

PROMTPRESS PUBLIC REPORT

Channel audit

Umskul



@umschool_official

✦ Annual course OGE EGE 2027, start from summer for 1 P : <https://clck.ru/3TF6ZR> Exam prep for grades 9, 10, 11 since 2016! _____
Verified by RKN: <https://clck.ru/3GWdNU>

SUBSCRIBERS

117 442

-4960 per month

ERR (% SEE POSTS)

8.0%

per day 4.4%

REACH/POST

8.9K

ad reach 5.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Education» 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 117 442 —	 SUBS REACH 7.56% avg % subs see post	 VIEWS/POST 8.9K median 8K · 28 days	 POSTS/WEEK 33.1 for the period
 7D TREND -15.9% vs previous week	 REACTIONS/POST 348.9 total 47,800 reactions, 2,741 reposts, 1,058 comments	 POST LENGTH 331 chars median 222 · 28 days	 POSTS ANALYZED 137 28 days
 AD REACH 5.2K 24h avg	 CHURN / MONTH -4960 for the last month	 CITATION RATE 241 citation index · 789 channels mentioned ever	 CHANNEL AGE 5 years 5 months created 27.01.2021

AI EDITOR SUMMARY

Channel «Umskul» — 117 442 subs. Each post averages 8.9K people (8% from subs), reach is low — need to grow audience. Publishes 33 posts per week (~5/day) — active posting. For week Jul 6–12, reach dropped -15.9% By week Jun 29 – Jul 5 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 137 posts over 28 days.
- 02 Dominant format – Photo (64/137 posts).
- 03 Avg post length – 331 chars (median 222).
- 04 Peak audience activity – Tuesday, 13:00 MSK.
- 05 Top posts get 5x more views than the weakest (20.7K avg for top vs 4.5K for worst) – among 137 posts in 28 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 26.06 · 15:36 TEXT  SUMMER GIVEAWAY UMSKUL: HERE ARE OUR WINNERS! winner table all winners will receive messages in the bot...	VIEWS 23 974 REPOSTS 20	REACTIONS 464 ER 20.4%
Nº2 07.07 · 10:50 TEXT  this year we graduated over 6 three-hundred-pointers and over 15 two-hundred-pointers based on preliminary data!! on...	VIEWS 20 091 REPOSTS 19	REACTIONS 213 ER 17.1%
Nº3 22.06 · 11:12 PHOTO  THE MOST SUMMER GIVEAWAY guess what, June is almost over. To make summer powerful and productive we... give away 40 SPOTS FOR 3 MONTHS...	VIEWS 17 943 REPOSTS 105	REACTIONS 169 ER 15.3%

Nº4 30.06 • 18:44 VIDEO +1 perfect scorer among UmSkool students 🥰❤️ reminder: tomorrow is the official start of summer classes on the Yearly Course 🤔	VIEWS 16 600 REACTIONS 402 REPOSTS 14 ER 14.1%
Nº5 21.06 • 08:09 VIDEO A YEAR FOR THIS MOMENT we watch your reactions to scores and celebrate with you 🥰 because we know how much effort, nerves, webinars, homework...	VIEWS 16 146 REACTIONS 115 REPOSTS 13 ER 13.7%

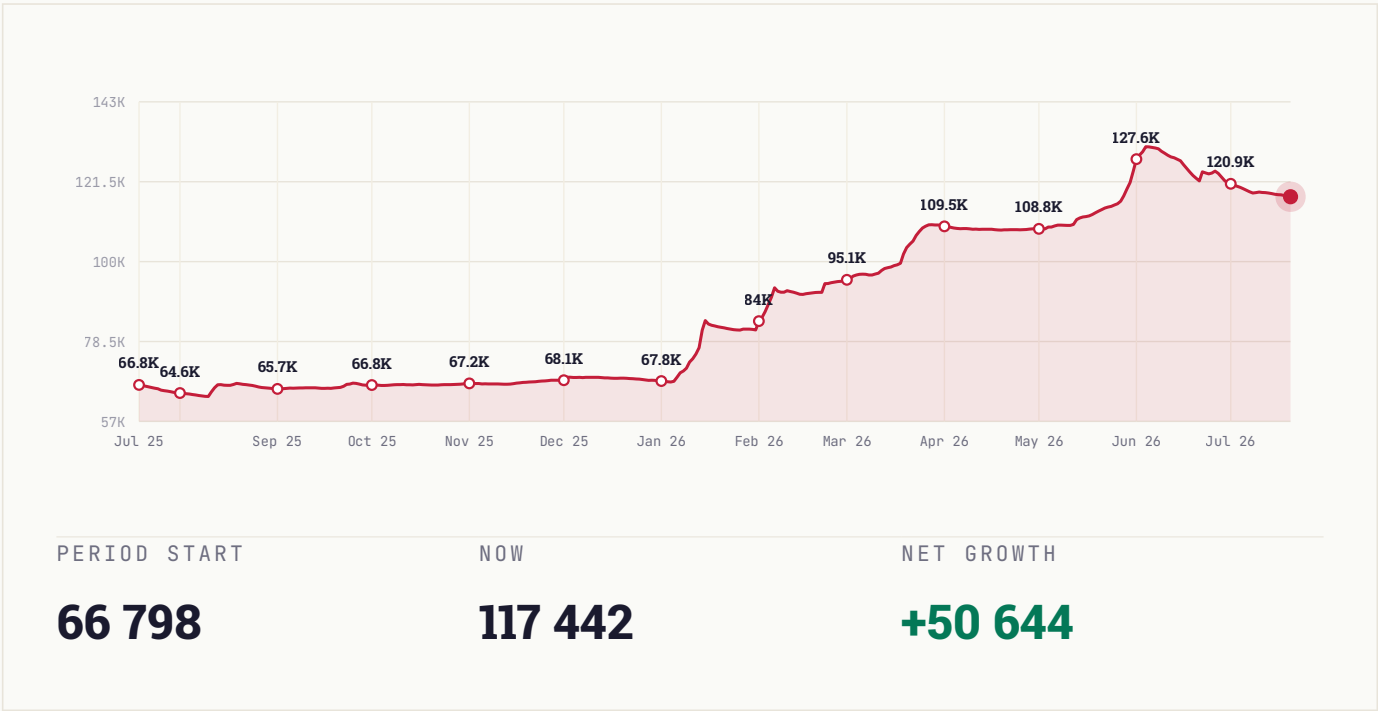
WORST 3

↓ 17.07 • 08:52 TEXT good morning, today is the fourth day of the benefit marathon All types of OGE geography tasks and answers from Veronika Sokolovskaya 🔥🐻 benefit...	VIEWS 4 664 REACTIONS 54 REPOSTS 31 ER 4.0%
↓ 14.07 • 16:36 VIDEO MacBooks for 300-pointers 🙏 I want 300 points and be on that stage, I swear	VIEWS 4 616 REACTIONS 261 REPOSTS 48 ER 3.9%
↓ 16.07 • 11:07 TEXT already read the new article in Umskul Journal? ❤️ – yes 🔥 – not yet	VIEWS 4 270 REACTIONS 135 REPOSTS — ER 3.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

