

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Nastya Malova |

Social Studies

EGE UmSchool



@umnastya

In 10 years, prepared 222 perfect scorers; 5000+ students scored 90+ Want to join the perfect scorers? Follow the link — <https://clck.ru/3URjdV> Verified by RKN:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
96 385	15.0%	12.9K
15.07.2026 -27548 per month	per day 6.3%	ad reach 6.2K/24h
HTTPS://PROMTPRESS.COM/AUDIT/UMNASTYA		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 96 385 —	 SUBSCRIBER REACH 13.36% avg % of subs see post	 VIEWS/POST 12.9K median 9.7K · 29 days	 POSTS/DAY 7.8 ~55 per week
 7D TREND -52.9% vs previous week	 REACTIONS/POST 134.9 total 31,560 reactions, 9,844 reposts, 7,386 comments	 POST LENGTH 292 chars median 200 · 29 days	 POSTS ANALYZED 234 29 days
 AD REACH 6.2K 24h avg	 CHURN / MONTH -27548 last month	 CITATION RATE 335 citation index · 3,172 channels mentioned ever	 CHANNEL AGE 6 years 6 months created 04.01.2020

AI EDITOR SUMMARY

Channel «Nastya Malova | Social Studies EGE UmSchool» — 96 385 subs. Each post averages 12.9K people (13% from subs), reach is low — consider expanding audience. Publishes 55 posts per week (~8/day) — active posting. For week Jun 29 – Jul 5, reach dropped -52.9% to week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **234** posts in 29 days.
- 02 Dominant format — **Photo** (83/234 posts).
- 03 Avg post length — **292** chars (median 200).
- 04 Peak audience activity — **Monday**, 12:00 MSK.
- 05 Top posts get **6x** more views than the weakest (36.4K avg top vs 6.1K worst) — across 234 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 13:11 PHOTO My kittens! So proud of each 🥰🥰🥰	VIEWS 45 026 REPOSTS 88	REACTIONS 445 ER 46.7%
Nº2 22.06 · 11:33 VIDEO (captionless post — video)	VIEWS 33 649 REPOSTS 221	REACTIONS 545 ER 34.9%
Nº3 22.06 · 09:17 PHOTO Future 11th graders, you here??? I have awesome news for you 🕶️ Want to crush the EGE? You need a strong start, so we...	VIEWS 30 438 REPOSTS 14	REACTIONS 64 ER 31.6%

Nº4 22.06 · 15:41 TEXT SHOULD I APPEAL  If you studied with me on Predbank, message the tutors – they'll help with the appeal  Mo...	VIEWS 30 260 REPOSTS 20 REACTIONS 198 ER 31.4%
Nº5 22.06 · 10:47 TEXT RESULTS ARE COMING IN! Altai only for now, waiting for other regions soon Tell us yours 	VIEWS 29 714 REPOSTS 798 REACTIONS 469 ER 30.8%

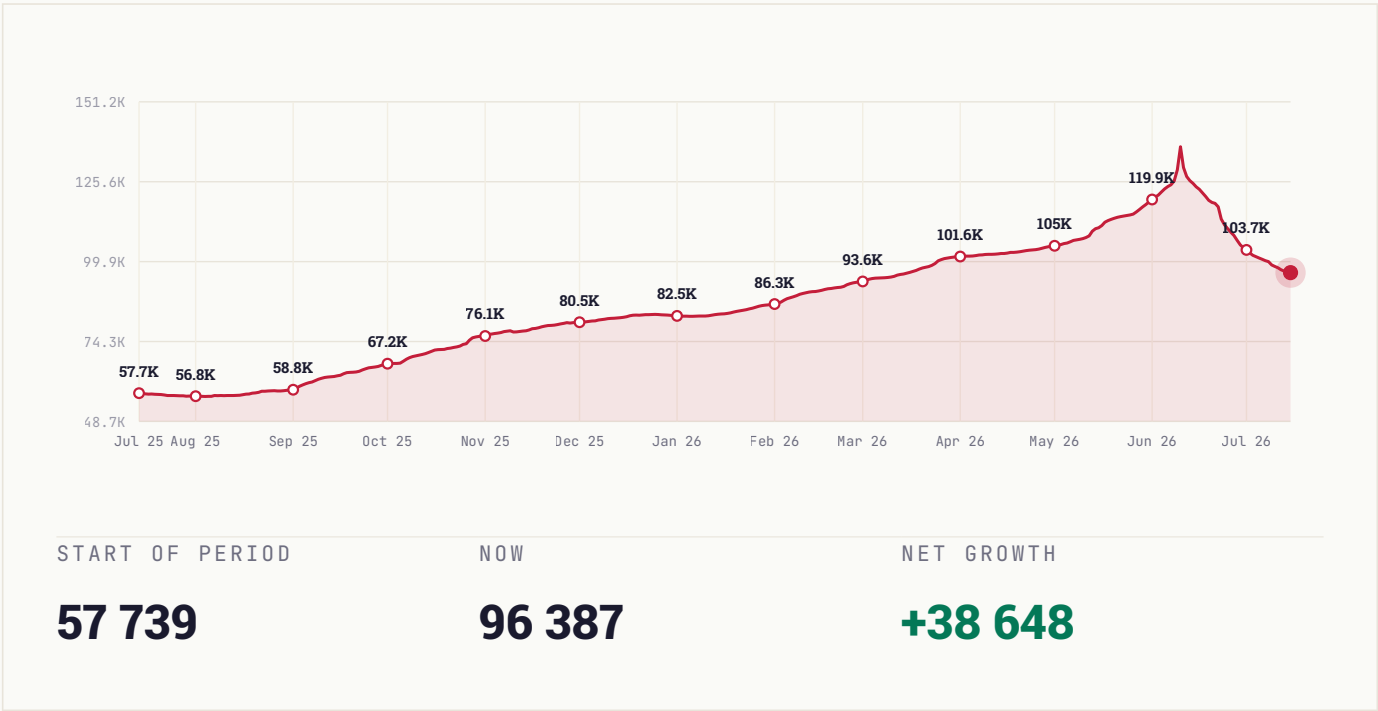
WORST 3

 09.07 · 11:30 VIDEO (captionless post – video)	VIEWS 6 293 REPOSTS 4 REACTIONS 28 ER 6.5%
 12.07 · 10:14 VIDEO Can I guess the terms Alice came up with? Watch the video!	VIEWS 6 228 REPOSTS 6 REACTIONS 88 ER 6.5%
 12.07 · 11:07 TEXT Decided to play with the neural net again and asked it to come up with terms for you – can you guess them?  #knowledge_check	VIEWS 5 896 REPOSTS — REACTIONS 49 ER 6.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

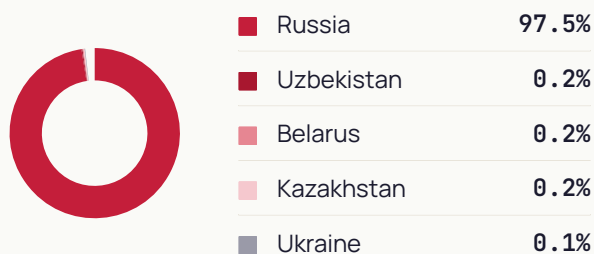


SECTION 04 · MENTIONS

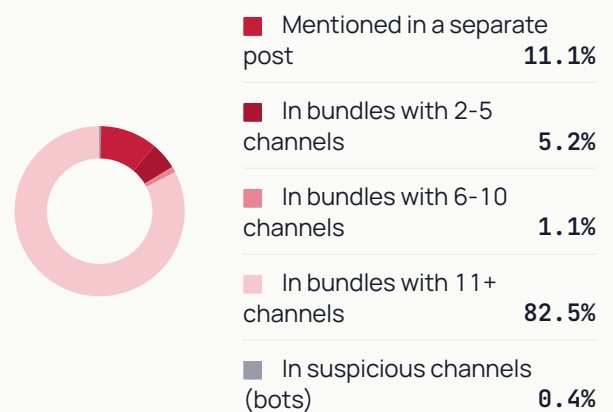
Who mentions the channel and how

Citation index **335** — 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 1K. All time channel was mentioned **3 172** different channels.

