

PUBLIC REPORT BY PROMTPRESS

Channel audit

Unpleasant channel



@unpleasent

Official channel of Pleasant Ildar. masterildar.reklama@gmail.com - ads @visix - ads in tg @prostomerch - merch inquiries Registered in the list of social media page owners - ...

SUBSCRIBERS

498 069

-2459 per month

ERR (% SEE POSTS)

23.0%

daily 14.0%

REACH/POST

109K

ad reach 69.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 498 069 —	 SUBSCRIBER REACH 21.89% avg % of subs see post	 VIEWS/POST 109K median 106.2K · 29 days	 POSTS/WEEK 18.2 over period
 7D TREND -4.9% vs previous week	 REACTIONS/POST 5383.7 total 409,161 reactions, 17,215 reposts, 10,664 comments	 POST LENGTH 97 chars median 53 · 29 days	 POSTS ANALYZED 76 29 days
 AD REACH 69.8K 24h avg	 CHURN / MONTH -2459 last month	 SHARE OF VOICE 93 citation index · 578 channels mentioned all time	 CHANNEL AGE 8 years 7 months created 03.11.2017

AI EDITOR SUMMARY

Channel «Unpleasant Channel» – 498 069 subs. Each post averages 109K people (22% from subs), this is average reach – room to grow. Publishes 18 posts per week (~3/day) – consistent schedule. Week of Jun 15–21 reach stable (-4.9% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders — so you see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **76** posts over 29 days.
- 02 Dominant format — **Text** (33/76 posts).
- 03 Avg post length — **97** chars (median 53).
- 04 Peak audience activity — **Wednesday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (197.7K avg top vs 86.9K worst) — among 76 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 16:07 TEXT https://youtu.be/D10VcC3iSzY	VIEWS 301 029 REP. 3 289	REACTIONS 4 166 ER 60.4%
Nº2 02.06 · 09:51 PHOTO Dropped swag	VIEWS 152 163 REP. 442	REACTIONS 12 034 ER 30.6%
Nº3 04.06 · 15:33 PHOTO 💫 SUMMER SALE CONTINUES: -30% ON EVERYTHING! 💫 Only until the end of this week, all merch items are 30% off. Stock is running...	VIEWS 139 792 REP. 158	REACTIONS 1 843 ER 28.1%

Nº4 04.06 · 18:54 VIDEO PRICE OF BEAUTY - MALE FEMALE Boosty - https://boosty.to/pleasantildar/posts/8a8e70f7-e91b-478a-b61c-e3bcb90ea5b1?share=post_link TG -...	VIEWS 136 569 REP. 46	REACTIONS 2 485 ER 27.4%
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Nº5 12.06 · 21:25 PHOTO Left to right: Dmitry Montazher. Me. Andrey Sergeevich P.S. today for the first time in 6 years I saw the person who edited all my...	VIEWS 134 170 REP. 491	REACTIONS 13 603 ER 26.9%
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WORST 3

↓ 28.06 · 18:47 VIDEO (post without caption – video)	VIEWS 88 204 REP. 397	REACTIONS 4 008 ER 17.7%
↓ 28.06 · 18:10 PHOTO I drink beer.	VIEWS 87 500 REP. 224	REACTIONS 6 858 ER 17.6%
↓ 28.06 · 09:37 TEXT There's a ready-made awesome video m/f. 5000 fires and I immediately open	VIEWS 84 850 REP. 30	REACTIONS 9 630 ER 17.0%

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 and which lost subs.

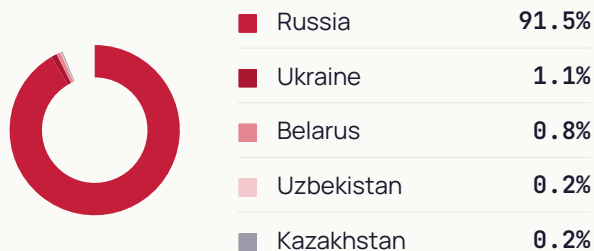


— SECTION 04 · MENTIONS

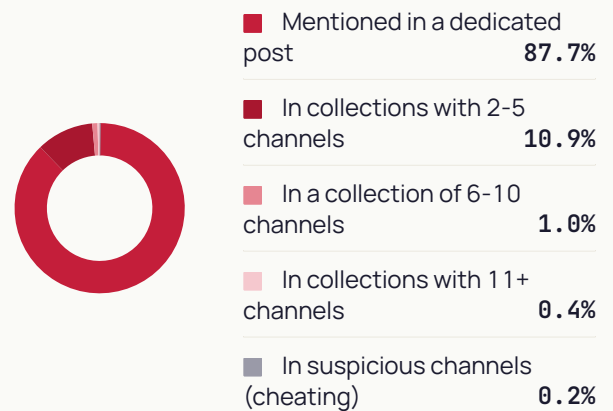
Who and how mentions the channel

Citation index **93** — 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 **578** different channels.

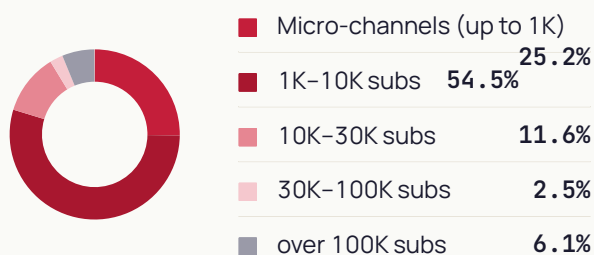
COUNTRIES MENTIONING



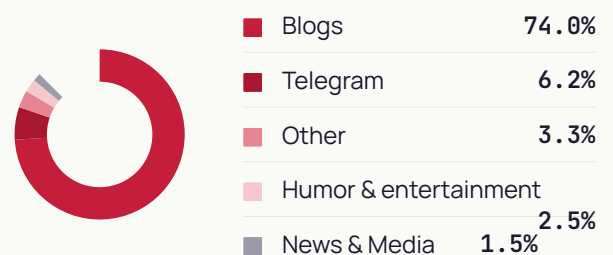
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



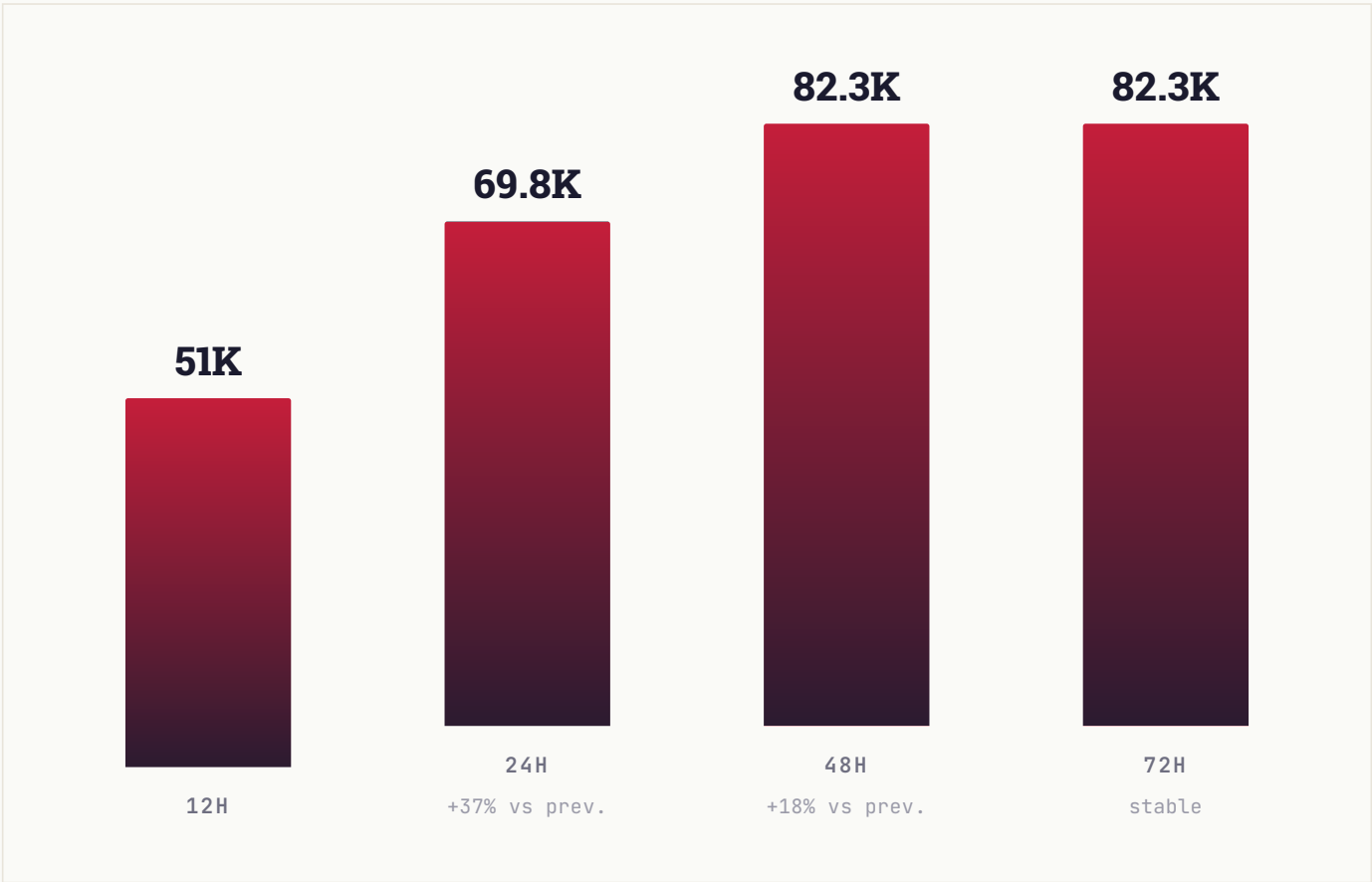
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
NK Unpleasant channel YOU	498.1K
MK Nasty Kokobay	113.8K
MM Maxim Mirovich	104.7K
AS Anton Shabashov	38.2K
CH Blueberry farm	34.4K
SHZ Noise offscreen	25K
CH Chereshko_life	23.9K
BU BUBENITTA	23.6K
PI For sparkling 🍾	15.8K
KS Karasik with a belly	14.2K
GA Gulnaz Asaeva	10.3K

COMPARATIVE CONCLUSION

Channel in niche #1 (#1 of 99 channels in category). One of the leaders — client-partners can cross-promote as equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions: **43**, they brought **99 352** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	1 499
December 2025	6	6	45 691
Nov 2025	4	4	9 123
Oct 2025	4	3	3 121
Sep 2025	7	4	11 133
August 2025	22	9	28 785
TOTAL MENTIONS			43
MONTHS IN DATA			6
ACQUIRED SUBSCRIBERS			99 352

SECTION 08 · NICHE COMPARISON

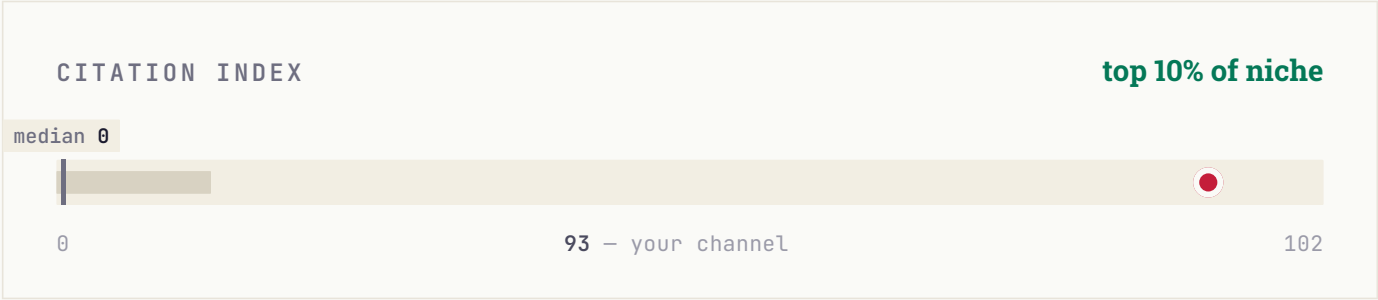
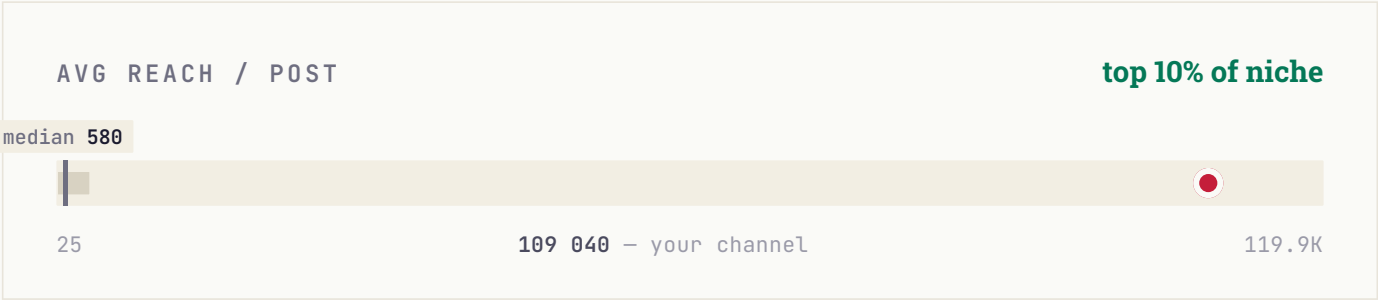
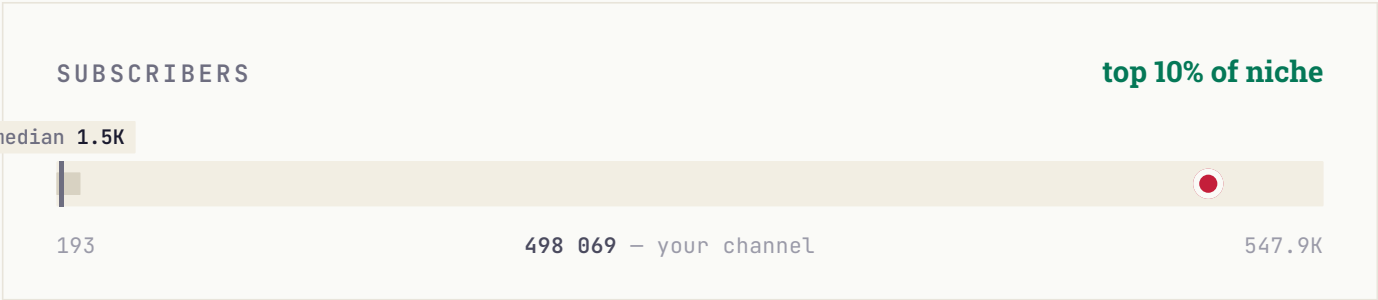
Where channel stands in its league

Took top-100 channels in category "Blogs» (Belarus) and compared your channel.
Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median.
Red dot = your channel.

#1/100

POSITION IN NICHE

Channel in top 1% blogs Belarus



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Wednesday

On this day at 19:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

System 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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange 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 us to do this **PromptPress?**

This audit is what we can do in minutes using 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