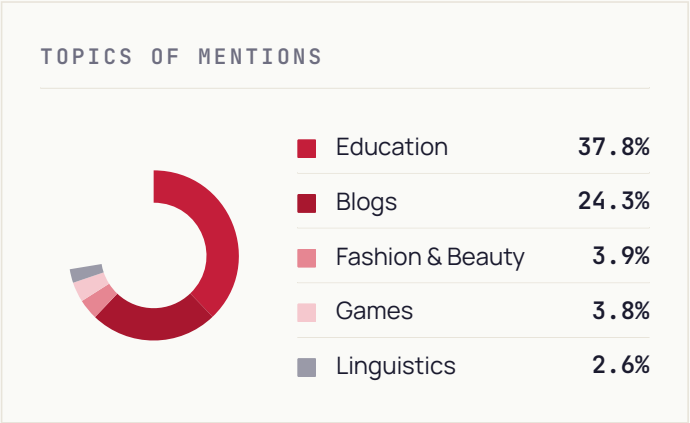
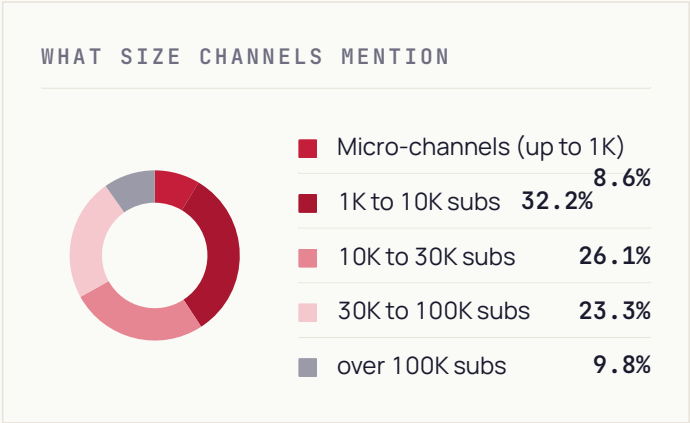
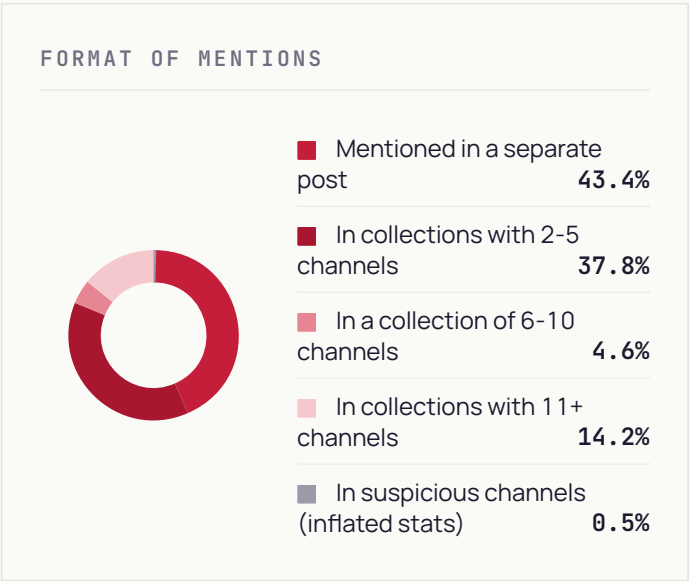
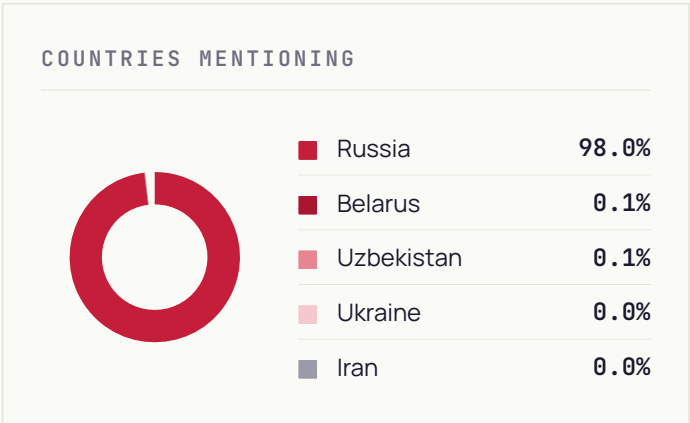
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which months subscribers left.



SECTION 04 · MENTIONS

Who mentions the channel and how

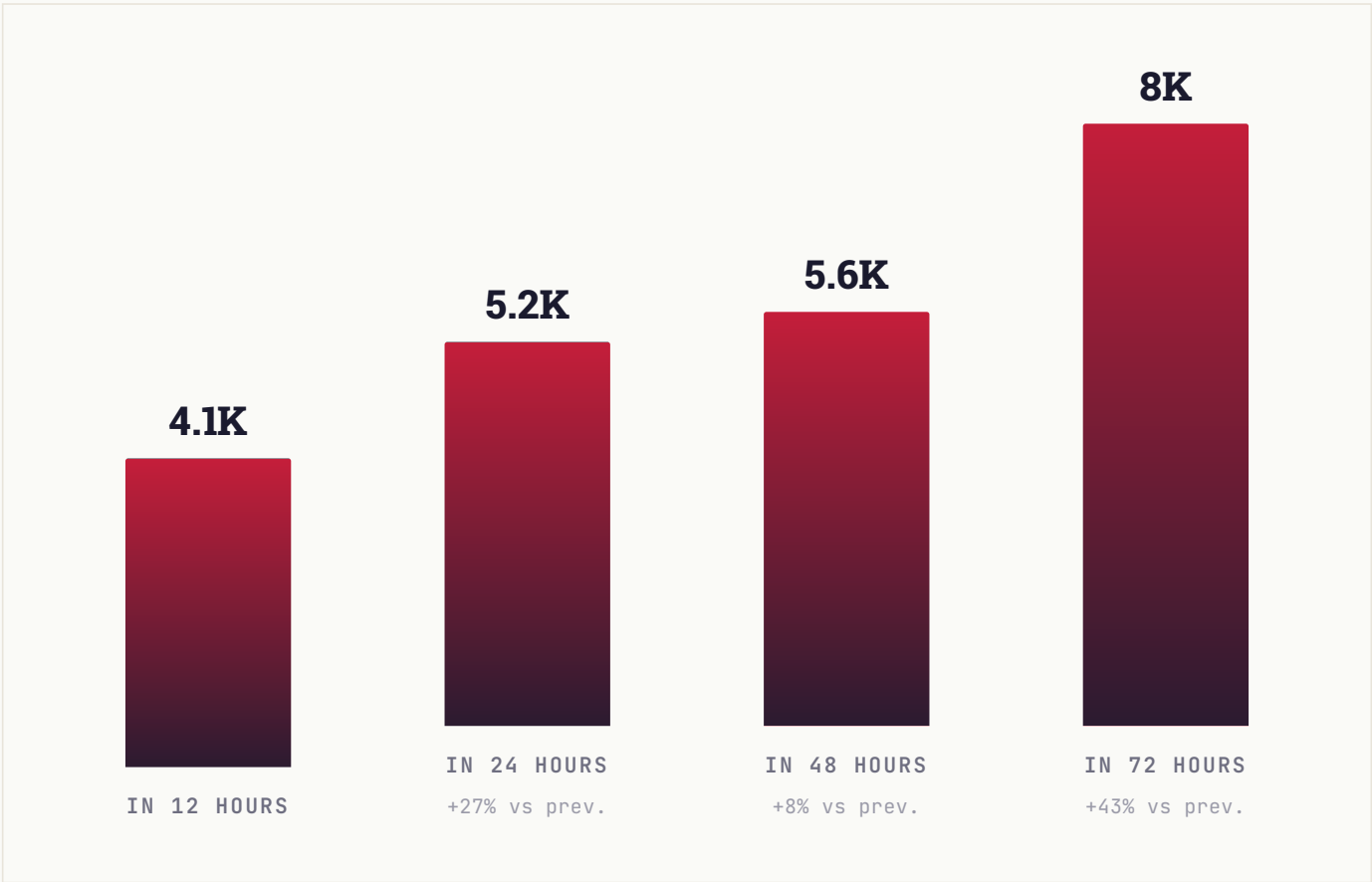
Citation index **241** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **789** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 closest 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
شك شام كاش	1.1M
شم شبكة ملازمنا	1.1M
سن سوالات نهایی	1M
MA Mathematician Andrey	997.6K
UC Utkarsh Classes	992.9K
يد ي دانش آموز	983.4K
UM Umskul YOU	117.4K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **155**, they brought **25 277** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	3	3	16 803	
December 2025	16	13	1 034	
November 2025	16	10	1 145	
October 2025	23	16	839	
September 2025	26	16	1 791	
August 2025	71	51	3 665	

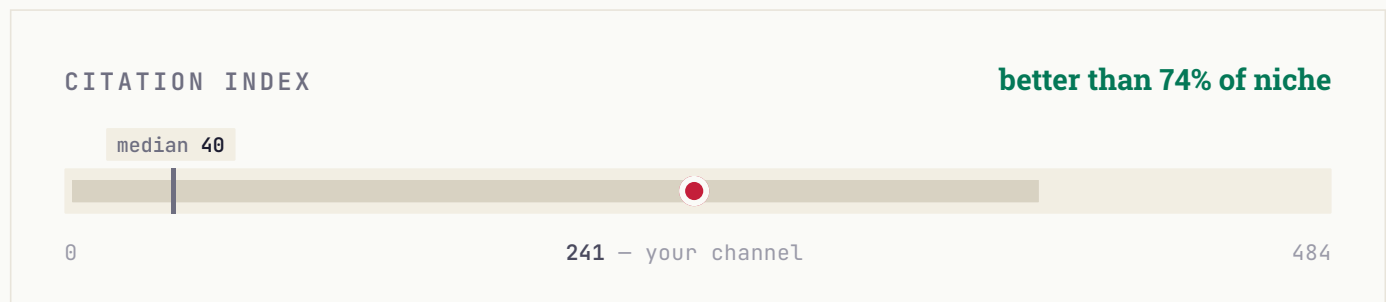
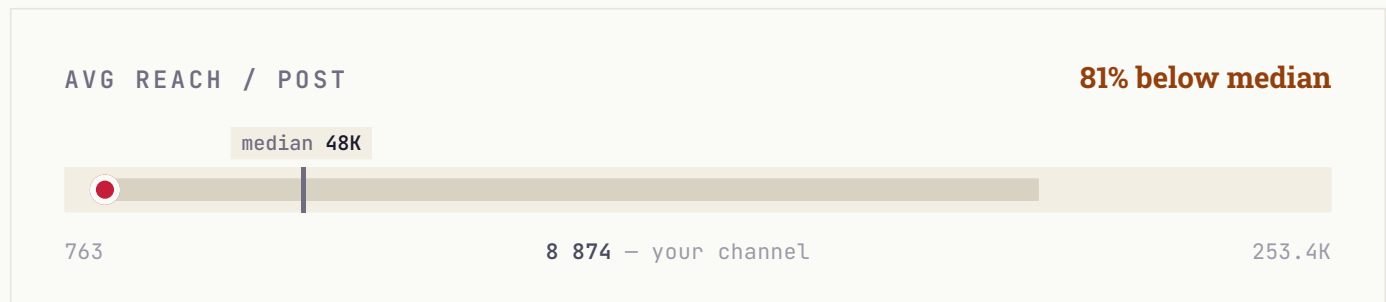
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
155	6	25 277

Where the channel stands in its league

SUBSCRIBERS 72% below median

median 421.5K

157.2K 117 442 – your channel 1.2M



— 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

Main post of the week — on Tuesday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 7.56% vs norm 8.0%. Try polls & interactive formats.

EFFECT

+0.4pp ER

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 a few minutes from public data.
Want to go further? Run ads with us and hit your growth plan in a
month.

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

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