

— PUBLIC REPORT BY PROMTPRESS

Channel audit

АКИлогия | Агентство креативных индустрий



@akimoscow

Moscow Creative Industries Agency. Center for creative business development & support. <https://createdin.moscow> | АКИ.лаб space - Bolshaya...

SUBSCRIBERS

18 268

ERR (% SEE POSTS)

29.0%

REACH/POST

5.5K

-907 per month

per day 30.3%

ad reach 5.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 18 268 —	 SUBS REACH 30.12% avg % subs see post	 VIEWS/POST 5.5K median 5.5K · 29 days	 POSTS/WK 12.4 over period
 7D TREND +5.7% vs prev week	 REACTIONS/POST 20.4 total 1,083 reactions, 559 reposts, 35 comments	 POST LENGTH 834 chars median 999 · 29 days	 POSTS ANALYZED 53 29 days
 AD REACH 5.5K 24h avg	 CHURN / MONTH -907 over last month	 CITATION RATE 410 citation index · 1,164 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 11.03.2022

AI EDITOR SUMMARY

Channel «AKIllogy | Creative Industries Agency» — 18 268 subs. Each post averages 5.5K people (30% of subs), good reach. Posts 12 posts per week (~2/day) — regular. For week Jun 29 – Jul 5 reach grew by +5.7% by week 22–28 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 53 posts over 29 days.
- 02 Dominant format – Photo (46/53 posts).
- 03 Avg post length – 834 chars (median 999).
- 04 Peak audience activity – Tuesday, 10:00 MSK.
- 05 Top posts get 2× more views than the weakest (6.8K avg for top vs 3.6K for worst) – among 53 posts over 29 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº113.07 · 07:15	PHOTO	Evening for Book Lovers Gathering everyone whose reading list grows faster than shelf space. As part of...	VIEWS	REACTIONS
			7 580	22
			REPOSTS	ER
			21	41.5%
Nº223.06 · 07:26	PHOTO	Product Localization for China: Belëv Pastila Case Entering a new market starts not with label translation but with audience research...	VIEWS	REACTIONS
			6 457	48
			REPOSTS	ER
			17	35.3%
Nº311.07 · 13:34	PHOTO	Yesenin You Might Not Know On July 14, as part of the 3rd Moscow International Publishing Week, we'll host a free...	VIEWS	REACTIONS
			6 392	15
			REPOSTS	ER
			8	35.0%

Nº4

07.07 · 13:18

PHOTO

Digest of upcoming creative industry events: ♦ Educational program ♦ Masterclass «Psychoportraits and their...

VIEWS

6 116

REPOSTS

9

REACTIONS

13

ER

33.5%

Nº5

08.07 · 15:28

PHOTO

 46% More Companies & Sole Proprietors in Ads, PR, Marketing & Design Russia's creative & marketing services market is growing and...

