

PROMTPRESS PUBLIC REPORT

Channel audit

TopBLOG



@topblog_rsv

TopBLOG is a free educational project of the «Russia — Land of Opportunity» platform for bloggers and content creators. Official website — <https://topblog.rsv.ru/> Registration in RKN:...

SUBSCRIBERS

13 679

-183 per month

ERR (% WHO SEE
POSTS)

6.0%

daily **3.0%**

REACH/POST

717

ad reach **414**/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 13 679 —	 SUBS REACH 5.24% avg % subs see post	 VIEWS/POST 717 median 706 · 27 days	 POSTS/WEEK 9.3 for the period
 7D TREND +22.2% vs previous week	 REACTIONS/POST 20.6 total 761 reactions, 210 reposts, 106 comments	 POST LENGTH 750 chars median 969 · 27 days	 POSTS ANALYZED 37 27 days
 AD REACH 414 24h avg	 CHURN / MONTH -183 last month	 CITATION RATE 305 citation index · 1,906 channels mentioned ever	 CHANNEL AGE 4 years 2 months created 13.05.2022

AI EDITOR SUMMARY

Channel 'TopBLOG' — 13 679 subs. Each post averages 717 people (5% of subs), reach is low — should expand audience. Publishes 9 posts per week (~1/day) — regular schedule. For week Jun 29 – Jul 5, reach up +22.2% to week Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts over 27 days.
- 02 Dominant format — Photo (20/37 posts).
- 03 Avg post length — 750 chars (median 969).
- 04 Audience peak — Monday, 15:00 MSK.
- 05 Top posts drive 2x more views than weakest (1.1K avg top vs 491 worst) — among 37 posts over 27 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 11:16 VIDEO 2 days until your new media career starts ⚡ Registration for the «Ministry of Content» track closes in 2 days — after that the window...	VIEWS 1 156 REPOSTS 13	REACTIONS 15 ER 8.5%
Nº2 29.06 · 12:02 PHOTO At Senezh, we didn't just launch the 'Content Ministry' track — we laid the foundation for real collaboration between the state and content creators...	VIEWS 1 038 REPOSTS 7	REACTIONS 31 ER 7.6%
Nº3 27.06 · 14:50 PHOTO First in-person module of track «Ministry of Content» launched within «TopBLOG» project 📺 Today representatives from... gathered on one platform	VIEWS 993 REPOSTS 8	REACTIONS 36 ER 7.3%

Nº4 21.06 • 10:36 VIDEO June 22 at 12:15 (MSK) — a time not to miss On the Day of Remembrance and Sorrow, the whole country will pause for the All-Russian Minute of Silence...	VIEWS 990 REACTIONS 18 REPOSTS 5 ER 7.2%
Nº5 23.06 • 09:58 PHOTO Your happy place may lead you to Altai 🏞️ There's a place you want to return to. Where it's calm, inspiring, and truly...	VIEWS 990 REACTIONS 13 REPOSTS 27 ER 7.2%

