

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Ilya Varlamov



@varlamov

Social & YouTube: links.varlamov.ru/p/6a1270

SUBSCRIBERS

239 415

+133 per month

ERR (% SEE POSTS)

68.0%

daily 7.8%

REACH/POST

239.8K

ad reach 18.6K/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 239 415 —	 SUBSCRIBER REACH 100.18% avg % subs see post	 VIEWS/POST 239.8K median 282.4K · 27 days	 POSTS/WEEK 10.0 over period
 7D TREND -7.8% vs previous week	 REACTIONS/POST 267.0 total 10,679 reactions, 12,932 reposts, 0 comments	 POST LENGTH 604 chars median 612 · 27 days	 POSTS ANALYZED 40 27 days
 AD REACH 18.6K 24h avg	 CHURN / MONTH +133 last month	 CITATION RATE 1 164 citation index · 5,507 channels mentioned all time	 CHANNEL AGE 10 years 9 months created 22.09.2015

AI EDITOR SUMMARY

Channel «Ilya Varlamov» — 239 415 subs. Each post avg views 239.8K people (100% from subs), wide reach for a channel this size. Publishes 10 posts/week (~1/day) — regular schedule. Week Jun 22–28 reach dropped -7.8% to week Jun 15–21 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 40 posts over 27 days.
- 02 Dominant format – Photo (21/40 posts).
- 03 Avg post length – 604 chars (median 612).
- 04 Peak audience activity – Thu, 18:00 MSK.
- 05 Top posts get 11x more views than weakest (350K avg top vs 32.3K worst) – among 40 posts in 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 15:51 PHOTO "In one hand he has beer, in the other a pitchfork. And he walks shouting: I'll kill everyone, I'll slaughter the whole family," – that's how a returning war veteran was described...	VIEWS 354 169 REP. 599	REACTIONS 325 ER 147.9%
Nº2 21.06 · 12:50 VIDEO Diana Shurygina detained for OnlyFans, Putin's friend Ilya Traber detained in St. Petersburg, Panin carved on Balabanov's monument, Pamfilova...	VIEWS 353 295 REP. 170	REACTIONS 267 ER 147.6%
Nº3 22.06 · 07:47 PHOTO Once a year Florence goes crazy. And it's June 24 🎆. Parades in medieval costumes, the final of Calcio Storico at Santa Croce (that's when...	VIEWS 342 503 REP. 178	REACTIONS 168 ER 143.1%

