

PUBLIC REPORT PROMTPRESS

# Channel audit

## HUMOR



@umormax

SUBSCRIBERS

**11 412**

+10893 per month

ERR (% WHO SEE  
POSTS)

**2.0%**

per day 0.3%

REACH/POST

**123**

ad reach 35/24h

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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.

|                                                                                                                                                       |                                                                                                                                                                      |                                                                                                                                                              |                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>11 412</div> <div>—</div>               | <div> SUBSCRIBER REACH</div> <div>1.08%</div> <div>avg % of subs see a post</div>   | <div> VIEWS/POST</div> <div>123</div> <div>median 125 · —</div>             | <div> POSTS/WEEK</div> <div>5.0</div> <div>for the period</div>                     |
| <div> 7D TREND</div> <div>—</div> <div>no data for this period</div> | <div> REACTIONS/POST</div> <div>0.2</div> <div>only 1 react., 0 rep., 0 comm.</div> | <div> POST LENGTH</div> <div>0 chars</div> <div>median 0 · —</div>          | <div> POSTS ANALYZED</div> <div>5</div> <div>—</div>                                |
| <div> AD REACH</div> <div>35</div> <div>24h avg</div>              | <div> CHURN / MONTH</div> <div>+10893</div> <div>last month</div>                 | <div> CITE RATE</div> <div>0</div> <div>citation index (cumulative)</div> | <div> CHANNEL AGE</div> <div>6 months 12 days</div> <div>created 10.01.2026</div> |

AI EDITOR SUMMARY

Channel «HUMOR» — 11 412 subs. Each post gets avg 123 people (1% from subs), reach is low — consider growing audience. Publishes 5 posts per week (~1 per day) — infrequent posting.

SECTION 02 · CONTENT ANALYSIS

# Best-performing content

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 5 posts for —.
- 02 Dominant format — **Photo** (5/5 posts).
- 03 Peak audience activity — **Friday**, 19:00 MSK.
- 04 Top posts gather 1x more views than the weakest (126 avg for top vs 120 for worst) — among 5 posts for —. Check what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                             |                                                                 |                                                                 |
|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº1</div><div>26.06 · 16:08</div><div>PHOTO</div></div> <div>(post without caption — photo)</div> | <div>VIEWS</div> <div>128</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>1</div> <div>ER</div> <div>1.1%</div> |
| <div><div>Nº2</div><div>26.06 · 16:08</div><div>PHOTO</div></div> <div>(post without caption — photo)</div> | <div>VIEWS</div> <div>127</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.1%</div> |
| <div><div>Nº3</div><div>26.06 · 16:08</div><div>PHOTO</div></div> <div>(post without caption — photo)</div> | <div>VIEWS</div> <div>125</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.1%</div> |

Nº4

26.06 · 16:08

PHOTO

(post without caption – photo)

VIEWS

120

REACTIONS

—

REPOSTS

—

ER

1.1%

Nº5

26.06 · 16:08

PHOTO

(post without caption – photo)

VIEWS

116

REACTIONS

—

REPOSTS

—

ER

1.0%

|

WORST 3

↓

26.06 · 16:08

PHOTO

(post without caption – photo)

VIEWS

125

REACTIONS

—

REPOSTS

—

ER

1.1%

↓

26.06 · 16:08

PHOTO

(post without caption – photo)

VIEWS

120

REACTIONS

—

REPOSTS

—

ER

1.1%

↓

26.06 · 16:08

PHOTO

(post without caption – photo)

VIEWS

116

REACTIONS

—

REPOSTS

—

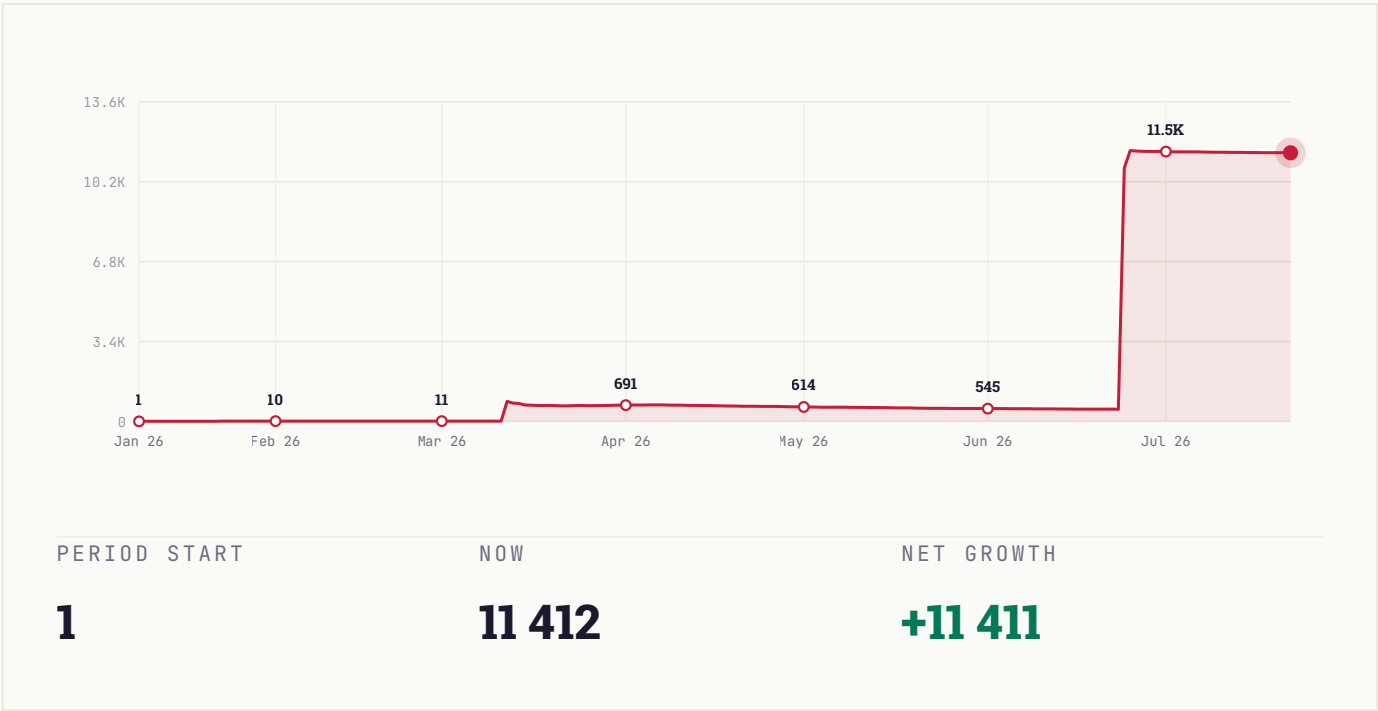
ER

1.0%

SECTION 03 • SUBSCRIBER DYNAMICS

# How the channel grew over the year

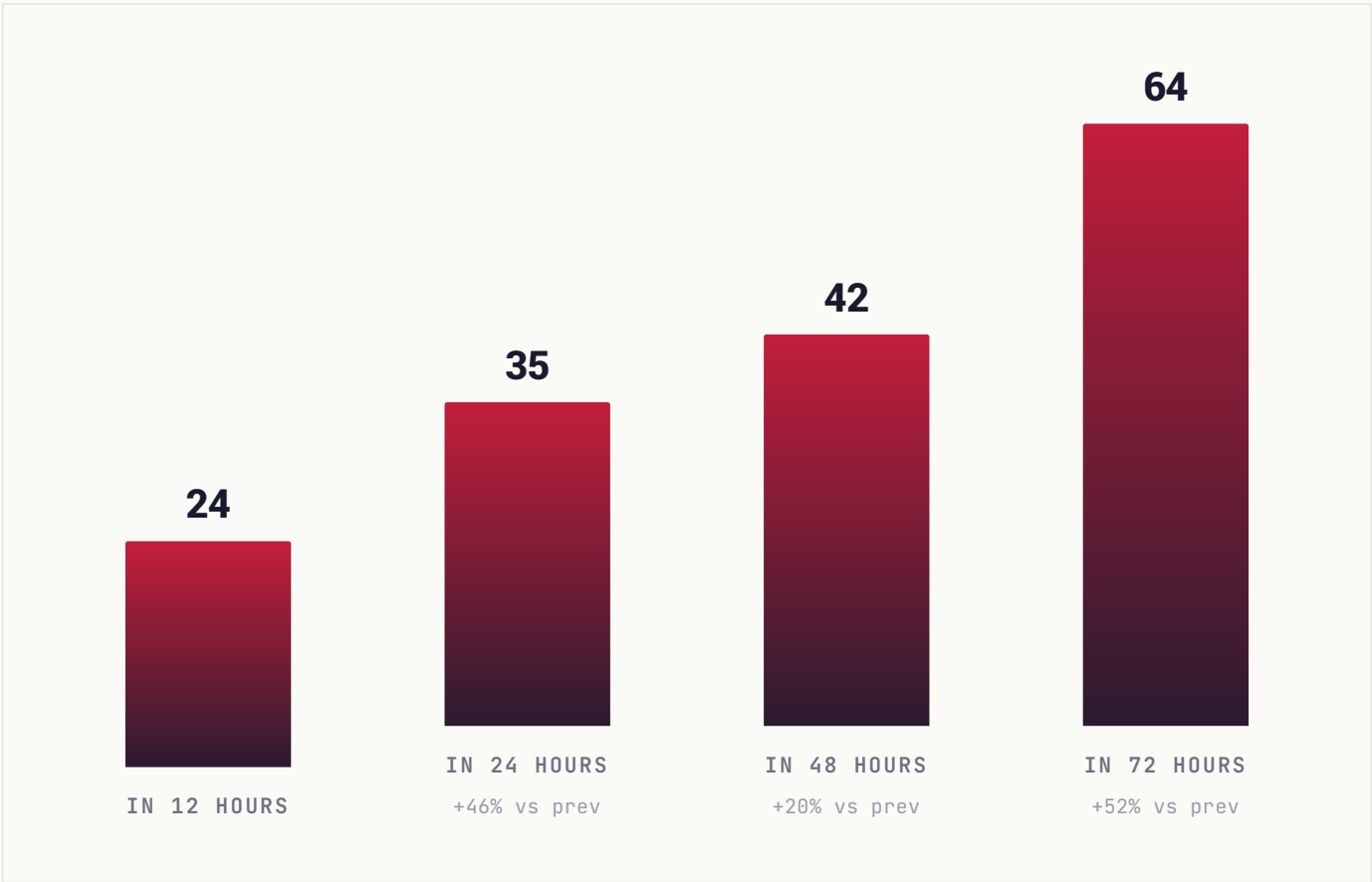
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · 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 05 · COMPETITORS

# Who you compete with

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

| CHANNEL                                        | SUBSCRIBERS |
|------------------------------------------------|-------------|
| <div>DM</div> <div>Dima Maslennikov</div>      | 2.2M        |
| <div>RR</div> <div>Ranbir Roy (VSG)</div>      | 2.1M        |
| <div>LI</div> <div>LITVIN</div>                | 1.6M        |
| <div>EX</div> <div>Exile</div>                 | 1.4M        |
| <div>AZ</div> <div>Alexander Zubarev</div>     | 1.3M        |
| <div>B🍄</div> <div>Booster 🍄</div>             | 1.2M        |
| <div>KB</div> <div>Bloody Lady</div>           | 1.2M        |
| <div>E1</div> <div>EVELONE 192</div>           | 1.1M        |
| <div>AB</div> <div>Anastasia Bragina</div>     | 1.1M        |
| <div>ZJ</div> <div>brown bear lives here</div> | 1.1M        |
| <div>YU</div> <div>HUMOR YOU</div>             | 11.4K       |

COMPARATIVE CONCLUSION

Channel yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 495.5K. First goal — enter top-100 via systematic traffic & content work.



— SECTION 06 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **1 month** such mentions were **0**, they brought **10** new subs.

| PERIOD         | MENTIONS       | CHANNELS       | BROUGHT SUBS |
|----------------|----------------|----------------|--------------|
| January 2026   | 0              | 0              | 10           |
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |              |
| 0              | 1              | 10             |              |

SECTION 07 · NICHE COMPARISON

# Where channel stands 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 08 · STRATEGY

# What to do right now

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

- |           |                                                                                                                                                                                                                       |                                                         |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| <b>01</b> | <b>Top post of the week — on Friday</b><br>Audience most active on this day at 19:00 MSK.                                                                                                                             | IMPACT<br><b>Best window<br/>for important<br/>post</b> |
| <b>02</b> | <b>Increase video posts share</b><br>Video in Telegram retains audience longer & is algorithm-friendly. Aim for 15-25% share.                                                                                         | IMPACT<br><b>Video holds<br/>audience<br/>better</b>    |
| <b>03</b> | <b>ER below niche benchmark — rethink formats</b><br>Current ER 1.08% vs norm 5.5%. Try polls and interactive formats.                                                                                                | IMPACT<br><b>+4.4pp ER</b>                              |
| <b>04</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress picks sources for your niche. | IMPACT<br><b>+1000-3000<br/>subs</b>                    |
| <b>05</b> | <b>Test polls and interactive formats</b><br>Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic — easy win.                                                                    | IMPACT<br><b>+5-15% ER</b>                              |

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

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01

## Launch Telegram ad

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

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02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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