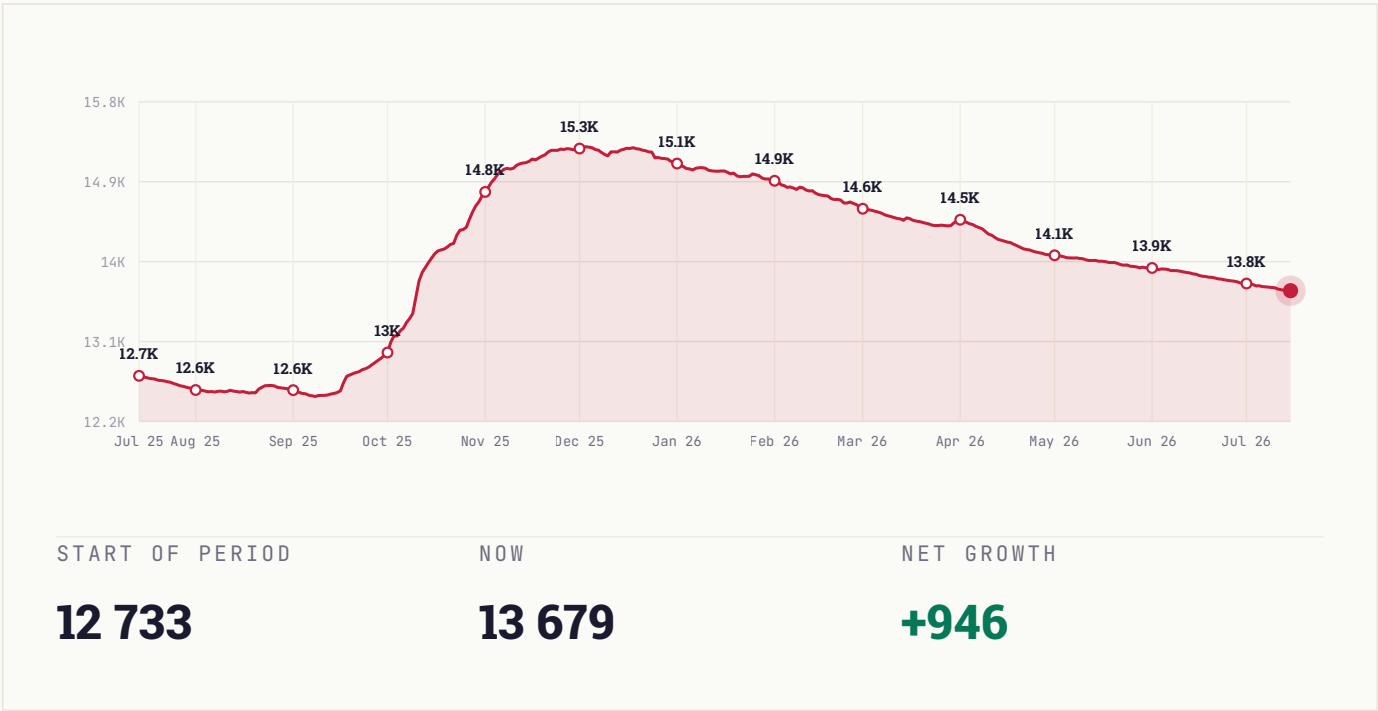
WORST 3

↓ 07.07 • 12:59 VIDEO Become a pro blogger – «TopBLOG» helps From first posts to national media agenda – national projects help...	VIEWS 535 REACTIONS 18 REPOSTS 1 ER 3.9%
↓ 10.07 • 11:50 VIDEO MAX keeps boosting channels 📈 Now you can convert private channels to public in the messenger – right from settings or when...	VIEWS 510 REACTIONS 12 REPOSTS 6 ER 3.7%
↓ 10.07 • 06:27 PHOTO if you see me on TopBLOG – know that for this post I urgently recovered my voice, which I lost last...	VIEWS 428 REACTIONS 21 REPOSTS — ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

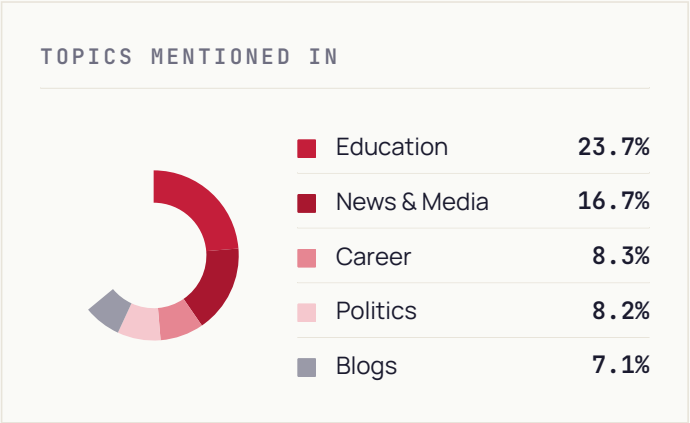
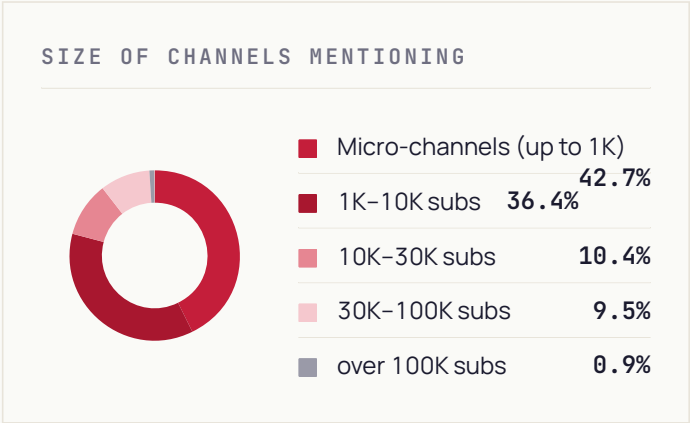
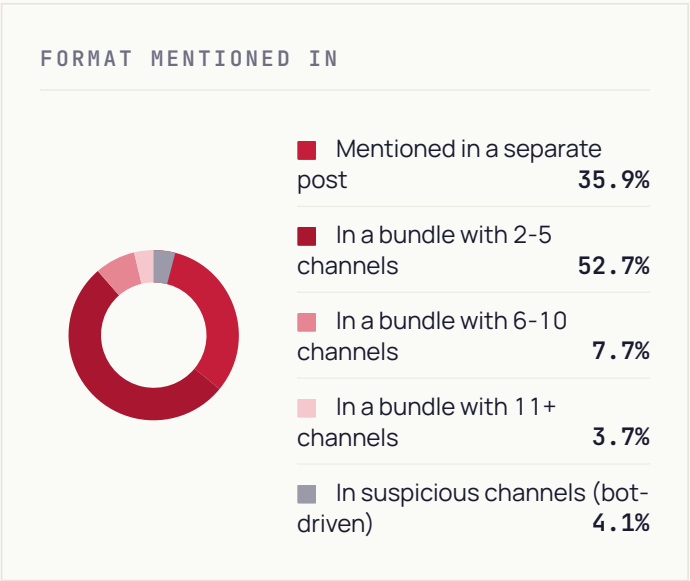
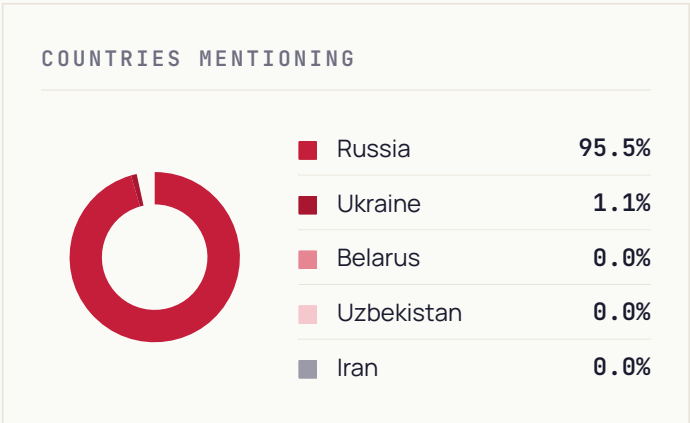
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

