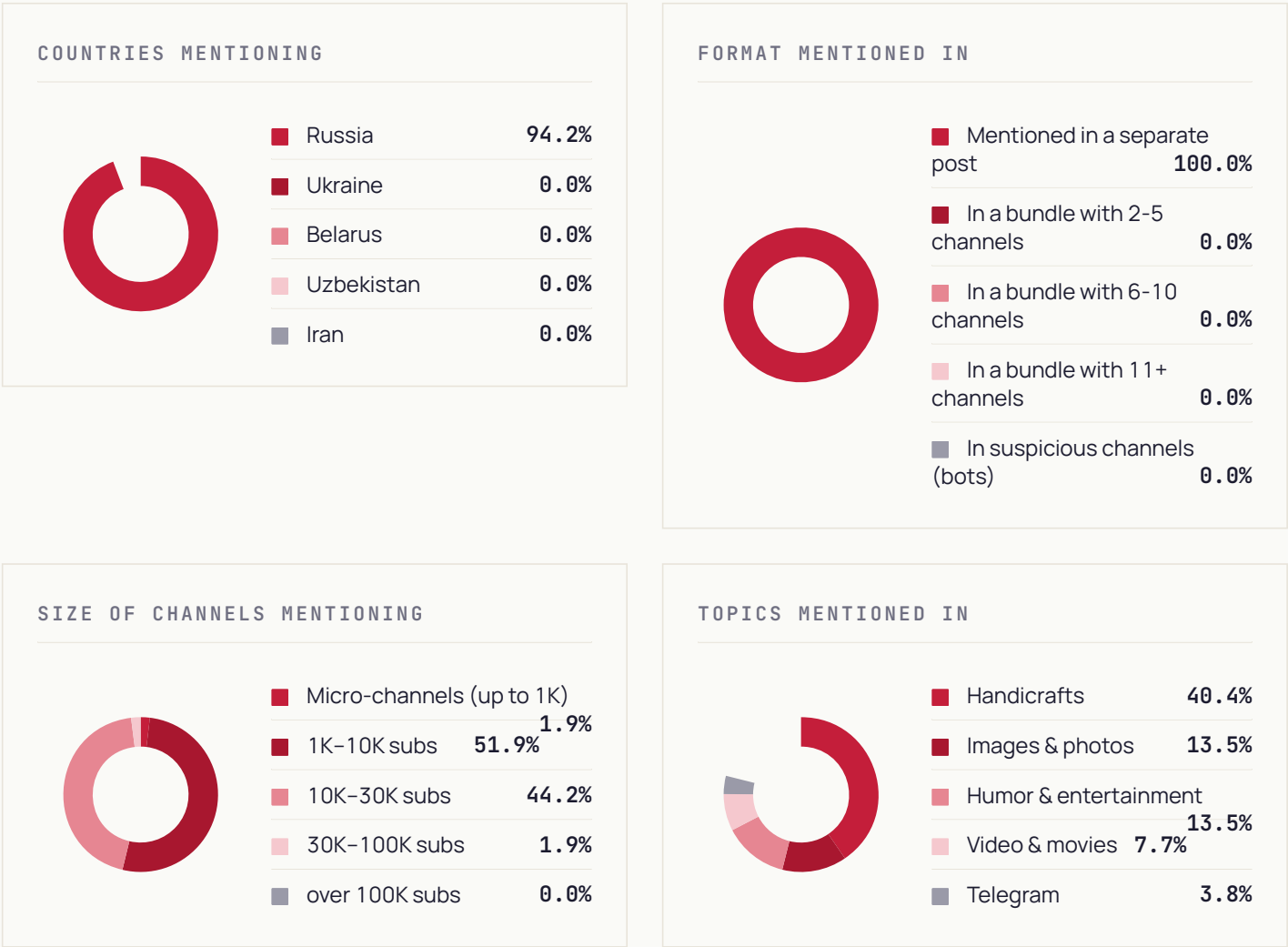
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

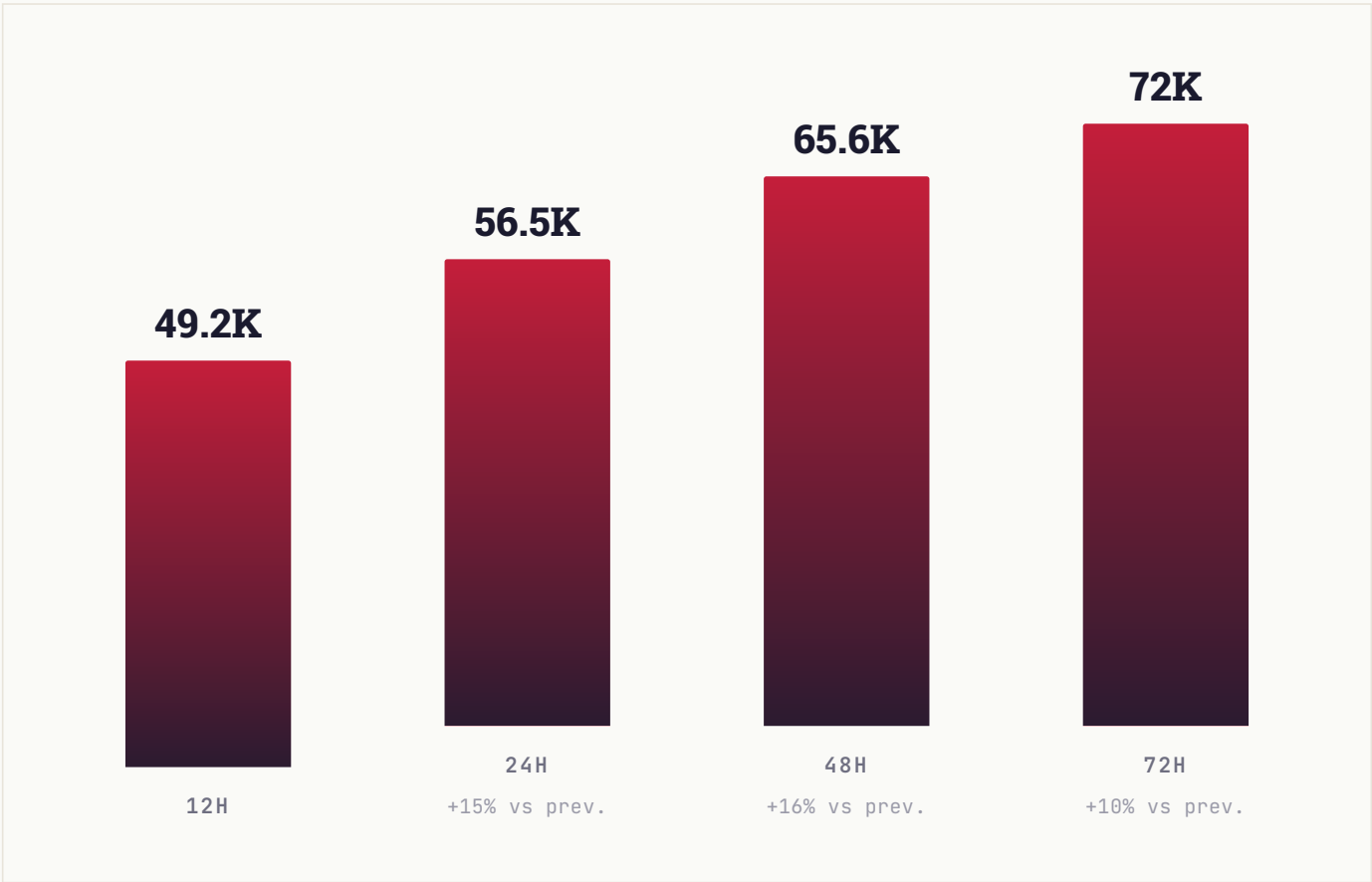
Citation index **11** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions **32** different channels.



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
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ broken lives here	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
TB Warm blog ☀️ YOU	205.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 426.9K. First goal — enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

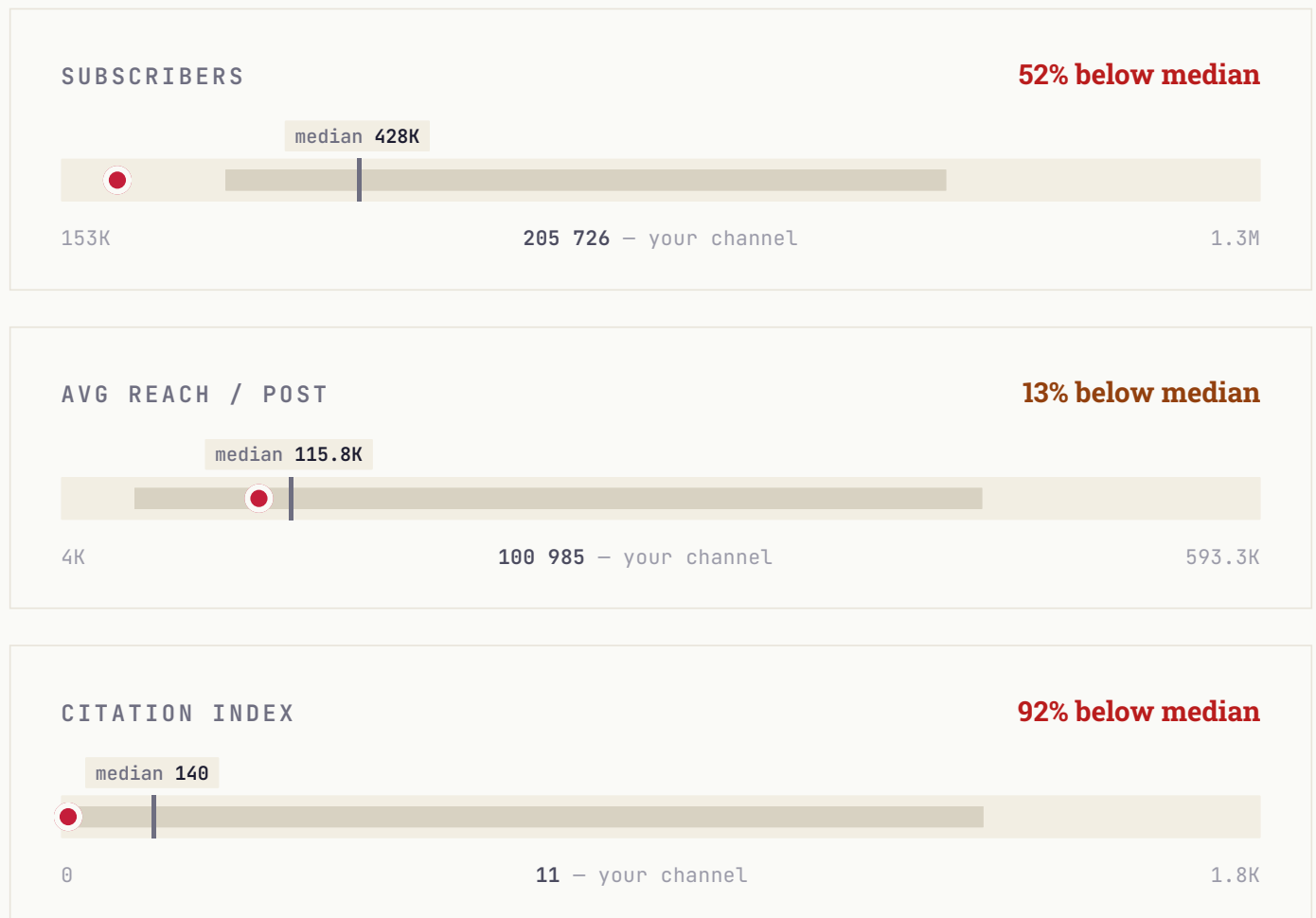
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **15**, they brought **1 047** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	15	13	1 047	
December 2025	0	0	0	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
TOTAL MENTIONS	15	MONTHS OF DATA	6	ATTRACTED SUBSCRIBERS
			1 047	

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Blogs» (Russia) and compared your channel.
Gray band — range for 80% of niche channels (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 them off and revisit this report in a month.

01

Top post of the week — on Tuesday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a 'hot' topic — 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 — organic traffic source.

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. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads on Telegram	https://panel.promptpress.com/register
----	-------------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