VIEWS

6 095

REPOSTS

10

REACTIONS

32

ER

33.4%

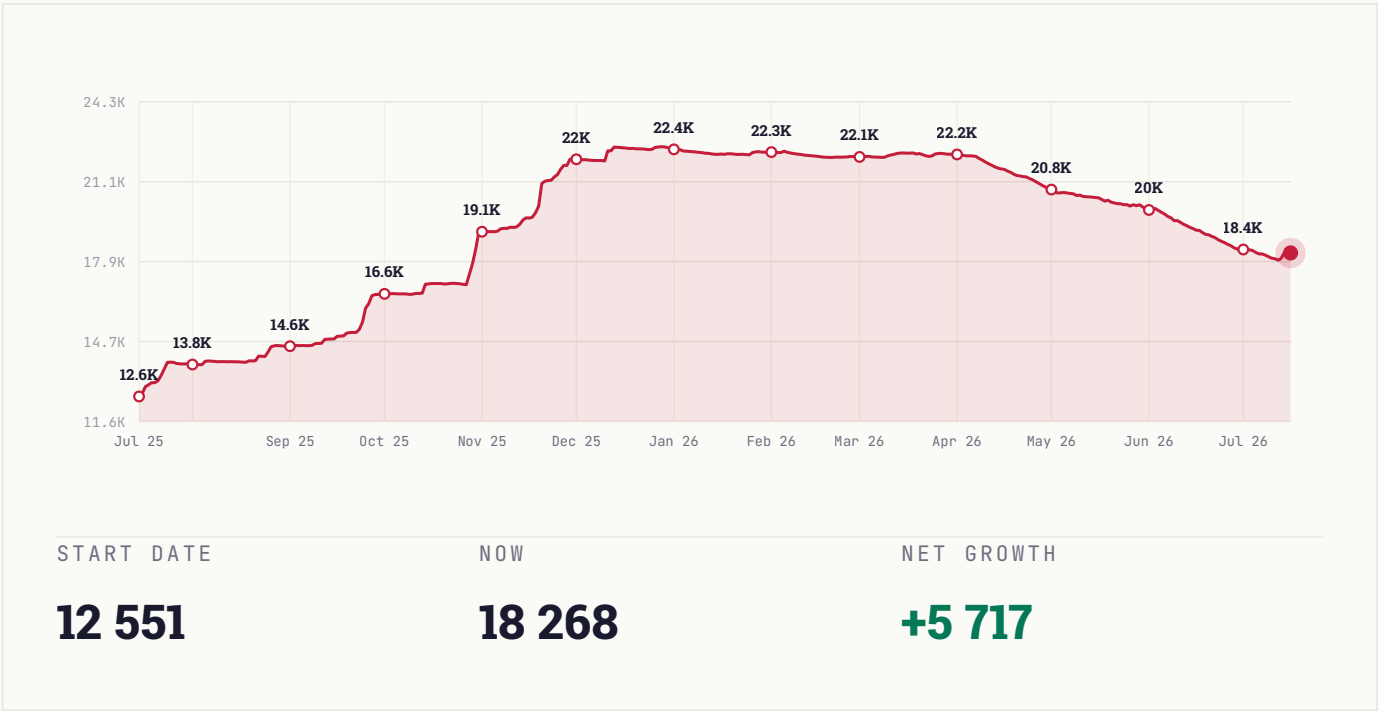
WORST 3

↓ 19.06 · 07:38 PHOTO «Московские мастерские»: weekly poster Get inspired at artist studios' open houses and a new resident exhibition. And...	VIEWS 4 642 REPOSTS 11 REACTIONS 38 ER 25.4%
↓ 18.06 · 14:02 PHOTO Moscow Literary Week debuts in Beijing. From June 17–21, Chinese capital hosts talks between Russian publishers...	VIEWS 3 990 REPOSTS 3 REACTIONS 14 ER 21.8%
↓ 24.06 · 11:07 PHOTO  Runet Economy Trends: Where We Are & Where We're Headed The Russian Association for Electronic Communications studied the digital economy...	VIEWS 2 293 REPOSTS 4 REACTIONS 14 ER 12.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

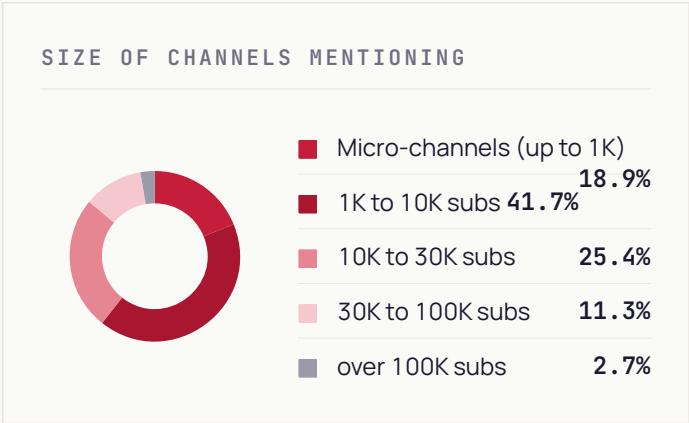
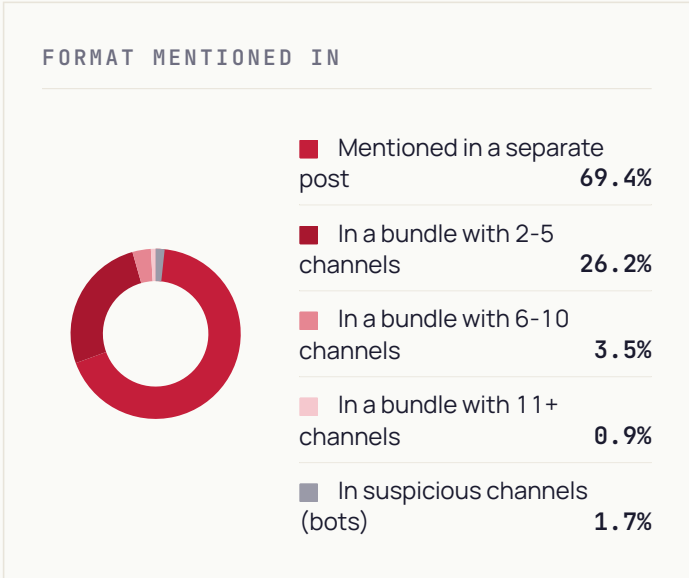
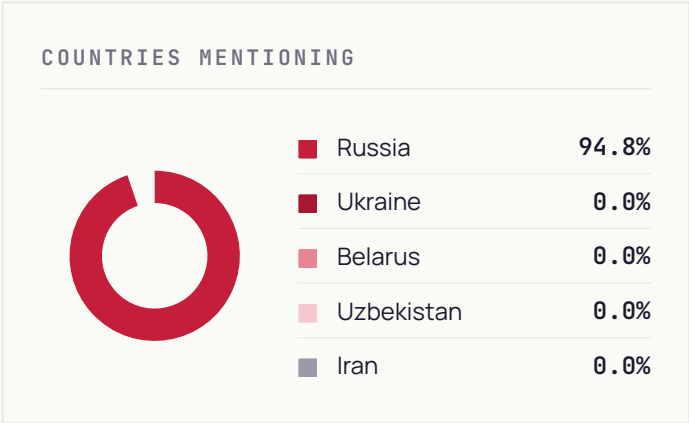
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

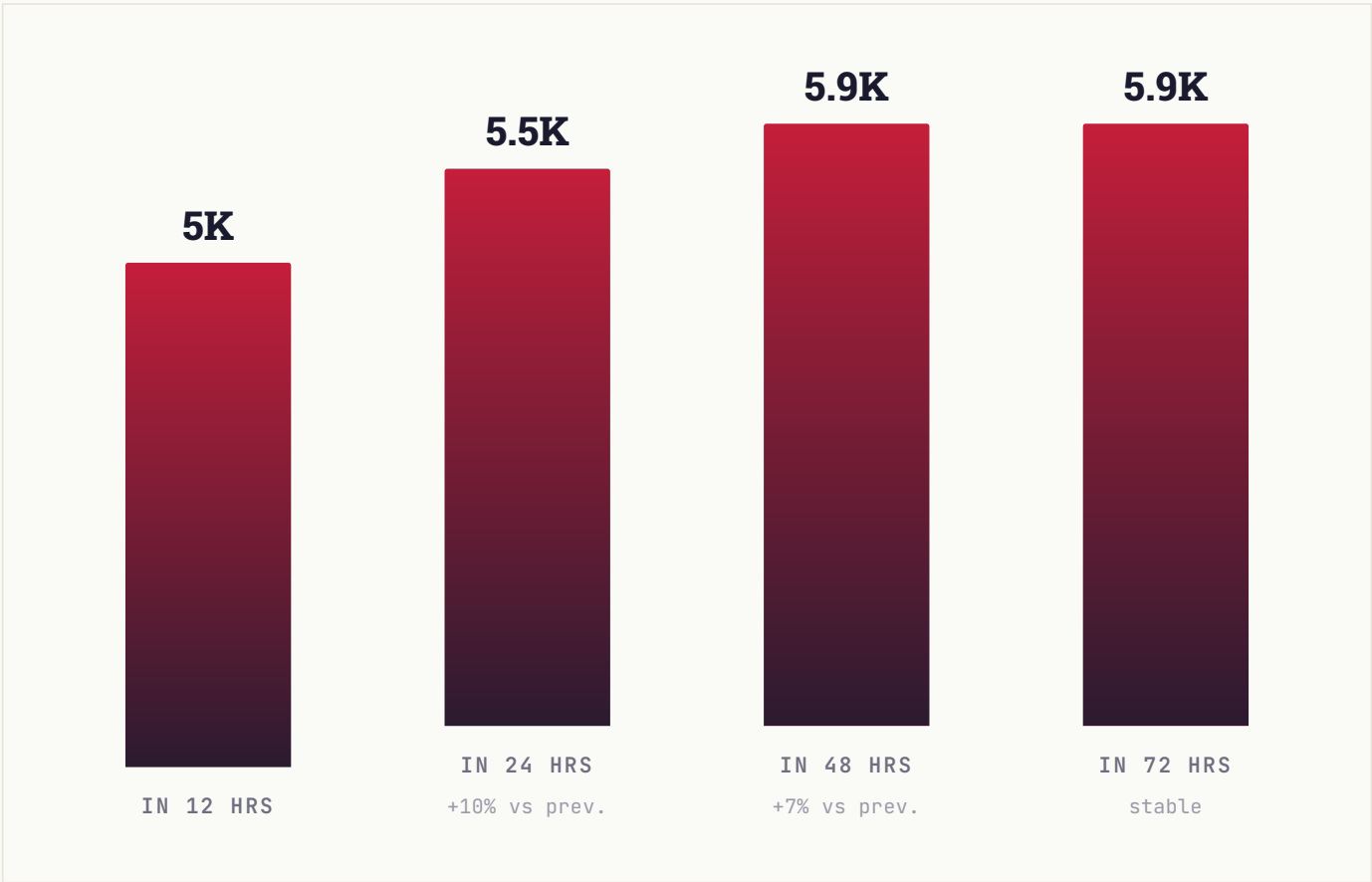
Citation index **410** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 164** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.2M
IT ISHBOR Toshkent	1.4M
MO MoscowBusiness	1.1M
CN Million-dollar books business blog	861.7K
RP Roxman typing...	529.9K
AB Business Shark	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
AI АКИлогия Агентство креативных индустрий YOU	18.3K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal: enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **428**, they brought **9 298** new subs.

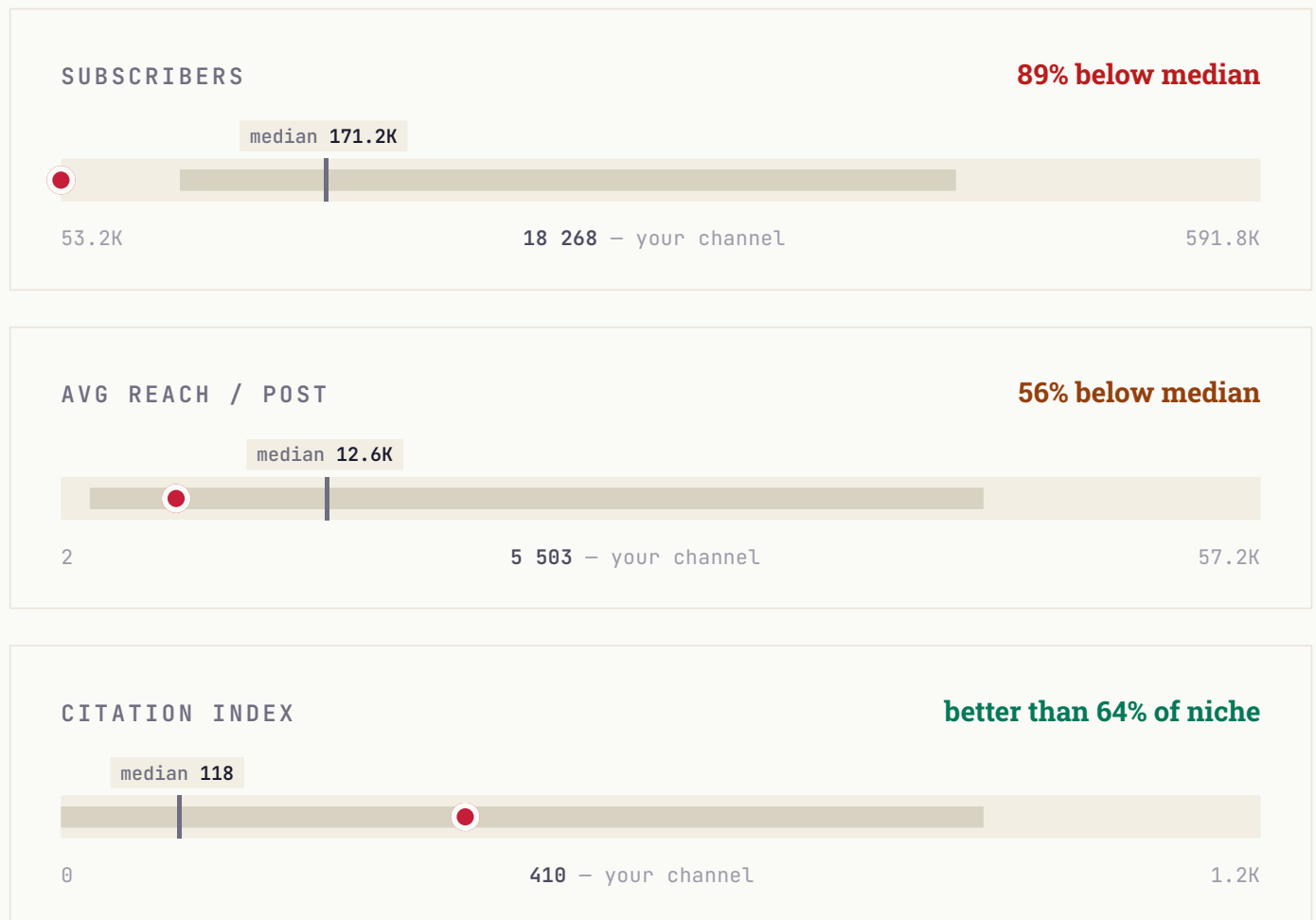
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	10	8	172
December 2025	70	44	672
Nov 2025	94	77	2 932
Oct 2025	68	56	2 602
Sep 2025	117	98	2 082
August 2025	69	54	838

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
428	6	9 298

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in category «**Business & startups**» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-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 | Top post of the week — Tuesday
Audience is most active on this day at 10:00 MSK. | EFFECT
Best window
for a key post |
| 02 | Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%. | EFFECT
Video retains
audience
better |
| 03 | System traffic buy
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 usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. Want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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