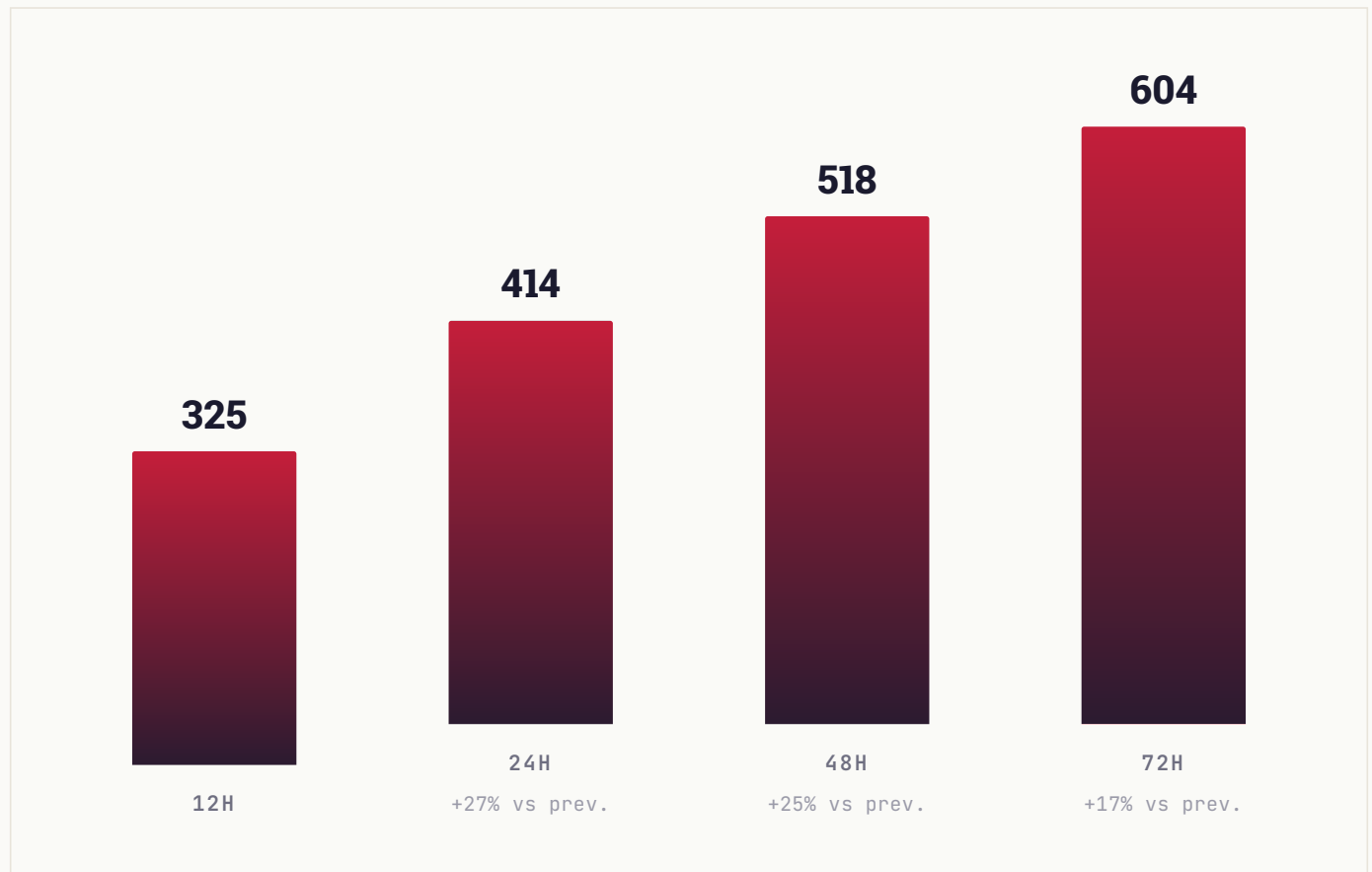
Citation index **305** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 906** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 UmSchool Territory of Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
TO TopBLOG YOU	13.7K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 niche — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal — enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **591**, they brought **3 111** new subs.

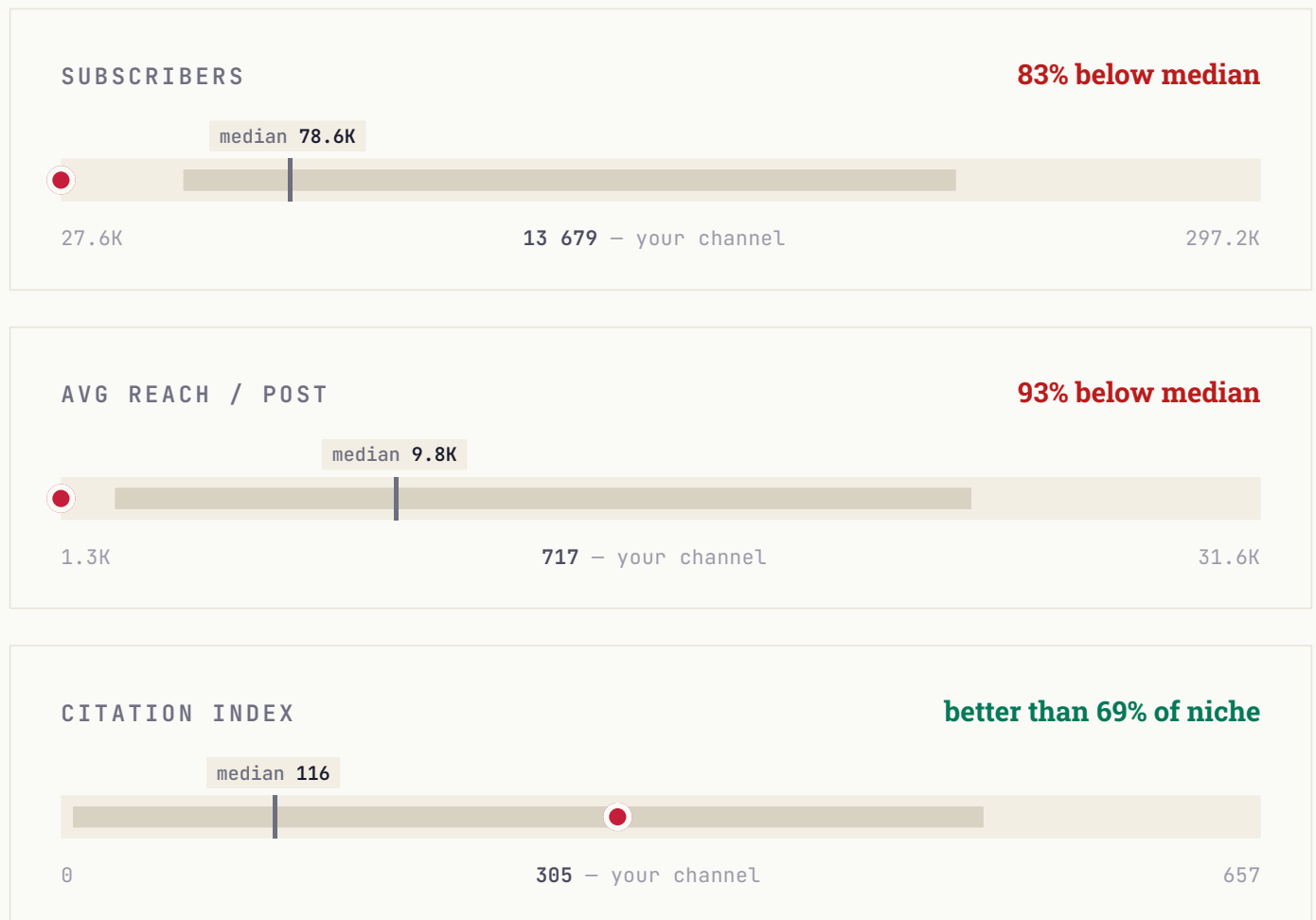
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	19	13	71
December 2025	84	43	129
November 2025	75	59	557
October 2025	167	108	1 770
September 2025	91	55	461
August 2025	155	107	123

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
591	6	3 111

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Top-**100** channels in category "**Education**" (Russia) and saw how your channel compares. 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 them off and revisit this report in a month.

01

Post of the week — on Monday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 5.24% vs norm 8.0%. Try polls & interactive formats.

EFFECT

+2.8pp ER

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
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
