

PUBLIC REPORT BY PROMTPRESS

Channel audit

PMs not needed



@betternotworse

You've definitely used products I built. Ads from 50,000 RUB per post: t.me/betternotworse/37 Registration in RKN: <https://clck.ru/3FsL99>

SUBS

28 707

-10 per month

ERR (% SEE POSTS)

27.0%

per day 9.0%

REACH/POST

6.1K

ad reach 2.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBS 28 707 —	 SUBSCRIBER REACH 21.31% avg % of subs see post	 VIEWS/POST 6.1K median 5.1K · 26 days	 POSTS/WK 3.5 over period
 7D TREND — no data for period	 REACTIONS/POST 114.2 only 1,485 reactions, 489 reposts, 0 comments	 POST LENGTH 614 chars median 873 · 26 days	 POSTS IN ANALYSIS 13 26 days
 AD REACH 2.6K 24h average	 CHURN / MONTH -10 last month	 CITATION RATE 37 citation index · 317 channels mentioned all time	 CHANNEL AGE 10 years 9 months created 22.09.2015

AI EDITOR SUMMARY

Channel «PMs not needed» – 28 707 subs. Each post averages 6.1K people (21% from subs), this is average reach – room to grow. Publishes 4 posts per week (~0 per day) – rare publications.

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 13 posts over 26 days.
- 02 Dominant format – Text (8/13 posts).
- 03 Avg post length – 614 chars (median 873).
- 04 Audience peak activity – Monday, 10:00 MSK.
- 05 Top posts get 3x more views than the weakest (10K avg top vs 3.6K worst) – among 13 posts in 26 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº115.06 · 07:01TEXT	No one hears your scream in the backlog	VIEWS	REACTIONS
		10 441	152
		REPOSTS	ER
		47	36.4%
Nº225.06 · 16:18PHOTO	Many entrepreneurs will get it. There are things you've wanted to do for a long time. You have the idea, the understanding, the desire. But every time something...	VIEWS	REACTIONS
		10 054	118
		REPOSTS	ER
		11	35.0%
Nº319.06 · 17:03TEXT	You overestimate yourself Launched a feature – metrics flat. Quarter of hard work for revenue growth, but it fluctuates within error...	VIEWS	REACTIONS
		9 451	203
		REPOSTS	ER
		78	32.9%

Nº4 19.06 • 16:33 **TEXT**

Any options to switch from product management to a normal profession? If yes, which one?

VIEWS

7 705

REPOSTS

45

REACTIONS

87

ER

26.8%**Nº5** 03.07 • 17:42 **TEXT**

Drop a heart if you're a bot and fall asleep to VK Video.

VIEWS

6 983

REPOSTS

4

REACTIONS

176

ER

24.3%**WORST 3**10.07 • 09:53 **TEXT**

Networking rocks Most PMs underestimate networking. From experience, it's a super tool. 1. It's one...

VIEWS

3 859

REPOSTS

64

REACTIONS

97

ER

13.4%11.07 • 08:37 **TEXT**

About socks There's a puzzle I love to ask mathematicians and kids (or humanities folks): In a drawer, 50 black socks are mixed...

VIEWS

3 621

REPOSTS

58

REACTIONS

63

ER

12.6%11.07 • 10:02 **PHOTO**

Colleagues, you here? Got a chat 🤖 At what career stage did you start asking yourself the same question: «What's next?» You already have experience, skills...