Nº4 18.06 · 12:33 TEXT Moscow is burning. Ukraine launched the largest attack on Moscow – likely since the war began. Zelensky said it's payback for...	VIEWS 341 411 REP. 950	REACTIONS 328 ER 142.6%
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Nº5 28.06 · 11:50 VIDEO "Suck but don't swallow," – that's how Russians are advised to cope with the fuel crisis. Meanwhile, Bastrykin proposes jailing...	VIEWS 339 859 REP. 299	REACTIONS 276 ER 142.0%
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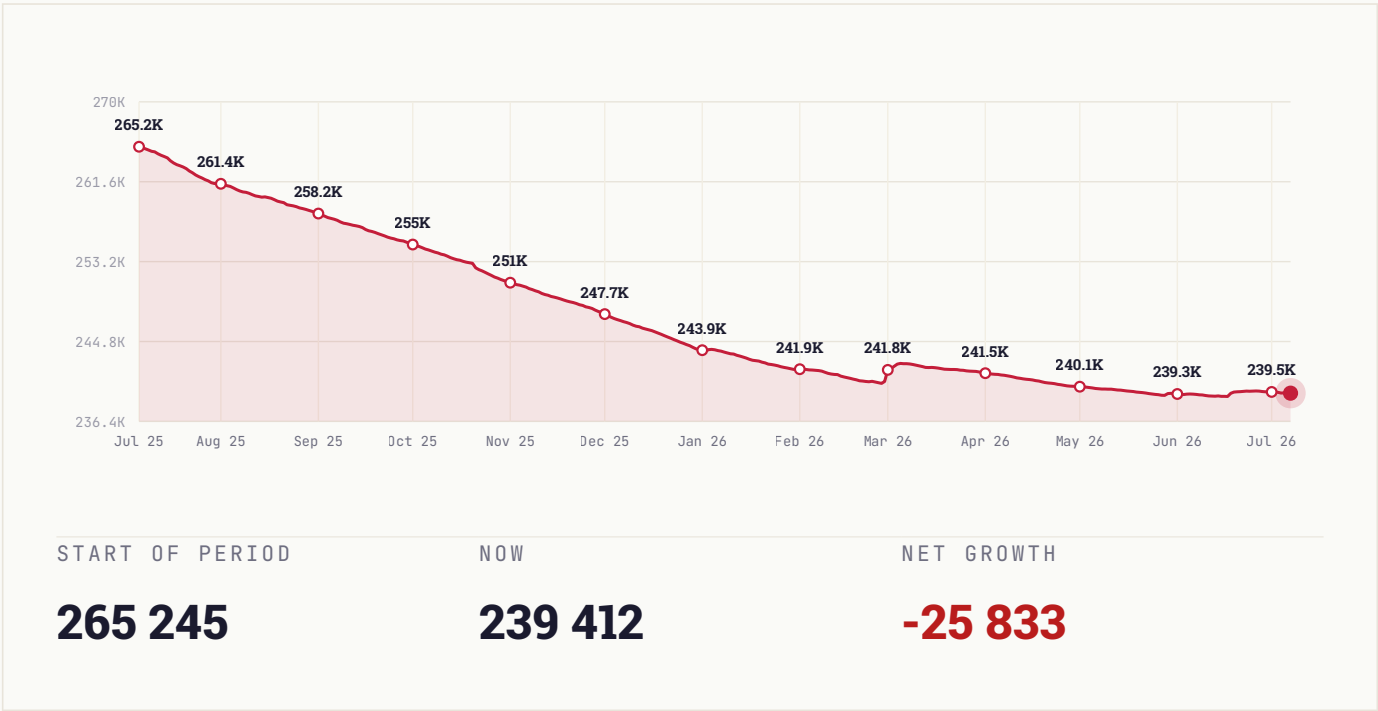
WORST 3

↓ 09.06 · 16:20 PHOTO The world is clearly heading the wrong way – and we have a playlist to watch exactly how. Emigration, radicalization...	VIEWS 33 396 REP. 28	REACTIONS 251 ER 13.9%
↓ 09.06 · 10:17 PHOTO Ruble keeps strengthening – dollar below 74, Brent near \$95/barrel. But Russians are getting poorer. In...	VIEWS 32 903 REP. 32	REACTIONS 194 ER 13.7%
↓ 01.07 · 12:56 PHOTO While all of Europe is escaping the heat, Iceland is plus ten (feels like five). July is a great time here: long daylight...	VIEWS 30 460 REP. 83	REACTIONS 358 ER 12.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

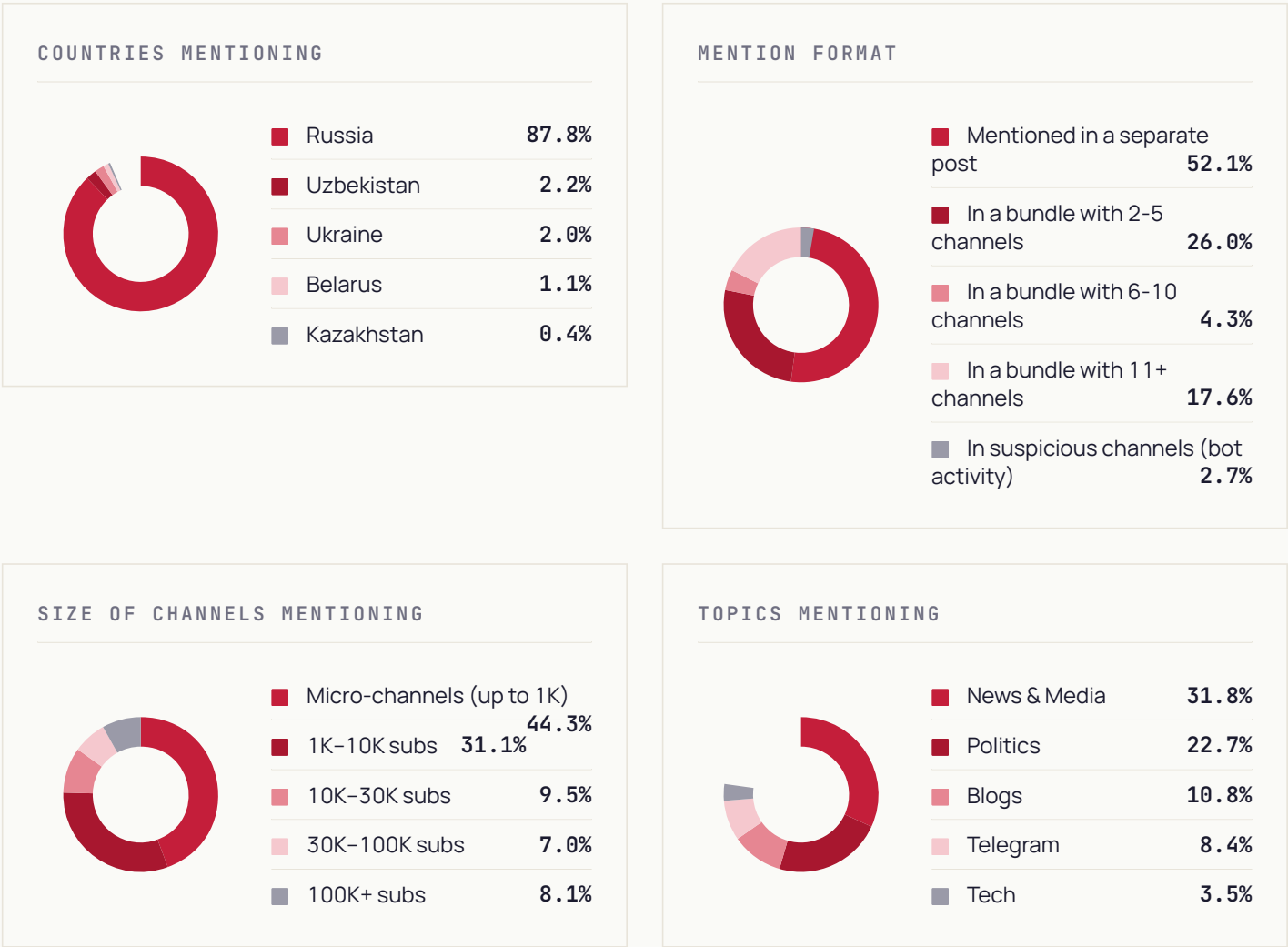
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel & how

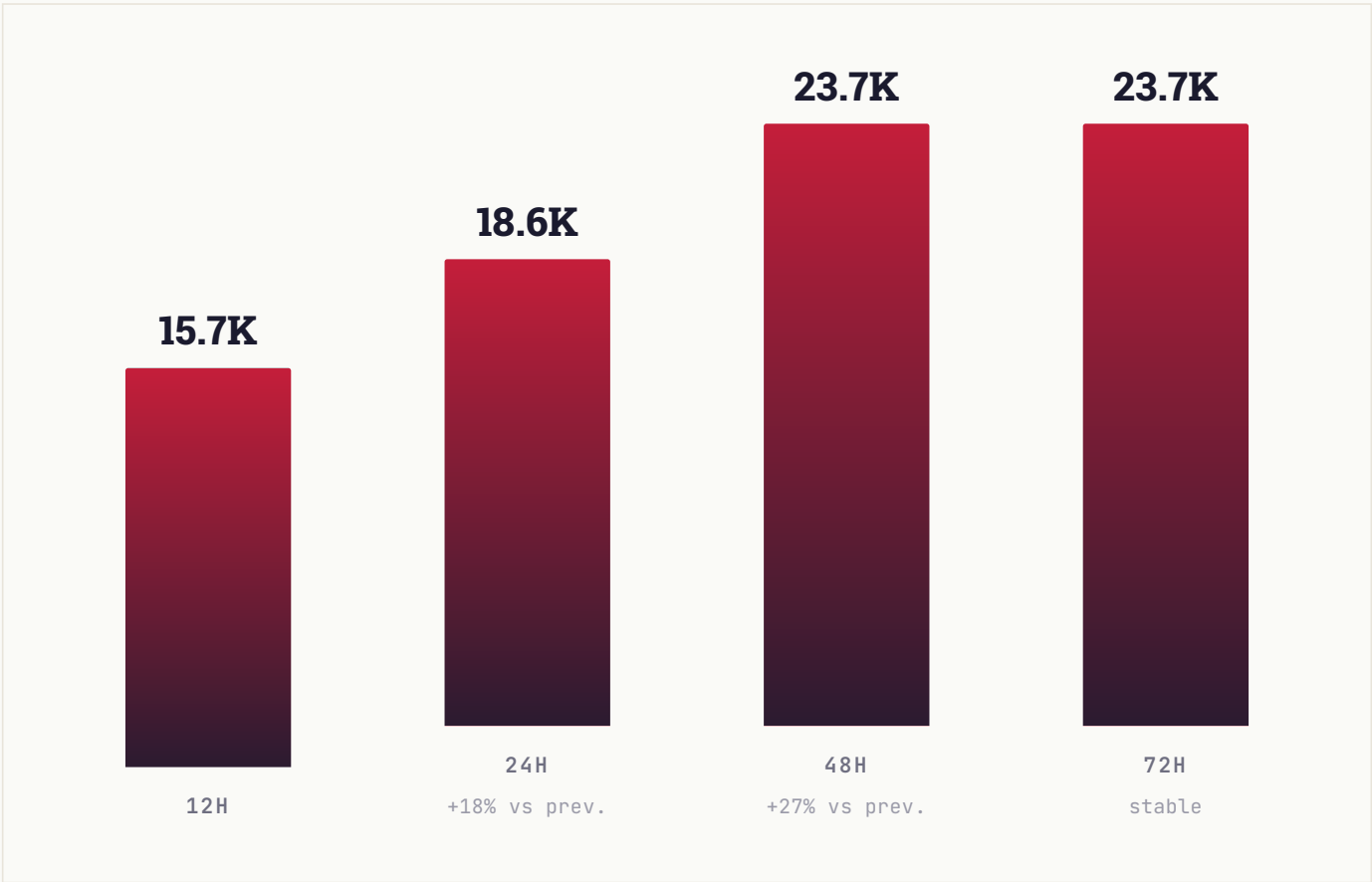
Citation index **1 164** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **5 507** different channels.



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

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ brown bear lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
IV Ilya Varlamov YOU	239.4K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 426.9K. First goal: enter top-100 through systematic work on 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 **50**, they brought **247** new subs.

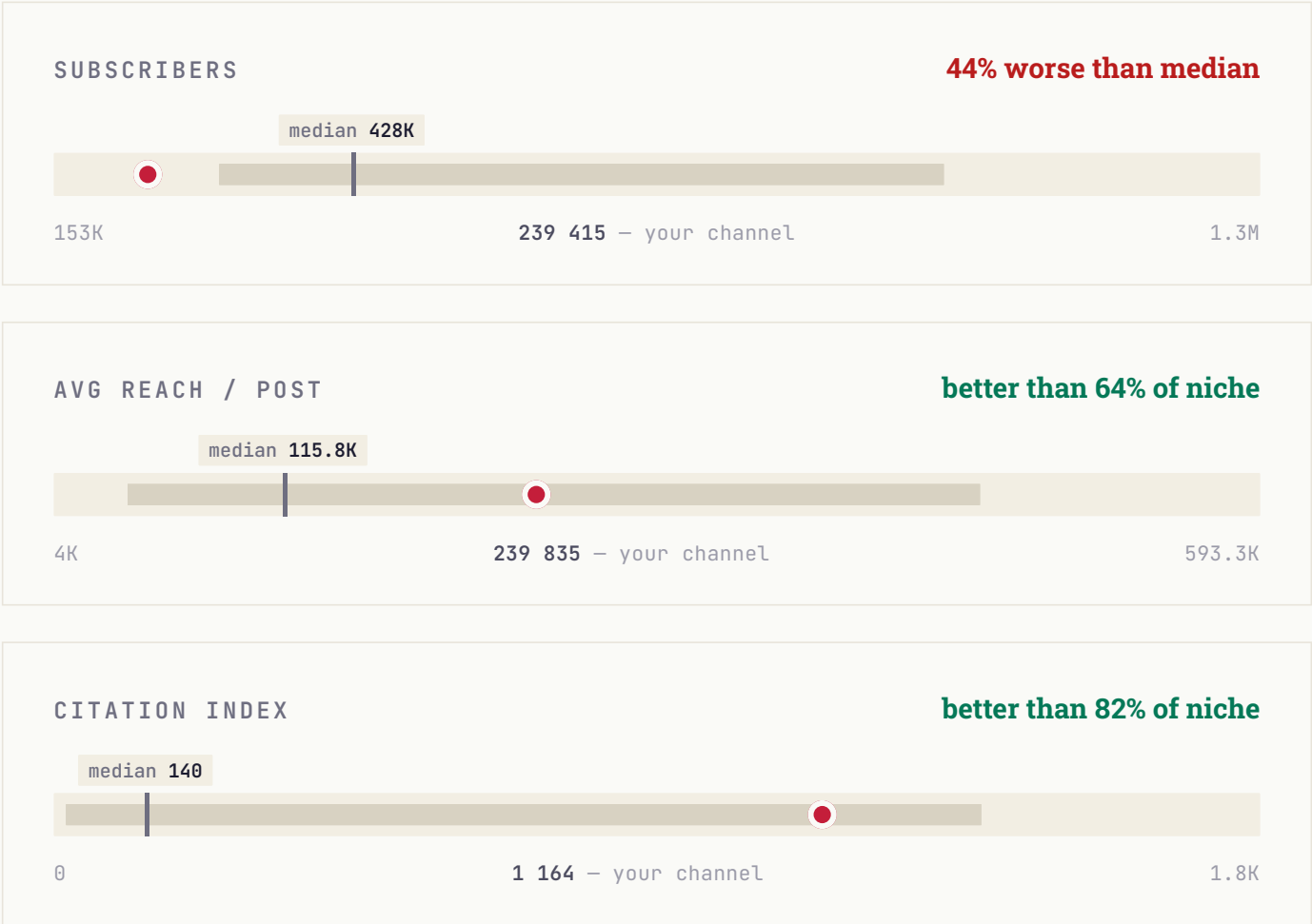
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	5	5	226	
December 2025	5	4	0	
Nov 2025	21	21	0	
Oct 2025	1	1	0	
September 2025	4	4	0	
August 2025	14	11	21	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
50	6	247

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Blogs» (Russia) and compared your channel against them. 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 ranked by expected impact. Check off and revisit next month.

01

Main post of the week — on Thursday

Audience is most active on this day at 18:00 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager