

PUBLIC REPORT BY PROMTPRESS

Channel audit

Thoisoi



@thethoisoi

Science-pop channel about chemistry (and more). Ad inquiries - @bob_m A+ Channel included in Roskomnadzor's list of personal pages: <https://606.su/Cxx8>

SUBSCRIBERS

45 744

-161 per month

ERR (% SEE POSTS)

30.0%

per day **11.0%**

REACH/POST

13.5K

ad reach **5.1K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 45 744 —	 SUBS REACH 29.49% avg % of subs see post	 VIEWS/POST 13.5K median 15.8K · 26 days	 POSTS/WK 1.9 for the period
 7D TREND — no data for period	 REACTS/POST 325.1 only 2,276 reactions, 415 reposts, 161 comments	 POST LENGTH 707 chars median 853 · 26 days	 POSTS ANALYZED 7 26 days
 AD REACH 5.1K 24h average	 CHURN / MONTH -161 last month	 CITATION RATE 6 citation index · 74 channels mentioned ever	 CHANNEL AGE 5 years 3 months created 30.03.2021

AI EDITOR SUMMARY

Channel «Thoisoi» — 45 744 subs. Each post averages 13.5K people (29% of subs), that's good reach. Publishes 2 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 7 posts over 26 days.
- 02 Dominant format — Photo (6/7 posts).
- 03 Avg post length — 707 chars (median 853).
- 04 Peak audience activity — Thursday, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (16.9K avg for top vs 9.3K for worst) — among 7 posts in 26 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 14:04 PHOTO On June 21, the Northern Hemisphere experiences the summer solstice — the longest day of the year...	VIEWS	REACTS
	17 249	324
	REPOSTS	ER
	41	37.7%
Nº2 25.06 · 10:57 PHOTO First, let's break down UV radiation types: ● UVB (B — Burning): 280–320 nm...	VIEWS	REACTS
	17 051	277
	REPOSTS	ER
	125	37.3%
Nº3 29.06 · 17:26 PHOTO For those who haven't seen, a new video is out on YouTube. Already watched? Check if your like is there.	VIEWS	REACTS
	16 527	403
	REPOSTS	ER
	7	36.1%

Nº4

06.07 · 07:53

PHOTO

Ever notice unopened peony buds are always covered in ants? Actually, the peony deliberately attracts...

VIEWS

15 778

REPOSTS

153

REACTS

386

ER

34.5%

Nº5

11.07 · 06:23

PHOTO

Light vs dark honey 🍯 Let's start with the basics: there are light (acacia, linden) and dark honey varieties (buckwheat, chestnut). Dark...

VIEWS

11 347

REPOSTS

30

REACTS

288

ER

24.8%

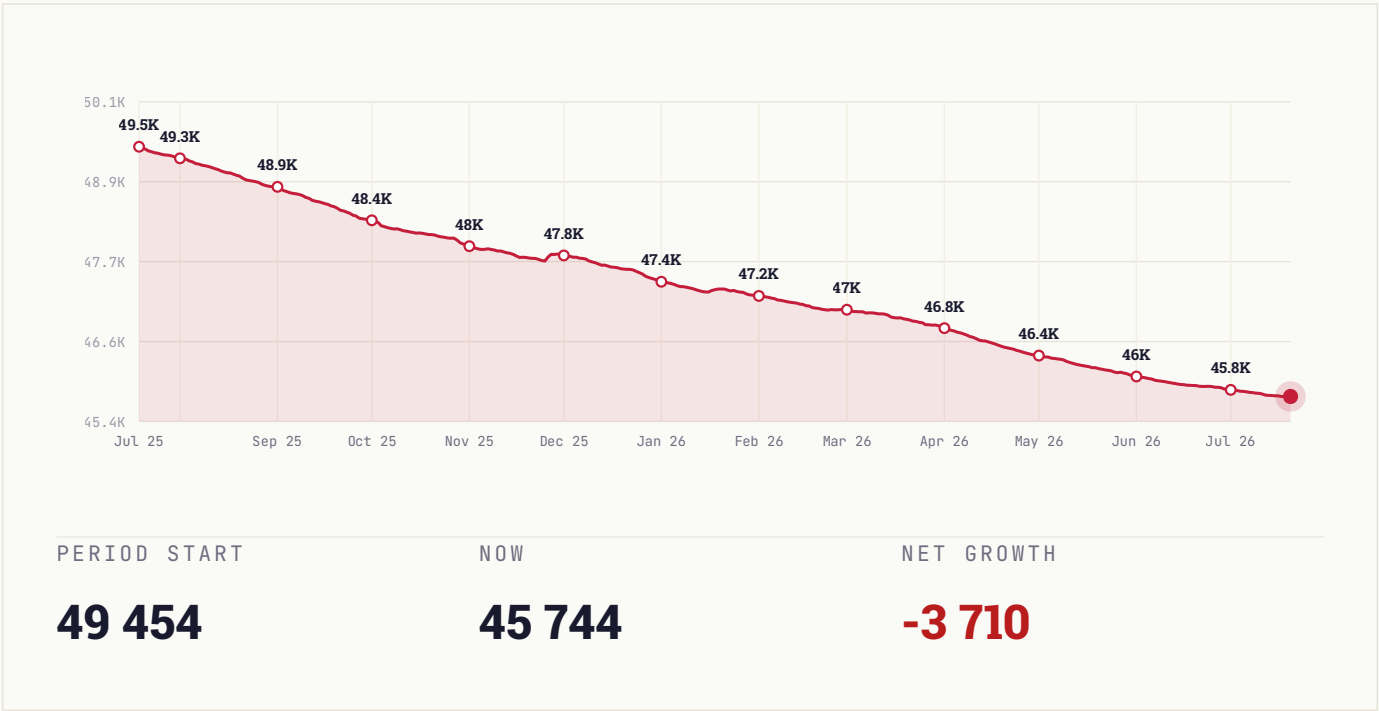
WORST 3

↓ 11.07 · 06:23 PHOTO Light vs dark honey 🍯 Let's start with the basics: there are light (acacia, linden) and dark honey varieties (buckwheat, chestnut). Dark...	VIEWS 11 347 REPOSTS 30	REACTS 288 ER 24.8%
↓ 12.07 · 14:06 VIDEO Silver mirror reaction, made it for fun. Mixed 4g silver nitrate with ammonia solution and added 5g glucose. Volume...	VIEWS 10 658 REPOSTS 25	REACTS 346 ER 23.3%
↓ 17.07 · 14:43 PHOTO Aphids. Plant protection. You've probably noticed aphids avoid some plants: tomatoes, potatoes, grains, snowdrops. In...	VIEWS 5 808 REPOSTS 34	REACTS 252 ER 12.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