VIEWS

3 305

REPOSTS

7

REACTIONS

11

ER

11.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

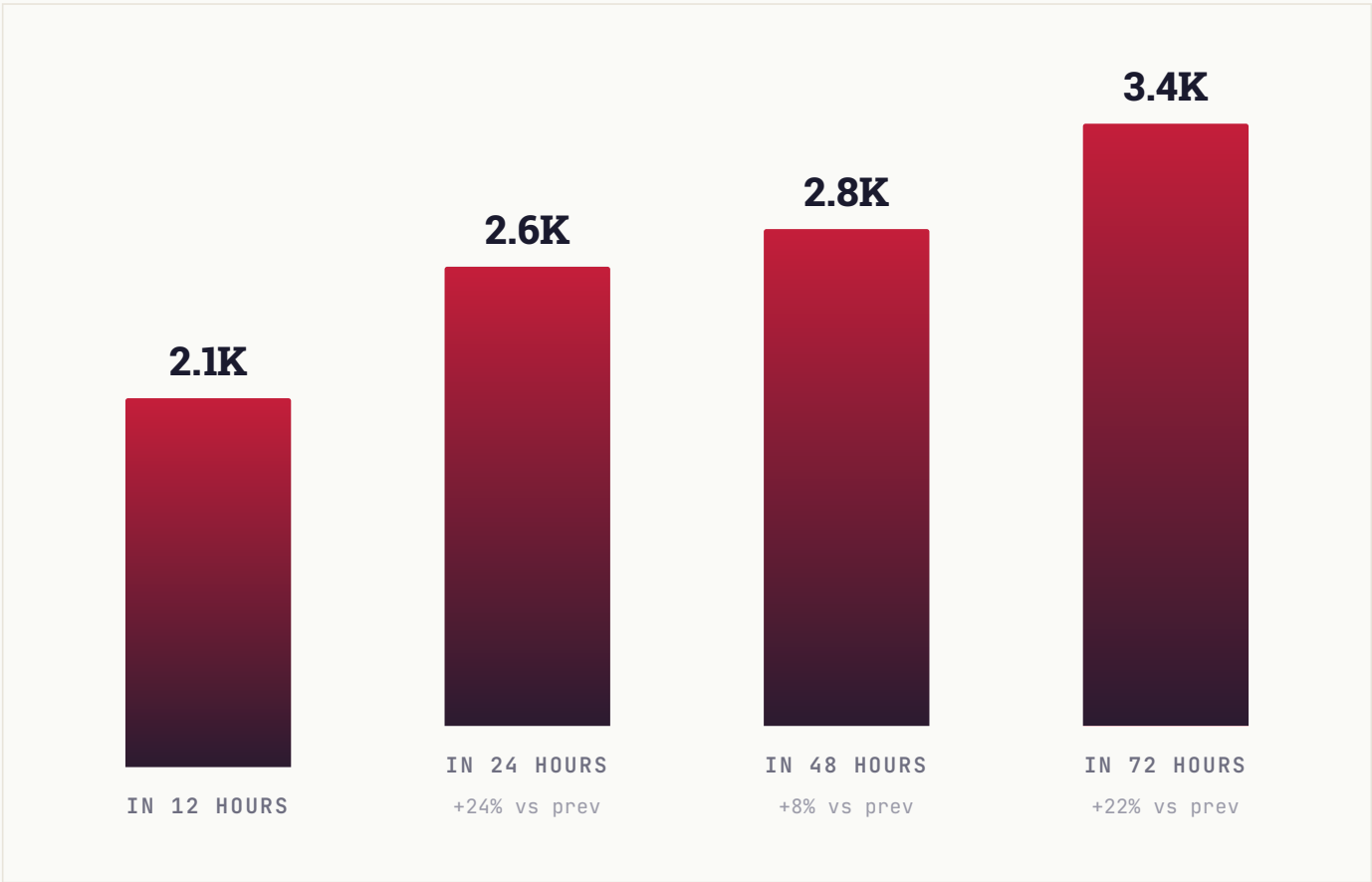
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subscribers.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Oka	1.6M
ER Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
ER Customer is always right	1.1M
Brief Set trends	1.1M
RV Trending today	1M
TV Trend or leave	1M
Mon PMs not needed YOU	28.7K

COMPARATIVE CONCLUSION

Channel yet outside top-99 niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 147.7K. First goal — enter top-99 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **7**, they brought **416** new subs.

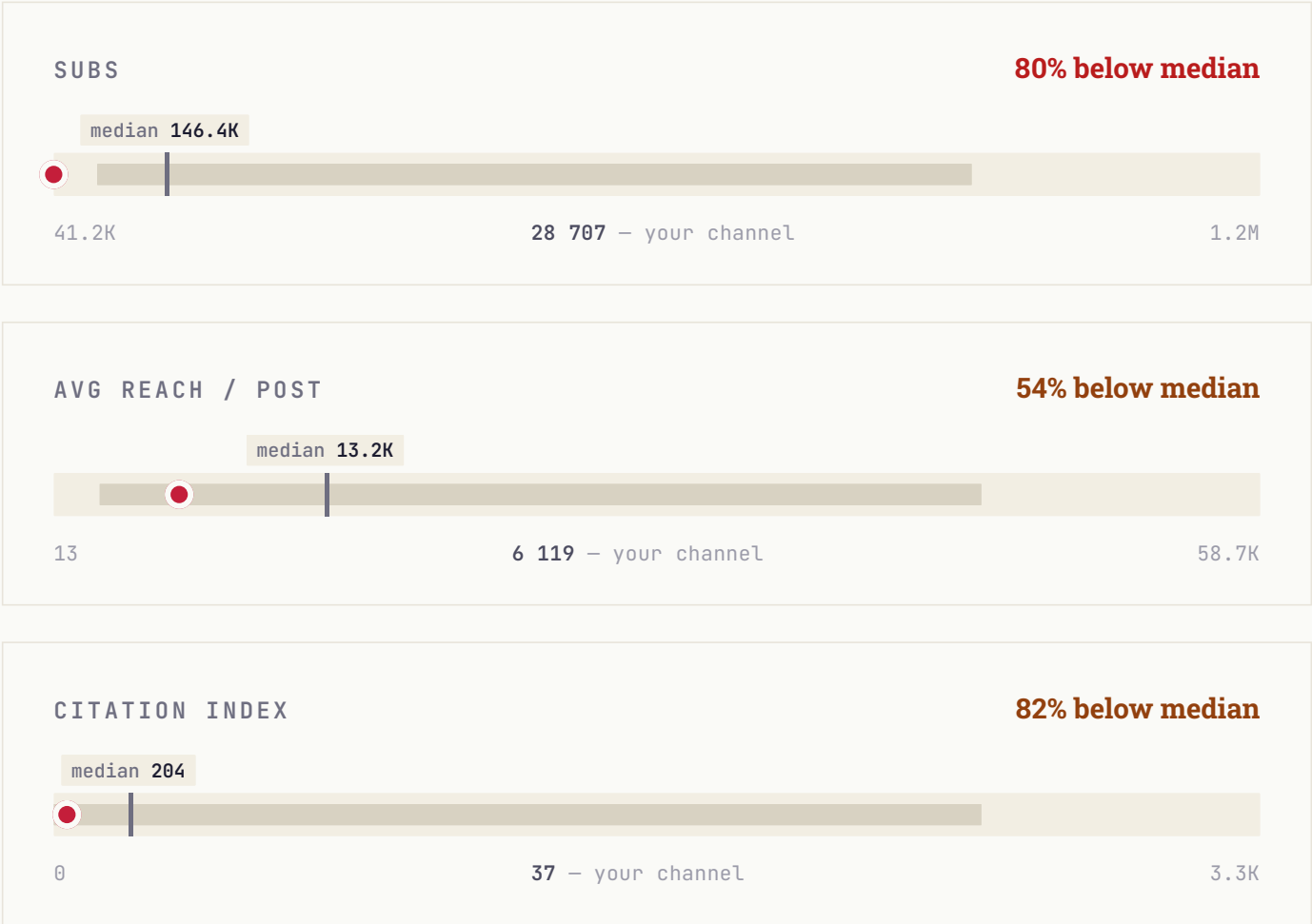
PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
Jan 2026	1	1	68	
December 2025	1	1	88	
November 2025	3	3	38	
October 2025	2	2	96	
September 2025	0	0	55	
August 2025	0	0	71	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
7	6	416

SECTION 07 · NICHE COMPARISON

Where your channel stands in its league

Took top-100 channels in category "Marketing, PR, advertising» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black line — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit next month.

- | | | |
|----|--|--|
| 01 | Post more often
Now 3.5 posts/wk. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — Monday
Audience is most active on this day at 10:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase video post share
Video in Telegram retains audience longer and is
algorithm-friendly. Aim for 15-25% share. | EFFECT
Video retains
audience
better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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