

PUBLIC REPORT BY PROMTPRESS

Channel audit

Telegram from Maxim Yurin



@yumaks

Author channel on creative entrepreneurship & unconventional marketing. From founder of digital agency CARTEL, Little Big Agency, fashion brand GLOVE.ME, YouTube channel КЕЙСКОНТРОЛЬ....

SUBSCRIBERS

42 882

+295 per month

ERR (% SEE POSTS)

31.0%

daily 19.5%

REACH/POST

12.8K

ad reach 8.3K/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 42 882 —	 SUBS REACH 29.93% avg % subs see post	 VIEWS/POST 12.8K median 13.2K · 28 days	 POSTS/WEEK 10.1 over period
 7D TREND +7.9% vs previous week	 REACTIONS/POST 110.2 only 4,630 reactions, 360 reposts, 459 comments	 POST LENGTH 924 chars median 1,000 · 28 days	 POSTS ANALYZED 42 28 days
 AD REACH 8.3K 24h avg	 CHURN / MONTH +295 last month	 CITATION RATE 133 citation index · 563 channels mentioned ever	 CHANNEL AGE 5 years 9 months created 01.10.2020

AI EDITOR SUMMARY

Channel «Telegramma from Maxim Yurin» — 42 882 subs. Each post avg views 12.8K people (30% of subs), good reach. Publishes 10 posts/week (~1/day) — regular. Week Jun 29–Jul 5 reach up +7.9% week Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **42** posts over 28 days.
- 02 Dominant format – **Photo** (37/42 posts).
- 03 Avg post length – **924** chars (median 1,000).
- 04 Peak audience activity – **Wed**, 14:00 MSK.
- 05 Top posts get **1x** more views than the weakest (14K avg for top vs 11.9K for worst) – among 42 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 11:44 PHOTO  SKOLKOVO launches a study – invites CEOs, directors, and HR to participate (and get bonuses) Study topic: "How companies...	VIEWS 14 259 REPOSTS 7	REACTIONS 16 ER 33.3%
Nº2 03.07 · 09:47 PHOTO  Yay! Now you can eat at your desk without making a mess As someone who usually eats 2 out of 3 meals at a laptop (or in...	VIEWS 13 959 REPOSTS 3	REACTIONS 26 ER 32.6%
Nº3 09.07 · 12:01 VIDEO  Yandex Food made a bot that helps combine Zoom calls with lunch. Simple and super practical idea: if your calendar has no...	VIEWS 13 746 REPOSTS 13	REACTIONS 31 ER 32.1%

Nº4 20.06 • 11:02 PHOTO ? Marketing Puzzle #85 Regular rubric #PUZZLES. Time to stretch your brain and boost marketing & ad literacy. One...	VIEWS 13 705 REPOSTS 4 REACTIONS 158 ER 32.0%
Nº5 09.07 • 08:14 TEXT @ Founder ≠ CEO of a mature company. Wish I'd watched this interview 10 years ago Watched a conversation between Sergey Tereshkin and Mikhail Dubnov...	VIEWS 13 697 REPOSTS 14 REACTIONS 104 ER 31.9%

WORST 3

↓ 19.06 • 08:02 PHOTO 🤔 "What would you do?" – why people discuss hypotheticals and what's the benefit Recently found a fascinating thread on Reddit...	VIEWS 12 028 REPOSTS 7 REACTIONS 129 ER 28.0%
↓ 22.06 • 08:07 PHOTO 🧠 Content consumption is changing. And site owners are gradually adapting In the 2010s, everyone talked about audience shift to social media...	VIEWS 12 022 REPOSTS 6 REACTIONS 47 ER 28.0%
↓ 18.06 • 07:40 PHOTO 🧠 "How to Make Your Life Miserable" – bad advice from Charlie Munger Investor Charlie Munger was vice chairman of the board...	VIEWS 11 754 REPOSTS 12 REACTIONS 156 ER 27.4%

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.



START OF PERIOD	NOW	NET GROWTH
36 180	42 862	+6 682

SECTION 04 • MENTIONS

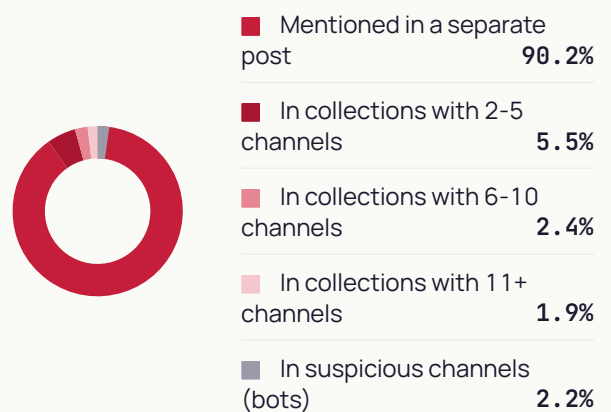
Who mentions the channel and how

Citation index **133** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **563** different channels.

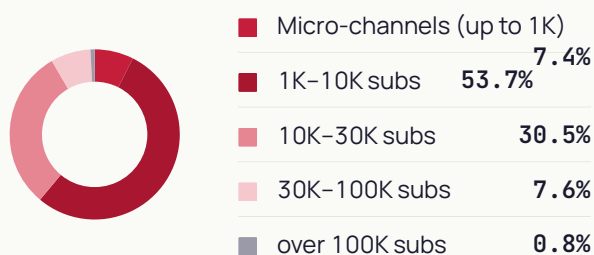
COUNTRIES MENTIONING



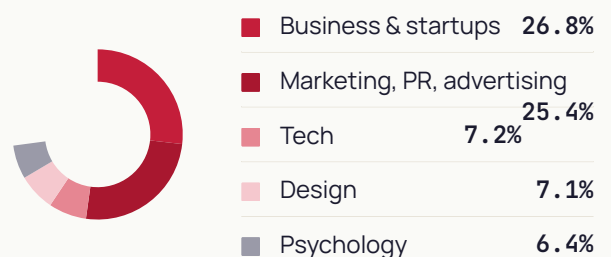
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



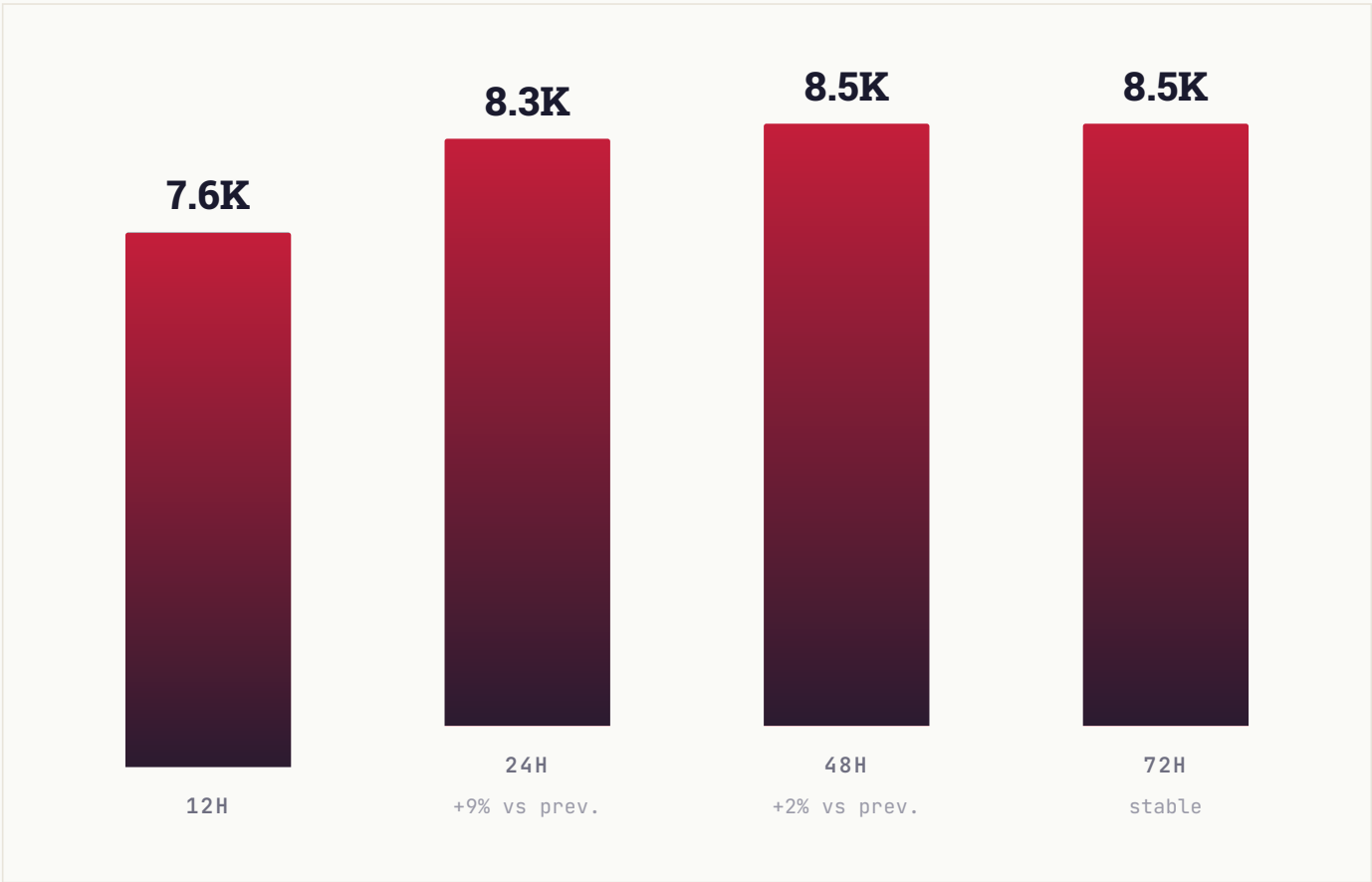
MENTIONED IN TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK OK	1.6M
ER Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
AVG Trending today	1M
TV Trend or leave	990K
TO Telegram from Maxim Yurin YOU	42.9K

COMPARATIVE INSIGHT

Channel is still outside top-99 niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal: enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **236**, they brought **10 269** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	34	33	1 810
December 2025	47	45	1 405
November 2025	32	26	1 261
October 2025	51	45	1 973
September 2025	38	28	1 633
August 2025	34	24	2 187

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
236	6	10 269

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Marketing, PR, advertising» (Russia) and compared your channel. 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 as done and revisit next month.

01

Best post day — Wednesday
 Audience most active on this day at 14:00 MSK.

EFFECT
Best window for important post

02

Increase share of video posts
 Video in Telegram holds audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT
Video retains audience better

03

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

04

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

EFFECT
+5-15% ER

05

Cross-promo with neighboring channels
 Cross-post with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **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