

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Victoria Tsyganova



@vika_tsyganova63

Singer, actress, composer, fashion designer ■ Concerts <https://bit.ly/russia2023> ■ Songs <https://taplink.cc/tsyganova> ■ Socials <https://taplink.cc/vikatsyganova> ■ Pokrov @pokrovZOV ■ Ads & collab (Maria)...

SUBSCRIBERS

58 365

-1820 per month

ERR (% SEE POSTS)

26.0%

per day **21.3%**

REACH/POST

15K

ad reach **12.3K**/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 58 365 —	 SUBSCRIBER REACH 25.73% avg % of subs see a post	 VIEWS/POST 15K median 15.1K · 29 days	 POSTS/DAY 8.0 ~56 per week
 7D TREND -7.1% vs previous week	 REACTIONS/POST 761.1 total 182,663 reactions, 22,075 reposts, 16,491 comments	 POST LENGTH 772 chars median 762 · 29 days	 POSTS ANALYZED 240 29 days
 AD REACH 12.3K 24h avg	 CHURN / MONTH -1820 over the last month	 CITATION RATE 800 citation index · 2,178 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 06.03.2022

AI EDITOR SUMMARY

Channel «Victoria Tsyganova» — 58 365 subs. Each post is viewed by an average of 15K people (26% from subs), that's good reach. Publishes 56 posts per week (~8/day) — active publishing. For the week of June 29 — July 5, reach dropped by -7.1% to the week of June 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **240** posts over 29 days.
- 02 Dominant format – **Photo** (145/240 posts).
- 03 Avg post length – **772** characters (median 762).
- 04 Audience peak activity – **Friday, 09:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (24.2K avg top vs 11.5K worst) – among 240 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 07:18 PHOTO Rotten 700M – that's what soldiers were fed at the front... Russia's Investigative Committee probes supplies of tons of substandard canned meat to troops...	VIEWS 25 848 REPOSTS 459	REACTIONS 1 444 ER 44.3%
Nº2 03.07 · 07:19 PHOTO State Duma calls for unblocking Telegram Deputies led by Vladimir Isakov sent an official appeal to the Ministry of Digital Affairs...	VIEWS 23 462 REPOSTS 156	REACTIONS 936 ER 40.2%
Nº3 21.06 · 17:08 VIDEO Ukrainian forces mined the road from DPR to Rostov region – another terrorist act against civilians Ukrainian drones dropped mines on a section...	VIEWS 23 361 REPOSTS 297	REACTIONS 802 ER 40.0%

Nº4 21.06 · 15:31 PHOTO Finally they got it! Lavrov: recent years showed that negotiations with Russia for the EU are a deceptive tactic, diplomatic cover...	VIEWS 20 263 REPOSTS 98 REACTIONS 793 ER 34.7%
Nº5 27.06 · 17:23 VIDEO This is how Russia's 'SVO' in Ukraine looks to Americans. All Western countries, including the US, are direct participants in the conflict...	VIEWS 18 471 REPOSTS 151 REACTIONS 1 002 ER 31.6%

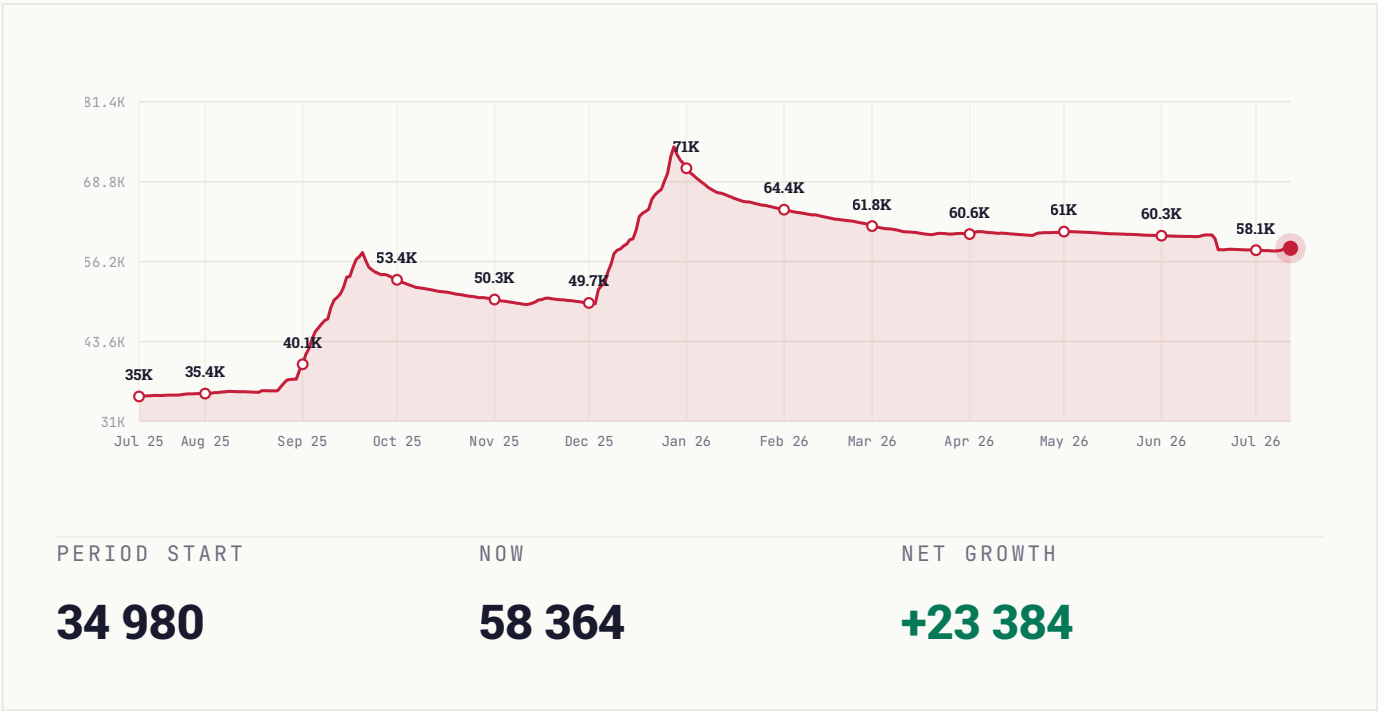
WORST 3

↓ 16.06 · 09:57 PHOTO On June 16, Tatneft introduced a temporary limit on gasoline and diesel sales at all its gas stations in Russia. According to the operator, besides...	VIEWS 11 637 REPOSTS 77 REACTIONS 570 ER 19.9%
↓ 07.07 · 08:53 PHOTO Last night saw the largest attack on Moscow in two years Sobyenin reported that from Monday evening to Tuesday 6 AM...	VIEWS 11 538 REPOSTS 76 REACTIONS 660 ER 19.8%
↓ 15.06 · 10:29 VIDEO (captionless post – video)	VIEWS 11 414 REPOSTS 13 REACTIONS 196 ER 19.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

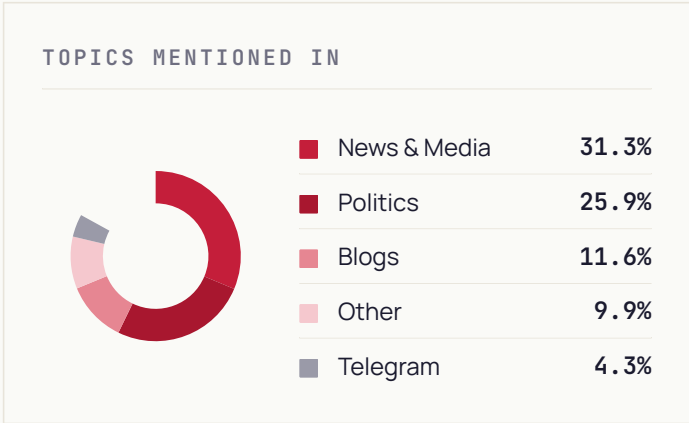
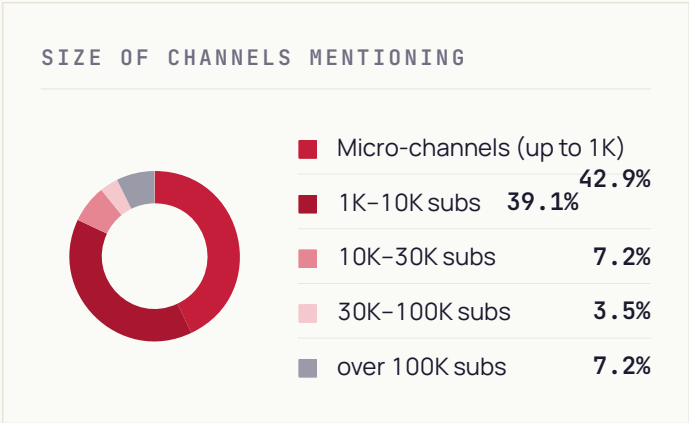
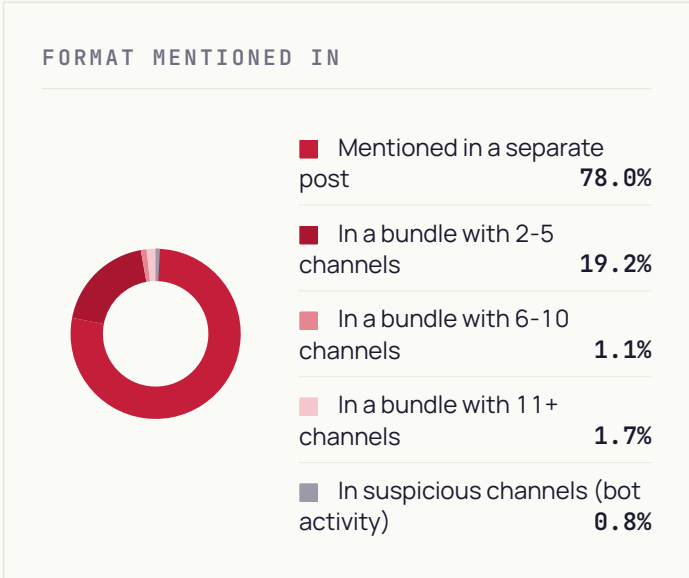
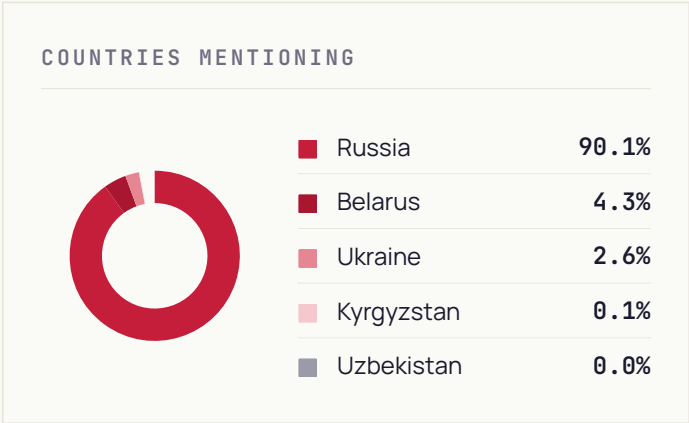
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

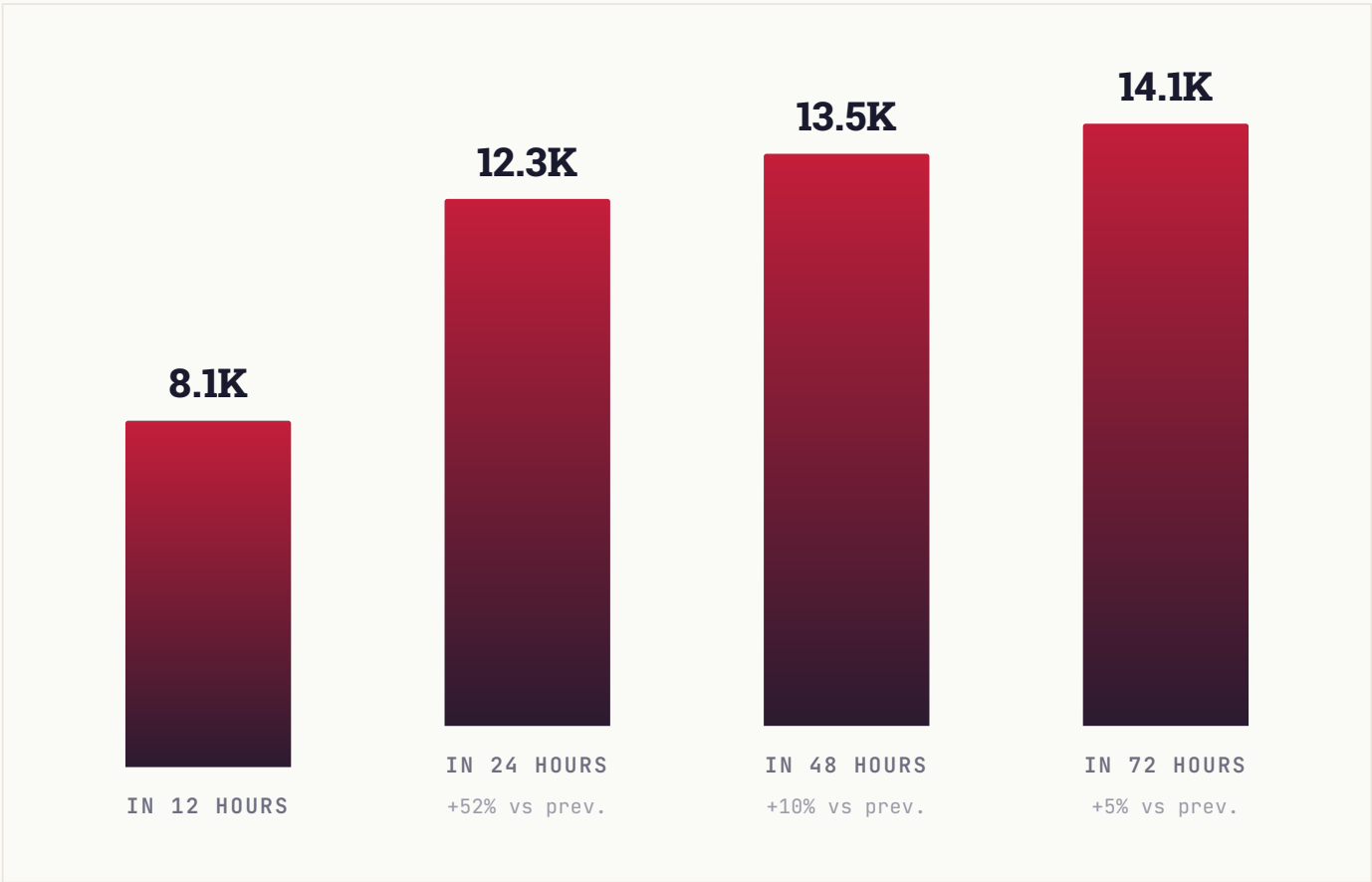
Citation index **800** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **2 178** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long 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
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ here lives broen	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
VC Victoria Tsyganova YOU	58.4K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

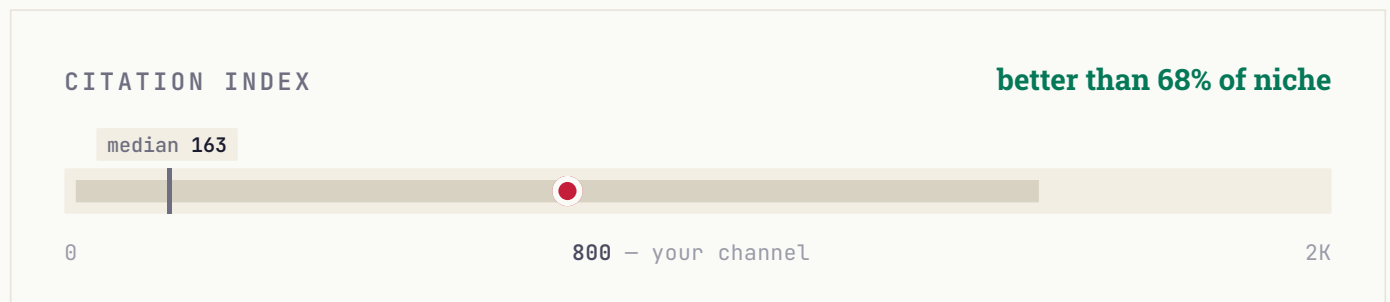
How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **2 755**, they brought **48 344** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	367	146	0
December 2025	486	164	24 754
Nov 2025	500	178	1 038
Oct 2025	419	182	18
Sep 2025	573	244	18 584
August 2025	410	222	3 950
TOTAL MENTIONS			2 755
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			48 344

Where the channel stands in its league

Red dot = your channel.



— 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

Post of the week — on Friday

Audience is most active on this day at 09:00 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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighbor 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

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

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

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