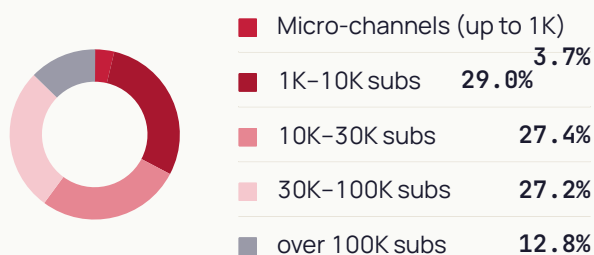
COUNTRIES MENTIONING



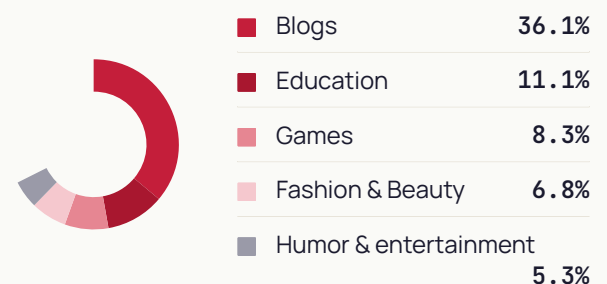
HOW THEY MENTION



SIZE OF CHANNELS MENTIONING



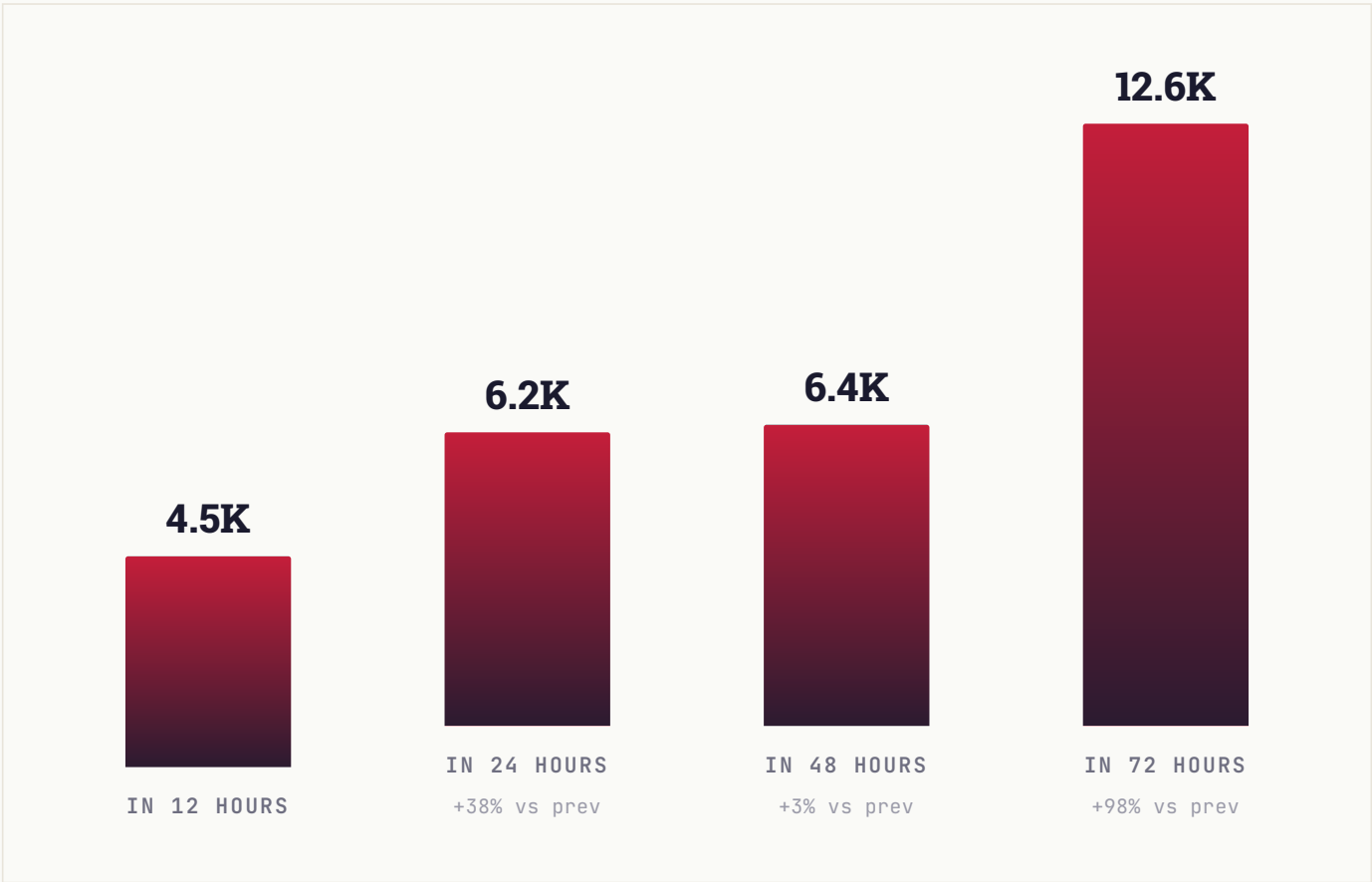
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an 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 & audience. Your channel is 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 UmSchool	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
NM Nastya Malova Social Studies EGE UmSchool YOU	96.4K

COMPARATIVE CONCLUSION

Channel in top half of niche (#37 of 99). Niche leader — Mathematician Andrey (1M), median subs 78.8K. Aim for top quartile — realistic 6-12 month horizon.

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 **3 012**, they brought **30 844** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	229	212	3 763
December 2025	401	384	2 639
November 2025	522	498	4 888
October 2025	468	420	9 052
Sep 2025	501	477	8 328
August 2025	891	737	2 174

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
3 012	6	30 844

SECTION 08 · NICHE COMPARISON

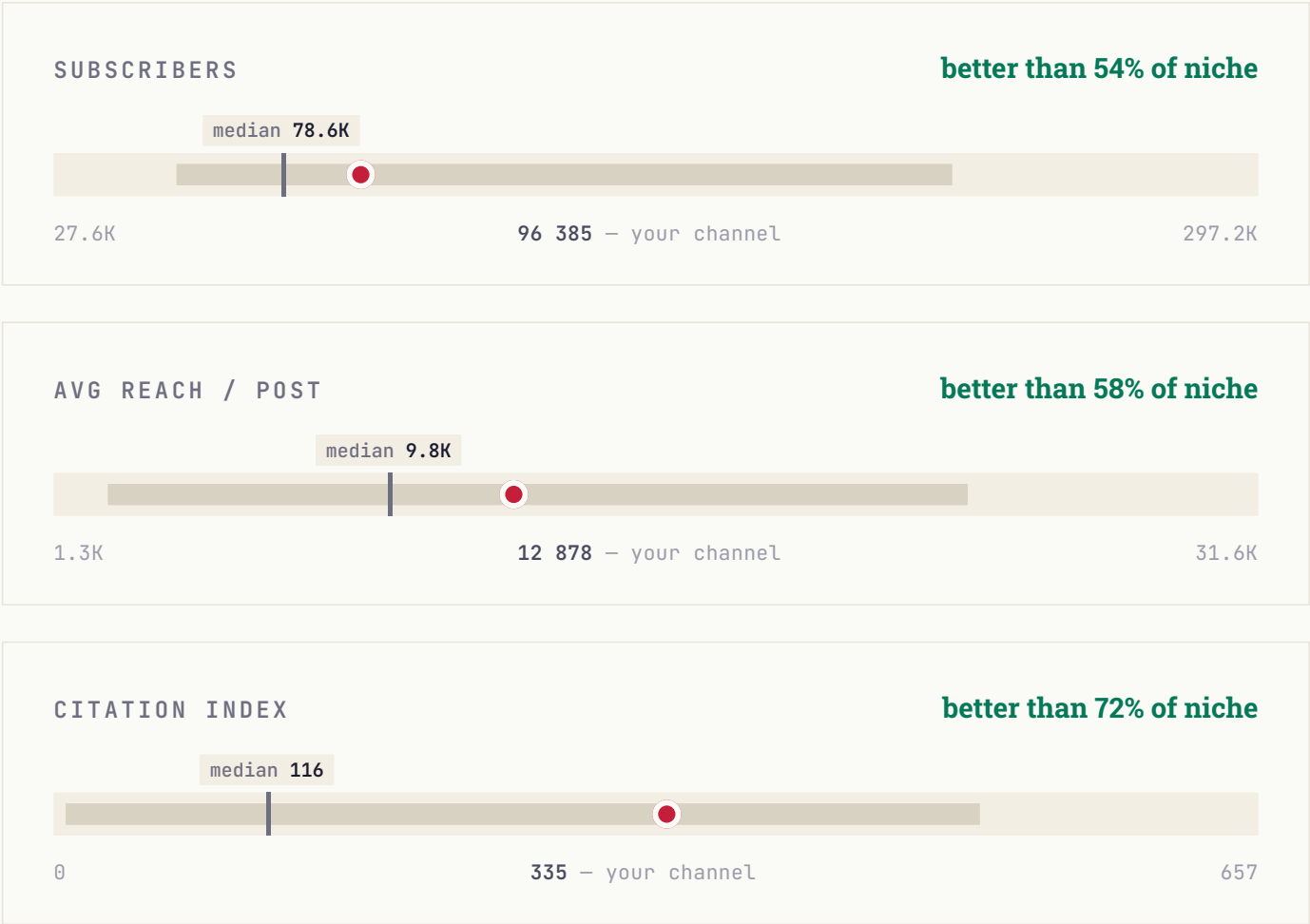
Where the channel ranks in its league

Top-100 channels in category "Education» (Russia) and compared your channel.
Gray band = range of 80% niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#37/100

POSITION IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Main post of the week — on Monday

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 finds sources for your niche.

EFFECT

+1000-3000 subs
- 03

Test polls & interactive formats

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

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 — what we can do in minutes using public data. Want to go further? Run ads through us and close your growth plan in a month.

01 **Launch Telegram ads** <https://panel.promptpress.com/register>

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