SECTION 04 · CITATIONS

Who mentions the channel and how

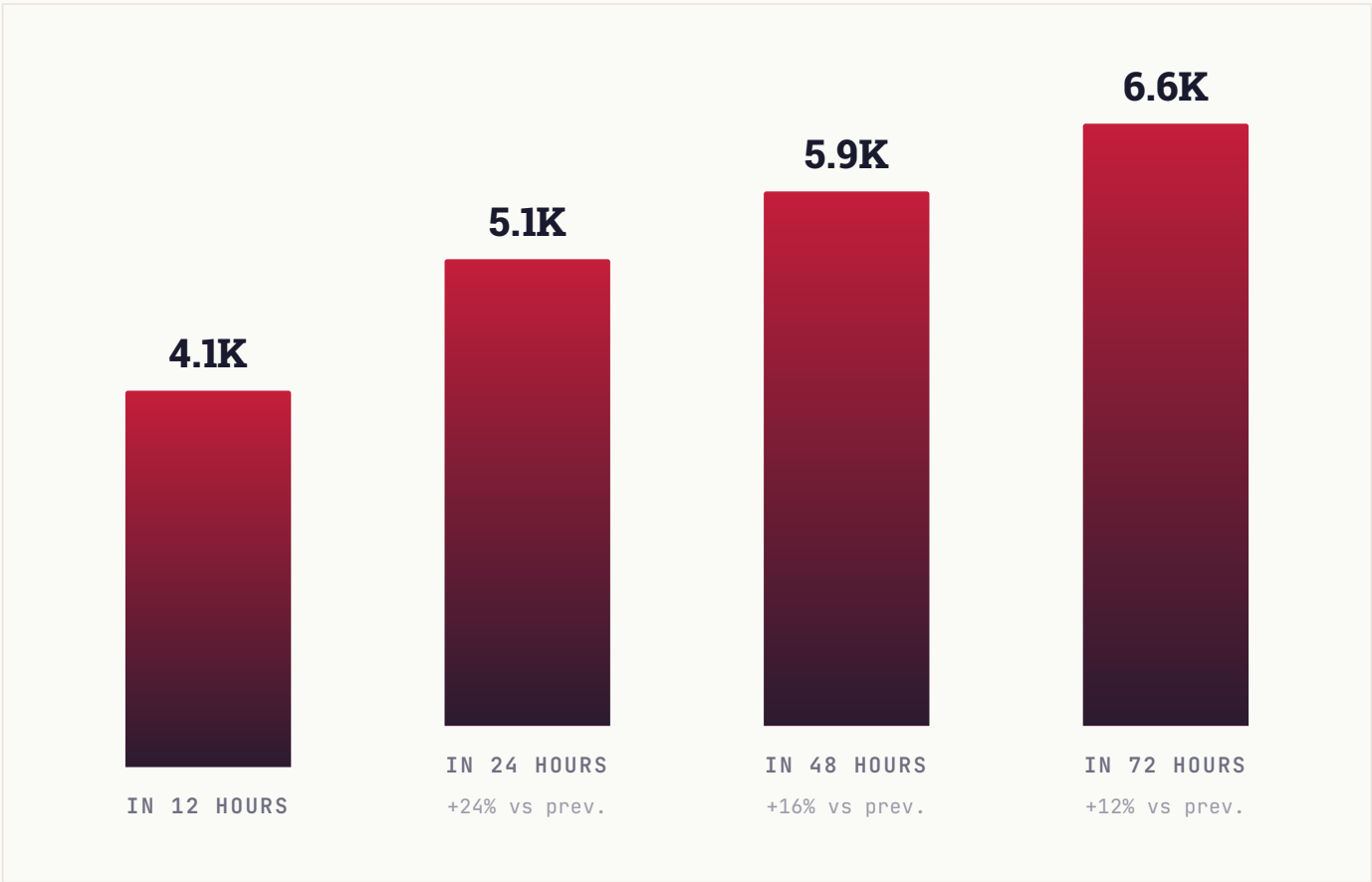
Citation index 6 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **74** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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 rank among niche peers.

CHANNEL	SUBSCRIBERS
نا نیمار ابن الانبار	4.6M
MB Maths By Gagan Pratap	2.3M
اد اخبار درسی فوری	1.6M
Rojgar with Ankit™	1.3M
شک شام کاش	1.1M
شم شبکه ملازمن	1.1M
سن سوالات نهایی	1M
MA Mathematician Andrey	997.6K
UC Utkarsh Classes	992.9K
ید ی دانش آموز	983.4K
TH Thoisoi YOU	45.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — نیمار ابن الانبار (4.6M), top-100 median: 420.2K. First goal: enter top-100 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we log posts in other channels that mention yours. Over the last **6 months** such mentions were **12**, they brought **186** new subs.

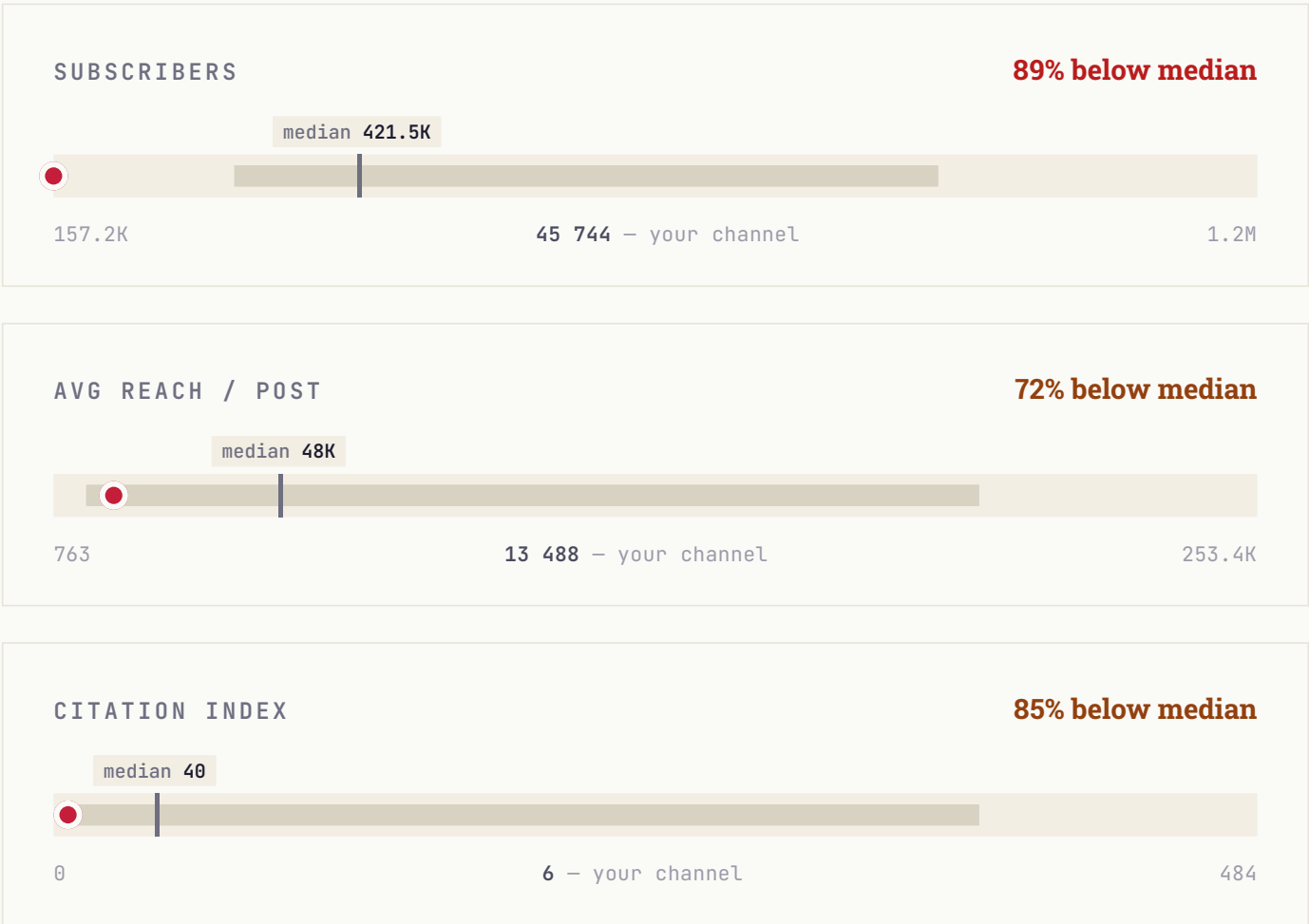
PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
January 2026	0	0	54	
Dec 2025	2	2	2	
Nov 2025	1	1	120	
Oct 2025	3	3	6	
September 2025	4	3	4	
August 2025	2	2	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
12	6	186

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Education» (Russia) and compared your channel. 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 ranked by expected impact. Check off and revisit next month.

- | | | |
|----|---|--|
| 01 | Post more often
Now 1.9 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency
beats volume |
| 02 | Best post day — Thursday
Audience most active on this day at 13:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase video posts share
Video in Telegram keeps audience longer & gets better algorithm treatment. Aim for 15-25%. | EFFECT
Video retains
audience
better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager