

PROMTPRESS PUBLIC REPORT

Channel audit

Evgeny Popov



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Statement #4848510148

SUBSCRIBERS

55 706

+662 per month

ERR (% SEE POSTS)

13.0%

daily 6.3%

REACH/POST

6.7K

ad reach 3.5K/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 55 706 —	SUBSCRIBER REACH 12.06% avg % subs see post	VIEWS/POST 6.7K median 4.2K · 28 days	POSTS/WEEK 44.6 for period
7D TREND -18.6% vs previous week	REACTIONS/POST 42.6 only 7,702 reactions, 2,413 reposts, 669 comments	POST LENGTH 719 chars median 944 · 28 days	POSTS ANALYZED 181 28 days
AD REACH 3.5K 24h avg	CHURN / MONTH +662 last month	CITATIONS 1 493 citation index · 4,690 channels ever mentioned	CHANNEL AGE 9 years 3 months created 25.03.2017

AI EDITOR SUMMARY

Channel «Evgeny Popov» — 55 706 subs. Each post avg views 6.7K people (12% from subs), reach low — should expand audience. Publishes 45 posts/week (~6/day) — active publishing. Week Jun 29 – Jul 5 reach dropped -18.6% to week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **181** posts in 28 days.
- 02 Dominant format – **Photo** (88/181 posts).
- 03 Avg post length – **719** chars (median 944).
- 04 Audience peak activity – **Thu, 22:00** MSK.
- 05 Top posts get **17x** more views than weakest (52K avg top vs 3.1K worst) – among 181 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 19:10 VIDEO JD Vance wrote a new book. Lots about Russia, Putin, war, and Western elites. Very nonlinear thinking. We've compiled for you...	VIEWS 86 396 REP. 43	REACTIONS 43 ER 155.1%
Nº2 23.06 · 10:35 VIDEO Today in the State Duma we are considering a bill on a large-scale update of Russian Post. If approved, the company will become...	VIEWS 36 392 REP. 10	REACTIONS 47 ER 65.3%
Nº3 22.06 · 05:04 VIDEO June 22 – one of the most tragic dates in our country's history. On this day in 1941, the Great Patriotic War began, which...	VIEWS 33 195 REP. 30	REACTIONS 84 ER 59.6%

Nº4

24.06 · 12:03

PHOTO

New homes will be delivered with ready internet Ministry of Digital Development is working on unified requirements for communication infrastructure when commissioning homes...

VIEWS

32 057

REP.

13

REACTIONS

37

ER

57.5%

Nº5

25.06 · 09:43

TEXT

Rejoicing at the dismantling of VK, Dzen, Mail.ru, as some shortsighted citizens do, is foolish. The enemy aims to...

VIEWS

28 998

REP.

26

REACTIONS

168

ER

52.1%

WORST 3



16.06 · 11:58

VIDEO

🐻 Walrus Misha from Vladivostok crashed the trend of the hit song "Exhibit" and took over the entire internet. Have you seen what this guy is doing...

VIEWS

3 104

REP.

50

REACTIONS

88

ER

5.6%



17.06 · 07:46

TEXT

Anyone can search the internet for info on the so-called "Vixen Case" and find at least one difference. It, however, will be...

VIEWS

3 088

REP.

7

REACTIONS

55

ER

5.5%



18.06 · 06:36

TEXT

Moscow. Record attack. Hats off to air defense On the night of June 18, 555 long-range drones were shot down over Russia. Over the capital region – 180...

VIEWS

3 002

REP.

38

REACTIONS

108

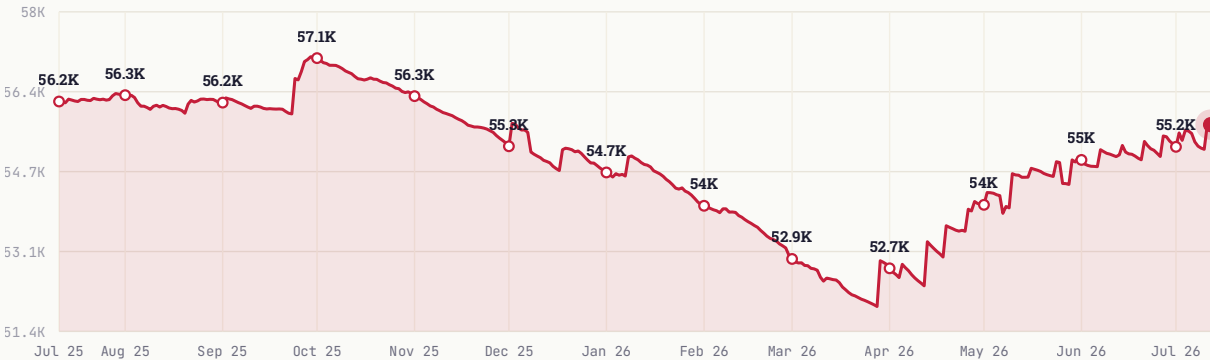
ER

5.4%

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.



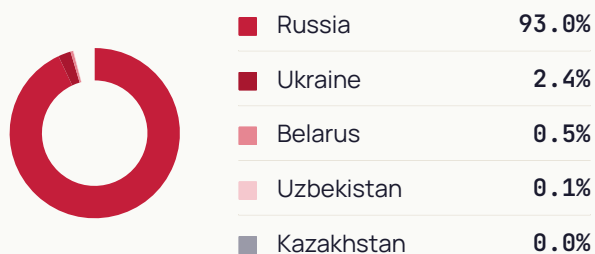
PERIOD START	NOW	NET GROWTH
56 187	55 706	-481

SECTION 04 • CITATIONS

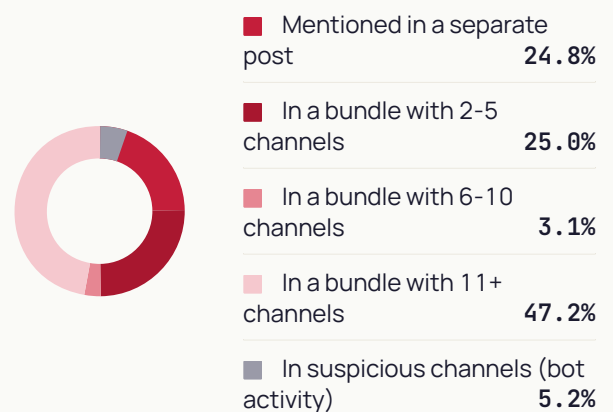
Who mentions the channel and how

Citation index **1 493** — 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: **4 690** different channels.

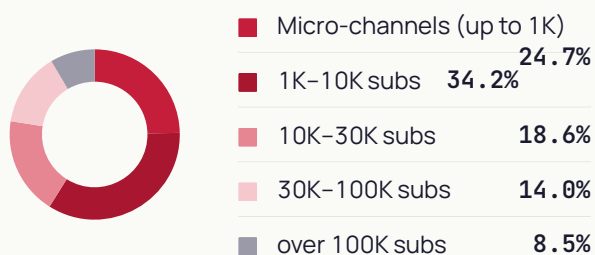
MENTION COUNTRIES



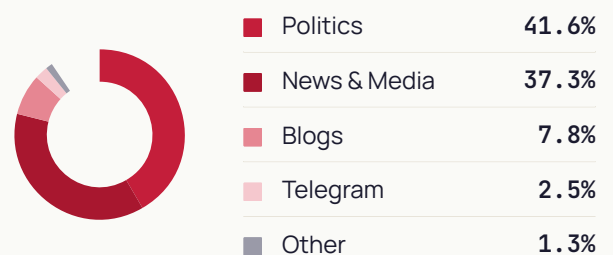
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



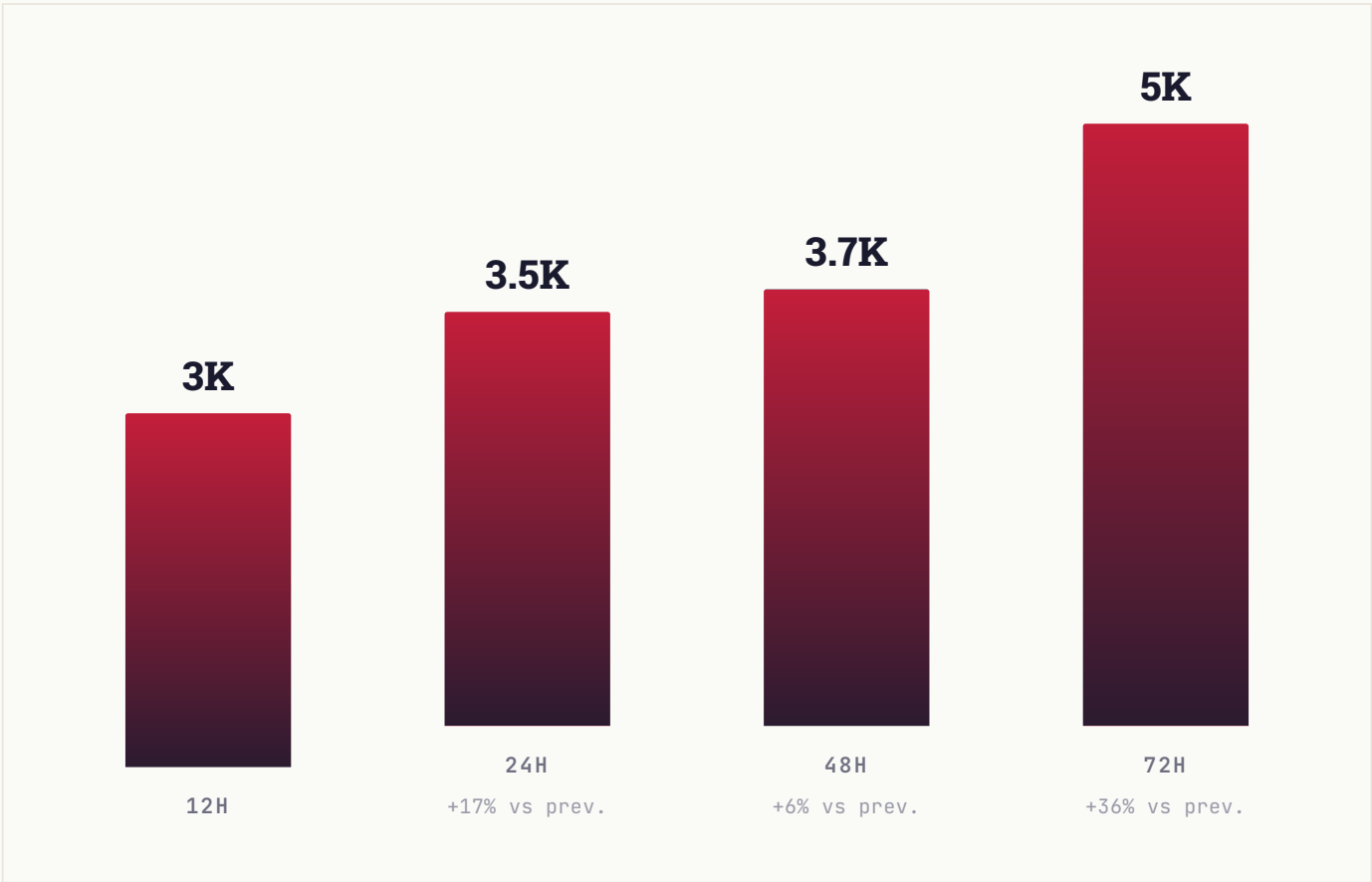
WHICH TOPICS MENTION



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
KB Bloody Lady	1.1M
EI EVELONE 192	1.1M
ZJ brown bear lives here	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
EP Evgeny Popov YOU	55.7K

COMPARATIVE INSIGHT

Channel not yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. 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 **436**, they brought **3 401** new subs.

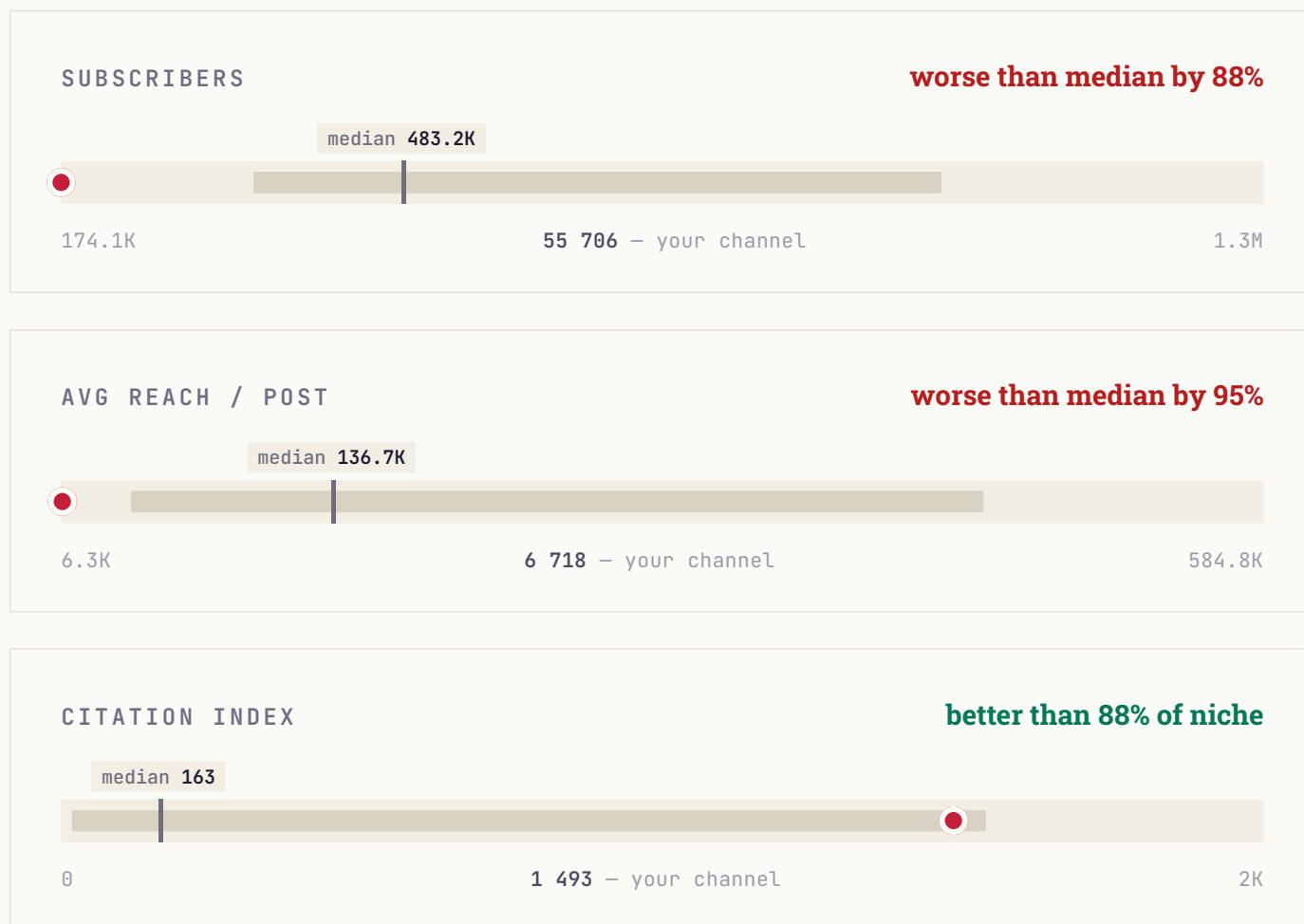
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	50	37	528	
December 2025	66	51	953	
November 2025	57	37	0	
October 2025	90	63	60	
September 2025	90	64	1 377	
August 2025	83	58	483	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
436	6	3 401

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Blogs» (Russia) and saw how your channel compares. Gray band — range of 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 sorted by expected impact. Check off and return to this report in a month.

01

Main post of the week — on Thursday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best time 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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with similar channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search looks at description. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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
