

PROMTPRESS PUBLIC REPORT

Channel audit

Yana Poplavskaya



@the_yana_poplavskaya

Actress, public figure. Registration number in Roskomnadzor № 4964143871 👍 For advertising: @KrisPROTG #DWALY

SUBSCRIBERS

170 581

-216 per month

ERR (% SEE POSTS)

21.0%

daily 15.7%

REACH / POST

34.4K

ad reach 26.7K/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 and how mentions the channel

05 Ad potential

How long a post brings 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 170 581 —	 SUBSCRIBER REACH 20.16% avg % subs see post	 VIEWS / POST 34.4K median 34.6K · 29 days	 POSTS / WEEK 39.5 over period
 7D TREND -7.0% vs previous week	 REACTIONS / POST 2497.1 total 414,519 reactions, 25,740 reposts, 19,433 comments	 POST LENGTH 674 chars median 701 · 29 days	 POSTS ANALYZED 166 29 days
 AD REACH 26.7K 24h avg	 CHURN / MONTH -216 last month	 CITATION RATE 1 335 citation index · 3,406 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 11.03.2022

AI EDITOR SUMMARY

Channel 'Yana Poplavskaya' — 170 581 subs. Each post averages 34.4K people (20% from subs), average reach — room to grow. Publishes 40 posts per week (~6/day) — active posting. For week Jun 29 – Jul 5, reach dropped -7.0% to week Jun 22–28 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **166** posts over 29 days.
- 02 Dominant format – **Text** (81/166 posts).
- 03 Avg post length – **674** chars (median 701).
- 04 Audience peak activity – **Saturday**, 20:00 MSK.
- 05 Strongest posts get **2x** more views than weakest (51.3K avg top vs 26.6K worst) – across 166 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 17:22 PHOTO Saratov deputy Stanislav Denisenko says VPN should be fully blocked in Russia because the internet writes about shortage...	VIEWS 51 783 REP. 246	REACTIONS 4 347 ER 30.4%
Nº2 18.06 · 18:13 VIDEO Another 'developer'. Sparkling speech by Mikhail Goldberg, head of the analytical center of Dom.RF, at the Sochi forum. They say that...	VIEWS 51 610 REP. 787	REACTIONS 3 666 ER 30.3%
Nº3 23.06 · 17:44 VIDEO The one whose opinion interests anyone last decided to speak out about the situation with Ukrainian attacks on Russia. He'd better...	VIEWS 50 546 REP. 754	REACTIONS 7 237 ER 29.6%

Nº4 27.06 · 09:32 TEXT The ban on refueling into canisters is explained as 'fighting speculators who buy gasoline and resell at a markup'. But don't we...	VIEWS 48 908 REP. 233	REACTIONS 3 449 ER 28.7%
Nº5 04.07 · 12:23 PHOTO They say Puzik has been appointed acting commander of the 114th brigade. What a stunning career success. Colonel Puzik is the same commander who...	VIEWS 48 601 REP. 615	REACTIONS 3 084 ER 28.5%

|

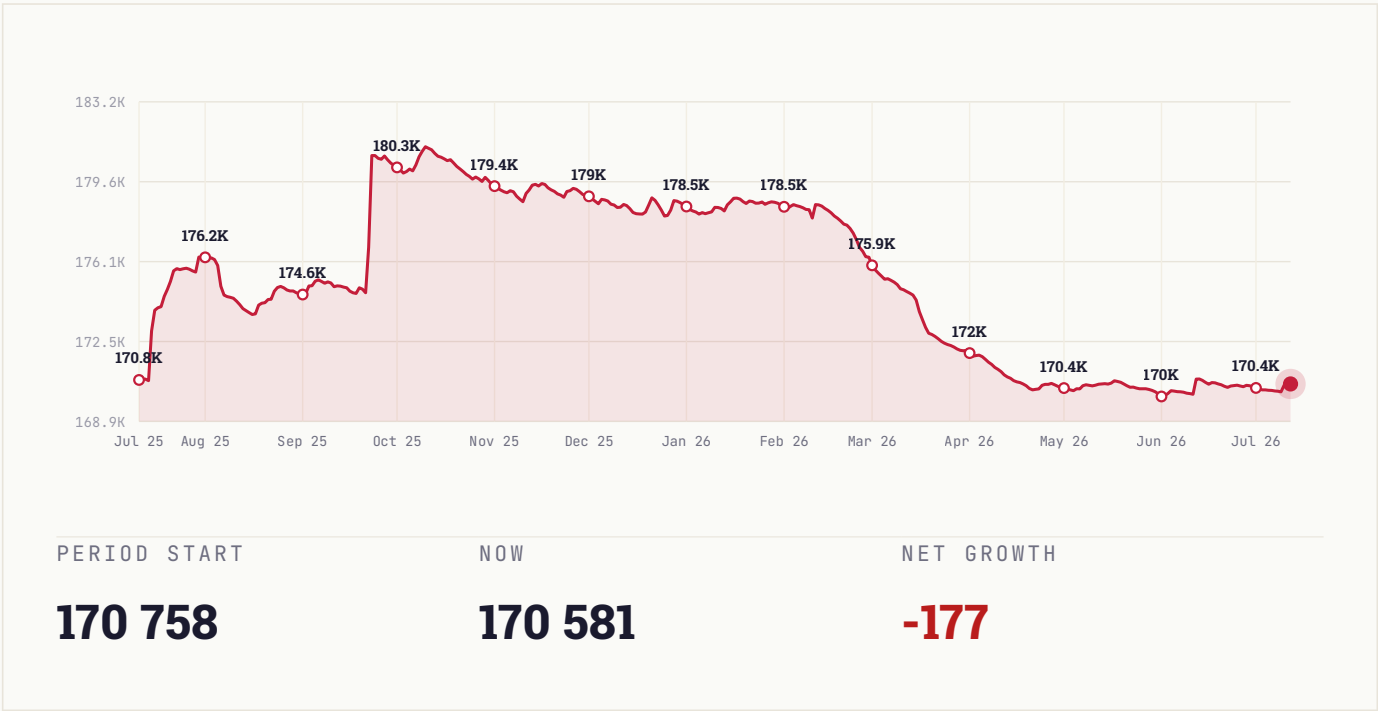
WORST 3

↓ 07.07 · 07:34 TEXT Deputy Defense Minister Tsalikov, whom the investigation called the organizer of a criminal group stealing state money, was placed under house arrest...	VIEWS 27 088 REP. 173	REACTIONS 3 638 ER 15.9%
↓ 08.07 · 16:17 VIDEO ! Decisions on fuel support for Crimea and Southern Russia must be made now, not later, Putin stressed. Other statements...	VIEWS 26 505 REP. 52	REACTIONS 1 319 ER 15.5%
↓ 08.07 · 06:04 TEXT ! Why it's too early to celebrate IOC's recommendation to lift sanctions on Russia, as analyzed by RBC Sport. 📌 What the IOC statement says about...	VIEWS 26 097 REP. 48	REACTIONS 860 ER 15.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

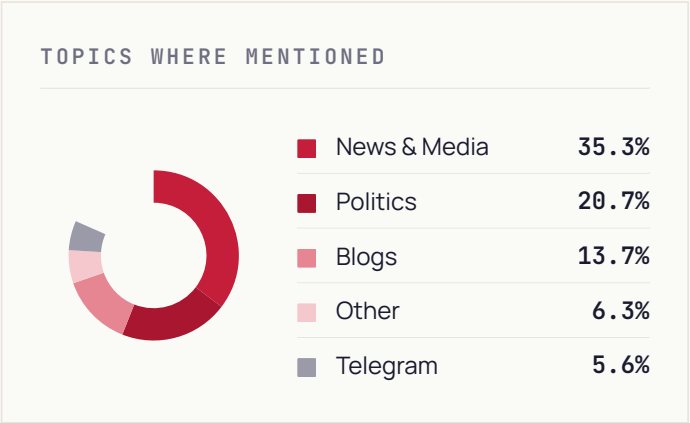
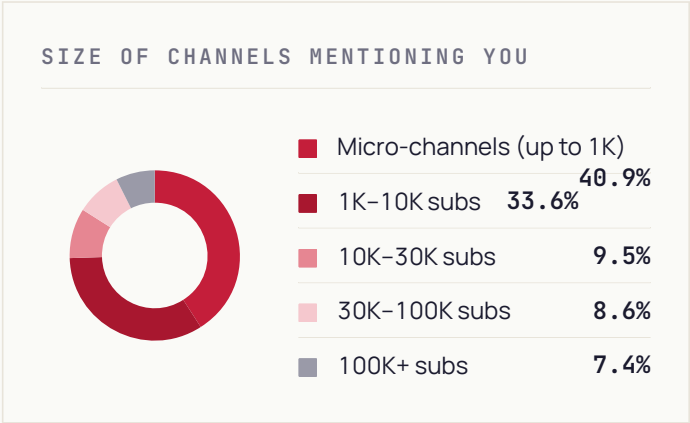
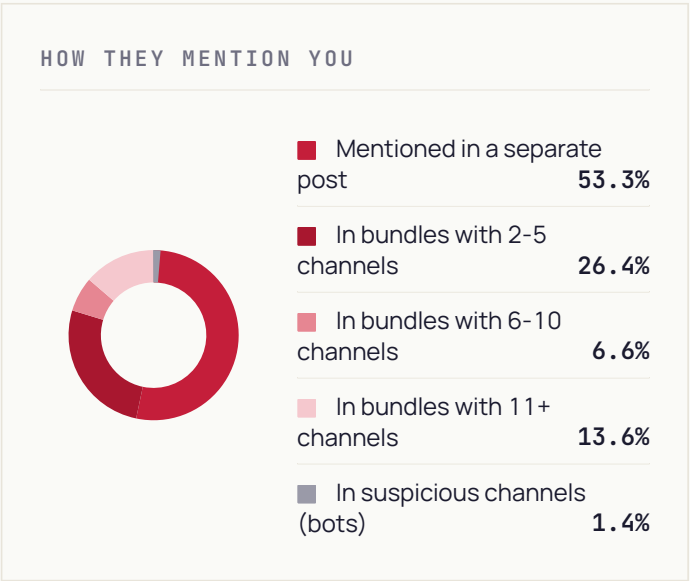
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

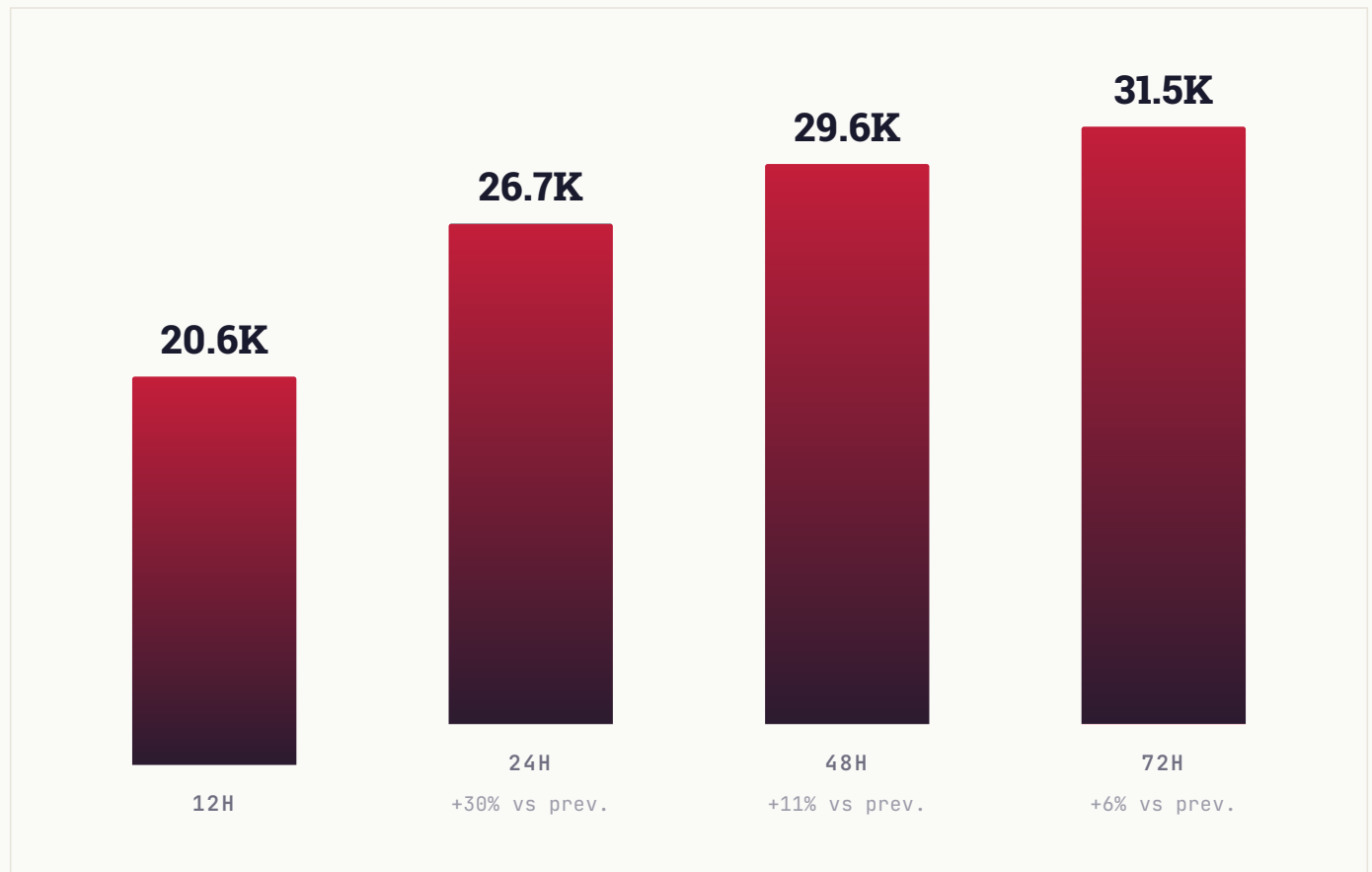
Citation index **1 335** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **3 406** different channels.



— 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 — 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
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ here lives broen	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
JP Yana Poplavskaya YOU	170.6K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. 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 yours. Over the last **6 months** such mentions were **1 467**, they brought **14 498** new subs.

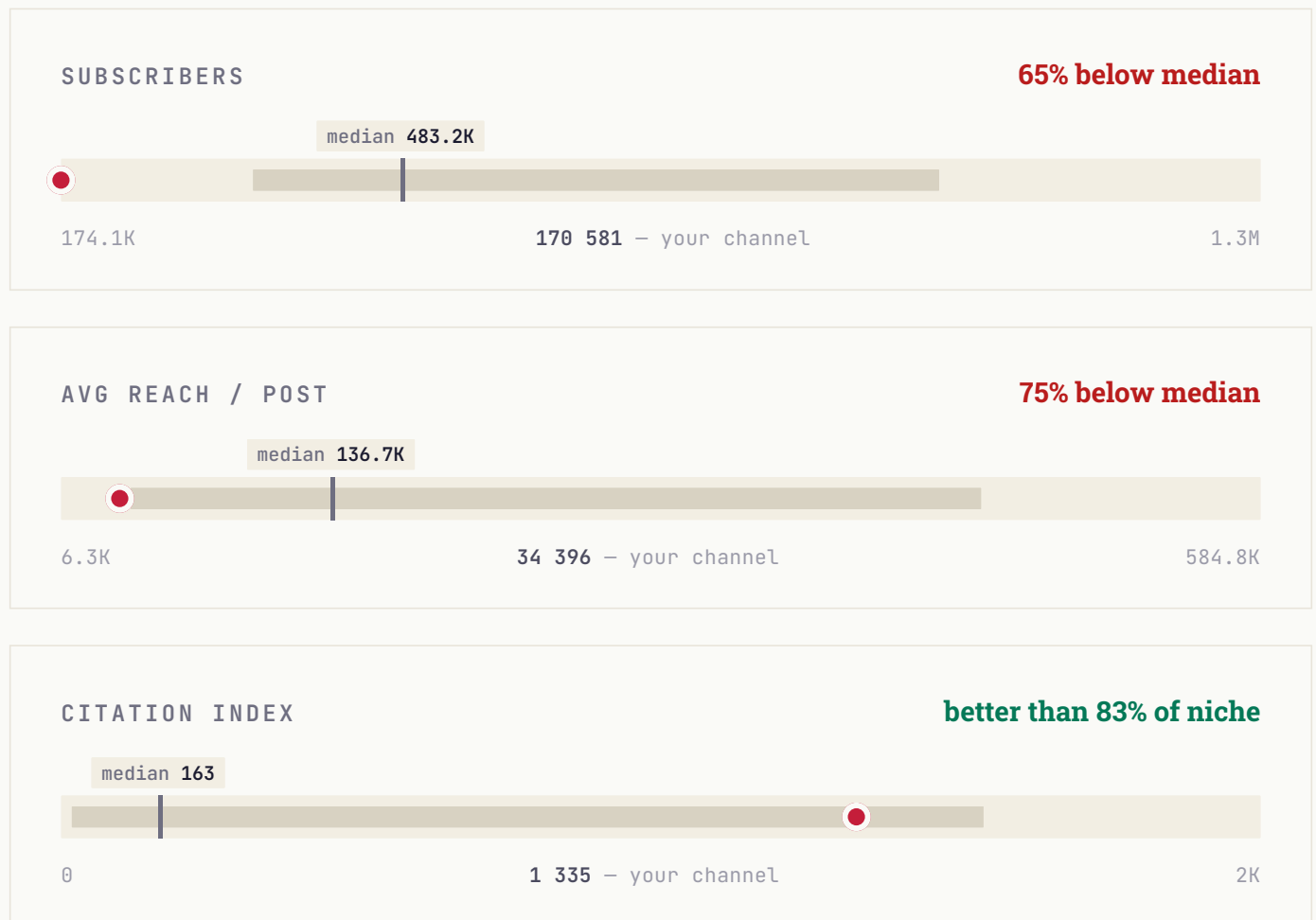
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	204	160	1 213	
December 2025	233	162	1 749	
November 2025	281	184	1 382	
October 2025	233	136	1 574	
September 2025	320	211	7 297	
August 2025	196	134	1 283	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 467	6	14 498

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 covering 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 off and revisit this report in a month.

01

Top post of the week — on Saturday

Audience is most active on this day at 20:00 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls and interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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 — 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. If you want to go further — run ads through us and hit your growth target in a month.

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

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